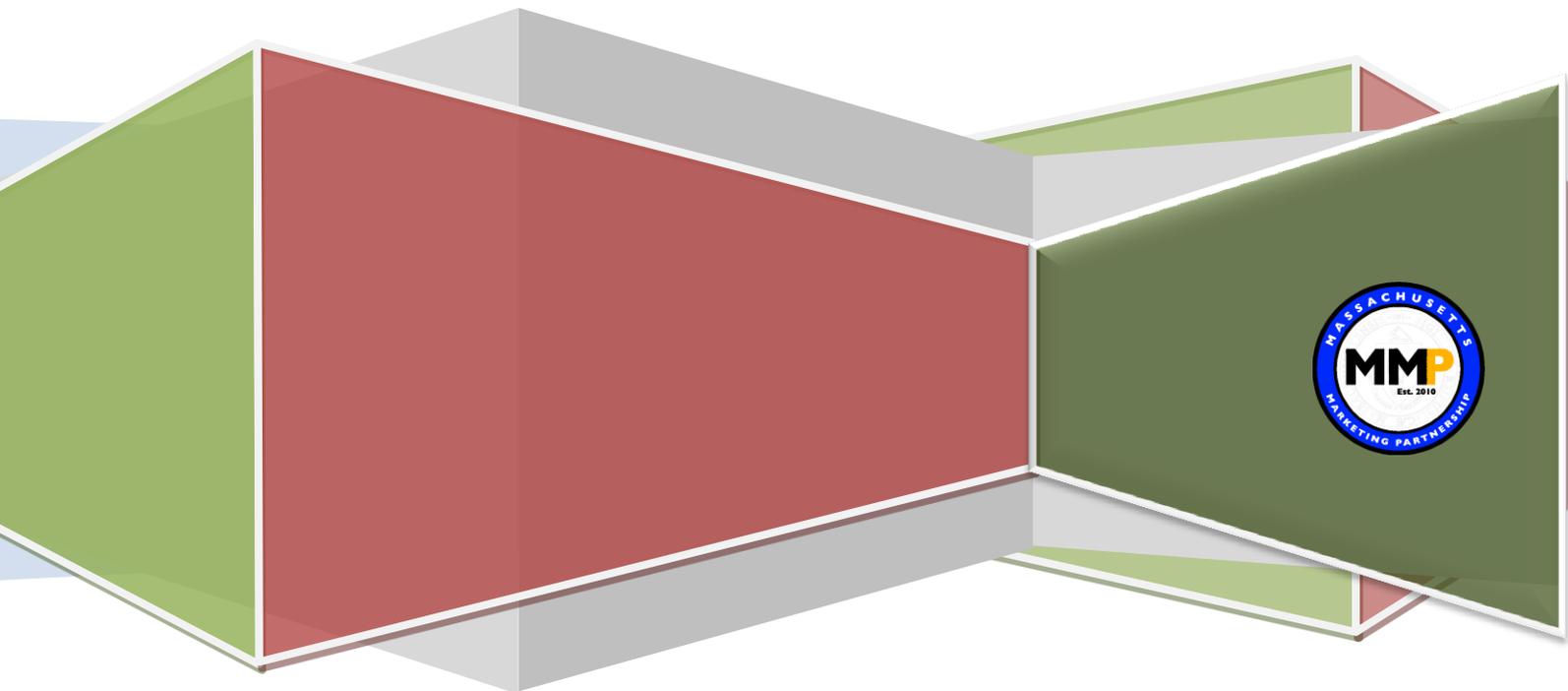


Office of Performance Management & Oversight

Commonwealth Marketing Office

Fiscal 2014

Economic Development Business Plan



Commonwealth Marketing Office

Mission Statement Act as the central entity and coordinating organization for marketing initiatives on behalf of the Commonwealth in order to advance economic development – part of the Massachusetts Marketing Partnership.

Business Plan Summary – The following table summarizes objectives, programs, and initiatives planned for FY14 and performance measurements by which to evaluate progress.

Goals	Strategy	Performance Measurement
<p>Market the strengths of doing business in Massachusetts</p> <p><i>Aligns with Action Item 4.3.1 of the economic development plan</i></p>	Enhance the Ambassador initiative that promotes Massachusetts by implementing a communications outreach plan for existing and new ambassadors	<p>Increase number of Ambassadors by 20% or greater</p> <p>Rollout program and communications plan</p> <p>Number of events</p>
<p><i>Aligns with Action Item 4.3.4 of the economic development plan</i></p>	Develop and distribute marketing information showcasing regional strengths across the Commonwealth	Materials created
<p><i>Aligns with Action Item 4.3.2 of the economic development plan</i></p>	Leverage our status as a leading host of international scientific, medical and technical conferences to better connect and market our key industry clusters	Number of events connecting key clusters
<p>Coordinate Marketing and Messaging</p>	Develop marketing plan for the Commonwealth’s economic development plan in coordination with communication staff.	Development and execution of plan
	Launch revamped massitsallhere.com web site as a marketing tool to support messaging across the EOHEd.	Evaluate breadth and scope of EOHEd’s priorities covered in first twelve months.