

Department of State Performance Indicators 2021	Frequency	Desired Trend	FY20 Actual	FY21 Revised	FY22 Target
Core Mission 1: Economic Vitality - The Partnership for Action					
Number of Companies Assisted	q	increase	40,601	35,000	37,000
Number of Business Projects	q	increase	1,071	800	800
Number of Business People Assisted by the Business Call Center	q	increase	23,286	10,000	10,000
Number of Visits to business.nj.gov Website	q	increase	1,209,838	960,000	960,000
Number of Page Views of business.nj.gov Website	q	maintain	2,650,862	3,200,000	3,200,000
Number of Tourism Destination Marketing Organization (DMO) Grants Awarded	q	maintain	14	14	14
Number of Tourism Cooperative Marketing Applications Received	q	maintain	128	54	60
Number of Tourism Cooperative Marketing Grants Awarded	q	maintain	38	51	55
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	annual	increase	\$ 46.4	\$ 31.4	\$ 41.9
Number of Visits to Travel and Tourism Website	q	increase	4,380,553	2,028,075	2,129,478
Number of Page Views to Travel and Tourism Website	q	increase	7,565,973	4,271,117	4,484,672
Core Mission 2: Cultural and Historical Programs					
Council on Arts, Historical Commission, Cultural Trust:					
Number of Grant Applications Received	q	maintain	420	931	500
Number of Grants Awarded	q	maintain	321	571	408
Number of Technical Assistance and Outreach Sessions	q	increase	2,880	11,500	51,500
Total Private Matching Dollars (Leveraged by Awards) (\$ millions)	annual	maintain	\$ 59.7	\$ 43.0	\$ 45.0
Total Spending by Council on Arts (COA)/Historical Commission (HIST)/Cultural Trust (NJCT) Grantees (\$ millions)	annual	increase	\$ 334.1	\$ 295.0	\$ 321.5
Total Direct Jobs Created by COA/HIST/NJCT Grantees	annual	increase	31,684	23,000	23,400
Total Number of Attendees at COA/HIST Grantee Events	annual	increase	8,520,240	5,520,000	6,650,000
Total Number of Web Patrons at COA/HIST Grantee Programs	annual	increase	15,598,525	24,000,000	23,500,000
State Museum:					
Number of Visitors to Museum & Planetarium	q	increase	107,903	43,000	100,000
Number of Educational Programs Conducted	q	maintain	917	80	400
Archives:					
Number of New Data Base Records Created	q	maintain	398,580	720,000	180,000
Number of Research and Reference Requests Answered	q	maintain	72,479	22,000	90,000
Core Mission 3: Civic Engagement Responsibilities					
Elections:					
Number of Voter Registrations Received	q	increase	343,730	400,000	400,000
Number of Voter Education Training and Outreach Sessions	q	increase	200	76	100
Number of Accessible Polling Places	annual	maintain	3,127	3,127	3,127
Number of Visits to Division of Elections Website	q	maintain	1,190,889	8,000,000	1,850,000
Number of Page Views to Division of Elections Website	q	maintain	2,110,122	13,500,000	2,500,000
Number of Voter Registration Forms Downloaded from Website	q	maintain	203,827	220,000	110,000
Number of Voter Registration Lookups on Website	q	maintain	1,121,357	8,600,000	1,400,000
Number of Polling Place Locator Lookups on Website	q	maintain	411,850	610,000	450,000
Division of Programs:					
Number of Grant Applications Received	q	maintain	195	229	229
Number of Grants Awarded	q	maintain	113	166	166
Number of Technical Assistance and Outreach Sessions	q	maintain	287	246	248
Number of National Service/Volunteer Participants	q	increase	534	560	580
Number of At-Risk Youth that receive services	q	increase	19,920	20,574	21,100
Number of Seniors that receive services	q	increase	3,894	3,329	3,132
Number of Individuals that have participated in English as Second Language (ESL) courses	q	increase	894	2,065	2,075