



Commonwealth of Massachusetts

EXECUTIVE OFFICE OF HOUSING & ECONOMIC DEVELOPMENT

ONE ASHBURTON PLACE, ROOM 2101
BOSTON, MA 02108
www.mass.gov/eohed

CHARLES D. BAKER

GOVERNOR

KARYN E. POLITO

LIEUTENANT GOVERNOR

JAY ASH

SECRETARY

TELEPHONE

(618) 788-3610

FACSIMILE

(618) 788-3605

OFFICE OF PERFORMANCE MANAGEMENT AND OVERSIGHT

Commonwealth Marketing Office

Annual Report for 2017 Fiscal Year

The Commonwealth Marketing Office 2017 Annual Report 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 OVERVIEW

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.

Annual Budget

No Budget

FY2017 REPORT DETAILS

Goal: Goal from FY17 Plan		
Strategy	Measurement(s)	Outcome(s)
Initiate a Convention Connector program that reaches out to incoming conventions and offers information on what departments with MMP can offer.	Attend 10-12 major conventions at BCEC/Hynes & other facilities to meet develop an MMP presence.	<p>Attended 14 conventions and met with organizers, speakers and exhibitors in sectors including Education, Maritime, Science, Sports, BioIT & Business Travel.</p> <p>Distributed materials on MOTT, MOBD, MOITI</p> <p>Promoted 75+ conventions on MassItsAllHere.com monthly calendar</p> <p>Helped create special event at Seafood International Expo (March 2017) to connect local fish companies with international buyers.</p>
Goal: Goal from FY17 Plan		
Strategy	Measurement(s)	Outcome(s)
Provide collateral material as needed for tourism, business development and international trade and investment	<ul style="list-style-type: none"> • Contribute to publication of MOTT Travel Guide, first printed guide since 2008. • Produce MassJazz Guide • Create brochures for MOBD & MOITI 	<ul style="list-style-type: none"> • MOTT Travel Guide published • MassJazz Guide published • MOBD & MOITI brochures published

Contacts

Nam Pham
 Assistant Secretary
 Office of Business Development & International Trade
 136 Blackstone Street
 Boston, MA 02109
 (617) 973-8503

Michael Quinlin
 Executive Director, Commonwealth Marketing Office
 Massachusetts Marketing Partnership
 136 Blackstone Street
 Boston, MA 02109
 (617) 973-8503

Conventions/Industry Events FY17

Boston International Antiquarian Book Fair/ October 28/ Hynes Convention Center
New England Grows Conference/ November 12 / Boston Convention & Exhibition Center (BCEC)
Business Globalization Forum/ November 4/ BCEC
HUBSPOT Inbound Marketing Conference/ November 8-11/ BCEC
Centuries of Innovation Exhibit at Massport/ November 17/ Logan Airport
Mass Export Expo/ Dec 9/ State Transportation Building
China Friendly Seminar & Workshop/ December 9/ Sheraton Boston/ Hynes
Boston Globe Travel Show/ February 12/ Seaport World Trade Center
New England Food Show/ Feb 26-27/ BCEC
PaxEast Gaming Conference/ March 12/ BCEC
Seafood Expo North America / March 19-21/ BCEC
Massport Announcement of Avianca Route to Bogota, Columbia/ April 7/ Logan International Airport
MassEcon Welcomes New Companies/ April 12/ Genzyme, Kendall Square
Massport Christens Boston Cruise Terminal/ May 2017
National Education Association Conference/ June 30/ BCEC

Special Events Relating MMP

Lobster Day in Massachusetts / July 6 / Massachusetts State House
Outside the Box Arts Festival Kickoff Event/ July 15/ Boston Common
National Parks Service 100th Anniversary / July 1/ National Park
HUBWEEK Kickoff/ September 25/ Faneuil Hall
Ernest Hemingway Exhibit/ December 28/ JFK Library
North Shore Business Expo/ March 16/ Hilton Hotel Danvers
Quincy 400 Initiative Announcement/ April 2017/ Quincy City Hall
Tourism Day in Massachusetts/ April 6/ Mass State House
EOHED Small Business Listening Session /Brockton/ May 2017