

<b>Department of State Performance Indicators - FY 2023 Materials</b>	<b>Frequency</b>	<b>Desired Trend</b>	<b>FY21 Actual</b>	<b>FY22 Revised Estimate</b>	<b>FY23 Target</b>
<b>Core Mission 1: Economic Vitality - The Partnership for Action</b>					
Number of Companies Assisted (a)	q	increase	10,185	11,800	13,000
Number of Business Projects	q	increase	584	650	715
Number of Business People Assisted by the Business Call Center	q	increase	49,610	35,000	35,000
Number of Visits to business.nj.gov Website	q	increase	1,166,330	1,000,000	1,100,000
Number of Page Views of business.nj.gov Website	q	maintain	3,067,399	3,600,000	3,636,000
Number of Tourism Destination Marketing Organization (DMO) Grants Awarded	q	maintain	14	14	16
Number of Tourism Cooperative Marketing Applications Received	q	maintain	54	53	55
Number of Tourism Cooperative Marketing Grants Awarded	q	maintain	51	49	52
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	annual	increase	\$ 32.7	\$ 38.6	\$ 42.4
Number of Visits to Travel and Tourism Website	q	increase	3,766,794	4,452,169	5,014,502
Number of Page Views to Travel and Tourism Website	q	increase	6,791,844	7,869,689	8,862,769
<b>Core Mission 2: Cultural and Historical Programs</b>					
<b>Council on Arts, Historical Commission, Cultural Trust:</b>					
Number of Grant Applications Received	q	maintain	971	487	531
Number of Grants Awarded	q	maintain	617	462	467
Number of Technical Assistance and Outreach Sessions	q	increase	11,500	6,500	6,500
Total Private Matching Dollars (Leveraged by Awards) (\$ millions)	annual	maintain	\$ 37.3	\$ 39.3	\$ 39.8
Total Spending by Council on Arts (COA)/Historical Commission (HIST)/Cultural Trust (NJCT) Grantees (\$ millions)	annual	increase	\$ 295.0	\$ 321.5	\$ 323.0
Total Direct Jobs Created by COA/HIST/NJCT Grantees	annual	increase	23,000	23,400	23,500
Total Number of Attendees at COA/HIST Grantee Events	annual	increase	5,520,000	6,650,000	6,700,000
Total Number of Web Patrons at COA/HIST Grantee Programs	annual	increase	24,000,000	23,500,000	20,000,000
<b>State Museum:</b>					
Number of Visitors to Museum & Planetarium	q	increase	54,348	75,000	100,000
Number of Educational Programs Conducted	q	maintain	114	350	400
<b>Archives:</b>					
Number of New Data Base Records Created	q	maintain	830,405	420,000	180,000
Number of Research and Reference Requests Answered	q	maintain	33,925	60,000	75,000
<b>Core Mission 3: Civic Engagement Responsibilities</b>					
<b>Elections:</b>					
Number of Voter Registrations Received	q	increase	598,200	400,000	400,000
Number of Voter Education Training and Outreach Sessions	q	increase	64	100	100
Number of Accessible Polling Places	annual	maintain	3,127	3,127	3,127
Number of Visits to Division of Elections Website	q	maintain	7,669,348	5,000,000	5,000,000
Number of Page Views to Division of Elections Website	q	maintain	13,599,752	10,000,000	10,000,000
Number of Voter Registration Forms Downloaded from Website	q	maintain	217,835	150,000	150,000
Number of Voter Registration Lookups on Website	q	maintain	8,283,946	5,000,000	5,000,000
Number of Polling Place Locator Lookups on Website	q	maintain	698,820	300,000	300,000
<b>Division of Programs:</b>					
Number of Grant Applications Received	q	maintain	229	231	179
Number of Grants Awarded	q	maintain	166	172	151
Number of Technical Assistance and Outreach Sessions	q	maintain	261	293	320
Number of National Service/Volunteer Participants	q	increase	668	682	712
Number of At-Risk Youth that receive services	q	increase	23,122	23,848	20,435
Number of Seniors that receive services	q	increase	3,329	3,702	2,732
Number of Individuals that have participated in English as Second Language (ESL) courses	q	increase	2,065	2,275	2,275

(a) FY20 data for Companies Assisted included live chats on the business.nj.gov website; beginning in FY21, live chats are included in the Business Call Center data