



# ANNUAL REPORT

BBB OF GREATER MARYLAND

2022

Serving Western Maryland to the Eastern Shore

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## Letter from the President/CEO

In 2022, BBB® of Greater Maryland broadened its initiatives to cultivate trust within the marketplace, aiming to foster an environment where both consumers and businesses can thrive. Thanks to support from the Board, local Accredited Businesses, and the BBB team here in Baltimore, MD, our impact grew to meet the evolving needs of our community.

At the Better Business Bureau, our central focus lies in helping people connect with reliable businesses and trustworthy charities. Guided by our strategic plan, we invested time and resources to: increase consumer engagement with our brand, expand the community of Accredited Businesses, reinforce our brand's influence in the marketplace, and ensure the resilience and sustainability of BBB of Greater Maryland. In the face of economic, social, and operational hurdles, we continued our unwavering pursuit of innovation and growth with a strong commitment to diversity, equity, and inclusion. Through partnerships with local business

associations, BBB was able to offer free business support to hundreds of business professionals in the form of virtual workshops led by local industry leaders in marketing, accounting, HR and more. This year, over 1.6 million Marylanders visited BBB.org to find businesses displaying The Sign of a Better Business<sup>SM</sup>.

This demand for BBB's services demonstrates the inherent need for trusted and reliable guidance in navigating today's complex marketplace, reinforcing the vital role BBB plays in supporting consumers and businesses alike.

On behalf of our Board of Directors and staff, I thank you for your continued support and look forward to serving Greater Maryland in the new year.

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# Year At A Glance

BBB serving Greater Maryland not only sets the standards for trust in business, but also ensures they have access to support when resolving marketplace disputes. Our local footprint allows us to act as a trusted community partner to both businesses and buyers.

## Vision

An ethical marketplace where buyers and sellers trust each other

## Mission

BBB's mission is to be the leader in advancing marketplace trust. We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

## Local Impact

**BBB.org Visitors from Maryland:** 1,670,627

**BBB.org Pageviews from Marylanders:** 5,955,503

**Businesses located in Greater Maryland listed on bbb.org:** 54,234

**Complaints:** 8,465

**Complaint Resolution Rate:** 76%

**Customer Reviews:** 5,383

**ScamTracker Reports:** 505

**Trusted Advisor Webinar Registrations:** 1,195

**Grow with Google Partnership Webinar Registrations:** 468

Grow with **Google**

PARTNER



## Business Events Calendar

BBB hosted a variety of educational and business-focused events throughout the year, designed to equip businesses with valuable insights, promote best practices, and cultivate a community committed to trust and integrity in the marketplace.

### **A Storyteller's Guide to Branding and Marketing Your Business**

**2/17 at 8:30am (Zoom)**

Helping businesses identify their customers' most powerful motivations.

### **Essentials for an Effective Business Website**

**2/24 at 8:30am (Zoom)**

Only a well-crafted website will appear in online search engines—where most customers begin their journey.

### **Make Social Media Marketing Work for You**

**3/3 at 8:30am (Zoom)**

Use social media for organic, sustainable growth.

### **Grow Your Digital Presence with Video Content**

**3/10 at 8:30am (Zoom)**

Craft a video content strategy that's both creative and practical.

### **How to Create Customer Case Studies and Testimonials**

**3/17 at 8:30am (Zoom)**

Helping businesses clearly communicate their value proposition.

### **How to Measure & Improve Marketing with Analytics**

**3/24 at 8:30am (Zoom)**

Using analytics to create powerful digital marketing.

### **Businesses & Employees: Finding Common Ground to Grow**

**4/7 at 8:30am**

How small businesses can become the employer of choice for top talent.

### **New Legal Developments for Maryland Employers**

**4/14 at 8:30am (Zoom)**

The latest legal issues affecting employers and get advice for keeping your business in compliance.

### **Shifting Your Recruiting Strategies**

**4/21 at 8:30am (Zoom)**

Innovation is necessary when forming your game plan for post-pandemic recruiting and hiring.

### **Adapting to a Post-Pandemic Workplace**

**4/28 at 8:30am (Zoom)**

Managing changes to staff policies and workplace regulations brought on by COVID-19 .

### **Engaging and Retaining Talent in 2022 and Beyond**

**5/5 at 8:30am (Zoom)**

Post-pandemic employee turnover: why is it happening and what can business leaders do to address it?

### **Employment Laws 101**

**5/12 at 8:30am (Zoom)**

Discussing worker rights laws, discrimination prevention & and safe work environments.

### **Get Your Business on Google Search & Maps**

**6/8 at 9:00am (GoTo)**

Grow with Google Partnership event

### **Use YouTube to Grow Your Business**

**6/28 at 8:30am (GoTo)**

Grow with Google Partnership event

### **Learn the Basics of Google Ads**

**7/19 at 10:00am (GoTo)**

Grow with Google Partnership event

### **BBB Greater Maryland Foundation Golf Tournament**

**7/22 at 8:00am**

**Turf Valley Resort**

Tea off with BBB and like-minded local business professionals.

### **Make Better Business Decisions with Google Analytics**

**8/17 at 10:00am (GoTo)**

Grow with Google Partnership event

### **BBB Signature Event**

**9/22 at 5:30pm**

**Baltimore Museum of Industry**

Dust off your top hat and dress to the nines to celebrate our Monopoly-themed, night of networking featuring BBB's Torch Awards for Ethics!

### **BBB Apprenticeship Open House**

**11/17 at 8:00am**

**BBB's Baltimore Office**

How apprenticeship programs help business attract and retain talent with BBB & the Maryland Department of Labor.





# 17 Alternative Dispute Resolutions Held in 2022

- 12 Arbitrations
- 5 Mediations

## **Mediation and Arbitration Services** Using BBB's dispute resolution program

Every business gets complaints because no company is perfect, mistakes take place, and miscommunications happen. What matters is that the complaints are resolved. Being responsive and working to solve issues that arise is part of what sets BBB Accredited Businesses apart.

**As an impartial third party, BBB helps businesses and consumers find fair solutions, while avoiding costly lawsuits and public settlements. In addition to free complaint conciliation, BBB offers low-cost mediation and arbitration that helps businesses and consumers work through complaints to reach a mutually agreed-upon resolution.**

BBB complaints are processed for Accredited and non-accredited businesses, and BBB asks all businesses to respond to any complaints they receive and address the issue(s) stated. This is just one additional way BBB is helping create a community where businesses and consumers can trust each other.

# 2022 Financial Report

## TOTAL ASSETS

\$782,201

## TOTAL LIABILITY

\$159,487

## TOTAL EQUITY

\$622,714

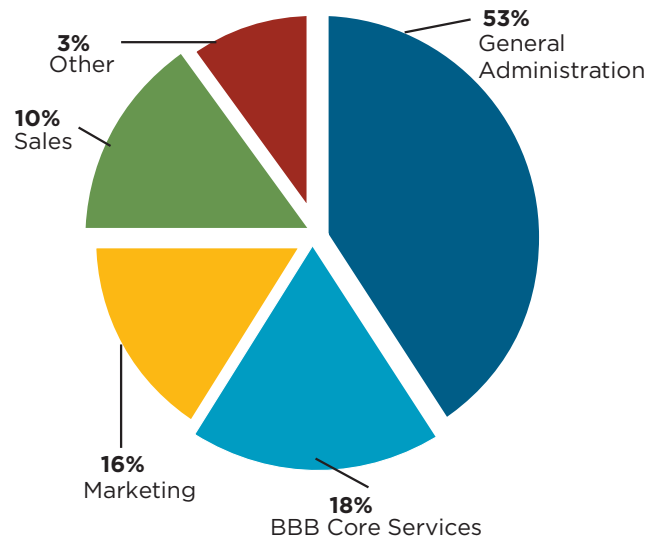
General Administration	\$ 1,174,174
BBB Core Services	\$ 387,720
Marketing	\$ 348,067
Sales	\$ 213,687
Other	\$ 79,307
<b>Total Expense</b>	<b>\$ 2,202,954</b>

Accreditation	\$ 1,835,476
Co-Op Advertising	\$ 190,974
Events & Sponsors	\$ 30,977
BBB Service Income	\$ 23,760
	\$ 224,652
Other	\$ 20,990
<b>Total Income</b>	<b>\$ 2,326,829</b>
<b>Net Income</b>	<b>\$ 123,875</b>

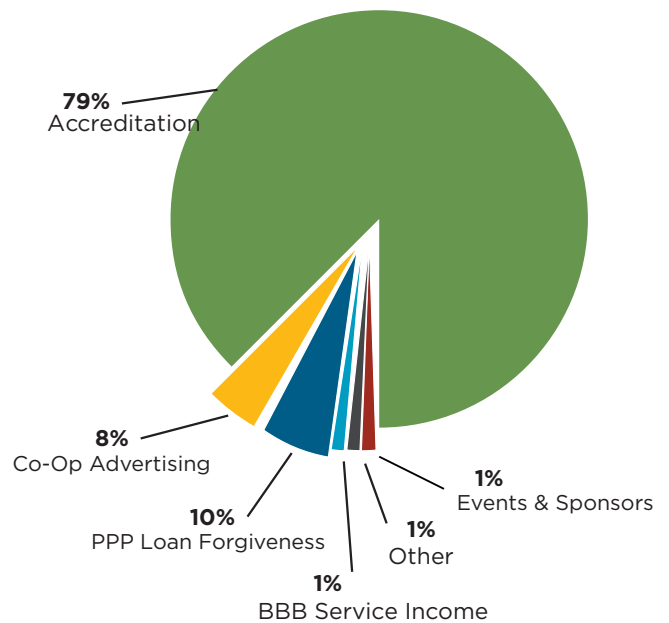
**Reserves:** \$ 921,485

**Days of Reserves:** 116 as of Dec. 31, 2022

**TOTAL EXPENSE**



**TOTAL INCOME**





**Annual Report**

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