

**OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT**  
**REPORTING AGENCY OVERVIEW**

**Reporting Agency Overview**

*Provide Information below for the Agency for Fiscal Year 2019*

Reporting Agency Name

Commonwealth Marketing Office

General Description

The Commonwealth Marketing Office Fiscal Year 2018 Annual Plan complies with the requirements of the Office of Performance Management Oversight created by Chapter 240 of the Acts of 2010 – An Act Relative to Economic Development Reorganization. It includes goals set for the year and the performance metrics to evaluate goals, programs and initiatives.

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

Agency Budget funded by the Commonwealth of Massachusetts

\$4.2 million (MOTT budget)

Agency Total Budget (*including Commonwealth of Massachusetts funding*)

\$4.2 million (MOTT budget)

Does the Agency have additional mandatory reporting requirements? - select Yes or No

No

**OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT**  
**REPORTING AGENCY ENABLING LEGISLATION**

Reporting Agency Enabling Legislation

*Provide details for all Agency Enabling Legislation.*

**Include:** Mass General Law; Session Law (published in the Acts and Resolves); House Bills; Senate Bills (examples: Economic Development Bill)

General Law Citations: The General Laws are laws that are general in nature and are organized by subject. Private companies publish "annotated" editions of the General Laws. Notes are included at the end of each chapter and section of these editions, which include when the law was added and revised.

Acts and Resolves Citations: Acts and Resolves are yearly compilations of laws passed by the Massachusetts General Court, the state's legislature. These laws are arranged chronologically. These session laws provide the exact text of the law passed by the legislature, including what chapters and sections of the General Laws should be changed.

1

Citation for Legislation

General Laws - Part 1 - Title II - Chapter 23A - Section 13T

Link to Legislation

<https://malegislature.gov/Laws/GeneralLaws/PartI/TitleII/Chapter23A/Section13T>

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Citation for Legislation

General Laws - Part 1 - Title II - Chapter 23A - Section 13A-13Q

Link to Legislation

<https://malegislature.gov/Laws/GeneralLaws/PartI/TitleII/Chapter23A/Section13A>

**OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT**  
**REPORTING AGENCY'S FISCAL YEAR 2019 GOALS & TARGETS**

**Reporting Agency Fiscal Year 2019 Goals & Targets**

*All reporting agencies must provide 5 Agency Goals and Targets for Fiscal Year 2019.*

**Goal #1**

Agency Fiscal Year 2019 Goal # 1

Identify incoming conferences and travel-related events in FY 19 that align with MMP priorities such as maritime, culinary, sports and tourism as well as core industries such as life sciences, education and cybersecurity.

Metric Fiscal Year 2019 Goal # 1 will be measured by

Supporting Key Clusters and Industries. Programs, conferences, showcases, exhibits

Metric Source

The number of major and secondary conventions at BCEC/Hynes & other facilities we attend.

Target for Fiscal Year 2019 Goal #1

Reviewing the total universe of nearly conventions & meetings, we discuss the best opportunities at our MMP quarterly meeting and at our business development sub-committee meetings. We aim to attend and create direct connections with 24 major conventions in FY19.

Was Fiscal Year 2019 Goal #1 Achieved? (*yes, no, partially*)

Yes

Fiscal Year 2019 Goal # 1

Results - *or* - Details if not achieved

See list of 25 conference/tourism events attended.

**Goal #2**

Agency Fiscal Year 2019 Goal # 2

Conduct Branding inventory to include MMP agencies and departments, and extend to other departments across state government as well as private sector entities.

Metric Fiscal Year 2019 Goal # 2 will be measured by

Supporting Key Clusters and Industries.

Metric Source

Identify up to 50 potential branding partners in discussions with MMP sub-committee meetings.

Target for Fiscal Year 2019 Goal # 2

Outreach to prospective branding partners in 2019. Findings will provide clarity on ways to proceed to brand Massachusetts in a singular way.

Was Fiscal Year 2019 Goal # 2 Achieved? *(yes, no, partially)*

Yes

Fiscal Year 2019 Goal # 2

Results - *or* - Details if not achieved

We identified 50 potential branding partners with which we can engage if the MMP Board decides to pursue the branding initiative.

### Goal #3

Agency Fiscal Year 2019 Goal # 3

Take a thorough inventory of history organizations and trails as a lead-up to Plymouth 2020.

Metric Fiscal Year 2019 Goal # 3 will be measured by

Supporting Key Clusters and Industries. Partnerships.

Metric Source

16 regional tourism councils, history organizations, municipalities and academia.

Target for Fiscal Year 2019 Goal # 3

Create a full database of history groups that can be used to promote Massachusetts history in the tourism sector. Representation from across the Commonwealth, ranging from major organizations to community-based groups.

Was Fiscal Year 2019 Goal # 3 Achieved? *(yes, no, partially)*

Yes

Fiscal Year 2019 Goal # 3

Results - *or* - Details if not achieved

Working with the Mass History Conference (Mass Humanities), Regional Tourism Councils and state wide history organizations, we have compiled 200+ history-oriented groups.

### Goal #4

Agency Fiscal Year 2019 Goal # 4

Work with convention and visitor organizations to identify non-leisure travel venues catering to conventions, corporate business and for meetings at hotels and universities.

Metric Fiscal Year 2019 Goal # 4 will be measured by

Supporting Key Clusters and Industries. Business Relationships.

Metric Source

Mass Convention Center Authority, Greater Boston Convention & Visitors Bureau.

Target for Fiscal Year 2019 Goal # 4

Create an inventory of properties across the state that generate income through group meetings, conferences and conventions.

Was Fiscal Year 2019 Goal # 3 Achieved? *(yes, no, partially)*

Yes

Fiscal Year 2019 Goal # 3

Results - *or* - Details if not achieved

We have started a database of convention venues in Massachusetts, outside of MCCA venues, that take place in universities, hotels, and small convention and meeting venues.

## Goal #5

Agency Fiscal Year 2019 Goal # 5

Strengthen industry relationships that lead to new partnerships and collaboration.

Metric Fiscal Year 2019 Goal # 5 will be measured by

Supporting Key Clusters and Industries. Partnerships.

Metric Source

Focus on national and regional organizations whose mission aligns with Massachusetts areas of tourism, sports, history, etc.

Target for Fiscal Year 2019 Goal # 5

Aim to strengthen 12-15 new partnerships with regional or national organizations.

Was Fiscal Year 2019 Goal #5 Achieved? *(yes, no, partially)*

Yes

Fiscal Year 2019 Goal # 5

Results - *or* - Details if not achieved

We are working with 8 regional and 8 national organizations affiliated with tourism, history and culture.

### Regional

- Discover New England
- Historic New England
- New England Foundation for the Arts
- New England Historic Genealogical Societies
- New England Inn Keepers Association
- New England Museum Association
- New England Bus Association

- New England Association of Amusement Parks & Attractions

### **National & International**

- Brand USA
- Foreign Diplomatic Consular Corps
- General Society of Mayflower Descendants
- National Council of State Tourism Directors
- National Travel & Tourism Office (NTTO)
- MOTT International Representatives
- US Travel Association
- World Tourism Organization

# OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT

## PROGRAM & INITIATIVE OVERVIEWS, GOALS & TARGETS

Provide program information, goals, and targets for all agency programs and initiatives that connect with economic development and that receive funding from the Commonwealth of Massachusetts.

### Program / Initiative Information, Goals, Targets

#### Program / Initiative

#### Program Overview

##### Name

Commonwealth Marketing Office

##### Legislation - if applicable

General Laws - Part 1 - Title II - Chapter 23A - Section 13T

##### Legislation Website Link - if applicable

<https://malegislature.gov/Laws/GeneralLaws/PartI/TitleII/Chapter23A/Section13T>

##### Program / Initiative Website Link - if one exists

<http://www.massitsallhere.com>

##### Description of Program / Initiative

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

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.

##### Fiscal Year 2019 Budget

Total Budget (Total \$, including other sources)

\$4.2 million (MOTT's budget)

### Program Goals and Targets

Program / Initiative's

Fiscal Year 2019

Goal #1

Identify incoming conferences in FY 19 that align with MMP priorities such as maritime, culinary, sports and tourism as well as core industries such as life sciences, education and cybersecurity.

Target for Fiscal Year 2019 Goal #1

24 conferences and exhibits

Was Fiscal Year 2019 Goal #1 Achieved? - select yes, no, or partially

Yes

Fiscal Year 2019 Goal # 1

Results - *or* - Details if not achieved

Attended 25 conferences and posted details on over 100 events on Mass It's All Here.

Program / Initiative's

Fiscal Year 2019

Goal #2

Branding inventory to include MMP agencies and departments, and extend to other departments across state government as well as private sector entities.

Target for Fiscal Year 2019 Goal #2

Identify 50 agencies, departments, and business groups that are currently branding Massachusetts.

Was Fiscal Year 2019 Goal #2 Achieved? - select yes, no, or partially

Yes

Fiscal Year 2019 Goal #2

Results - *or* - Details if not achieved

We identified 50 potential partners to help brand Massachusetts.

## Program / Initiative

### Program Overview

Name

Mass It's All Here

Program / Initiative Website Link - if one exists

<https://www.massitsallhere.com/>

Description of Program / Initiative

Part of the Mass Marketing Partnership, massitsallhere.com promotes the work of the MMP entities: Masssport, MCCA, MassEcon, MOTT, MOITI, Sports and Film. The blog also reflects the initiatives of HED and of the Administration generally, including the quasi agencies.

Total Budget (Total \$, including other sources)

\$0.00

### Program Goals and Targets



The goal of Mass It's All Here blog is to promote the activities of the MMP partners by chronicling their latest events and openings, policy announcements, initiatives, awards, year-end statistics and marketing campaigns.

Our target is to post 100-120 blogs per year, and to post a curated business calendar of 200-225 listings per year, mainly conventions and meetings for the business traveler.













### **Point of Contact for Head of Agency**

Name

Nam Pham

Title

Assistant Secretary of Business Development & International Trade

Agency

Mass Marketing Partnership

Email Address

nam.pham@mass.gov

Phone Number (123-456-7890)

617-973-8540

### **Point of Contact for Performance Reporting Matters**

Name

Michael Quinlin

Title

Executive Director

Agency

Commonwealth Marketing Office

Email Address

michael.quinlin@mass.gov

Phone Number (123-456-7890)

617-973-8503