

Public-Private State Marketing Organizations

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Issue

Provide examples of public-private partnership organizations that market and promote their states as a good place to do business.

State Marketing and Promotion Public-Private Partnerships

We identified 12 “public-private partnership” organizations (see sidebar), including one in Connecticut, that market their state's business climate. Eight were established by law as quasi-public entities and four as private, nonprofit organizations.

State and federal funds exclusively fund the organizations in five states (Maryland, Ohio, Rhode Island, Virginia, and Wisconsin), public and private dollars fund the organizations in six other states (Connecticut, Florida, Indiana, Michigan, Missouri, and Utah), and private dollars fund the Texas Economic Development Corporation.

Most of the organizations perform other economic development functions as well, including providing financial and technical assistance to businesses.

Public-Private Partnerships

A public-private partnership can generally be any arrangement under which a government agency and a private entity collaborate on a public project. In some cases, the private entity does this in place of the public agency. In others, the public agency specifies the tasks the private entity agrees to perform.

The public-private partnership is more commonly used to describe a contractual agreement between a government agency and a private entity to finance, maintain, and operate bridges, ports, and other public infrastructure, according to the [Brookings Institute](#).

The Connecticut Economic Resource Center (CERC), Enterprise Florida, Inc., and Maryland Public-Private Partnership Marketing Corporation concentrate on marketing, although CERC and Enterprise Florida also help businesses interested in expanding in or relocating to their states to find suitable sites for their facilities.

Attachment 1 identifies the organizations, their corporate structure, board size, and funding sources.

Attachment 1: State Public-Private Partnership Marketing Organizations

Organization and Year Established	Statutory Citation	Mission Statement	Structure	Board	Funding
Connecticut Economic Resource Center (1993)	Not applicable	Provide economic development services, with state, local, and utility partners, to leverage Connecticut's unique advantages as a premier business location	Nonprofit corporation	12-member board consisting of state economic development officials and utility company representatives	State and public utilities
Enterprise Florida, Inc. (1996)	Fla. Stat. § 288.901 et seq.	<ul style="list-style-type: none"> • Expand and diversify the state's economy through job creation • Champion Florida as the premier location for business expansion and relocation • Create a renewed interest both nationally and internationally in Florida as a top state for business 	Legislatively established 501(c)(3) organization	62-member board chaired by governor and consisting of state officials and private members, who each pay \$50,000 to serve on the board.	State appropriations and board member dues
Indiana Economic Development Corporation (2005)	IC 5-28	<ul style="list-style-type: none"> • Attract and support new business investment • Creating new jobs • Further state's legacy as one of the top states in the nation for business 	Quasi-public agency	11-member board appointed by governor	70% state-funded, 30% corporate contributions

Attachment 1 (continued)

Organization and Year Established	Statutory Citation	Mission Statement	Structure	Board	Funding
Maryland Public-Private Partnership Marketing Corporation (2015)	Md. Code Ann., Economic Development § 10-902	<ul style="list-style-type: none"> • Develop a branding strategy for the state • Market the state's assets • Encourage the location and growth of new businesses with funds from the state's Economic Development Marketing Fund 	Legislatively created public-private partnership marketing corporation	17 public and private sector members: 14 appointed by the governor with the advice and consent of the Senate, two nonvoting members appointed by top two legislative leaders, and one ex officio state official	Economic Development Marketing Fund is funded by state appropriations, federal grants, private contributions, and advertising and other promotional sales proceeds
Michigan Economic Development Corporation (1999)	Mich. Const. art. VII § 28 and Mich. Comp. Laws § 125.1601 et seq.	Market Michigan and provide the tools and environment to drive job creation and investment, transform the Michigan economy by growing and attracting business, retaining talented people, and revitalizing our urban centers	Quasi-public agency created under an interlocal agreement with local economic development agencies	20-member executive committee appointed by governor consisting of four local government representatives and at least 10 private sector representatives	State appropriations, casino gaming revenue, and federal grants
Missouri Partnership (2006)	Not applicable	Increase the visibility of Missouri as a globally competitive business location and attract new jobs and investment to the state	501(c)(6) organization that provides economic development services under contract with the state	12-member board consisting of state economic development officials and Hawthorn Foundation appointees	80% state appropriations and 20% private donations

Attachment 1 (continued)

Organization and Year Established	Statutory Citation	Mission Statement	Structure	Board	Funding
JobsOhio (2011)	Ohio Rev. Code 187.01 et seq.	Drive job creation and new capital investment in Ohio through business attraction, retention, and expansion efforts	Legislatively created 501(c)(4) nonprofit organization	9-member board consisting of private sector representatives	State liquor-related revenues and bond proceeds
Rhode Island Commerce Corporation (1995)	42 R.I. Gen. Laws § 64-1	Create the conditions for businesses in all sectors to thrive and to improve the quality of life for Rhode Island citizens by promoting the state's long-term economic health and prosperity	Quasi-public agency	13-member board chaired by governor	State appropriations
Texas Economic Development Corporation (1989)	Tex. Gov. Code § 481.024	<ul style="list-style-type: none"> Promote the state's economic development Connect businesses around the world with opportunities in Texas Serve as the official gateway for bringing jobs to the state 	501(c)(3) nonprofit organization	8-member board	Private contributions
Economic Development Corporation of Utah (1987)	Not applicable	Work with state and local government and private industry to attract and grow competitive, high-value companies and spur the expansion of Utah businesses	501(c)(6) organization retained by state to provide economic development services	100-member board consisting of state and local officials and private sector members	20% state funds, 40% private investment, and 40% local government investment

Attachment 1 (continued)

Organization and Year Established	Statutory Citation	Mission Statement	Structure	Board	Funding
Virginia Economic Development Partnership (1995)	Va. Code Ann § 2.2-2233 et seq.	Enhance the quality of life and raise the standard of living for all Virginians, in collaboration with Virginia communities, through aggressive business recruitment, expansion assistance, and trade development, thereby expanding the tax base and creating higher-income employment opportunities	Quasi-public agency	24-member board consisting of six state ex officio members and 18 members appointed by the governor and legislative leaders	State appropriations
Wisconsin Economic Development Corporation (2011)	Wis. Stat. Ann. 238.01 et seq.	Advance and maximize opportunities in Wisconsin for businesses, communities, and people to thrive in a globally competitive environment	Quasi-public agency	14-member board	State general fund appropriations, federal grants, fees for services and loan repayments

Sources:

- [National Best Practices Scan: Economic Development](#), State Chamber of Oklahoma Research Foundation, October 2012
- [A Case for Moving State Economic Development Functions to a Public Private Partnership](#), prepared by Tony Almeida, Blannie Cheng, and Betsy Roberson for Governor-Elect Pat McCrory (North Carolina) Transition Team, 2012.

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