

Department of State

Performance Indicators: September 30 - December 31, 2019

	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	4,962	7,047	42%	5,750
Number of Business Proposals	q	Increase	1,200	275	219	-20%	43
Number of Business People Assisted by the Business Call Center	q	Increase	25,938	5,757	5,026	-13%	7,050
Number of Visits to Business Portal Website	q	Maintain	961,688	316,579	278,180	-12%	206,250
Number of Page Views to Business Portal Website	q	Maintain	2,029,596	676,050	609,582	-10%	486,250
Number of Tourism DMO Grants Awarded	q	Maintain	14	14	0	-100%	na
Number of Tourism Cooperative Marketing Applications Received	q	Maintain	60	74	0	-100%	na
Number of Tourism Cooperative Marketing Grants Awarded	q	Maintain	40	38	0	-100%	na
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	annual	Maintain	50	0	n/a	n/a	na
Number of Visits to Travel and Tourism Website	q	Maintain	5,000,000	1,626,290	752,370	-54%	950,000
Number of Page Views to Travel and Tourism Website	q	Maintain	9,100,000	2,982,715	1,315,511	-56%	2,000,000
Cultural & Historical Programs							
Council on Arts, Historical Commission, Cultural Trust:							
Number of Grant Applications Received	q	Maintain	400	0	n/a	n/a	na
Number of Grants Awarded	q	Maintain	319	285	n/a	n/a	na
Number of Technical Assistance and Outreach Sessions	q	Maintain	1,785	686	n/a	n/a	361
Total Private Matching Dollars (Leveraged by Awards)	annual	Maintain	59,500,000	21,398,446	n/a	n/a	na
Total Spending by COA/HIST/NJCT Grantees	annual	Maintain	289,000,000	22,975,672	n/a	n/a	na
Total Direct Jobs Created by COA/HIST/NJCT Grantees	annual	Maintain	29,400	3,570	n/a	n/a	na
Total Number of Attendees at COA/HIST Grantee Events	annual	Maintain	14,100,000	2,264,681	n/a	n/a	na
Total Number of Web Patrons at COA/HIST Grantee Programs	annual	Maintain	28,000,000	6,694,723	n/a	n/a	na
State Museum:							
Number of Visitors to Museum & Planetarium	q	Increase	170,000	30,289	32,537	7%	38,750
Number of Educational Programs Conducted	q	Maintain	835	384	278	-28%	194
Archives:							
Number of New Data Base Records Created	q	Increase	180,000	73,863	n/a	n/a	45,750
Number of Research and Reference Requests Answered	q	Maintain	95,000	24,775	n/a	n/a	24,500
Civic Engagement Responsibilities							
Elections							
Number of Voter Registrations Received	q	Increase	370,000	114,669	83,143	-27%	85,500
Number of Voter Education Training and Outreach Sessions #	q	Increase	220	45	75	67%	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	155,855	452,843	191%	202,250
Number of Page Views to Division of Elections Website	q	Maintain	450,000	74,592	271,278	264%	435,250
Number of Voter Registration Forms Downloaded from Website	q	Maintain	48,000	18,902	23,231	23%	46,750
Number of Voter Registration Lookups on Website	q	Maintain	802,000	188,044	447,842	138%	332,500
Number of Polling Place Locator Lookups on Website	q	Maintain	433,000	101,254	241,146	138%	186,275
Division of Programs							
Number of Grant Applications Received	q	Maintain	191	22	5	-77%	na
Number of Grants Awarded	q	Maintain	108	112	0	-100%	na
Number of Technical Assistance and Outreach Sessions	q	Maintain	82	48	78	63%	20
Number of National Service/Volunteer Participants	q	Increase	641	288	353	23%	na
Number of At-Risk Youth that receive services	q	Increase	11,070	2,000	3,223	61%	2,663
Number of Seniors that receive services	q	Increase	3,155	1,220	536	-56%	969
Number of Individuals that have participated in English as Second Language (ESL) courses	q	Increase	1,110	627	25	-96%	180