







Annual Report 2018

Downtown Partnership of Baltimore



OPERATIONS & OUTREACH

Downtown Baltimore's evolution continues as new mixed-use towers rise on the skyline and as restaurants, shops, and better placemaking add to the street-level experience. Residential growth brings 24-hour activity to previously quiet neighborhoods. Outdoor spaces bustle with employees during lunchtime and with residents walking dogs, doing yoga, or hanging with friends in the evenings. Even commuting patterns have changed with the addition of scooters, dedicated bike lanes, and apartments that provide tenants with bike racks.

Just like the Downtown neighborhoods that we serve, The Partnership is evolving as well. We made an important step in our ongoing workforce development initiatives by raising our starting minimum wage for hourly employees to \$15 an hour. In addition to the full benefits we provide, this raise shows our commitment to the men and women who work hard, out on the streets every day, to improve our city.

We will also remember this year as one of transition as Bertina Silver, who has guided our Operations Teams for twenty years, retired. Ms. Silver came to us from the Baltimore Police Department and drew on that experience (along with immeasurable amounts of tough love) to turn our Clean Team and Downtown Baltimore Guide programs into more than just an assemblage of colleagues. She made them feel like family.

Her departure created new opportunities and organizational restructuring that brought in a new guard of leadership by longtime and

returning employees: Bill Marcus, Sr. VP, Safety & Outreach Programs; Nate Fields, VP of Public Space Maintenance; Laqusia Wade, Director of Operations; and Stephanie Bolton, Chief of Staff, Outreach & Maintenance Programs.

This past year, we also reinforced our Homeless Outreach on the University of Maryland campus; funded buses that brought public school children to cultural institutions like Chesapeake Shakespeare Theatre and the Reginald F. Lewis Museum; and helped bring the Peace Ambassador Program in-house. Born out of the Inner Harbor Project, our Peace Ambassadors work to create more productive relationships between teenagers, the Baltimore City Police Department, and area businesses.

While these youth ambassadors work in Charles Center and the Harbor by day, our new security team helps manage the Downtown and Bromo neighborhoods by night. The team, comprised of officers from Wolf Security and Watkins Patrol, meets daily in our offices to debrief, and since they began patrolling in late 2017 we have seen a 23% drop in crime Downtown.

Downtown Baltimore is different than it was even five years ago. It's better thanks, in part, to our programs and to the investment, vision, and commitment of the businesses and property owners that work with us every single day.

Born out of the Inner Harbor Project, our Peace Ambassadors work to create more productive relationships between teenagers, the Baltimore City Police Department, and area businesses.



Wolf Security patrolling Downtown



Kirby Fowler with DPOB Employees of the Year: DBG, Brandon Merritt; CSA, Eddie Buie; Park Steward, Danti Davis



DPOB members with our new trash compactor.

EXPANDED REACH

This past year, we also reinforced our Homeless Outreach on the University of Maryland campus; funded buses that brought public school children to cultural institutions like Chesapeake Shakespeare Theatre and the Reginald F. Lewis Museum, and joined with the Waterfront Partnership to continue the successful Peace Ambassador Program.



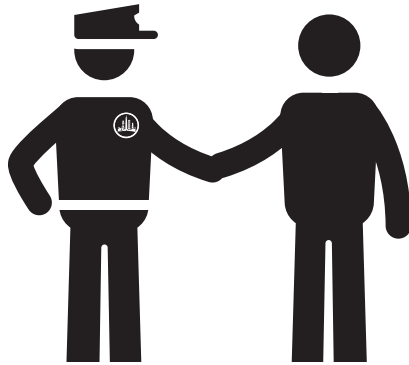
DOWNTOWN BY THE NUMBERS

Visit GoDowntownBaltimore.com/work for a complete list of our data-driven publications including the Economic Impact Report, Downtown Development Report, State of Downtown, and Housing Demand Study.

DOWNTOWN
BALTIMORE
GUIDE

CITIZEN INTERACTIONS

139,596



350*
TONS
OF GARBAGE
COLLECTED



12,766 HOURS

EXTRA SECURITY
PROVIDED DOWNTOWN

119,312 DOWNTOWN
EMPLOYEES



42,626
DOWNTOWN
RESIDENTS

*partial year

WELCOME, IKE

IKEs (which stands for Interactive Kiosk Experiences) will soon pop up around Downtown, bringing updated info about events, retail, restaurants, cultural events, transit, and public safety to busy streets.

Debuted at our State of Downtown Breakfast, these eight-foot-tall digital kiosks will give employees, residents, and tourists pertinent, real-time information about Baltimore. In addition to wayfinding and event suggestions, IKEs will also provide public WiFi, access to the 311 call center, and perhaps most importantly of all, selfie-taking ability.

IKE ROLL OUT

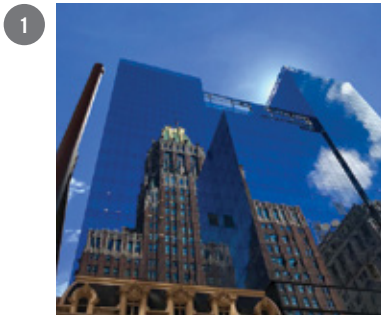
It's taken the cooperation and collaboration of several entities, including City Hall, to bring IKEs to Downtown streets. The kiosks should begin popping up before the start of 2019.



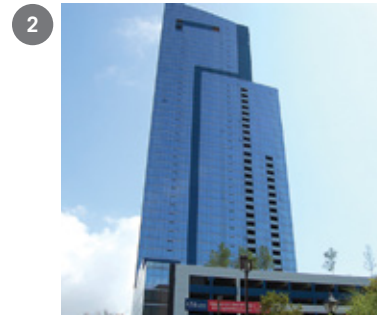


A NEIGHBORHOOD IN THE SKY

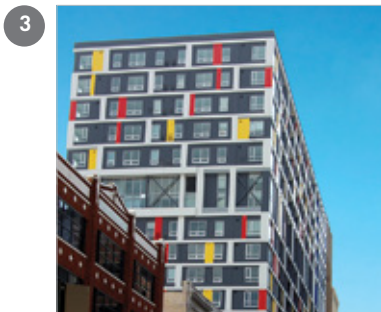
Millennials and empty nesters are moving back into cities nation wide, and Downtown Baltimore is no exception. Drawn to convenience, walkability, and retail (not to mention our booming tech industry and accessibility to other major East Coast cities), Baltimore is attracting new and diverse residents—and regional developers have taken notice. Our recent housing demand study shows that Downtown can absorb up to 7,025 new residential units through 2022, and, as you'll see below, we're well on our way to creating new space for our future neighbors.



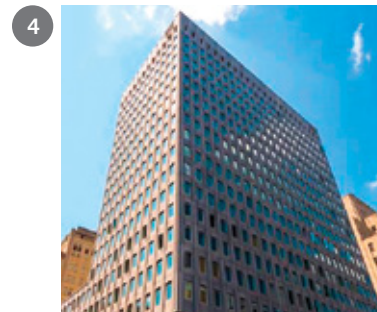
1 **ONE LIGHT**
Coming on line in 2018, this 28 story mixed-use tower offers ground floor retail, Class A office space, luxury apartments, and parking in the heart of Charles Center.



2 **414 LIGHT**
Expanding our Downtown skyline to the south, 414 Light offers ground-floor retail and luxury apartments. Developed by Questar, the tower features amenities like a roof-top pool and dog-washing room.



3 **225 N. CALVERT**
The former banking center, which once had very few windows, now features impressive rooftop amenities and 350 units, many of which have new balconies.



4 **THE RESIDENCES AT 300 ST. PAUL**
PMC Property Group's most recent conversion, 300 St. Paul, welcomed residents in 2018. The space offers over 17,000 sq. ft of amenity space, including an indoor bocce court.





TRANSFORMATION OF DOWNTOWN

Why Preservation Matters

Downtown Baltimore has the fastest-growing, most diverse neighborhoods in the City. We've worked hard to improve and expand the more obvious indicators of residential growth—housing and retail—but we also understand the importance of feeling a connection to the place in which you live.



Like most East Coast cities, Baltimore's history is interwoven with its streetscape. Since 2004, over 70 buildings have been built or undergone major renovation within the 106-block Downtown Management Authority (DMA) district. Of these, the overwhelming majority were historic properties. The importance of preserving architecturally and culturally significant buildings can't be overstated, and we've worked with developers to ensure that history carries on through Downtown's skyward expansion. Beyond assisting with the development process, DPOB's greatest contribution has been to draw developers to Downtown and show them that historic properties cannot only be reborn, but can provide a strong return on investment.

Our commitment to preservation earned us a Baltimore Heritage award for our work, and added multiple historic properties to the national landmark list. Our Downtown residential community is blossoming. Our neighbors are the greatest outcome of the housing strategy we began years ago, and it's been a pleasure to serve them. Over the past year, we conducted outreach to residents at our many apartment buildings; programmed free events every week in our parks and plazas; made Downtown more pet-friendly with our Liberty Park Dog Run and support of other nearby dog areas; and much more.



Additionally, Downtown Partnership has an extensive track record of leveraging public and philanthropic grant dollars to stimulate private investment. This year, we were the conduit for \$300,000 in State of Maryland Project C.O.R.E. funding to help the Bromo District's Le Mondo transform several vacant buildings into an arts and theater incubator along the Howard Street corridor. The impending completion of this project is a reminder of the resurgence of the Howard Street corridor.

All of these pieces are what make a few acres of buildings a neighborhood.





Delta Hotels by Marriott



Chez Hugo

REDWOOD RENAISSANCE

For the first time in decades, Redwood Street is 100% occupied from Charles Street to South Street. The street is fully mixed-use as retail properties like the Under Armour Performance Center Powered by FX and upscale French bistro Chez Hugo join hotels like Delta by Marriott and Hotel RL, and residential properties such as the Totman Building.



FAÇADE IMPROVEMENT PROGRAM

Created in 2003, our Façade Improvement Program (FIP) has granted \$2.3 million in funds to 262 properties. Since September 2017, FIP has facilitated eleven projects throughout Downtown with a total investment of over \$85,000. Notable Façade Improvements include:

- 1 1 E. PRATT STREET
(Filicori Zecchini)
- 2 30 LIGHT STREET
(Pitamore)
- 3 10 LIGHT STREET
(Under Armour Performance Center)
- 4 119 PARK AVENUE
(Pictured)





*The new upper level
of Preston Gardens*

PLACEMAKING PROJECTS

A downtown thrives when its residents feel ownership of communal spaces. The idea of “the city as your living room” is as old as cities themselves. As we see people moving back into urban centers, we understand the importance of giving them a space to gather comfortably outside, communing with nature and neighbors.

We spearheaded a project to invest \$7 million in Preston Gardens. Finished this past spring, this extensive work bolstered the park’s retaining wall, shifted traffic lanes to lessen the weight burden on the wall while creating more green space along the upper portion of St. Paul Street. This fall, irrigation systems are being installed and the lower-level landscaping will continue so that we may resume programming events in this historic park beginning next spring.

PLACEMAKING PROJECTS

Lighting Up Downtown

Large-scale improvements in spaces like Preston Gardens and Center Plaza are crucial, but little details also matter. Over the last year, we've installed decorative lights throughout Downtown, including the trees in Hopkins Plaza, the fountain in Courthouse Plaza, the Howard Street side of the Royal Farms Arena, and the foot paths in Center Plaza. We also made significant financial contributions to support the installation of light "diamonds" on the façade of Maryland Art Place and the popular "Sun Stomp" installation in McKeldin Plaza during Light City.

The lights we previously installed under the Orleans Street viaduct once again provided the inspiration for LIT City, a 600-person party in the tunnel during Light City. And we're advising neighborhood organizations how to create similar light installations along Key Highway.

BROMO POCKET PARK

After helping recruit the Baltimore Fringe Fest to the Bromo Tower Arts District, we created a Pocket Park in a grassy alley off Howard Street during last year's festival. Lights, live music, booze, and a food truck filled the space and proved that it doesn't take much to start a party.





HEY BALTIMORE



Our popular *Hey Baltimore* podcast showcases people doing cool things in or for Baltimore. Over the past year, our new podcast studio has attracted restaurant owners, fashion designers, entrepreneurs, rock stars, NASA engineers, designers, playwrights, and more—all talking about their craft and sharing their Baltimore stories. Subscribe through your favorite podcast app or stream directly from GoDowntownBaltimore.com.



HEY CARA OBER

The founder of Bmore Art on the importance of beauty and community.



HEY BISHME CROMARTIE

Fresh from NY Fashion Week, Bishme is Baltimore's rising fashion star.



HEY ERIN FITZPATRICK

The super-talented portrait artist discusses her work and her beloved Orioles.



HEY CARMEN BROCK

A conversation with the owner of Baltimore's favorite shop, Trohv.



HEY CARLOS RABA

Over mezcal, Clavel's head chef shares his deep love of food and family.



HEY HILTON CARTER

With hundreds of plants and 130K Instagram followers, Hilton is our City's green thumb.

SOCIAL EVENTS

PRATT STREET MARKET

Over 20 local vendors and the best outdoor lunch in Downtown every Thursday, May–October.

PINTS IN THE PARK

Outdoor happy hours in Center Plaza on the second Friday of the month, May–October.

CENTER PLAZA PLAY DATES

Monthly free, fun playdates for Downtown's toddlers and parents, April–October.

FREE FITNESS CLASSES

Yoga, Stroller Strides, TransFORM Body, and Sweat in the Streets. Offered seasonally.

BALTIMORE RESTAURANT WEEK

Held over 10 days each winter and summer, this promotion offers discounted prix fixe menus at over 100 Baltimore restaurants.

DOWNTOWN PARTNERSHIP MONUMENT LIGHTING

We kick off the holiday season by lighting the Washington Monument on the first Thursday of December.

DOLLAR OR LESS DAYS

Enjoy free admission to tons of exciting Downtown museums and attractions the first weekend in December.

PICS IN THE PARK

Free outdoor movies on the last Saturday of the month, June–September.

DOWNTOWN 101

An insider's guide to Baltimore for young professionals to network and learn more about city living, held annually each spring.

LIT CITY


A dance party under the Orleans Street Viaduct held during Light City.

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#PROUDLYBALTIMORE #HEYBALTIMORE

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*Center Plaza
Play Dates*



MEMBERSHIP

Downtown Partnership of Baltimore is your connection to everything happening in Maryland's largest business center, cultural district, and in its fastest-growing neighborhoods. Our members get special access to Downtown news and information, networking events, and marketing promotions. In addition to the Annual Meeting, our largest event of the year, we also host the State of Downtown Breakfast, Downtown 101 (a happy hour connecting new Downtown residents and employees), Lobby Love (when we take over Downtown lobbies with free lunch), and the Real Estate Salons (bringing the Baltimore real estate world together).

To join the over 600 organizations which comprise our membership base or to learn how you can sponsor one of our marquee events, email membership@dpob.org.



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Baltimore Development Corporation
is proud to support Downtown
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We look forward to our continued partnership as we work together to enhance life, work, and play in Baltimore for its residential and business community members.

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ONE LIGHT

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