

# OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

## FISCAL 2013 ANNUAL REPORT GUIDANCE

The Office of Performance Management & Oversight (OPMO) measures the performance of all public and quasi-public entities engaged in economic development. All agencies are required to submit an Annual Report, which includes all of the following information and demonstrates progress made against the Annual Plan submitted for the same year.

Based on review of Performance to Plan, the Office of Performance Management and Oversight will annually re-evaluate the goals and measures established by the agencies. The Office will recommend changes to goals and measures as appropriate to align with the statewide economic development policy and plan.

The annual reports of each agency will be published on the official website of the Commonwealth, and be electronically submitted to the clerks of the Senate and House of Representatives, the Chairs of the House and Senate Committees on Ways and Means and the House and Senate Chairs of the Joint Committee on Economic Development and Emerging Technologies.

### Filing Instructions:

The Fiscal Year 2013 report is due no later than **Friday, November 1, 2013**. An electronic copy of the report and attachments A & B should be e-mailed to [Anne.Struthers@state.ma.us](mailto:Anne.Struthers@state.ma.us).

### 1) AGENCY INFORMATION

<b>Agency Name</b>	Commonwealth Marketing Office
<b>Agency Head</b>	Michael Quinlin
<b>Title</b>	Executive Director
<b>Website</b>	massitsallhere.com
<b>Address</b>	Transportation Building 10 Park Plaza, Suite 4510 Boston, MA 02116

## 2) MISSION STATEMENT

Please include the Mission Statement for your organization below.

Act as the central entity and coordinating organization for marketing initiatives on behalf of the Commonwealth in order to advance economic development

## 3) PERFORMANCE ON GOALS AND OBJECTIVES

Please provide details on the agency's progress and accomplishments for Fiscal Year 2013 as it relates to the Fiscal Year 2013 Plan submitted by your agency. This information should be included as **Attachment A and should include prior year perspective.** In addition to your Performance to Plan Report, Questions 5 through 10 provides guidance on the specific information required under Chapter 240 of the Acts of 2010.

## 4) ACCOUNTING

Please provide financial information for your agency. Below please give a summary of *Receipts and Expenditures* during the fiscal year, and include the *Assets and Liabilities* at the end of the fiscal year. Please include the most recent audited financial report for the agency as **Attachment B.**

	AMOUNT	
Receipts	\$0	
Expenditures	\$0	
Assets	\$0	
Liabilities	\$0	

## 5) INVESTMENTS OR GRANTS TO BUSINESSES OR INDIVIDUALS

Does your agency make **investments** and/or provide **grants** to businesses or individuals? Yes  No

If **Yes**, please provide detailed information on investments and/or grants made during FY13 in the **Performance on Goals and Objectives** section of this report. Information should include the number, nature and amounts of investments made and grants awarded by your agency along with job, investment and/or other economic development impact. Please list the name(s) of the investment and/or grant programs offered by your agency in the space provided below:

[Please enter the investment or grant details here.]

## 6) DEBT OR EQUITY INVESTMENT DETAILS

Is your agency involved in **debt** or **equity investments** for businesses? Yes  No

If **Yes**, please provide detailed information on debt and/or equity investments made during FY13 in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the name(s) of the debit and/or equity investments programs offered by your agency in the space provided below:

No

### 7) LOAN DETAILS

Is your agency involved in **real estate loans, working capital loans, or any other type of loan or guarantee**? Yes  No

If **Yes**, please provide detailed information on loan(s) and/or guarantee(s) made during FY13 in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the types of loan(s) and/or guarantee(s) offered by your agency in the space provided below:

No

### 8) OTHER FORMS OF FINANCING OR FINANCIAL ASSISTANCE?

If your agency provides any other form of financing or financial assistance, please include FY13 details in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the types of other forms of financing offered by your agency in the space provided below:

No

### 9) PATENTS OR PRODUCTS

Does your agency track **patents or products** resulting from agency-funded activities? Yes  No

If **Yes**, please include details in the **Performance on Goals and Objectives** section of this report along with job, investment and/or other economic development impact. Please list the agency-funded activities of your agency that promote patent and product advancement in the space provided below:

No

### 10) TECHNICAL ASSISTANCE

If your agency provides technical assistance, please provide detailed information on technical assistance provided during FY13 in the **Performance on Goals and Objectives** section of this report along with job, investment, and/or other economic development impact. Please list the name(s) of the technical

assistance programs offered by your agency in the space provided below:

no

Please provide details on the agency's progress and accomplishments for Fiscal Year 2013 as it relates to the Fiscal Year 2013 Plan submitted by your agency. This information should be included as Attachment A and should include prior year perspective. In addition to your Performance to Plan Report, Questions 5 through 10 provides guidance on the specific information required under Chapter 240 of the Acts of 2010.

### **Attract to and retain talent in Massachusetts**

CMO had an active intern page on its web site but this initiative was downgraded and phased out when the previous Executive Director departed in September 2012.

### **Assist MOBD in working with existing companies to locate call centers, sales, marketing, and other administrative functions to State**

CMO worked with MOBD in creating and fine-tuning site selection material for presentation to site locators, focusing on western Massachusetts.

### **Market Massachusetts as a place to do business**

CMO worked with MassEcon, MOBD and MOITI to identify Ambassador opportunities and to share information about new Ambassadors.

CMO worked with MOBD to create descriptions for 16 EDIP projects and prepared materials for upload to web site.

CMO updated massitsallhere web site and removed outdated materials, with plans to convert the web site to a blog.

CMO revived massitsallhere Twitter account to post across MMP agencies on daily basis in 2013.