

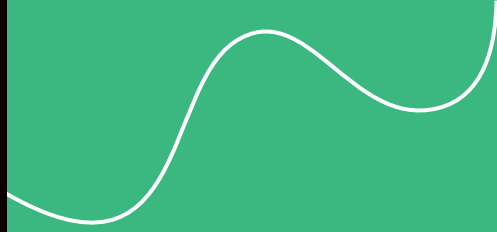


Downtown Partnership of Baltimore Annual Report

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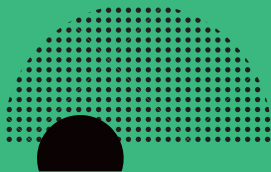
Distributed 2021



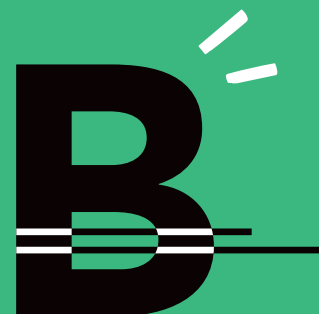
PARTNERS



ORGANIZERS



BUSINESSES



"I think what we are going through is a great urban reset, and it's not just the pandemic. We have a once-in-a-lifetime, no, once-in-a-century opportunity to build our communities, our cities, back better. We are beginning a fundamental reset in the way we work and the way we live and the way we shop and how we go about our everyday lives." — RICHARD FLORIDA

W

e are at an inflection point.

We have an opportunity to capitalize on what Downtown does well—its architecture, density, transit connectedness, and the whirling convergence of commerce, culture, and creativity—and address, head-on, the things that hold it back—aging infrastructure, lack of inclusivity, safety perception, and competition from new office districts.

We must make Downtown a destination of choice...

The team at Downtown Partnership is working to build stronger partnerships across the public and private sectors to make change happen. We're exploring opportunities to lead public and private stakeholders in developing a vision framework and capital plan to unlock the public realm for a more livable, competitive, and dynamic downtown. And, as you'll see throughout this report, we've reprioritized everything from our strategic plan to our leadership team to the data we track so that we're more responsive and effective.

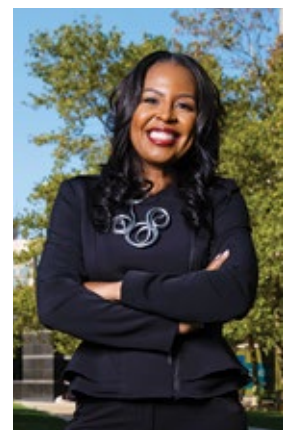
Our core services of cleaning, public space maintenance, homeless outreach, and public safety are needed now more than ever. We are encouraged by our expanded partnership with Mayor Scott's Administration to ensure that our services are supplemental—not supplant to city services. And our additive programs, like creating the Black-Owned and Operated Storefront Tenancy (BOOST) initiative, alleyway improvements, and marketing to attract businesses, residents, visitors, investment, are starting to move the needle by, for example,

supporting Governor Larry Hogan's \$50 million commitment to move thousands of State jobs here in the near future.

Much like the momentum that our keynote speaker, Dick Cass—President of the Baltimore Ravens, demonstrates weekly, Baltimore is resilient. Even when it looks like we're out of the game, we come back for the win. From the great fire to the Charles Center urban renewal plan to the debut of Harborplace, time and again, Downtown leaders faced the challenges of the day and responded with passion, dedication, and a vision that led our city into the future.

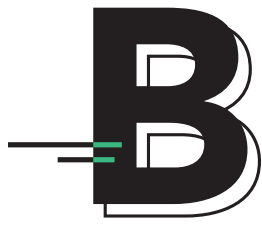
This is our moment...

When you picture Downtown, our iconic skyline probably comes to mind. When we picture Downtown, we see the people committed to it who make it special. We see an inclusive community of residents, businesses, and visitors who chose us. They are at the heart of everything we do, and we want to reciprocate and demonstrate our commitment towards creating a place that's not just convenient—but magnetic. That's why it means so much that, during our recent strategic planning focus groups, the words most used to describe DPOB were Administrators, Advocates, Conveners, and Promoters. We are believers in Downtown and can't think of higher praise.



Shelonda Stokes
PRESIDENT





Baltimore residents longed for transformative change. Since taking office in December, my administration has worked tirelessly to deliver results. In spite of a global pandemic, ongoing violence epidemic, host of economic

challenges and the suspension of basic City services, Baltimore prevailed and continues to build progress. Yet, more work remains to address Baltimore's lingering legacy of inequality.

Our history inequality is evident when exploring Downtown Baltimore. My administration regularly hears concerns on vacancy and public safety, and we are addressing these matters with a comprehensive and equitable approach. But generating real lasting change requires an all-hands-on-deck effort that includes our private sector partners.

Thanks to Shelonda Stokes and the leadership of Downtown Partnership, this collaboration with Baltimore's business leaders and stakeholders is underway. We've held weekly meetings with Deputy Mayor of Community and Economic Development Ted Carter, Parking Authority Executive Director Pete Little, Visit Baltimore President & CEO Al Hutchinson, Baltimore Development President & CEO Colin Tarbert a host of other key stakeholders.

In just the past few months, this engagement has resulted in:

- Safety Town Hall and creation of a Downtown Public Safety Task Force led by the business community;
- the installation of new LED street lighting;
- commitments to increasing the number of CitiWatch cameras;
- tighter communication and coordination around public and private safety issues; and
- new parking rate structures in City-owned garages that make it more flexible and affordable for teleworking employees to commute to the office a few days a week.

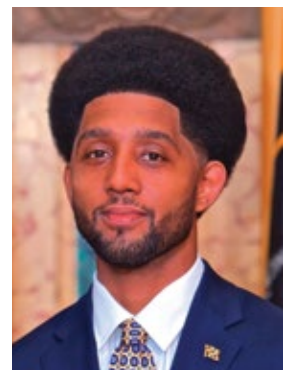
In addition to the progress we've made over the last six months, I am encouraged by the decision to bring 3,000 State Center employees into Downtown Baltimore. My administration is committed to fulfilling this seamless transition into the Central Business District and making substantial commitments to:

- upgrade the Arena and keep it in its successful current location,
- the opening of Rash Field later this Fall,
- support the mixed-use Compass redevelopment on the site of the former SuperBlock,
- redevelop Lexington Market, and
- We intend to actively support financially the revitalization of Harborplace once it comes out of receivership (a decision that we expect is imminent).

With an eye toward the future, we recently hosted productive visits by Destinations International and a diverse FIFA delegation as part of Baltimore's World Cup bid. Both opportunities would bolster our tourism and elevate Baltimore's attractions and restaurants to a global stage.

A vibrant Downtown economy is good for all Baltimoreans, a notion that is reflected by the goals outlined in the Down Recovery Plan. This report offers a roadmap to fostering a better, safer Baltimore through economic investment and infrastructure improvement, and effectively sharing our story.

I am grateful for the energy and expertise that each of you have pour into Baltimore, but our job is not complete. I will need your continued partnership and commitment to build Baltimore that is truly open for business. This vision is ambitious, but I we can achieve it together.



Brandon M. Scott
MAYOR,
CITY OF BALTIMORE



ONE TEAM, TWO ORGANIZATIONS



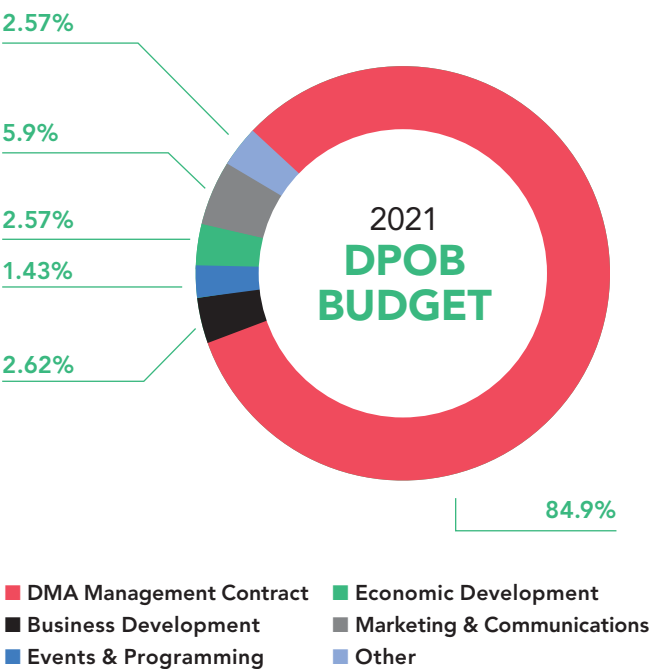
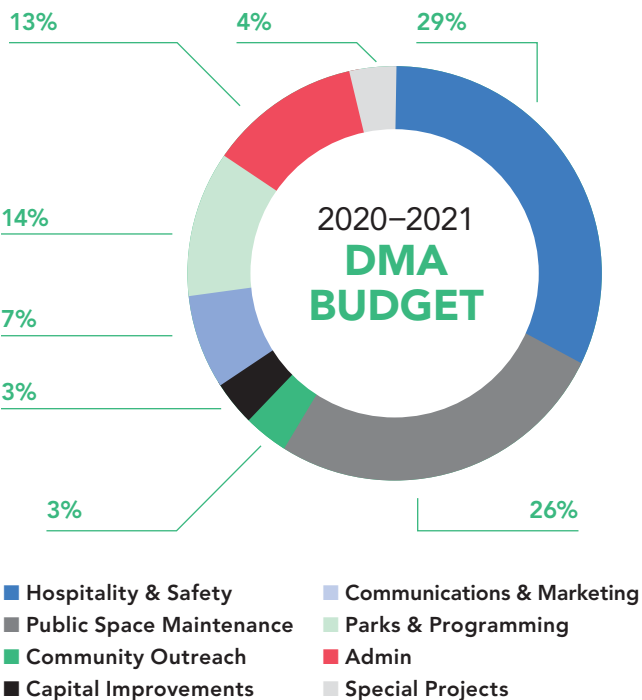
Most people don't realize it, but we're actually two separate non-profits operated by one team. Downtown Partnership of Baltimore (DPOB) is the member organization that connects businesses, residents, and visitors to everything that's happening in Maryland's biggest business center, cultural district, and fastest-growing neighborhoods.

One of DPOB's main priorities is oversight of the Downtown Management Authority (DMA) district. Spanning a 106 block area, the DMA is the oldest business improvement district in the city. Commercial properties in the DMA voluntarily pay an extra tax surcharge to fund cleaning, safety, outreach, and public space maintenance over-and-above what City agencies provide.

Next time you're admiring new development projects or enjoying Baltimore Restaurant Week, know that DPOB is behind it. But if you need directions, spot an alley that needs cleaning, spot someone who needs a helping hand, or just appreciate Downtown's many urban parks, that's the DMA.

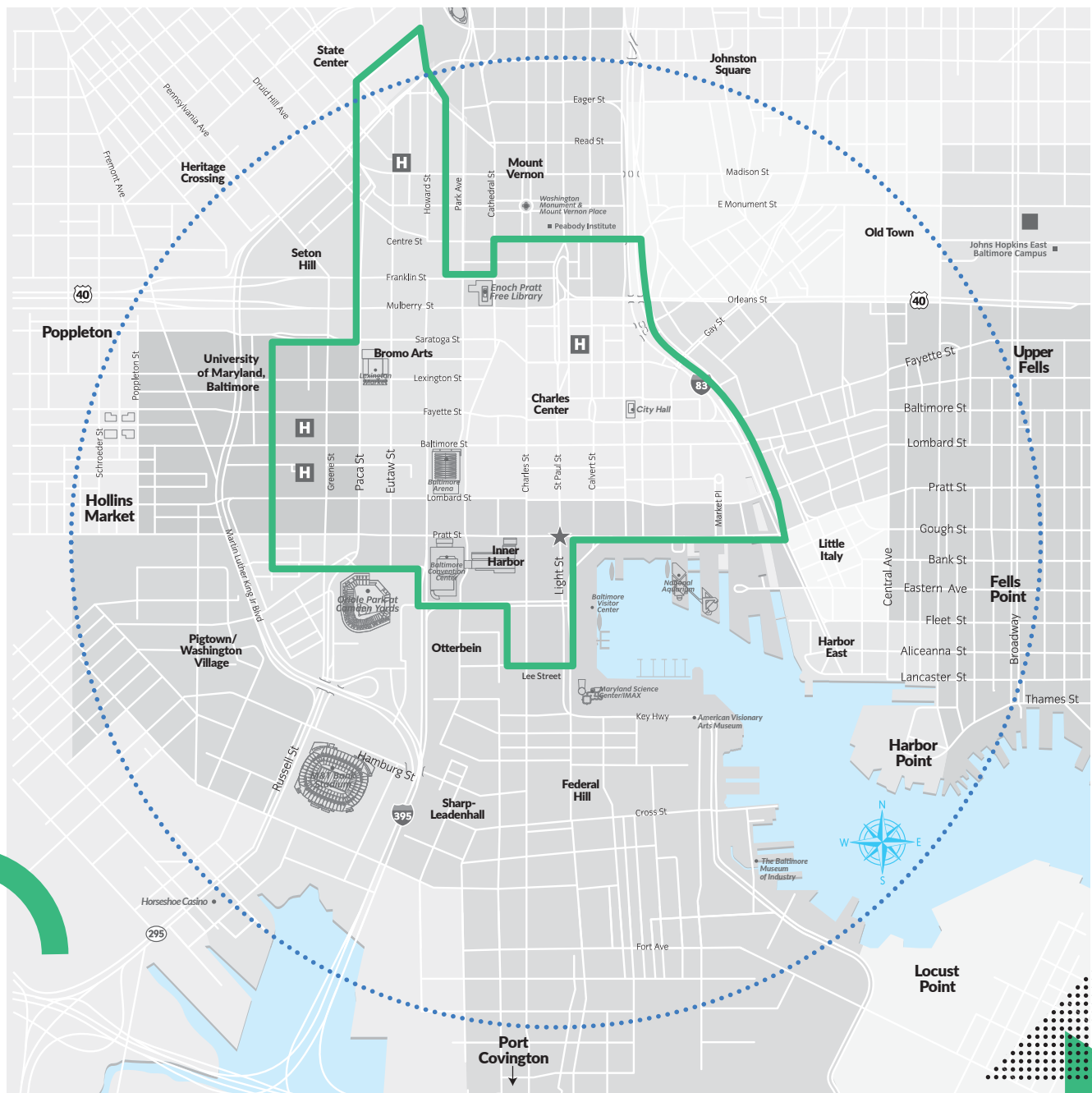
Financial Breakdown

2020 TOTAL BUDGET FOR DPOB: **\$8,008,056**



Downtown Baltimore

What exactly is “Downtown”? It means different things to different people and that’s cool. When it comes to tracking the economic health of Downtown we use an area that’s one-mile in radius with the epicenter at Pratt and Light, represented by the blue circle on this map. The green area is the boundaries of the DMA, where our uniformed teams go to work each day, making neighborhoods cleaner, greener, and more safe!





NEW STRATEGIC PLAN

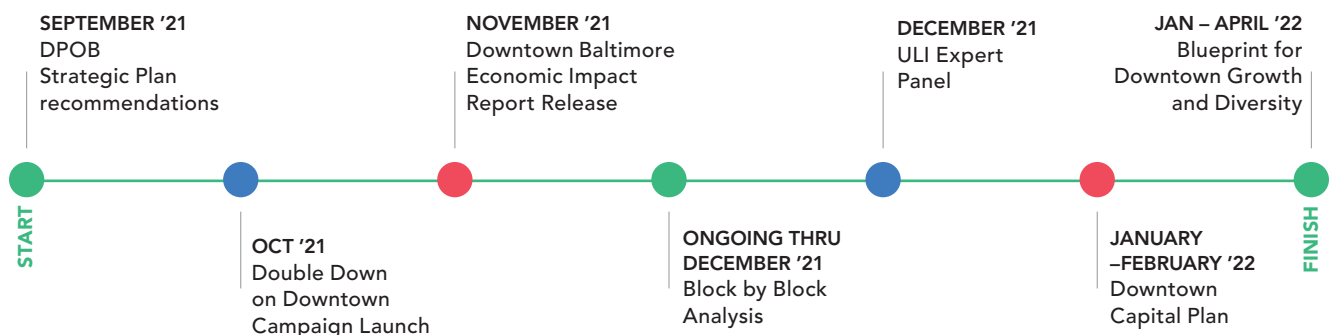
The world is constantly evolving and that seems especially true lately. To stay ahead of the curve, we've implemented a strategic planning process to make sure our priorities are in-line with the needs of our constituents.

This spring and summer, we engaged our board, business leaders, Downtown residents, elected officials, member companies, and partner organizations in a series of focus groups and surveys. What are we doing well and what can we improve? Where do you see Downtown

Baltimore 5 years in the future, or 10 years? And how do we get there?

Answers to these and dozens of other questions are being transformed into action items that guide our programs moving forward. We're also reworking the Baseline Agreement between the City and Downtown Management Authority. Both initiatives will ensure our community receives the highest level of service, which is incredibly important as we work to make Baltimore a better, more equitable city for everyone.

Now is the Time





OPERATIONS

OPERATIONS

The need for our services is greater than ever, particularly as we strive to bring workers back to the office, or live audiences back to our theaters. Yet, the lingering effects of the pandemic have strained our resources. This past year, we didn't just work harder. We had to work smarter.

2020-2021

Accomplishments:

Increased Safety Deployments to include Baltimore City School Police and Maryland State Police.

GIS mapping of Safety Data was used to create smarter deployments and make informed suggestions for private security needs of Downtown Stakeholders.

Purchased new vacuum trucks to cover more ground quickly.

Worked with DOT to install nearly \$200,000 of LED lights on Redwood Street and Hopkins Plaza.

Tested and purchased trash can sensors for over 200 trashcans so that the Clean Team can track areas of concern and be more effective with maintenance schedules.

Added scannable codes to businesses and public spaces so that Downtown Baltimore Guide check ins and reports can be trackable, safer, and more effective.

Secured Baltimore City Grant for Homeless outreach services and added two new staff people the team.

Secured grant from MOED for Downtown Cleaning Corps hot teams to help with areas of concern that were underdressed during the pandemic like weeding and power washing.



PLANTED 999 FLOWERS IN DOWNTOWN PUBLIC SPACES AND HANGING BASKETS

HOPKINS PLAZA / PRESTON GARDENS / CENTER PLAZA / MCKELDIN PLAZA
CONWAY STREET / PRATT STREET / COURTHOUSE SQUARE

SAFETY

This past year we added to our already long list of safety services within Downtown. And it worked! Heading into the fall of 2021, crime was down year-over-year and the overall number of monthly incidents in the DMA continued to decrease.

At our invitation Mayor Scott, the Police Commissioner, and Deputy Mayors joined a Downtown safety forum hosted by M&T Bank. We created the session to increase coordination and communication between the public and private sectors, establish crime reduction priorities, create short and long-term reforms, and develop new approaches to violence reduction.

Out of this meeting, a Task Force was created to share information and look for new, community-driven solutions to persistent challenges. To follow the progress on public safety, and all our initiatives, visit **GoDowntownBaltimore.com** and sign up for our monthly email blasts.



SAFETY



Our DBGs are on call to walk you to your car, bus stop, office, or residence in the DMA boundaries anytime from 7am–7pm. Request one by calling 410-244-1030.



Public Safety Deployments

Downtown Partnership Guides

20 uniformed ambassadors check in on businesses, assist pedestrians and visitors, and provide an extra layer of safety services.

Monday–Sunday, 7am–7:30pm

Wolf Security

Eight unarmed private security officers.

Monday–Friday, 12–8pm

Baltimore City School Police Officers

Four uniformed officers assigned per day.

Monday–Sunday, 4–10pm

*Eight officers total on
Friday–Saturday, 4pm–12am*

Maryland State Police

Four marked Maryland State Police Officers.

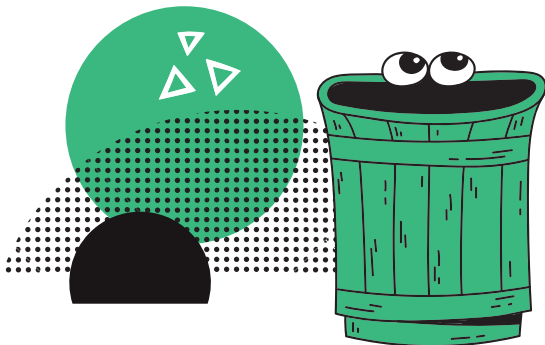
Monday–Sunday, 6–10pm

CLEAN & GREEN

DPOB's Clean Street Ambassadors and Park Stewards work seven days a week to help keep our Downtown streets beautiful by emptying trash from more than 400 cans in the DMA, maintaining public green spaces, sweeping the streets, removing graffiti, cleaning alleys, and reporting code violations.

DPOB's Park Stewards plant in public plazas and along Pratt Street, and maintain the bioswales on the norther edge of Pratt Street to protect our waterways. Through partnerships with Visit Baltimore and Baltimore City, we were able to use TID funding to help spruce up gateways and Pratt Street parcels. Additionally, our team spent 2021 surveying the need for new trees along the Charles and Redwood Streets, advocating for important improvements to our streetscaping.

🗑️ **DPOB installed new trashcan sensors on 200 trashcans to increase effectiveness, cleanliness, and appearances.** 🗑️



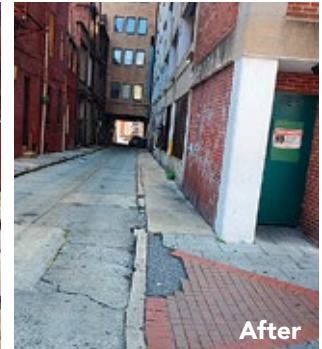
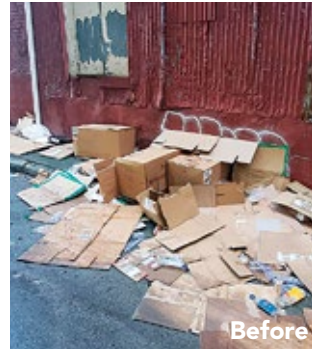
ALLEY IMPROVEMENTS

Downtown Partnership is reimagining alleyways. By enhancing these underutilized areas, we're working to provide more engaging public spaces to enhance the pedestrian experience. DPOB decided to work through this in phases, starting with a color coded system that organized and allowed for tracking of progress.

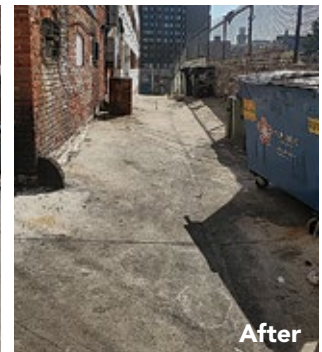
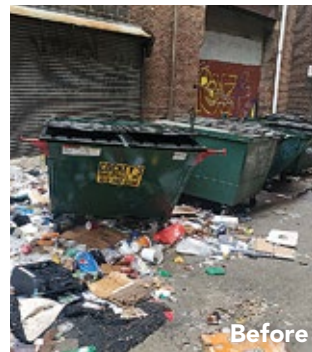
In order to make strides on this initiative, Downtown Partnership increased partnerships with the Department of Public Works, Department of Housing and Community Development, and Department of Transportation to address non-permitted alley dumpsters and to create alley hot teams dedicated to large clean-up efforts. We worked with property owners to permit non-registered dumpsters, and towed / fined illegal dumpsters. DPOB hopes to encourage property owners and tenants to upgrade to trash compactors to eliminate dumpster diving, rodents, and overflow issues.

Once a base level of cleanliness is achieved in these alleyways, they can then be considered for larger, alley beautification projects that feature placemaking, art, and lighting. Operations worked hard to kick off the alley improvements in 2021 while the development team sought funding avenues to support the art and light upgrades. Let's just say we're looking at a bright 2022.

MARION ALLEY



N. SHARP STREET



**Totals,
March
Through
August:**

47

311 REPORTS
GENERATED

17

CITATIONS
ISSUED

50

ALLEY
CLEAN-UPS

Alley Clean Up

	JANUARY OF 2021	MAY OF 2021	SEPT OF 2021	% CHANGE
Concentrated Trash/Congestion	16	6	4	-75%
Mild Trash/Congestion	11	18	6	-45%
Clean/Non-Congestion	11	12	27	145%
Clean/Placemaking Potential	2	4	4	0%

OUTREACH

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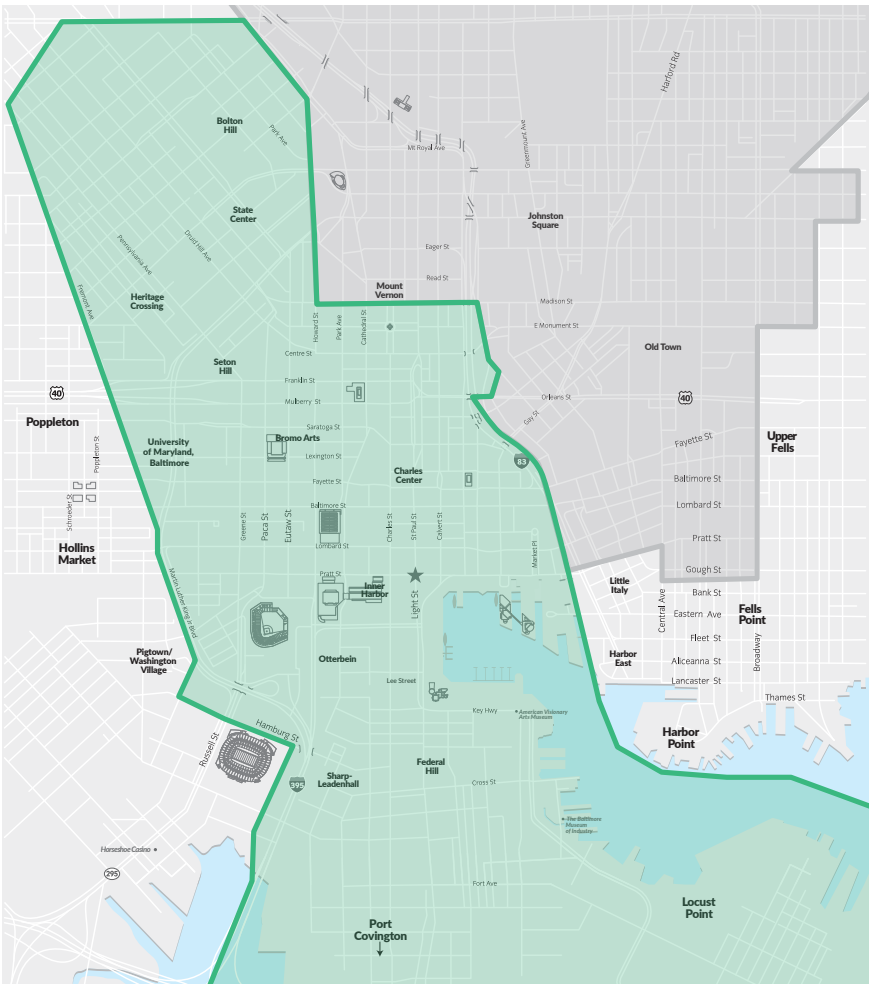


HOMELESS OUTREACH

We're here for the Downtown community. Everyone in it, no matter their background or circumstance. Our Outreach Team makes sure of it by building trusting relationships with our homeless neighbors

and developing a network of public and private organizations to quickly connect people in need with the best support services available. Over the past year the team and its responsibilities have grown.

OUTREACH DISTRICTS



It's a lot of ground to cover, so we're grateful that the MOHS grant covers two new vehicles for the outreach team to cover all of District 11 (green) and 12 (gray).

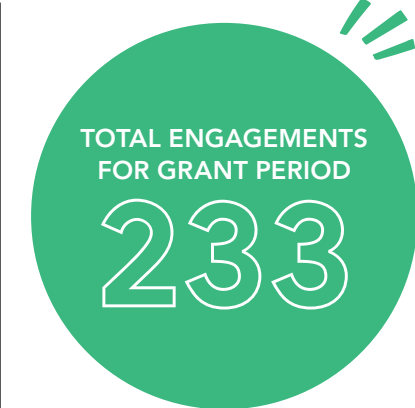
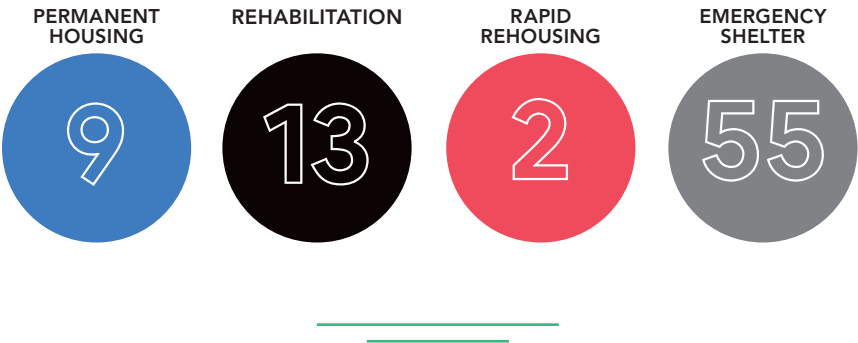
The Mayor's Office of Homeless Services (MOHS) from the City of Baltimore awarded DPOB the U.S. Department of Housing and Urban Development (HUD) Emergency Services Grant (ESG) to conduct their Street Outreach Project with funds of up to \$125,000.

DPOB's Homeless Services Team provides street outreach to the 11th and 12th council districts of Baltimore City, as per the MOHS grant, by foot and by company vehicle.



Services Provided

NUMBER OF CLIENTS SERVED:





ECONOMIC DEVELOPMENT

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12

Our Economic Development team has been especially critical over the past year. For planning purposes, we provided early economic outlooks during the pandemic and established benchmarks for recovery. Our State of Downtown Report delivered an important economic snapshot and partnered with renowned urbanologist, Richard Florida, to chart the area's post-pandemic future.

We also created programs that directly supported Downtown businesses, including the popular #CurbsideBaltimore program that supplemented gift cards to retailers and restaurants during the shutdown.

2020–2021 Accomplishments

Extended the Curbside Baltimore Gift Card Program to highlight over 30 small businesses and provide cash flow opportunity during the pandemic to the tune of \$30,000.

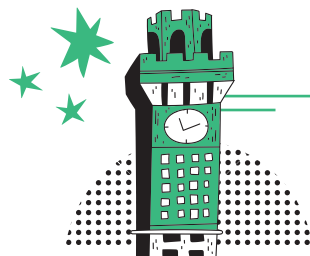
Hosted over 30 business retention meetings with individual office tenants and three Mayor & Business Roundtables with key business and community leaders.

Created the North Harbor Sign District boundaries to pave the way for future large format digital billboards in the Central Business District.

Created bus stop improvement plans and raised capital and stakeholder support for both Lexington Market and Baltimore Street Stops.

Published the State of Downtown Report, Downtown Baltimore Economic Impact Report (ten. Release in Fall 2021), and with help from the International Downtown Association, a Downtown Comparison Report.

Through grants, partnerships, and corporate sponsors, we raised \$250,000 for the BOOST Storefront Retail Program.



SUPPORTED THE CREATION OF THE FIRST BROMO ART WALK WITH OVER 500 ATTENDEES

VISITING MORE THAN 17 ARTS ORGANIZATIONS
IN THE BROMO DISTRICT

THE PHYSICAL ENVIRONMENT

In partnership with the Department of Transportation, Downtown Partnership, and private stakeholders, Lights along East Redwood Street were upgraded to LED bulbs, emitting more light to the streetscape.

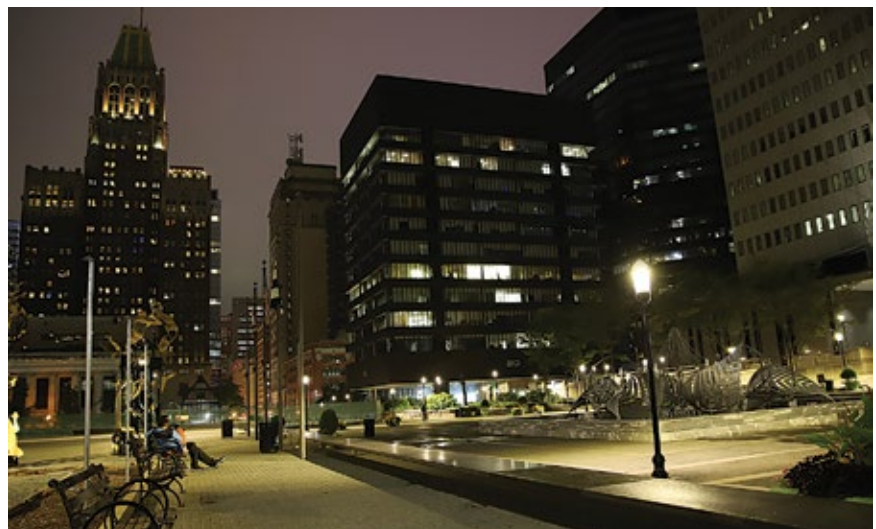
Additionally, over \$200,000 of lighting upgrades were made to Hopkins Plaza, changing the pedestrian experience for nearby residents and the soon-to-be redeveloped Baltimore Arena.

“The physical environment has a huge effect on real and perceived safety. Increasing lighting, storefront activations, public art, and clean sidewalks help people feel welcome.”



We get excited about well lit streets and tree-lined streets, and the recent upgrades on Redwood Street are just that. Office tenants at the Redwood Exchange and theatre goers at Chesapeake Shakespeare will now enjoy a more walkable, vibrant experience.

DPOB worked with the Department of Transportation on upgraded LED lights for Hopkins Plaza. Well lit public spaces are critical for safer, more walkable communities. The residents at 2 Hopkins and visitors to the Baltimore Arena now have a much better evening experience. Partnerships are at the base of everything we do, so kudos to DOT for the hard work!





BOOST

Meet our **BOOSTERS**, the first round of incredible and talented black-owned businesses who will soon be our neighbors. Combined, these businesses are leasing 11,000 square feet of Downtown retail space in 2022 and making Downtown Baltimore better.



The Black Genius Art Show **BRYAN ROBINSON**

The Black Genius Art Show is multi-media creative space and fashion brand owned by Bryan Robinson. Robinson is an educator and multifaceted media artist born, raised and superhero'd in Baltimore Maryland. Under the motto "Create

Everyday," Robinson has created hundreds of original illustrations, a collection of garments based off of his unique characters, and has an assortment of animated projects coming down the pipeline.



Elite Secrets Bridal **LATONYA TURNAGE**

Elite Secrets Bridal is a bridal design house and boutique owned by LaTonya Turnage. Founded in 2015 with a goal to change the bridal industry, Elite Secrets storefront is currently located on the 300 block of Historic Charles Street. Through BOOST, Elite

secrets will open a second location at 100 N. Charles Street that specializes in showcasing local bridal designers.



Codetta Bake Shop **SUMAYYAH BILAL** **CHRISTOPHER BURGESS**

Codetta Bake Shop is a café and bakery specializing in creative

dessert items owned by Sumayyah Bilal and Christopher Burgess. Codetta specializes in traditional American-style desserts such as cheesecake, cupcakes, buttercream cakes, ice cream, and other delicious treats. Through BOOST, Codetta is expanding to a full-service eatery serving breakfast, lunch, and brunch. Codetta is hoping to become a touchstone of service, atmosphere, and high quality food for the Downtown Baltimore community.



Media Rhythm Institute **DEVERICK MURRAY** **JIMMIE THOMAS** **TIFFANY WELCH**

Media Rhythm Institute is a hip-hop-inspired media space with a café

and educational studio owned by Deverick Murray, Jimmie Thomas, and Tiffany Welch. As an educational incubator, Media Rhythm Institute develops the next generation of media and entertainment professionals through STEAM-based workforce training, MRI plans to open a centralized creative entrepreneurial hub for emerging artists in the Bromo Arts District.

BOOST



NKVSKIN **NIKIA VAUGHAN**

NKVSKIN is a natural beauty company featuring both products and services owned by Nikia Vaughan. This direct-to-consumer natural beauty brand offers a complete line of facial skincare products to improve the skin's appearance and treat common

concerns such as acne, hyperpigmentation, and eczema. Founder Nikia Vaughan is a recognized servant leader and community advocate with a natural skincare certification and esthetician license. Through BOOST, NKVSKIN will open up a retail location Downtown at 113 N. Charles Street this fall.

BLACK OWNED & OPERATED STOREFRONT TENANCY PROGRAM

In a recent study by the Federal Reserve, Blackowned businesses closed at more than twice the rate of white-owned businesses because of COVID-19, and more than 50% of Black businesses who applied for a loan were turned down.

We created BOOST to level the playing field. It stands for the Black-Owned & Occupied Storefront Tenancy Program.

The first round of BOOST funded five Black-owned retail businesses with up to \$50,000 in grant funding for capital and operating expenses.

We designed the program to have a multiplier effect on the health and wealth of our city. It's an opportunity to shift the narrative and create a culture that values Black businesses and provides tools to overcome structurally racist practices.

BOOST was possible because of these committed partners



Presenting Sponsor

Technical and organizational support



Grant Partner

Matching BGE Energizing Grant with Boost to maximize the impact.



Pro Bono Legal Support



Tech support for the BOOST Cohort curriculum and platform



UNDER ARMOUR

Consumer Experience Training



Pro Bono Accounting Services



Financial Support

**BALTIMORE DEVELOPMENT CORPORATION
THE CITY OF BALTIMORE SMALL BUSINESS RESOURCE CENTER
MARYLAND SMALL BUSINESS DEVELOPMENT CENTER
GREATER BALTIMORE URBAN LEAGUE**

MEMBERSHIP

More than 650 companies from around the region support our initiatives with membership in Downtown Partnership. In return, they receive a wide range of benefits and get access to insider information about economic development, public safety, and arts & culture.

We're the nexus that brings the public and private spheres together. Our leadership team is at the table shaping Downtown's future and our members are right there with us. Hit us up at info@dpob.org for more information about the benefits of DPOB membership.



2020–2021 Accomplishments:

Closed out 2020 with a virtual Annual Meeting featuring Wes Moore as the key note speaker, and highlighted our Covid response and recovery initiatives.

Hosted a Summer Real Estate Reception to highlight the future Compass / Superblock development with over 115 attendees.

Brought back Lunch with DPOB networking opportunities in outdoor and indoor spaces, meeting and greeting with over 100 DPOB members.

EXCEEDED OUR
STREET POLE
BANNER SALES
—BY—

150%



Downtown Baltimore Awards



Each Year, Downtown Partnership highlights our members and partners that have gone above and beyond to make Downtown Baltimore better with the Downtown Baltimore Awards, announced and highlighted as part of our Annual Meeting.

Join us in celebrating the accomplishments of the following five companies and individuals whose hard work and dedication lifted up Downtown this year.



DOWNTOWN BALTIMORE PRESIDENTIAL AWARD

Surprise Announcement

The President's award is an extremely special award, chosen by Downtown Partnership's President, Shelonda Stokes. This year's recipient is one of Downtown Baltimore's hardest workers and biggest cheerleaders. This award will be announced at Annual Meeting on October 19th.



DOWNTOWN BALTIMORE INNOVATION AWARD

BGE

Baltimore Gas and Electric (BGE) has been chosen to receive the 2021 Downtown Baltimore Innovation Award in recognition of your commitment to Diversity, Equity, and Inclusion (DEI) programs such as Building Exelon's Future Workforce, Energy Empowerment in our Communities, Enrichment Through Local Vitality, Equal Access to Arts & Culture, and their support of our BOOST initiative.



DOWNTOWN BALTIMORE CLEAN & GREEN AWARD

COPT

Corporate Office Properties Trust (COPT) has been chosen to receive the 2021 Downtown Baltimore Clean & Green Award in recognition of your exceptional development and maintenance of flagship Downtown properties including the redevelopment of 10 East Pratt Street and 250 W Pratt Street.



DOWNTOWN BALTIMORE COMMUNITY AWARD

Bruce Panczner / Paradise Management, LLC

Paradise Management has been chosen to receive the Downtown Baltimore Community Award in recognition of their commitment to The Centerpoint property, creating community solutions to matters of broken social and physical infrastructure, and your leadership in the Post 114 / Market Center Coalition.



DOWNTOWN BALTIMORE REVITALIZATION AWARD

Brad Byrnes, Byrnes & Associates

Byrnes & Associates has been chosen to receive the 2021 Downtown Baltimore Revitalization Award in recognition of your long term commitment to investing and developing Downtown Baltimore's CBD, and the recent transformation of the Redwood Exchange campus.

THANK YOU

to all the Downtown Baltimore believers who lend a hand year round to making Downtown better. From community clean up days to gift card program supporters, from small business owners to long-time board members—we could none of this great work without you. You inspire us everyday to work together to make Downtown Baltimore a place we are proud to call ours.



MARKETING & EVENTS

We work hard to make Downtown attractive and engaging for everyone, and telling the stories of the team behind the work.



PG
18

2020–2021 Accomplishments

Produced more than a dozen Downtown Download webinars with high profile guests including Mayor Brandon M. Scott, City Council President Nick Mosby, M&T Bank President Augie Chiaseera, Secretary of DGS Ellington Churchill, Senator Chirs Van Hollen and more.

Prepped for the launch of the Double Down on Downtown Baltimore campaign, securing TBC as our marketing agency, creating a campaign budget, and preparing the media launch for Oct. 2021.

Supported the Safety initiatives with the creation of a new monthly safety newsletter, as well as POS displays for Downtown office buildings.

We brought back street level activations including the Pratt Street Market, free fitness classes, and Barks & Booze, adding much needed vibrancy to Downtown Streets.

Created the Center Plaza Summer Concert Series, providing free music in Center Plaza every Friday, May–September.

Moved and made-over a retail pop-up kiosk to Center Plaza to prep it for vending during our Fall activation, Candy Lane.

Launched a new **GoDowntownBaltimore.com** website and brand refresh including new brand guidelines, updated marketing materials, and brand swag.





& EVENTS



Charles Street Promenade



In 2019, if we announced that Charles Street would be closed to cars for an entire day, our phones would ring off the hook with complaints. What a difference a year makes.

With the pandemic shutdown in full effect and people feeling cooped up in their homes, we partnered with a half-dozen community groups to create the Charles Street Promenade – a daylong closure of Baltimore’s most historic street that facilitated socially-distanced shopping, dining, and strolling from Saratoga Street all the way to North Avenue.

It was such a hit that we brought it back in May and September, and have plans to expand upon the initiative in the future.

Aside from helping get people outside and enjoying the city, the Promenade accomplished two important goals. First, it benefitted Charles Street’s many small and independent shops and restaurants who were hurting from the shutdown. Second, it changed the way Baltimoreans think about public space by creating a better balance between people and automobiles, even if just for one day.

Thanks to everyone who came out and super thanks to the team that made it happen with us including the City of Baltimore, Central Baltimore Partnership, Charles Street Development, Guppy Management, Midtown Community Benefits District, Mt. Vernon Belvedere Association, and the Mt. Vernon Place Conservancy.

PG
19



Meet the Chiefs

Our commitment to innovation and customer service starts at the top, and this past year we created three new executive positions as part of an organizational modernizing process.



Tom Akras

CHIEF OF OPERATIONS MANAGEMENT

Chief of Operations Management, Tom Akras, is an attorney with a deep experience in public service and organizational management. He joined DPOB in January and is already implementing a new technology and data-based approach so the organization's uniformed street teams can better make business checks and track service requests for things like cleaning, outreach, and infrastructure repairs.

Lauren Hamilton

CHIEF MARKETING OFFICER

Chief Marketing Officer, Lauren Hamilton, is a long-time member of DPOB's leadership team who built the organization's B2B and B2C audiences. In addition to marketing & advertising, Lauren is behind the new IKE kiosks, Restaurant Week (with our partners at Visit Baltimore), and the annual Monument Lighting. Her updated portfolio also includes Economic Development, strategic planning, membership and events.



Laura Tester Meyer

CHIEF FINANCIAL OFFICER

Chief Financial Officer, Laura Tester Meyer, is a seasoned, financial executive with more than twenty years of experience helping organizations run efficiently and expand revenue. She hit the ground running, securing COVID relief funding and grants while implementing new accounting and management standards for DPOB, the DMA, and our foundation.

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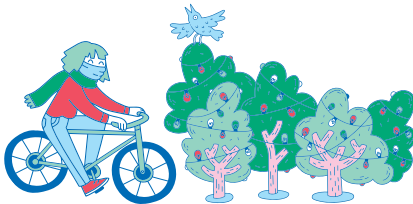
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CANDY LANE IN CENTER PLAZA

The holiday season is getting a whole lot sweeter with larger-than-life candy installations, thousands of lights, and seasonal entertainment.



OH WHAT YUM
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The holiday season is getting a whole lot sweeter with larger-than-life candy installations, thousands of lights, and seasonal entertainment. Take your family photos in front of 24-foot-tall ice cream cones, get lost in the candy forest, and walk the paths of Center Plaza to experience Downtown in a magical new way. **FREE**

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“When we picture Downtown, we see
the people committed to it who make



it special. We see an inclusive community



of residents, businesses, and visitors

who chose us. They are at the heart



of everything we do, and we want



to reciprocate and demonstrate our



commitment towards creating a place



that’s not just convenient—but magnetic.”





DOWNTOWN BALTIMORE

“DPOB stands for more than Downtown Partnership of Baltimore. It’s about the businesses, residents, property owners, investors, artists, chefs, and dreamers who make the core of our city so vital. So, when you see DPOB, don’t just think about us, think about all of the Downtown Partners, Organizers, and Businesses building a better Baltimore.”

Shelonda Stokes, Downtown Partnership CEO

