

THE DOWNTOWN  
**BOOST PROGRAM**

With Support From:



**bge**<sup>SM</sup>  
AN EXELON COMPANY



Brandon M. Scott  
Mayor

Created by:



**DOWNTOWN**  
PARTNERSHIP

It is with great pleasure that Guinness Open Gate Brewery supports Downtown Partnership of Baltimore's **Boost Program** in 2023.

The Guinness DNA is rooted in giving and community efforts, thus partnering on this initiative is a natural fit.

In 2020, Guinness established the national initiative of Guinness Gives Back. In the Baltimore region, we support three key focus areas through our community project that directly supports the Black community: economic justice, community empowerment and equal representation.

We are honored to have a role in impactful causes such as The Downtown Boost Program in the fight for equity, while supporting Black-owned businesses and contributing to the vibrancy of Downtown Baltimore.



# OVERVIEW

The Downtown Partnership of Baltimore and its partners are proud to launch the ***Downtown BOOST (Black-Owned and Operated Storefront Tenancy) Program*** to propel Baltimore's most unique and purpose-driven Black-owned retail businesses. The ***Downtown BOOST Program*** will support the long-term success of five creative, Baltimore-based entrepreneurs in prime storefronts in Downtown Baltimore, while simultaneously developing signature amenities for Downtown Baltimore residents, employees and visitors alike.

## The Downtown BOOST Program is intended to support entrepreneurs that...

- **Present a strong business plan**—Applicants should demonstrate in their application they can successfully execute their concept, as evidenced by financial performance, employment levels and capital reserves.
- **Create a broad community impact**—Priority will be given to businesses that seek to cross-pollinate with other businesses Downtown and provide signature experiences for both local residents and visitors.
- **Have original ideas**—Businesses must be creative and unique for Downtown Baltimore. Priority will be given to businesses that offer services or products that do not exist anywhere else in Baltimore.
- **Support Downtown Baltimore's recovery**—Applicants must demonstrate in their application how their store will increase local foot traffic and attract new customers to Downtown Baltimore in the post-COVID economy.

# INCENTIVES

## Winners of the Downtown *BOOST* Program will receive...

- **\$50,000 in grants to support build-out and operations:**
  - Funds can support interior renovations, exterior renovations, purchases of inventory and equipment and other business operational costs.
  - Includes \$20,000 BGE Energizing Small Business Grant. All BOOST applicants must also apply for BGE's grant. Application available Feb 13. More information found [HERE](#).
- **Robust business development and accounting support.**
- **No-cost legal support to facilitate lease negotiations.**
- **Architectural design and project management from local partners to guide storefront build out.**
- **Marketing planning assistance and ongoing promotional support through DPOB's social channels, websites and outdoor digital assets.**
- **Licensing, permitting, zoning and other administrative assistance from DPOB.**
- **Affordable lease at one of five storefronts listed in the Downtown BOOST Program Storefront Brochure (see page 10), including:**
  - 5 North Howard Street
  - 7 North Howard Street
  - 305 North Howard Street
  - 417 North Howard Street
  - 100 West Lexington Street
- **Ongoing coaching and technical training through the Downtown BOOST Accelerator, which will prepare winning businesses for long-term success in their new storefronts.**

# ELIGIBILITY

Eligible applicants for the Downtown BOOST Program include small retail businesses that have been operational and registered with the state of Maryland for at least one (1) year. Applicants should currently employ at least two (2) employees (owners for whom the business is the primary income source qualify as employees). Owners must be at least 18 years of age, and a strong preference will be given to businesses owned by people of color and those who are based in Baltimore City.

Qualifying retail businesses include any small business that will operate an open, activated storefront in which goods and services are exchanged. These include food and beverage establishments, clothing stores, markets and specialty retailers. If you are unsure whether your business concept is considered retail, please email **Shantel Frederick** at [sfrederick@dpob.org](mailto:sfrederick@dpob.org).

Eligible businesses must accompany their applications with all required materials to be considered (see Application Checklist on Page 7). Applicants must provide a business plan for their venture that provides comprehensive information about what the company does and its growth plans. Additionally, applicants must also provide at least one full year of financials for their business, including a Balance Sheet, Income Statement, and Cash Flow Statement. DPOB will be hosting webinars with the MD Small Business Development Center and Baltimore Community Lending to support prospective BOOST applicants looking for guidance on writing business plans and compiling financials. Please visit **[GoDowntownBaltimore.com](http://GoDowntownBaltimore.com)** for more information.

Eligible small businesses must demonstrate they were disproportionately impacted by the COVID-19 public health emergency. DPOB staff will use application responses to determine if applicants are eligible due to their demonstrated financial/personal COVID-19 hardship, their classification in an industry that was disproportionately impacted by the pandemic, the demographics of ownership and the dates of operations. Businesses should answer all questions in the application as completely and honestly as possible.

# ELIGIBILITY (CONTINUED)

Eligible applicants must provide proof of their business entity's status of good standing with the Maryland State Department of Assessments and Taxation (SDAT)—proof can be provided as a timestamped screenshot of SDAT's Business Entity entry for the applicant or a scanned copy of the Certificate of Status. Businesses also have the option to provide evidence of matching funds. Applicants are not required to provide proof of matching funds in order to be eligible for the **Downtown BOOST Program**; however they are strongly encouraged to do so.

Prospective applicants with any additional questions about what documents would satisfy Downtown BOOST Program requirements should reach out to Shantel Frederick at [sfrederick@dpob.org](mailto:sfrederick@dpob.org).

The following are ineligible to apply for the Downtown BOOST Program:

- Employees of the Downtown Partnership of Baltimore.
- Employees of a partner / sponsor organization of the **Downtown BOOST Program**.
- Businesses that plan to acquire a liquor license and serve alcohol of any kind at their retail location.
- Businesses that work predominantly with children under the age of 18 years old or that focus their products towards children.
- Businesses with any violations from a state or local regulatory agency, including but not limited to: Maryland State Department of Assessments and Taxation, Board of Liquor License Commissioners for Baltimore City and Baltimore City Department of Housing and Community Development.

# APPLICATION CHECKLIST

To apply for the *Downtown BOOST Program*, entrepreneurs will need to compile and submit the following materials:

- ☐ Fully completed Application Form [APPLY HERE](#)
  - COVID-19 Hardship narrative
  - Fit for Location narrative
  - Motivated Candidate narrative
  - Business Description narrative
  - Interior Improvements Narrative
- ☐ Certification and Acknowledgment
- ☐ Proof of SDAT Status of Good Standing
- ☐ Business Plan
- ☐ Most recent year's financial statement, including
  - Balance Sheet
  - Income Statement
  - Cash Flow Statement
- ☐ Screenshot of [BGE Energizing Small Business Grant](#) submission confirmation (available Feb 13)
- ☐ Proof of matching funds (optional)

# PROCESS & TIMELINE

Businesses interested in applying to the Downtown BOOST Program must submit their online applications, including all supporting documentation, before the deadline on **March 31, 2023 at 5 PM ET**. No late applications will be accepted.

DPOB will be holding public events to help prospective applicants learn more about the Downtown BOOST Program and prepare their applications. These events will include webinars with DPOB staff to provide more information on the BOOST Program, group tours of the five participating storefronts and webinars with local partners to guide applicants through developing business plans and financial statements. To sign up for these webinars and in-person events, please visit ***GoDowntownBaltimore.com***.

Applications will be reviewed by a committee of Downtown Baltimore stakeholders, including Downtown residents and small businesses. All applicants will learn of their application's decision by May 2023 (timeline below).

## Important Dates for the Downtown BOOST Program:

<b>February 6, 2023</b>	Official Launch, Online applications available
<b>February 13, 2023</b>	Online BOOST informational webinar with DPOB staff (sign up at <i>GoDowntownBaltimore.com</i> )
<b>February 15 &amp; 17, 2023</b>	Online webinars with local partners on developing business plans and financials (sign up at <i>GoDowntownBaltimore.com</i> )
<b>Week of February 27, 2023</b>	In-person group tours of BOOST Storefront properties (sign up at <i>GoDowntownBaltimore.com</i> )
<b>March 31, 2023 at 5 PM</b>	Deadline for submittal of applications
<b>May 2023</b>	Announcement and Notification of Downtown BOOST Program Winners



**THE DOWNTOWN**

# **BOOST PROGRAM**

**Storefront Brochure**

A Neighborhood Collaboration Brought to You By:



**DOWNTOWN**  
PARTNERSHIP

# STOREFRONTS

Downtown Partnership of Baltimore is proud to partner with five Downtown property owners to provide winners of the 2023 Downtown BOOST Program with high-quality retail leases. These five properties are located within rapidly-growing neighborhoods, have trustworthy landlords committed to Downtown's success, and most importantly, are affordable for local small businesses.

## The 5 properties featured in the 2023 Round of the Downtown BOOST Program are:

- 5 North Howard Street
- 7 North Howard Street
- 305 North Howard Street
- 417 North Howard Street
- 100 West Lexington Street

The following brochure contains specifications and details for each BOOST storefront location. Please review the entire brochure before beginning your Downtown BOOST Program application.

Group tours of each space will be available for prospective applicants. Additional information, including tour dates, times and registration information is available at ***GoDowntownBaltimore.com***.

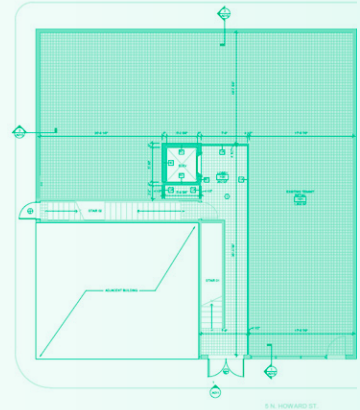
For any additional questions about any of the locations, please contact **Shantel Frederick** at [sfrederick@dpob.org](mailto:sfrederick@dpob.org).

**NOTE:** Only the storefronts located in this brochure are eligible for the Downtown BOOST Program. No other vacant storefronts Downtown will be considered for the Downtown BOOST Program at this time.

## 5 North Howard Street

Located in the Bromo Arts District, across the street from Round 1 BOOST winner Media Rhythm Institute and one block from the newly-renovated CFG Bank Arena. The building is currently being redeveloped into 10 market-rate apartment units and a rooftop deck. Retail space will be designed and built to business' specifications. Retail lease would include regular private access to deck for events.

*Creative enterprises operating in this storefront have the opportunity to take advantage of Arts & Entertainment District tax incentives. More information can be found [here](#).*



FLOOR PLAN

### SPECS

**Size:** 1802 SF

**Condition:** Shell (build to tenant's specifications)

**Price:** \$13.50/SF NNN



## 7 North Howard Street

Located in the Bromo Arts District, across the street from Round 1 BOOST winner Media Rhythm Institute and one block from the newly-renovated CFG Bank Arena. This retail space is fully built-out and in move-in ready condition. Lease would include counters, lighting, and any other existing furniture tenant desires, as well as a full basement. Additional opportunity to expand lease to upstairs floors.

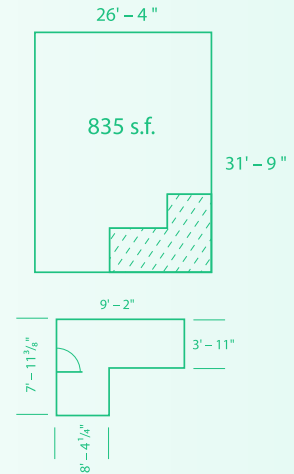
*Creative enterprises operating in this storefront have the opportunity to take advantage of Arts & Entertainment District tax incentives. More information can be found [here](#).*

### SPECS

**Size:** 835 SF (+ 600 SF Basement)

**Condition:** Turn-Key

**Price:** \$1500/month NNN



FLOOR PLAN

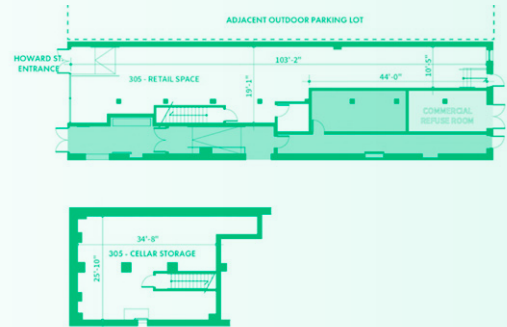




## 305 North Howard Street

Located in the Bromo Arts District at the corner of W Saratoga and N Howard, close to the new Lexington Market. Building undergoing a dramatic renovation to restore its historic character and create 15 market rate live/work open loft apartments plus two grant floor retail spaces. Landlord installing new storefront, new floor, new ceiling, new bathroom, and new HVAC unit. Adjacent to parking lot and around the corner from parking garage. Business hours extending into the evening essential.

*Creative enterprises operating in this storefront have the opportunity to take advantage of Arts & Entertainment District tax incentives. More information can be found [here](#).*



FLOOR PLAN

### SPECS

**Size:** 1,575 SF plus 927 SF cellar

**Condition:** Shell (build to tenant's specifications)

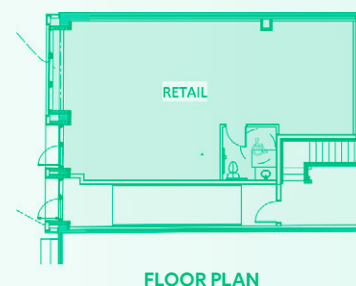
**Rent:** \$1,200/month NNN



## 417 North Howard Street

Located in the Bromo Arts District in the successful Howard Row development, this retail space would complement new small businesses on the block including Cuples Tea House and Cajou Creamery. Space currently has finished walls, windows, lighting, HVAC, electricals, and bathroom. Landlord offering buildout allowance on top of BOOST grant to fund new flooring and finishes.

*Creative enterprises operating in this storefront have the opportunity to take advantage of Arts & Entertainment District tax incentives. More information can be found [here](#).*



### SPECS

**Size:** 982 SF

**Condition:** White box with bathroom

**Price:** \$1,500/month NNN

**Additional Landlord Support:** \$7,500 buildout allowance (separate from the BOOST grant) and 3 months free rent





# 100 West Lexington Street

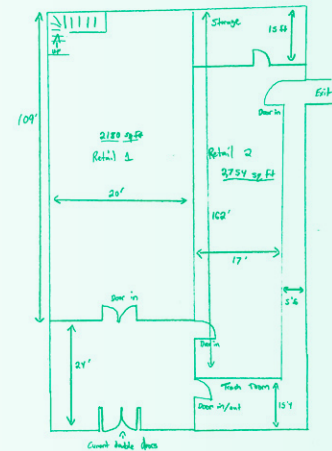
This former Lane Bryant retail space is located on the ground floor of the under-construction West Lexington Lofts, which when completed in Fall 2023 will provide 36 new market-rate apartment units to the corner of N Liberty and W Lexington Streets. Location within one block from Center Plaza as well as the new \$100M Compass redevelopment project. Retail space will be designed and built to business' specifications.

## SPECS

**Size:** 2,000 SF

**Condition:** Shell (build to tenant's specifications)

**Price:** \$12/SF NNN



FLOOR PLAN



# Thank you to all our sponsors.



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