

OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT

Reporting Entity Fiscal Year 2018 Annual Report

Reporting Agency Overview

Reporting Agency Name

Commonwealth Marketing Office

General Description

The Commonwealth Marketing Office works with departments across the administration, and with businesses, nonprofits, tourism entities and others to promote Massachusetts in a broad-based, positive way. CMO's role is to help create marketing products and strategies for strengthening the Massachusetts brand, and in a practical way, to supply marketing materials to be used at conferences, meetings, media visits and other purposes.

Agency Mission

The Commonwealth Marketing Office (CMO) is part of the Massachusetts Marketing Partnership (MMP). Its focus is to coordinate marketing efforts on behalf of MMP, with an emphasis on economic development in the areas of tourism, sports, film, international investment and business development. CMO has these goals:

- Promote Massachusetts as an ideal place to work, study and visit, and to start and grow businesses
- Create printed and digital materials for tourism, sports and business
- Support strategies to reach emerging tourism markets around the world
- Cross-market Massachusetts across a variety of business, educational, cultural and tourism platforms

Agency Budget funded by the Commonwealth of Massachusetts

Not Applicable

Agency Budget funded by the Commonwealth of Massachusetts *Expended*

Not Applicable

PROGRAM & INITIATIVES

Program / Initiative Information

Program / Initiative #1

Name

Conventions Connector

Program Citation (Legislation) - if applicable

N/A

Legislation Website Link - if applicable

N/A

Bill Item Number - if applicable

N/A

Program / Initiative Website Link - if one exists

www.massitsallhere.com

Description of Program / Initiative

We are identifying incoming conferences in FY 18 that align with MMP priorities such as maritime, culinary, sports and tourism as well as core industries such as life sciences, education and cybersecurity. Our goal is to make tangible connections with incoming convention organizers, thought leaders and businesses by bringing our MMP board members and staff on-site at convention venues to share the Massachusetts narrative.

We are working with Mass Convention Center Authority (MCCA) to develop an on-site presence at Boston Convention & Exhibition Center (BCEC) where MMP members can set up meetings with incoming conventions as needed and to supply marketing materials for interested parties.

Fiscal Year 2018 Line Item Number (##### - #####) - if applicable

N/A

Fiscal Year 2018 Budget

\$0.00

Total Fiscal Year 2018 Budget expended

\$0.00

Total Budget (Total \$, including other sources)

\$0.00

Details of additional funding sources

Program / Initiative #2

Name

Workforce Skills & Hospitality Industry

Program Citation (Legislation) - if applicable

N/A

Legislation Website Link - if applicable

N/A

Bill Item Number - if applicable

N/A

Program / Initiative Website Link - if one exists

www.massitsallhere.com

Description of Program / Initiative

In tandem with the Workforce Skills Cabinet, we will develop marketing ideas to identify work skill needs and gaps in the travel and tourism industry. An example of the scope could include casino jobs, summer and part time employment, and career tracks for college and high school-educated residents. We have identified 18 + hospitality programs throughout the state, including private colleges, state schools and community colleges with whom we can partner.

We may convene a workshop during the Mass Visitors Industry Conference (MVIC) in spring 2018 or during another time of year that includes key tourism job generators (hotels, restaurants), academic programs and regional opportunities.

Fiscal Year 2018 Line Item Number (##### - #####) - if applicable

0

Fiscal Year 2018 Budget

\$0.00

Total Fiscal Year 2018 Budget expended

\$0.00

Total Budget (Total \$, including other sources)

\$0.00

Details of additional funding sources

Program / Initiative #3

Name

Advertising-based Collateral Materials

Program Citation (Legislation) - if applicable

N/A

Legislation Website Link - if applicable

N/A

Bill Item Number - if applicable

N/A

Program / Initiative Website Link - if one exists

www.massjazz.com

Description of Program / Initiative

The MassJazz Guide published by MOTT provides a template that lets MOTT generate revenue by selling advertising. Our goal in FY 18 is to develop a second collateral piece on Massachusetts Museums that would be partially off-set by paid advertising. Collateral products are a good way to connect education, arts & culture and tourism into a single niche theme that includes all 16 of the tourism regions.

Fiscal Year 2018 Line Item Number (##### - #####) - if applicable

0

Fiscal Year 2018 Budget

\$0.00

Total Fiscal Year 2018 Budget expended

\$0.00

Total Budget (Total \$, including other sources)

\$0.00

Details of additional funding sources

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**OUTCOMES OF GOALS LISTED WITHIN AGENCY'S FISCAL YEAR 2018
OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT ANNUAL PLAN**

Goal: *see metrics column

Opportunities for All Category: Business Citizens Communities

Relevant Program(s) & Initiative(s)	Metrics	Completed?	Results -or- Reason why not complete
<ul style="list-style-type: none"> • Conventions Connector • Workforce Skills & Hospitality Industry 	<ul style="list-style-type: none"> • Double our direct connections with conferences from four in Fiscal Year 2017 to eight interactions In Fiscal Year 2018, and post 12 blogs on incoming conferences. • Hold workshop to connect college programs with workforce skills training and opportunities. 	<p align="center">Yes</p>	<p>Commonwealth Marketing Office made direct connections with these conventions/events and posted blogs on a total of 14 conventions:</p> <p>October 10-17, 2017 HUB Week – Festival of the Future 10,000 attendees -October 23, 2017 Golden Bridges Conference Northwest Ireland 500 attendees -November 8-10 Greenbuild 24,000 attendees -March 11-13 Seafood Expo North America 18,000 attendees -April 5-8 PaxEast Digital Gaming Convention 52,000 -June 4-7 Bio International Conference 16,000 -June 7-8 International Climate Summit Mayor’s Office Boston 1,000 -June 8-11 U.S. Conference of Mayors 1,000</p>

Goal: <i>*see metrics column</i>			
Opportunities for All Category: <input type="checkbox"/> Business <input checked="" type="checkbox"/> Citizens <input type="checkbox"/> Communities			
Relevant Program(s) & Initiative(s)	Metrics	Completed?	Results -or- Reason why not complete
Workskills Cabinet targeting Tourism & Hospitality	Convene a workshop to identify pathways for Massachusetts residents to enter the tourism & hospitality industry and to pursue career opportunities	Partially	Commonwealth Marketing Office worked with SnapChef to identify work training opportunities for seasonal workers on Cape Cod each summer. SnapChef is a company specializing in temporary and permanent culinary staff placement. We shared with the tourism industry the results of the Boston Foundation study, The Work of Leisure. We supported MGM outreach to the Regional Tourism Councils (RTCs) to form partnerships between gaming and the tourism industry.

Goal: <i>*see metrics column</i>			
Opportunities for All Category: <input type="checkbox"/> Business <input type="checkbox"/> Citizens <input checked="" type="checkbox"/> Communities			
Relevant Program(s) & Initiative(s)	Metrics	Completed?	Results -or- Reason why not complete
Advertising-based Collateral Materials	Double number of niche products from one to two by initiating a Massachusetts Museum Guide as a way of strengthening the state's cultural community.	Partially	Commonwealth Marketing Office was not able to pursue an advertising-based museum guide. Instead, we helped produce niche collateral material in the form of Massachusetts Office of International Trade and Investment and Massachusetts Office of Business Development brochures.

INVESTMENTS AND GRANTS AWARDED OR PROVIDED BY THE AGENCY
DURING FISCAL YEAR 2018

Overview

Not Applicable

TECHNICAL ASSISTANCE PROVIDED BY THE AGENCY
DURING FISCAL YEAR 2018

Overview

Not Applicable

LOANS, REAL ESTATE LOANS, WORKING CAPITAL LOANS AND GUARANTEES
APPROVED BY THE AGENCY IN FISCAL YEAR 2018

Overview

Not Applicable

OTHER FINANCIAL ASSISTANCE PROVIDED

Overview

Not Applicable

PATENTS & PRODUCTS RESULTING FROM AGENCY-FUNDED ACTIVITIES

Name of Recipient

NONE



OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT
POINT OF CONTACTS

Point of Contact for Head of Agency

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Title

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Agency

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