

Department of State

Performance Indicators: December 31, 2019 - March 31, 2020

	Frequency	Desired Trend	Target	Prior Quarter	Current Quarter	% Change	Prior Year Quarterly Avg
Economic Vitality – The Partnership for Action							
Number of Companies Assisted	q	Increase	18,191	7,047	13,502	92%	5,750
Number of Business Proposals	q	Increase	1,200	219	527	141%	43
Number of Business People Assisted by the Business Call Center	q	Increase	25,938	5,026	7,527	50%	7,050
Number of Visits to Business Portal Website	q	Maintain	961,688	278,180	323,607	16%	206,250
Number of Page Views to Business Portal Website	q	Maintain	2,029,596	609,582	720,997	18%	486,250
Number of Tourism DMO Grants Awarded	q	Maintain	14	0	0	n/a	na
Number of Tourism Cooperative Marketing Applications Received	q	Maintain	60	0	0	n/a	na
Number of Tourism Cooperative Marketing Grants Awarded	q	Maintain	40	0	0	n/a	na
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	annual	Maintain	50	n/a	46	n/a	na
Number of Visits to Travel and Tourism Website	q	Maintain	5,000,000	752,370	953,921	27%	950,000
Number of Page Views to Travel and Tourism Website	q	Maintain	9,100,000	1,315,511	1,568,608	19%	2,000,000
Cultural & Historical Programs							
Council on Arts, Historical Commission, Cultural Trust:							
Number of Grant Applications Received	q	Maintain	400	n/a	n/a	n/a	na
Number of Grants Awarded	q	Maintain	319	n/a	n/a	n/a	na
Number of Technical Assistance and Outreach Sessions	q	Maintain	1,785	n/a	n/a	n/a	361
Total Private Matching Dollars (Leveraged by Awards)	annual	Maintain	59,500,000	n/a	n/a	n/a	na
Total Spending by COA/HIST/NJCT Grantees	annual	Maintain	289,000,000	n/a	n/a	n/a	na
Total Direct Jobs Created by COA/HIST/NJCT Grantees	annual	Maintain	29,400	n/a	n/a	n/a	na
Total Number of Attendees at COA/HIST Grantee Events	annual	Maintain	14,100,000	n/a	n/a	n/a	na
Total Number of Web Patrons at COA/HIST Grantee Programs	annual	Maintain	28,000,000	n/a	n/a	n/a	na
State Museum:							
Number of Visitors to Museum & Planetarium	q	Increase	170,000	32,537	24,558	-25%	38,750
Number of Educational Programs Conducted	q	Maintain	835	278	243	-13%	194
Archives:							
Number of New Data Base Records Created	q	Increase	180,000	n/a	n/a	n/a	45,750
Number of Research and Reference Requests Answered	q	Maintain	95,000	n/a	n/a	n/a	24,500
Civic Engagement Responsibilities							
Elections							
Number of Voter Registrations Received	q	Increase	370,000	83,143	68,311	-18%	85,500
Number of Voter Education Training and Outreach Sessions #	q	Increase	220	75	54	-28%	45
Number of Accessible Polling Places	annual	Maintain	3,548	3,548	3,548	0%	na
Number of Visits to Division of Elections Website	q	Maintain	1,045,000	452,843	192,715	-57%	202,250
Number of Page Views to Division of Elections Website	q	Maintain	450,000	271,278	411,720	52%	435,250
Number of Voter Registration Forms Downloaded from Website	q	Maintain	48,000	23,231	40,699	75%	46,750
Number of Voter Registration Lookups on Website	q	Maintain	802,000	447,842	18,724	-96%	332,500
Number of Polling Place Locator Lookups on Website	q	Maintain	433,000	241,146	3,225	-99%	186,275
Division of Programs							
Number of Grant Applications Received	q	Maintain	191	5	4	-20%	na
Number of Grants Awarded	q	Maintain	108	0	4	n/a	na
Number of Technical Assistance and Outreach Sessions	q	Maintain	82	78	128	64%	20
Number of National Service/Volunteer Participants	q	Increase	641	353	361	2%	na
Number of At-Risk Youth that receive services	q	Increase	11,070	3,223	4,670	45%	2,663
Number of Seniors that receive services	q	Increase	3,155	536	971	81%	969
Number of Individuals that have participated in English as Second Language (ESL) courses	q	Increase	1,110	25	264	956%	180