

Department of State Performance Indicators - 2020	Frequency	Desired Trend	FY19 Actual	FY20 Revised	FY21 Target
Core Mission 1: Economic Vitality - The Partnership for Action					
Number of Companies Assisted	q	increase	24,147	25,500	26,000
Number of Business Proposals	q	increase	920	1,200	1,260
Number of Business People Assisted by the Business Call Center	q	increase	22,736	23,030	24,181
Number of Visits to Business Portal Website	q	increase	904,926	961,688	1,010,000
Number of Page Views of Business Portal Website	q	maintain	2,183,853	2,029,596	2,131,075
Number of Tourism Destination Marketing Organization (DMO) Grants Awarded	q	maintain	14	14	14
Number of Tourism Cooperative Marketing Applications Received	q	maintain	74	80	80
Number of Tourism Cooperative Marketing Grants Awarded	q	maintain	38	40	40
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	annual	increase	\$ 47.0	\$ 49.6	\$ 52.2
Number of Visits to Travel and Tourism Website	q	increase	5,757,508	5,930,000	6,108,000
Number of Page Views to Travel and Tourism Website	q	increase	9,071,188	9,343,000	9,623,000
Core Mission 2: Cultural and Historical Programs					
Council on Arts, Historical Commission, Cultural Trust:					
Number of Grant Applications Received	q	maintain	365	335	510
Number of Grants Awarded	q	maintain	295	313	420
Number of Technical Assistance and Outreach Sessions	q	increase	1,329	1,785	2,370
Total Private Matching Dollars (Leveraged by Awards) (\$ millions)	annual	maintain	\$ 63.3	\$ 59.5	\$ 84.0
Total Spending by Council on Arts (COA)/Historical Commission (HIST)/Cultural Trust (NJCT) Grantees (\$ millions)	annual	increase	\$ 338.9	\$ 344.0	\$ 436.3
Total Direct Jobs Created by COA/HIST/NJCT Grantees	annual	increase	33,236	33,324	36,500
Total Number of Attendees at COA/HIST Grantee Events	annual	increase	12,335,569	12,900,000	14,500,000
Total Number of Web Patrons at COA/HIST Grantee Programs	annual	increase	20,305,588	23,000,000	26,000,000
State Museum:					
Number of Visitors to Museum & Planetarium	q	increase	164,500	170,000	170,000
Number of Educational Programs Conducted	q	maintain	822	835	835
Archives:					
Number of New Data Base Records Created	q	maintain	180,000	180,000	180,000
Number of Research and Reference Requests Answered	q	maintain	95,000	95,000	95,000
Core Mission 3: Civic Engagement Responsibilities					
Elections:					
Number of Voter Registrations Received	q	increase	366,999	390,000	400,000
Number of Voter Education Training and Outreach Sessions	q	increase	193	220	220
Number of Accessible Polling Places	annual	maintain	3,548	3,548	3,548
Number of Visits to Division of Elections Website	q	maintain	1,774,047	1,200,000	1,800,000
Number of Page Views to Division of Elections Website	q	maintain	868,992	600,000	900,000
Number of Voter Registration Forms Downloaded from Website	q	maintain	105,443	80,000	110,000
Number of Voter Registration Lookups on Website	q	maintain	1,693,659	1,300,000	1,700,000
Number of Polling Place Locator Lookups on Website	q	maintain	2,179,973	680,000	2,200,000
Division of Programs:					
Number of Grant Applications Received	q	maintain	144	157	157
Number of Grants Awarded	q	maintain	104	105	112
Number of Technical Assistance and Outreach Sessions	q	maintain	102	82	82
Number of National Service/Volunteer Participants	q	increase	640	640	641
Number of At-Risk Youth that receive services	q	increase	18,964	11,070	12,220
Number of Seniors that receive services	q	increase	3,665	6,972	7,172
Number of Individuals that have participated in English as Second Language (ESL) courses	q	increase	10,040	9,504	9,504