



Larry Hogan | Governor
Boyd Rutherford | Lt. Governor
R. Michael Gill | Secretary of Commerce
Benjamin H. Wu | Deputy Secretary of Commerce

June 29, 2018

The Honorable Edward J. Kasemeyer
Chairman, Senate Budget and Taxation Committee
3 W Miller Senate Office Building
Annapolis, MD 21401

The Honorable Maggie McIntosh
Chairman, House Appropriations Committee
House Office Building, Room 121
Annapolis, MD 21401-1991

RE: Report on Maryland Marketing Partnership Fundraising – 2018 JCR, Page 178

Dear Chairmen Kasemeyer and McIntosh:

In accordance with Page 178 of the 2018 Joint Chairmen's Report, the Maryland Department of Commerce is pleased to present the Report on the Fundraising Efforts of the Maryland Marketing Partnership. This report includes which businesses have donated to the program, what amounts have been donated, what benefits are gained by the businesses in return for participating in the program, and what benefits the businesses get that nonparticipating businesses are not privy to. I look forward to your review of the report and will be pleased to respond to any questions. If my staff can be of further assistance, or if you have any questions regarding this report, please feel free to contact me at 410-767-6301.

Sincerely,

R. Michael Gill
Secretary

Enclosure

cc: Members, Senate Budget and Taxation Committee
Members, House Appropriations Committee
Jason Kramer, Department of Legislative Services



Report on Fundraising Efforts of the Maryland Marketing Partnership

In accordance with the 2018 Joint Chairmen's Report, Page 178

Submitted by
Maryland Department of Commerce

June 2018

Background

The Maryland Public-Private Partnership Marketing Corporation, operating under the trade name Maryland Marketing Partnership (Partnership), was established by the Maryland General Assembly (CH 141, Acts of 2015) in 2015 with the express purpose of strengthening Maryland's economic development branding and marketing efforts. As a public-private partnership, the Partnership is permitted to accept state appropriations as well as "private contributions"¹ and funds "from the sale of advertising, publications, sponsorships or other promotional or marketing opportunities."² While this model has been used in other states with success, never before in Maryland had the private sector been invited to engage in the State's economic development marketing efforts in such a direct way.

The Partnership has a Board of Directors which is comprised of 17 members who represent state government as well as private industry. The first meeting was held on April 27, 2016 and at that inaugural meeting the Board began efforts to create a new marketing campaign for Maryland.

As required, the Partnership's Board of Directors meets regularly throughout the year and oversees the economic development marketing. The Partnership hired a Maryland advertising agency to create and manage the campaign. HZDG, based in Rockville and Baltimore, conducted research and ultimately developed the "Open for Business" campaign and media strategy.

Fundraising Efforts

The fundraising efforts of the Partnership began early in FY 2017 with the hiring and introduction of a staff contractor for fundraising opportunities. The business community has responded very positively to these fundraising efforts, believing in Maryland's assets, positive momentum and potential to grow the economy through investments by new and expanding businesses and the creation of new jobs. To date, 37 companies have signed on as Maryland Marketing Partners, with commitments totaling \$4.77 million in multi-year agreements that run through 2021. These Partners span all industries across the State.

The deliverables for participating companies include corporate recognition on materials, signage at all Partnership events including the Business Summit, recognition on the Partnership website (commerce.maryland.gov/boards-and-commissions/Maryland-marketing-partnership), and participation on an advisory team to the Secretary of Commerce. The Secretary of Commerce convenes the Maryland Marketing Partners a few times a year to update them on the status of the "Open for Business" Campaign. It is important to share with the participating companies what the strategies are for marketing the State. Partners are invited to ask questions and make suggestions to improve the marketing strategy.

¹ Economic Development Article §10-904 (e) (2)

² Economic Development Article §10-904 (e) (3)

MARYLAND MARKETING PARTNER INVESTMENTS

Partners	Total Commitment
Alban CAT	\$50,000.00
BGE	\$1,000,000.00
Bozzuto	\$50,000.00
Brown Advisory	\$75,000.00
CISCO Systems, Inc.	\$50,000.00
Clark Construction	\$50,000.00
CyberCore Technologies	\$30,000.00
Donohoe	\$50,000.00
Ellin & Tucker	\$50,000.00
H&S Bakery, Inc.	\$75,000.00
H&S Properties Development Corporation	\$75,000.00
Harkins Builders, Inc.	\$40,000.00
Howard Bank	\$100,000.00
Howard Hughes	\$250,000.00
J J Haines Co.	\$50,000.00
Kaiser Permanente	\$50,000.00
Kelly & Associates Insurance Group, Inc.	\$75,000.00
Legg Mason	\$100,000.00
Maryland Economic Development Corporation	\$150,000.00
M & T Bank	\$75,000.00
McCormick & Company, Inc.	\$225,000.00
MedStar Health	\$50,000.00
Merritt Properties	\$75,000.00
Miles & Stockbridge	\$50,000.00
PNC Bank	\$15,000.00
Perdue Farms, Inc.	\$150,000.00
Peterson Companies	\$100,000 value (In-kind)
Royal Farms, Inc.	\$60,000.00
St. John Properties	\$250,000.00
T. Rowe Price	\$100,000.00
Tradepoint Atlantic	\$250,000.00

Transamerica Corporation	\$250,000.00
Weller	\$100,000.00
University of Maryland Medical Systems (UMMS)	\$100,000.00
Wexford Science & Technology	\$50,000.00
Whiting - Turner	\$500,000.00
W.R. Grace & Co.	\$100,000.00
TOTAL COMMITTED	\$4,770,000.00³

The Partnership's marketing efforts include placing advertisements, hosting events, and developing and maintaining a business attraction website (Open.Maryland.gov) to promote Maryland's strengths, unique assets and success stories. Many Maryland companies, most of which are not Maryland Marketing Partners, are featured on the MDBIZNews Blog, the open.Maryland.gov website, social media channels and brochures. The Partnership's goal is to promote Maryland as a great place to do business and featuring Maryland's own companies is the best way to tell the Maryland story.

³ Total does not include in-kind contribution.