

DOWNTOWN PARTNERSHIP OF BALTIMORE



ANNUAL REPORT | 2025

JULY 1, 2024 - JUNE 30, 2025

WHAT'S YOUR PIECE?



LETTER FROM THE PRESIDENT

Change doesn't happen all at once. It's built block by block, partnership by partnership, piece by piece. This belief shapes the theme of this year's annual report — *Downtown by Design*.

Building on the Urban Land Institute's 2022 recommendations, Downtown Partnership of Baltimore continues working to create a Downtown that's safe, connected, and vibrant. We focus on the fundamentals that make Downtown thrive and develop partnerships that strengthen connections, enhance safety, and create places where people want to live, work, invest, and dream.

Together, with our public and private partners, we've moved from planning to action. Through these collaborations, we've secured new investments and built alignment across every level of engagement. These partnerships are producing visible progress that strengthens Baltimore's economy, deepens its cultural vitality, and invites everyone to be a part of Downtown's next chapter.

The approval of the Downtown RISE Ten-Year Master Plan marks another major step forward. The plan envisions a Downtown that feels like a neighborhood again where culture thrives, streets are walkable and welcoming, and every destination feels connected. It reflects the shared belief that a strong Downtown fuels a stronger city and region.

The framework is in place, the momentum is real, and the next chapter depends on all of us. Every partnership, every project, and every idea adds to the design and that means each of us has a role to play. So, the question is: What's your piece?

Shelonda Stokes, President
DOWNTOWN PARTNERSHIP OF BALTIMORE

“...partnerships are producing visible progress that strengthens Baltimore's economy, deepens its cultural vitality, and invites everyone to be a part of Downtown's next chapter.”





LETTER FROM THE MAYOR

Downtown Baltimore—the heart of our city—is experiencing a transformation that has been years in the making. Together, we are delivering investments that attract new businesses, welcome new residents, and serve as a source of pride for every Baltimorean.

As we continue to make real progress on our strategic action plan, agencies meet monthly to track our progress on 39 action steps. Month after month, we are seeing the impact of our work: cleaner and safer streets, stronger support for small businesses and entrepreneurs, greater visibility for our arts and cultural assets, and renewed investment in public spaces that make Downtown more welcoming and walkable. Each success builds confidence and strengthens momentum.

This fall, we hit a significant milestone in this transformation: the Planning Commission formally adopted the Downtown RISE Master Plan, which calls for a more walkable, pedestrian-oriented, vibrant Downtown for all. We now have a clear guide to measure our progress, align our investments, and hold ourselves to the standards Baltimore deserves.

We would not be here without the work of Downtown Partnership of Baltimore (DPOB). By bringing together partners from the private and public sector, and maintaining the strong foundation of our city center, DPOB is making sure that our progress is visible, each and every day.

As we look ahead, our task is to turn this momentum into lasting change. The opportunity is real, and the future we deserve is within reach. Together, we aren't just preparing for Downtown's future; we are creating it.

Mayor Brandon M. Scott
CITY OF BALTIMORE



The Planning Commission formally adopted the Downtown RISE Master Plan, which calls for a more walkable, pedestrian-oriented, vibrant Downtown for all.



ORGANIZATION OVERVIEW

Downtown Partnership of Baltimore (DPOB) is the city's leading organization responsible for promoting, advancing, and stimulating the economic health and vitality of Downtown. As an essential service provider to the 106-block Downtown Management Authority (DMA) business improvement district, DPOB works to enhance the quality of life for

the growing number of Downtown residents, business owners, and employees, as well as the thousands of visitors who stay and recreate in the Downtown corridor. DPOB collaborates with city and state agencies, as well as partner organizations, to realize Downtown's full potential for the benefit of Baltimore and the entire region.

Downtown Partnership of Baltimore is a 501(c)6 organization that manages the Downtown Management Authority District and the Downtown Partnership of Baltimore Foundation. This management model allows for the diversification of revenue sources while collaborating with two distinct boards and their members to remain mission-focused and fully aligned while delivering strategic priorities aimed at bringing about Downtown Baltimore's next renaissance.

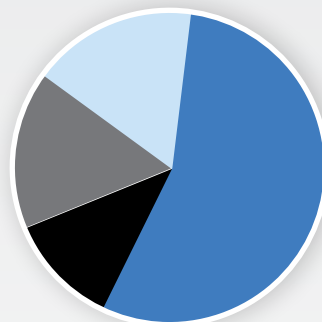
DPOB FY25 BUDGET

MEMBERSHIP REVENUE:
\$737,095
[Board Dues, Other Memberships, Corporate Partners]

TOTAL REVENUE:
\$8,523,106

EXPENSES

\$6,741,833



- General Admin
- Economic Development
- Marketing & Communications
- Business Development

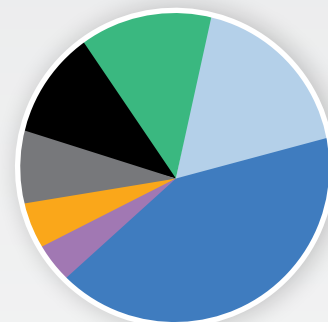
DMA FY25 BUDGET

TAX REVENUE:
\$6,497,532

TOTAL REVENUE:
\$7,423,360

EXPENSES

\$5,138,944



- General Admin
- Safety & Hospitality
- Parks & Greenspace
- Public Space Maintenance
- Marketing & Communications
- Economic Development
- Community Outreach

STATE CAPITAL FUNDING

Since Fiscal Year 2023 (FY23), Downtown Partnership of Baltimore has been fortunate to receive a total of \$34 Million in State Capital Funds. These critical, reimbursable funds have enabled DPOB to maintain essential operations, expand security services, and make key improvements to Downtown's public spaces. The funding awarded can be used over multiple years and are essential to the revitalization of Downtown Baltimore, helping DPOB create a safer, cleaner, and more welcoming environment for residents, workers, and visitors alike.

FY23

\$10 Million

Administered through the Maryland Department of General Services, to support a range of long-term capital improvement projects.

FY24 AND FY25

DPOB RECEIVED A COMMITMENT OF STATE FUNDS TOTALING \$24 MILLION

\$6 Million

Allocated for operating expenses, including enhanced security services and support for the implementation of capital projects.

\$18 Million

Designated for capital improvements, including:

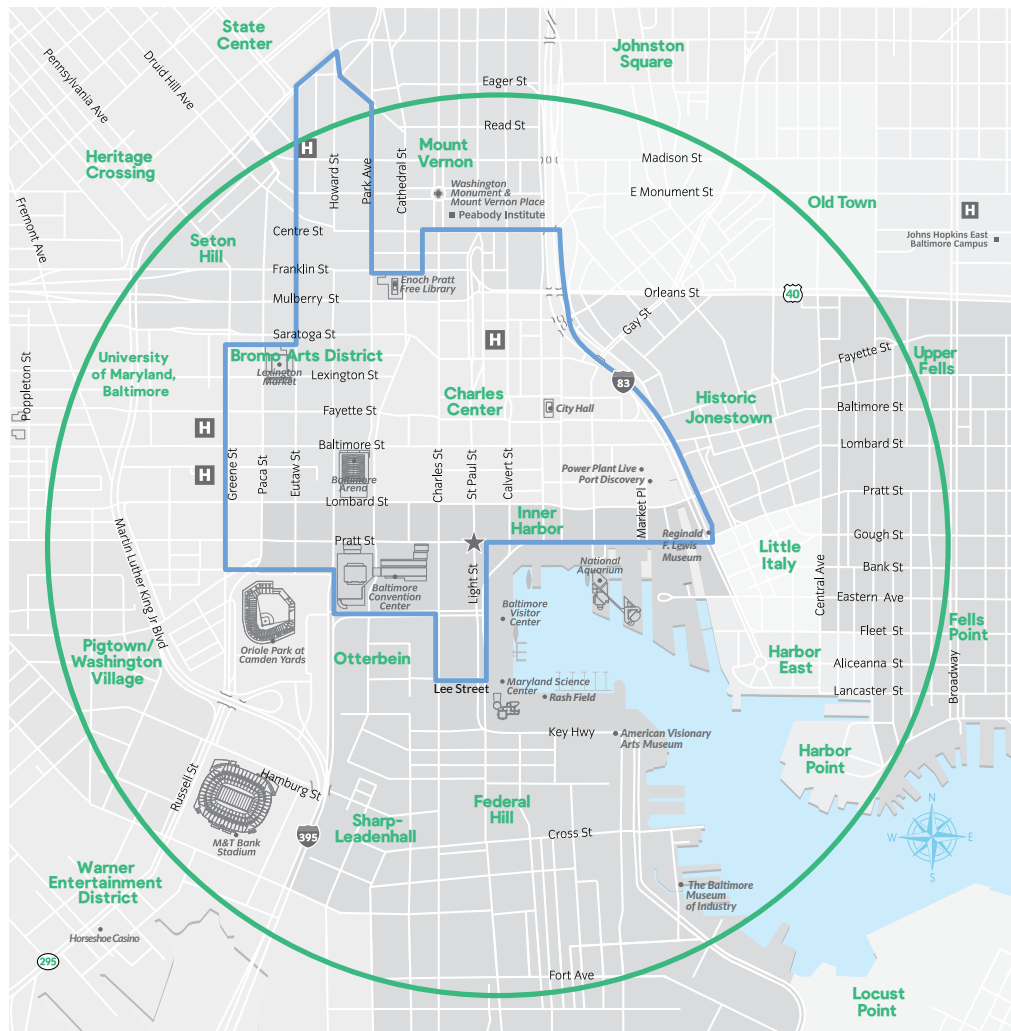
- Creation of a Strategic Operations Center (SOC)
- Support for property and infrastructure improvements within the Downtown Management Authority (DMA)
- Streetscape enhancements
- Improvements to Hopkins Plaza and Center Plaza

Additional Grant Funds

- \$4 Million in American Rescue Plan Act (ARPA) funding allows DPOB to expand its core services of litter prevention and graffiti removal, technical assistance and funding for small businesses, and creative placemaking opportunities within the Downtown Management Authority.
- As part of JP Morgan Chase's \$1 million grant to the Baltimore Civic Fund to support the city's "Vacancy to Vibrancy" initiative, DPOB received an award of \$445,000 to support a fourth cohort of the BOOST program to be launched in November.

ONE-MILE RADIUS MAP

Downtown Partnership uses the one-mile radius of Downtown Baltimore, indicated by the green circle, for data collection and comparison to other major cities. The blue line represents the Downtown Management Authority (DMA) area.



DOWNTOWN RISE

Downtown Partnership of Baltimore is a proud partner of Downtown's Action Plan, known as Downtown RISE, which advances four key priorities:



DOWNTOWN STAT

Downtown STAT is a monthly accountability meeting led by the city administrator, bringing together Downtown Partnership of Baltimore and multiple city agencies to review progress on each of the Downtown RISE priorities. DPOB sits shoulder-to-shoulder with city agencies at every meeting and each month a key priority is given dedicated focus, allowing for in-depth review, problem solving, and coordinated action. For example, under Infrastructure Development, service requests are tracked to ensure timely completion, such as the replacement of missing light poles and other essential repairs. DPOB plays a critical role in

this process by scanning all 106 blocks of the DMA, maintaining a detailed inventory of items in need of repair or replacement, and sharing that information with the city.

By fostering stronger collaboration and ensuring agency accountability, Downtown STAT drives measurable progress across all Downtown RISE priorities. This approach also advances Downtown Partnership's strategic goal of collaborative leadership by clarifying where DPOB leads efforts directly and where it supports its partners in achieving shared outcomes.



ECONOMIC & COMMUNITY DEVELOPMENT

Downtown Partnership of Baltimore is committed to combining place-based strategy, equity, and business support to drive public-private investment and revitalization in its 106-block downtown district. Economic & Community Development is a central priority of Downtown RISE, which has supported DPOB in expanding its capacity to deliver hands-on assistance to businesses by providing resources, technical guidance, and advocacy to help them launch, grow, and thrive.

Through data-driven planning, targeted financial tools, and strong advocacy, DPOB's Economic Development team works to retain and attract businesses, enhance public spaces, and promote inclusive economic growth, which helps create and strengthen a vibrant, resilient urban core. This consistent focus not only advances the mission of Downtown RISE, but underscores DPOB's commitment to building a stronger future for Baltimore.



Building Connections for a Revitalized Downtown

To position Downtown Baltimore as a hub for innovation and investment, DPOB's Economic Development team hosted a real estate reception bringing together developers, investors, brokers, and civic leaders. The event served as a platform for networking, collaboration, and learning, which reinforced DPOB's commitment to a vibrant, inclusive, and economically competitive Downtown.



Commercial District Assessment

Downtown Partnership of Baltimore, along with Charles Street Development Corporation and Market Center Merchants Association, worked with the Baltimore Development Corporation's (BDC) Neighborhood Development and Strategy, Research and Analytics teams to complete on-the-ground surveys and real estate profiles of the Charles Street and Market Center commercial corridors. Data gathered will be compiled by BDC to create a commercial district profile to inform planning and revitalization strategies specific to each corridor.



State of Downtown

Nearly 600 people attended DPOB's release of the 2024 State of Downtown report in March 2025. The continued evolution of Downtown Baltimore's economic growth is reliant on the collaboration of many stakeholders. The report's compiled data and statistical analysis was made possible by the contributions from state and city agencies, as well as private and nonprofit partners.

SCAN THE
QR CODE TO
VIEW DPOB'S
2024 STATE OF
DOWNTOWN
REPORT



Downtown Partnership works to strengthen the economic vitality of Downtown Baltimore by offering direct financial and technical support to businesses and property owners within the DMA. Signature programs, such as Operation Storefront and the Façade Improvement Program, help retain and expand businesses, enhance the streetscape and its visual appeal, and reduce vacancies. Initiatives, like the Black Owned and Operated Storefront Tenancy (BOOST) Program and the Baltimore Culinary Exchange, advance this mission by supporting underrepresented entrepreneurs and key industry sectors, to build a vibrant and resilient commercial district.

BY THE NUMBERS

DPOB awarded \$500,000 in Project C.O.R.E funding from Maryland Department of Housing and Community Development to support mixed use development at 210 N. Charles St.

\$200,000 to support arts & culture projects in the Downtown Management Authority



DOWNTOWN BOOST PROGRAM

With funding support from Downtown RISE and Truist, DPOB announced in April 2025 its latest BOOST cohort, which is supporting four minority-owned businesses locating in the DMA. These businesses will receive financial support for business operations and tenant improvements to open in previously vacant or newly developed spaces Downtown. New this year, DPOB has engaged the Maryland Small Business Development Center to provide customized technical assistance, not only to these businesses, but to all 19 businesses in Downtown BOOST to ensure ongoing success from start-up to stabilization.



Neon Paint Place

Neon Paint Place is a creative arts organization that uses art to inspire, heal, and transform communities. Known for their hands-on youth programs and public art projects, they are focused on establishing a space Downtown that uplifts creative voices and fosters connection. Their \$100,000 BOOST award will support the buildout of a storefront dedicated to accessible, community-rooted art experiences.

BCX GRANT

Baltimore Culinary Exchange

Created by DPOB, in collaboration with the Office of the Mayor, the Baltimore Culinary Exchange (BCX) is a targeted economic development initiative designed to strengthen Downtown Baltimore's culinary economy. In April 2025, with funding made available through Downtown RISE, DPOB offered a BCX grant opportunity to provide financial support to existing or new restaurant businesses, food entrepreneurs and/or culinary concepts within the 106-block Downtown Management Authority district. DPOB received 43 geographically eligible applications requesting more than \$4 Million.



BY THE NUMBERS

DPOB awarded
\$2.5 MILLION
Downtown RISE funding
for economic
development initiatives

17 GRANTS
were awarded to
15 businesses totaling
\$875,000

12 GRANTS
to minority-owned
businesses

5 GRANTS
to woman-owned
businesses

5 NEW, 12 EXISTING
businesses supported
by DPOB programs

6 BUSINESSES
locating in previously
vacant space

FAÇADE IMPROVEMENT

Maryland Art Place

Maryland Art Place received a Façade Improvement Program grant to support the design, fabrication, and installation costs associated with upgrades in energy efficient lighting types and fixtures for the Cheon/Kroiz Diamond sculptures, restored by Gabriel Kroiz, and for artist Gaia to repair and expand his original mural to enhance the overall visitor experience.

OPERATION STOREFRONT

1. ABB 360
2. Benedetto
3. Breaking Bread
4. Cajou Creamery
5. Collective Spaces
6. Proper Cuisine

7. Tribe Social Café
8. Two Guys Grill

FAÇADE IMPROVEMENT AWARDEES

1. Baltimore Community Lending
2. Benedetto
3. Everyman Theatre
4. Maryland Art Place

BOOST AWARDEES

1. Byrd's Eye View
2. Kaizen Beauty
3. Neon Paint Place
4. Tribe Social Café
5. Media Rhythm Institute*

* Media Rhythm Institute is a part of Cohort 1. However, they received BOOST funding in FY25.



BROMO ARTS DISTRICT

A compelling asset for new ventures, one mile of Downtown Partnership of Baltimore's district is anchored by Downtown's only state-designated arts and entertainment district. DPOB's work with the Bromo Arts District, the nonprofit entity that manages this arts neighborhood, underscores the value of leveraging partnerships and the importance of aligning infrastructure, aesthetics, and activation to position Downtown as a leading destination for residents, employers, and visitors

Placemaking Partnership

Acknowledging the state-designated arts and entertainment district as a powerful catalyst for reshaping perception, activating spaces, and drawing investment, DPOB, through Downtown RISE, awarded a \$150,000 placemaking grant to the Bromo Arts District. The funding will advance projects and programs outlined in Bromo's strategic plan, with goals that include attracting visitors and private investment, strengthening the organization through fundraising and stakeholder engagement, and expanding programs and events that support local creatives and the district as a whole.



District Branding

The Bromo Arts District's Board of Directors launched a bold new brand to highlight the creative evolution of the district since its designation in 2012. ARPA funding supported the fabrication and installation of new street pole banners and custom window clings to businesses to unify the district's creative identity.



SASKIA KAHN

Bromo Art Walk

For over four years, the Bromo Arts District's bi-annual Art Walk has provided a platform for all types of creative based businesses and activities, as well as direct financial support to artists. In FY25, the two Art Walks collectively attracted more than 4,000 attendees, with more than 150 creatives contributing to each event's programming. The events delivered significant visibility, drew new audiences, and generated strong media coverage.



ROWAN BATHURST

Activating Vacant Spaces

The Bromo Arts District received a \$300,000 grant from the Maryland Department of Housing and Community Development's Project Restore 2.0 Program. The funding will help attract arts-based businesses by offering financial incentives to redevelop targeted properties located near retailers and creative venues.



DAVID SLOAN, WIDE ANGLE YOUTH MEDIA

INFRASTRUCTURE DEVELOPMENT

A significant piece of the Downtown Rise 10-Year Master Plan is enhancing Downtown's infrastructure, which ensures that sidewalks, roads, park space, public transportation, and signage are upgraded to reflect the investments underway. Downtown Partnership of Baltimore is an essential partner in this work by caring for and beautifying Downtown's public spaces, while improving walkability. Additionally, DPOB carries

out significant capital improvement projects to transform major corridors and long-neglected areas of Downtown. Ensuring that Downtown's public spaces accommodate the 21st century needs of residents, business owners, and visitors from across the region and beyond, is at the forefront of DPOB's priorities. Significant progress was made in 2025 to advance several capital improvement projects that will support Downtown's renaissance.

Liberty Dog Park

EXPECTED COMPLETION 2027

The Liberty Dog Park and Open Spaces Project stand as a bold example of our commitment to reimagining Downtown's public realm. What was once an overlooked traffic median is being transformed into a dynamic community destination. It will be an innovative dog park and vibrant urban plaza that embodies the future of Downtown Baltimore.

Developed in close consultation with city agency partners and leading architects, Liberty Dog Park will provide a thoughtfully designed retreat for residents, visitors, and their four-legged companions. The park will feature lush greenery, shaded seating, walking paths, and multifunctional open areas, creating a welcoming space that enhances everyday life. Importantly, the design also preserves emergency access to ensure safety.

The impact of Liberty Dog Park will extend well beyond its boundaries. By elevating aesthetics and livability, the project is expected to strengthen nearby property values, foster deeper community connections, and better link surrounding public assets at the core of the city. This initiative represents more than a park. It marks a tangible step toward building a more vibrant, competitive, and inclusive Downtown Baltimore.





Eutaw Street

At last year's Annual Meeting, Downtown Partnership of Baltimore shared a vision of what the future of Eutaw Street could be. Building on that vision, the Eutaw Street Vibrancy Project is being launched to make streetscaping and public realm improvements. A key component of this effort is a storefront and façade improvement strategy designed to strengthen the retail environment, enhance the pedestrian experience, and improve the overall visual appeal

of Eutaw Street. The strategy focuses on design consistency, creating a stronger sense of safety, and providing direct support to small businesses that are essential to the corridor's success. DPOB will be engaging a landscape architecture team for sidewalk upgrades, lighting enhancements, placemaking opportunities, and other physical upgrades. Funding from the Maryland Department of General Services has been secured for the project.



Charles Center Metro Station

Downtown Partnership of Baltimore is partnering with the Maryland Transit Administration (MTA) to complete improvements to the Charles Center Metro Station and surrounding area. DPOB and MTA will engage an architect to finalize a scope, that may include landscape and hardscape improvements, lighting, placemaking opportunities, façade improvements, and other enhancements. Funding from the Maryland Department of General Services and MTA has been secured for the project.



ARTS, ENTERTAINMENT & CULTURE

Arts, Entertainment & Culture is a cornerstone of Downtown RISE and a vital focus of Downtown Partnership of Baltimore which amplifies the numerous retail, cultural, residential, and tourism assets Downtown, along with major initiatives and events in the area. DPOB's Marketing & Communications team is one of Downtown's biggest cheerleaders, weaving a variety of narratives through both earned and paid media, as well as its extensive multichannel communications network. By highlighting the rich array of experiences Downtown has to

offer, residents, employees, and visitors see Downtown as Baltimore's premier destination for entertainment and cultural engagement.

Through events, campaigns, and storytelling, DPOB's Marketing & Communications team showcases the vibrancy of Downtown's theaters, galleries, music venues, and cultural institutions, while also uplifting the diverse businesses and organizations that make the area unique. These efforts not only drive foot traffic and enhance the visitor experience, but strengthen Downtown's identity as a thriving hub for arts and entertainment.



Festival goers enjoying the pedestrian takeover of Charles Street at the Charles Street Promenade.

DOWNTOWN PARTNERSHIP EVENTS & PROMOTIONS



Discovery Days

The annual Downtown Discovery Days, which occurs in January, encourages all Baltimoreans to be tourists in their own city. It's the one time of year when Baltimore's world-class venues, historical attractions, and award-winning museums, throughout the Downtown district, all join together and reduce their admission prices at the same time. This year, for the very first time, Discovery Days and the winter edition of Baltimore Restaurant Week occurred simultaneously and were promoted together.



Baltimore Restaurant Week

Downtown Partnership curates and promotes Baltimore Restaurant Week, which highlights our city's eclectic and award-winning restaurants, while encouraging residents and visitors to support local businesses. Hosted biannually in the winter and the summer, Restaurant Week features approximately 75 businesses offering prix fixe menus for brunch, lunch, and dinner. The summer edition of Baltimore Restaurant Week was presented by Pompeian, which led to increased advertising and exposure contributing to the week's overall success.



Pratt Street Market

Pratt Street Market, presented by PNC Bank, was the place to be every Thursday from May through October. Downtown employees, residents, and visitors would gather at the Pratt & Light Street Plaza to enjoy local artisans, community organizations, and food trucks.



Charles Street Promenade

On June 14, 2025, 17 blocks of Baltimore's historic main street closed to vehicular traffic allowing pedestrians to experience Baltimore's retailers, restaurants, and cultural establishments in a festival-like atmosphere, that featured street-front activations, musical performances, and sidewalk displays.



Peppermint Pop-Up

Holiday time is always a special time in the city and Downtown Partnership of Baltimore didn't disappoint as it transformed Lumen Plaza into a winter wonderland featuring heated igloos, stilt walkers, a s'mores station and more! The drinks were flowing and the music was jamming as participants jumpstarted their holiday with good food, good friends, and good fun.



Jazzy Summer Nights

Curated by The Finn Group, in partnership with D Chase Presents, Jazzy Summer Nights returned to Hopkins Plaza for its 25th and final year. Every first Thursday from May–October more than 2,500 people came out to enjoy the live music, drinks, food, and fellowship. The rotating lineup of artists spanned from neo-soul to go-go. The final show in the series occurred at War Memorial Plaza in front of City Hall.

COMMUNITY ENGAGEMENT

Downtown Partnership of Baltimore interacts with its various stakeholders to listen and learn, share updates on progress and encourage involvement with the programs and events aimed at enhancing the quality of life and vitality of Downtown's neighborhoods. The organization is a convener for residents, employees, businesses, and visitors so that all who have a vested interest in Downtown can be heard.



Keynotes and Panels

Downtown Partnership of Baltimore President Shelonda Stokes represented Downtown Baltimore across the region and beyond through nearly 29 speaking engagements, notably testifying at the State House in Annapolis to secure funding for Downtown Baltimore's new Strategic Operations Center, a panel discussion on how Downtowns are evolving for the future at Pittsburgh Downtown Partnership's Annual Meeting, and being named a "Power Woman" by the Baltimore Leadership School for Young Women located in Downtown Baltimore.



Community Meetings

Downtown Partnership of Baltimore hosts quarterly community meetings to keep the public informed and engaged with significant developments in Downtown Baltimore. These informational sessions and open forum platforms allow stakeholders to learn more and participate in what's majorly impacting downtown.



Property Manager Meetings

In FY25, Downtown Partnership of Baltimore initiated property manager meetings to better connect with residents and property managers to ensure their awareness of all the happenings and events taking place Downtown. One of Baltimore City's fastest growing neighborhoods is Downtown and establishing a rapport with residents and property managers is key to Downtown's vitality and growth. To date, more than 10 companies have been represented at the meetings and FY26 promises to deliver more structure and impact.



Mayor Spring & Fall Clean Ups

Twice a year, Downtown Partnership of Baltimore joins the Mayor's Office and other city agencies in annual clean ups to beautify and deep clean high traffic areas Downtown. This year's fall clean-up was sponsored by American Pest, and more than 25 volunteers came out to contribute. DPOB solicits both individuals and businesses who seek to be the change they want to see and realize that one of the best ways to show gratitude and appreciation for the city is to give back.



Welcome Wagons/Lobby Loves

In FY25, Downtown Partnership of Baltimore hosted a total of six Welcome Wagons/Lobby Loves reaching approximately 700 Downtown employees. These specially curated activations/meetings provide a comprehensive introduction to DPOB and how both organizations and employees can benefit from being more connected to the Downtown community.

PUBLIC SAFETY & CLEANLINESS

Public Safety & Cleanliness is a core pillar of Downtown RISE and central to Downtown Partnership's mission of creating a cleaner, safer, and more vibrant Downtown. The Downtown Partnership of Baltimore Operations team is the backbone of the organization's mission and through coordinated

services, strategic resource allocation, and continuous process improvement, the team ensures that Baltimore's public spaces, streetscapes, and community touchpoints remain welcoming for residents, businesses, and visitors alike. These efforts directly support the city's 10-Year Master Plan by fostering a pedestrian-friendly environment.

OPERATIONS

DPOB's Operations team consists of Clean Streets Ambassadors and Downtown Cleaning Corps (DCC). The DCC program is a workforce development initiative of the Mayor's Office of Employment Development. One Downtown Cleaning Corps member made the transition to full-time employment with DPOB in the course of the year, adding additional capacity to DPOB's ability to provide essential beautification services within the DMA. Working seven days a week, the teams' focus includes garbage removal, gutter and curb detailing, graffiti removal, alley cleaning, power washing, and other quality-of-life improvements in collaboration with the Department of Public Works.

With funding from Downtown RISE, DPOB expanded some of its services to provide even greater impact. A new program now allows DPOB to remove graffiti from up to 15 private properties in partnership with their owners, and twice-weekly power washing in high-traffic areas continued through October 2025. In addition, DPOB's Litter Prevention Program introduced rodent-resistant trash cans in three heavily used alleys with each receiving weekly cleaning from a third-party provider. Together, these efforts reinforce Downtown as a safe, clean, and pedestrian-friendly destination, ensuring that the urban core remains a place where people want to live, work, and explore.



BY THE NUMBERS

195 DPOB CITIBINS
Deployed & Installed

269 HOURS
Providing
Event Support

**60,000+
OF LABOR HOURS**
spent cleaning and
maintaining the
DMA Footprint

1.5M POUNDS
Weight of trash
collected 750 Tons

1,620 HOURS
of additional cleaning
provided through DCC

BY THE NUMBERS

3,500 GALLONS
of Water used to
during planting
season

425 NEW PLANTERS
deployed

6,823 PLANTS
planted



Launch of New CITIBIN Trash Receptacles

In alignment with our strategic goals around sustainability, operational efficiency, and urban beautification, the deployment of more than 195 CITIBINS across the DMA footprint has marked a significant milestone this year. These bins, engineered for secure, organized, and visually appealing waste management, have transformed how DPOB handles refuse and recycling in high-traffic areas Downtown.

Operational Efficiency

The CITIBINS have streamlined waste collection, resulting in a 40% reduction in overflow incidents and a 30% decrease in sanitation-related service calls. This has enabled more predictable scheduling and reduced the need for emergency cleanups.

Security & Durability

The lockable design deters unauthorized access and scavenging, while weather-resistant materials ensure long-term usability across varied conditions.

Looking Ahead

As DPOB evaluates the success of this initiative, the organization is exploring opportunities to expand the CITIBIN program to additional neighborhoods and facilities. Future enhancements may include smart sensors for fill-level monitoring and integration with DPOB digital maintenance platforms. The CITIBIN rollout exemplifies DPOB's commitment to innovation and community-focused solutions.

Community Impact

Feedback from residents and business owners has been overwhelmingly positive. The bin's sleek design and functionality have helped curb littering and illegal dumping, contributing to cleaner streets and a more welcoming public environment. Community satisfaction has reached 85% in areas where bins have been installed.

Sustainability Goals

By promoting proper sorting and containment of recyclables, the CITIBINS support DPOB's broader environmental initiatives. Early data shows a 22% increase in recycling compliance and a 15% improvement in overall waste diversion.





Cultivating Community —The New Planter Initiative

In 2025, Downtown Partnership of Baltimore launched a new planter initiative, which was a bold and beautiful step toward reimagining the public realm in the city's core. This initiative was more than a beautification effort. It was a strategic investment in placemaking, sustainability, and community pride. Over the past year, DPOB collaborated with local artists, landscape architects, and community stakeholders to design and deploy a new generation of planters throughout Downtown.

These planters are not only visually striking, they're also engineered for durability, seasonal flexibility, and ecological impact. Each planter includes a self-contained irrigation micro-environment, which supports pollinators, reduces urban heat, and enhances pedestrian experiences. The self-watering irrigation system exhibited ingenuity while helping to increase efficiency and ease of maintenance.

The new planter initiative was one of DPOB's highlights of the year. However, the rollout had its challenges. The timing of the plantings happened to be during a hot summer. The young plants and high heat were not a good combination and the new planters quickly housed brown leaves. Community behavior was also an issue as some pedestrians Downtown believed the planters doubled as a trash receptacle, ash tray, etc. DPOB is looking forward to working with the community and educating people on its beautification efforts so everyone can contribute to the planters success.

Truck Capacity Increased by 100%

In FY25, the Clean Street Ambassador Team acquired a new truck, which increased the efficiency and effectiveness of trash removal Downtown. As a result of the new equipment, gone are the days of manually removing more than 60 bags of trash from a pick-up truck each time the truck went to the dump, which could be up to five trips a day. The newly acquired truck has exceptional aerodynamics, functionality and durability, which significantly enhanced Downtown Partnership of Baltimore's ability to discard approximately 2000–3000 pounds of trash collected in the DMA daily. Now that the other truck is repaired, DPOB has two vehicles canvassing 106 blocks of the DMA.

Power Washing Initiative: A Cleaner, More Inviting Downtown

Through strategic investment of ARPA funding, Downtown Partnership of Baltimore has led a transformative effort to enhance the cleanliness and appeal of Downtown Baltimore's pedestrian walkways. In the past year alone, DPOB has dedicated more than 1,000 hours to power washing sidewalks, plazas, and heavily trafficked corridors, reaffirming its commitment to creating a welcoming and vibrant urban environment.

This initiative is a reflection of DPOB's broader mission to foster pride in public spaces, support local businesses, and improve the overall experience for residents, workers, and visitors. By removing grime, stains, and debris, the power washing program has visibly improved the aesthetic of Downtown streetscapes, contributing to a safer and more enjoyable pedestrian experience. The success of this initiative underscores the impact of targeted public investment and the importance of ongoing maintenance in urban revitalization. DPOB remains committed to sustaining these efforts and expanding beautification programs that elevate the quality of life in Downtown Baltimore.

BY THE NUMBERS

44,124 BUSINESS INTERACTIONS
and business checks

26,250 HOURS
utilized connecting
with visitors and
business residents



BY THE NUMBERS

818
ENGAGEMENTS
(homeless outreach)

305
INDIVIDUALS
who received goods to
support their well-being
including clothing, food,
hygiene kits

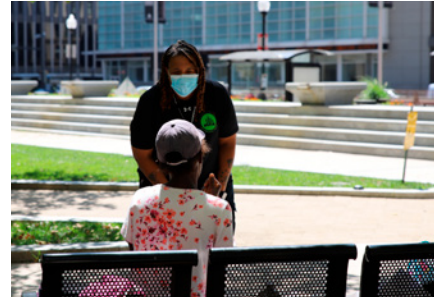
175
INDIVIDUALS
who received services
leading to housing
& shelter

Homeless Outreach Initiatives

Downtown Partnership of Baltimore's commitment to fostering a vibrant, inclusive Downtown community extends beyond economic development and urban revitalization. It includes compassion, dignity, and direct support for Downtown's most vulnerable neighbors. Through DPOB's Homeless Outreach initiatives, the organization continues to address the complex challenges of homelessness with a holistic, person-centered approach.

This year, DPOB's dedicated outreach team worked tirelessly to build trust and provide consistent engagement with individuals experiencing homelessness in the Downtown area. By partnering with local service providers, shelters, and healthcare organizations, DPOB facilitated access to critical resources including housing referrals, mental health services, substance use treatment, and employment support.

DPOB conducted more than 200 direct engagements, resulting in 175 successful placements in temporary or permanent housing. DPOB also expanded its outreach hours and increased its presence in



high-need zones, ensuring that help was available when and where it was most needed. In addition to direct services, DPOB advocated for systemic change by participating in citywide coalitions focused on housing equity and public health. DPOB also hosted community education events to raise awareness and reduce stigma around homelessness, reinforcing the message that every person deserves safety, stability, and respect.

The impact of DPOB's Homeless Outreach initiatives is measured not only in numbers, but in the stories of resilience and recovery witnessed every day. Looking ahead, DPOB remains steadfast in its mission to create a Downtown that is welcoming and supportive for all, especially those who need it most.

STRATEGIC OPERATIONS CENTER

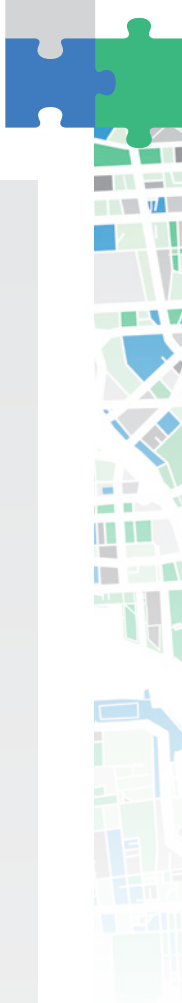
In 2024, Downtown Partnership of Baltimore advanced planning for the Strategic Operations Center (SOC), an initiative designed to improve coordination, responsiveness, and accountability across Downtown. Working with key partners, DPOB helped define potential roles for stakeholders, both within the SOC and in the field, through the work of eleven dedicated committees.

To guide this effort, a feasibility study was conducted to determine the most effective build-out for long-term success, including space requirements, operational needs, and estimated costs. In partnership with the University of Maryland, Baltimore, DPOB also

convened a series of meetings with community stakeholders to share the SOC concept, gather feedback, and ensure that the center's design reflects its core values of collaboration, transparency, and community engagement.

The committees have outlined initial processes that will be tested during a pilot phase launching in late 2025, which will remain in place until the permanent SOC is completed in 2027. This phased approach ensures that lessons learned during the pilot will directly inform the final build-out, creating a model of shared accountability and collaborative leadership that will strengthen Downtown's future.



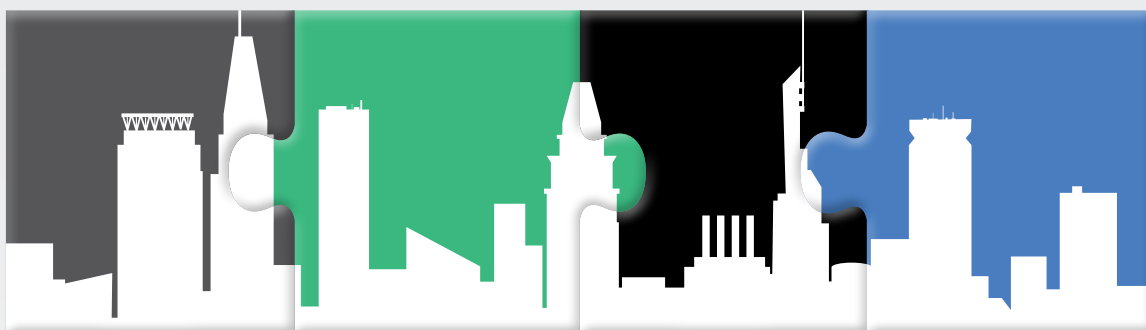


CONNECTING THE DPOB STRATEGIC PLAN TO ITS MISSION, DOWNTOWN RISE, AND THE CITY'S 10-YEAR MASTER PLAN

Downtown Partnership of Baltimore's strategic plan is rooted in the organization's mission to steward and promote a clean, safe, and thriving urban core. It reinforces DPOB's core services — cleanliness, safety, economic development, marketing, and advocacy — while directly aligning with the priorities outlined in Downtown RISE and advancing the pillars of the city's 10-Year Master Plan.



TO VIEW DPOB'S
FY26-31 STRATEGIC PLAN,
SCAN THE QR CODE



DPOB'S STRATEGIC PRIORITIES FY26-31	FINANCIAL SUSTAINABILITY & RESOURCES	DOWNTOWN'S PHYSICAL & EXPERIENTIAL TRANSFORMATION	COLLABORATIVE LEADERSHIP	ORGANIZATIONAL EFFECTIVENESS
DPOB ROLE	Securing and managing funding through DMA assessments and other revenue.	Daily public safety, cleanliness, and activation of public spaces.	Serve as a convener and connector among all stakeholders.	Clear responsibilities, streamlined processes, and a culture of transparency and trust.
DOWNTOWN RISE CONNECTION	Provides the financial foundation to deliver on all four of the Downtown RISE strategic focus areas.	Transforms public spaces into walkable, green areas, which directly implements Cleanliness & Public Safety as well as Infrastructure Development priorities.	This leadership is central to the Downtown RISE plan, uniting stakeholders behind shared goals through initiatives like Downtown STAT.	A strong, well-organized DPOB is necessary to deliver on Downtown RISE's objectives.
10-YEAR MASTER PLAN ALIGNMENT	Ensures consistent, long-term funding, aligning with the plan's focus on responsible stewardship of city resources.	Supports the "live" and "play" themes by improving the pedestrian experience and promoting a more accessible and connected downtown.	DPOB's unifying role supports the plan's goal of creating a unified vision for Baltimore's future and its pillar of Equitable Neighborhood Development.	Establishes DPOB as a reliable and accountable partner, supporting the plan's reliance on collaborative efforts.

STRATEGIC PARTNERSHIP

Our partners and members form a dynamic network that strengthens Downtown and supports the people and businesses invested in its future.

From small, locally owned businesses to the region's largest employers, Downtown Partnership of Baltimore is capable of convening a wide spectrum of industries that showcase Baltimore's unique strengths and drive the region's economy. This diversity ensures that a broad range of perspectives and expertise guides DPOB's

efforts, helping to shape strategies, priorities, and opportunities that benefit the entire community. Equally important, membership creates meaningful connections that link businesses, ideas, and people in ways that foster collaboration and support shared goals. DPOB takes its role as being a connector seriously by encouraging open dialogue on a variety of Downtown issues, aligning businesses with like-minded interests and/or needs, and creating events and experiences that highlight all that Downtown has to offer.

EVENTS AND ENGAGEMENT

In FY25, DPOB hosted 22 business events that brought together more than 2,250 attendees representing nearly 1,000 companies. These gatherings created opportunities for learning, connection, and collaboration across businesses of every size and sector, strengthening relationships and generating meaningful community impact.

2024 Annual Meeting

PRESENTED BY BAKER DONELSON

The Annual Meeting brought together more than 600 corporate, nonprofit, and civic leaders for an evening that celebrated Baltimore's progress and potential. The program included inspiring remarks from Maryland Governor Wes Moore and featured the Downtown Partnership Awards, which recognized outstanding contributions to the community. Guests also experienced a celebration of the Bromo Arts District, with activations by the Black Genius Art Show, youth performances from the Media Rhythm Institute, live music, and a fireside chat with Baltimore Orioles majority owner David Rubenstein. The event highlighted Downtown Partnership of Baltimore's role as a convener and catalyst, bringing people together, strengthening partnerships, and demonstrating commitment to the growth and vitality of the city's core.





2025 State of Downtown Breakfast

PRESENTED BY GALLAGHER, EVELIUS & JONES

The 2025 State of Downtown Breakfast welcomed more than 500 attendees for the release of the annual State of Downtown Report, which highlighted key trends in employment, office space, retail, arts and entertainment, and investment. A central theme of the program was collaboration and partnership, featuring a panel with Stephen Leeper, President and CEO of Cincinnati Center City Development Corporation; Vaki Mawema, Principal and Co-Managing Director of Gensler Baltimore; and Baltimore City Mayor Brandon M. Scott, who discussed strategies to connect Baltimore's assets and create new opportunities for investment, activation, and long-term growth.



Coffee, Lunch, and Drinks with DPOB

DPOB's members-only networking series offered settings for building professional connections while spotlighting partner venues and hosting relevant conversations. Events were hosted at partner spaces that included Chesapeake Shakespeare Theatre, Baltimore Public Works Museum, and Fogo de Chão. Topics explored Downtown RISE projects and timelines, new opportunities for business engagement, marketing strategies for companies both large and small, and cultural celebrations, such as Black History Month.

Special Experiences

Unique opportunities to connect were curated throughout the year, including a sail aboard Lady Maryland with Living Classrooms and a reception introducing Collective Spaces, a new co-working and event venue in the heart of Downtown.

BY THE NUMBERS

300
Partners and Members

22
Business/Membership Events

2,250+
Attendees at
Membership Events

950+
Companies Represented

8
Coffee, Lunch, and Drinks
with DPOB events with
300+ attendees



2025 DOWNTOWN PARTNERSHIP AWARDS

HONORING OUTSTANDING COMMITMENT TO OUR COMMUNITY

Each year, Downtown Partnership highlights the people and businesses who have demonstrated outstanding commitment to Downtown Baltimore. This year the following awardees embody the true spirit of dedication to this amazing City:



DOWNTOWN RISE CHAMPION AWARD

**Maya Gilmore of CharmTV &
Caitlin Audette, City Planner for
the City of Baltimore**

The Downtown RISE Award celebrates the people and organizations that are fueling a true renaissance of Downtown Baltimore. They are advancing bold ideas, creative partnerships, and tangible progress that both lift the city and shape its future.

This year, two outstanding recipients are shaping this initiative from different, but equally vital, directions. Maya Gilmore of CharmTV is celebrated for storytelling, video production, and creative services that bring Downtown's stories to life and advance the immediate and mid-term steps of the Downtown Rise initiative. Caitlin Audette is honored for strategic leadership in driving the Downtown RISE 10-year vision and ensuring that developers, community members, and civic partners all have a seat at the table. Together, they exemplify the collaboration and innovation at the heart of Downtown.



PLACEMAKING IMPACT AWARD

**Baltimore Convention Center
& Brush Mural Festival**

The Placemaking Impact Award honors organizations and individuals who transform outdoor spaces into welcoming and beautiful places that elicit pride, bring new life into Downtown, and create lasting destinations for residents, workers, and visitors alike.

The Baltimore Convention Center and the Brush Mural Festival together exemplify innovative placemaking in the heart of Downtown. Coming out of COVID, the Convention Center embraced creative strategies and partnerships to remain an anchor for the city, turning blank walls and public spaces into colorful welcoming areas that attract thousands each day. Through partnerships on beautification and public art, the Convention Center brightened several blocks and found new ways to stay relevant, vibrant and community focused. The Brush Mural Festival amplified that work by transforming the Center's exterior into a living gallery admired by thousands and infusing Downtown with bold expression. Together, their efforts show how creativity and collaboration can reimagine spaces, invite people to experience Downtown's many assets, and sustain momentum for its continued growth and vitality.



COMMUNITY IMPACT AND INVESTMENT

University of Maryland, Baltimore

The Community Impact and Investment Award recognizes individuals or organizations whose initiatives drive meaningful change and strengthen the economic health, growth, and vitality of Downtown Baltimore through investments, programs, and partnerships that make the city safer, more inviting, and more connected.

The University of Maryland, Baltimore (UMB) exemplifies the role of an anchor institution by creating a thriving Downtown. Beyond its academic mission, UMB extended its public safety operations to cover the Lexington Market area, integrated its work with the University of Maryland School of Social Work, and aligned these efforts with the Strategic Operations Center to deliver a coordinated, compassionate approach to safety and community well-being. Combined with investments in health, education, and workforce development, the University of Maryland, Baltimore's leadership creates a powerful ripple effect that strengthens Downtown and serves as a model for how institutions can drive inclusive growth.



CULTURAL INFLUENCE AWARD

LaRian Finney, curator of Jazzy Summer Nights

The Cultural Influence Award recognizes individuals or organizations who enhance Downtown Baltimore's cultural and artistic vitality by supporting the arts, promoting local talent and expanding access to creative experiences that draw people into the city and celebrate its unique character.

For more than two decades, LaRian Finney and The Finn Group have activated spaces and transformed ideas into brand movements that showcase the vibrancy of the city. From the Baltimore Met Gala, Preakness Fest and Center Court to their long running production of Jazzy Summer Nights, they created signature events elevating Baltimore's creative spirit and inviting people Downtown. In 2025, LaRian Finney and Derrick Chase delivered a milestone 25th season of Jazzy Summer Nights that drew thousands to Hopkins Plaza every month and culminated with a finale show at City Hall. Again, The Finn Group, through the Jazzy Summer Nights series, demonstrated how collaboration, music and culture can unite and energize an entire city.

STAFF & BOARD OF DIRECTORS



The vital work that's necessary to better the City of Baltimore would not be possible without the unwavering dedication of an exceptional team. Proudly referred to as "Team DPOB", they're the driving force behind everything we do.

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Sundeep Kohli
Vice President, Finance

Erika Murray
Vice President, Marketing & Communications

Duane Saunders Sr.
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Patrick Terranova
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Kayela McNeal
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 Wendell O. Matthews
 Ryan Rodgers
 Alvin Rooks
 Nathaniel Salter
 Jermaine Sewell
 Chaz Sewell-Bey

COMMITTEES

The Partnership's committees are chaired by Executive Committee members who provide guidance and collaborative support in areas of strategic importance to DPOB's mission.

Finance Committee

The finance committee, chaired by Carrie Schreiber, Truist Bank, works alongside the CFO to support and oversee financial planning and budgeting for Downtown Partnership of Baltimore, Downtown Partnership of Baltimore Foundation, and Downtown Management Authority, offering guidance, best practices, and financial oversight.

Safety Committee

This committee, chaired by Mac Tisdale, First National Bank, works in partnership with DPOB's Safety & Hospitality leadership to utilize data and performance metrics that assess crime rates in the DMA and specific micro-zones. The objective is to enhance public safety by efficiently allocating resources in real time for improved safety outcomes.

Clean & Green Committee

The work done on this committee, chaired by Monica LaVorgna, Bozzuto, is meant to directly support and enhance the beautification efforts of DPOB Public Space Maintenance and Parks teams.

Partners Committee

This convening of city-focused economic and marketing agencies, chaired by Ferrier Stillman, Tydings & Rosenberg, is dedicated to fostering greater collaboration to enrich Baltimore City's vibrant business landscape. The committee's objective is to identify opportunities for collaborative problem-solving in areas of common interest, harnessing collective strength through cooperative efforts.

**Economic Development
Committee**

Chaired by Michele Whelley, M.L. Whelley Consulting, and composed of local stakeholders and real estate experts, this group advises and develops strategies for business attraction and retention efforts, supports residential leasing and sales efforts, offers economic approaches to remediating blight, and facilitates both large and small-scale development efforts.

**Ad-Hoc Subsidiary Review
Committee**

Born out of the work of the Strategic Planning committee, this group chaired by Mark Pollak, Ballard Spahr, was formed to help review subsidiary organizations' relationships to Downtown Partnership and/or the Downtown Management Authority, including the Bromo Arts District, Market Center Merchants Association, and Center Plaza Foundation.

Strategic Planning Committee

Chaired by Melodie Hengerer, Baker Donelson, and Lou Kousouris, III, MCB Real Estate, LLC, the committee oversaw the organization's journey to develop the company's strategy, direction, and goals over the next five years. The committee's work, which involved a needs assessment, stakeholder analysis, and organizational alignment is crucial to the company's long-term success.



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The University of Maryland, Baltimore (UMB) congratulates the Downtown Partnership of Baltimore on over 40 years of community service and looks forward to our continued collaboration as we work together to build a better Baltimore.

UMB is Maryland's public health, law, and human services university, dedicated to excellence in education, research, clinical care, social justice, and public service.

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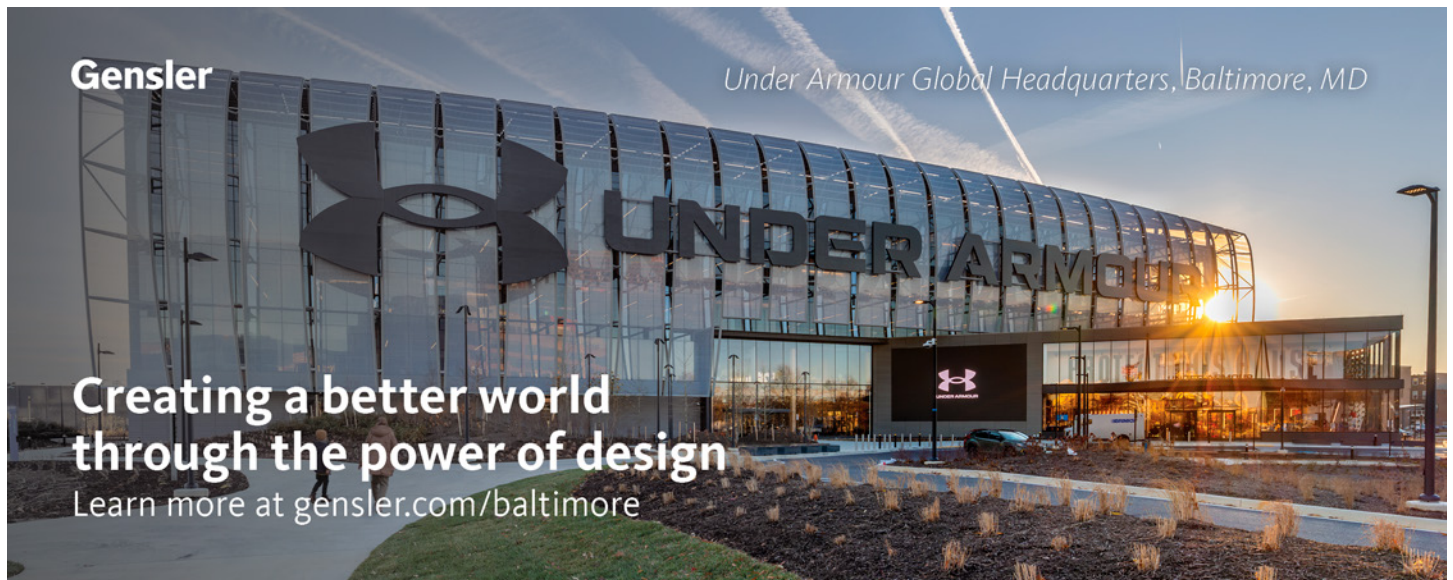


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2024-25 ECONOMIC IMPACT

\$40 Billion

Total Economic Impact in Maryland

\$19 Billion

Total Economic Impact in Baltimore

\$9.9 Billion

Economic Impact of Research in Maryland

\$4.5 Billion

Economic Impact of Research in Baltimore

58,000

People Employed Across Maryland

42,000

People Employed Across Baltimore

Research
Saves
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