

NO DISTRACTIONS

Downtown's core is in its renaissance.



NO DISTRACTIONS

The challenges Baltimore faces are not new. Baltimore's position today is not where she will be tomorrow. We, the collective "we," can make our city whatever we want her to be. For the first time in more than 50 years, I can see the city I dreamed of as a child. One where every family has food, parents have good-paying jobs, businesses are booming, and each generation does better than the last. Not in a Pollyanna, "Can't we just all get along?" type of way, but instead a "Let's roll up our sleeves and work together on solving challenges and increasing economics," kind of action.

As President of DPOB and a lover of our city, I wake up every morning with the intention of making Downtown Baltimore a destination of choice. I'm talking about all Downtown, not just one of Downtown's neighborhoods—Central Business District (CBD), Bromo, Harbor East, Federal Hill, etc. Study the evolution of cities and metropolitan areas and you will see the growth of fragmented office, residential, and retail mixtures. Shift happens—on the westside, where department stores once thrived is now a hub of art and theater; in the center, where offices dotted the skyline now welcomes a thread of apartment conversions and an influx of residents; and eastward, where underdeveloped waterfront property once existed, now bustles with business and retail. What's next for the core? Downtown hosts some of the most iconic institutions—education, medicine, business, residents, sports, arts, culture, offices, and restaurants. Let's continue to build on our strengths, grow the residential population, expand retail, and better connect all of Downtown's assets.

At Downtown Partnership, we focus on the traditional CBD. There is more Federal, State, and local money committed to the growth of the CBD right now than there has been in my entire lifetime. You see the most diverse and transit-connectedness in our region. Corporations like Truist, BGE, M&T Bank, Ballard Spahr, PNC, Fearless, CBRE, Design Collective, Gallagher Evelius & Jones, and Wells Fargo are doubling down by renewing leases, serving on Boards, and investing money and action behind their words. Not to mention, there are countless ongoing investments made each and every day by anchor institutions like the University of Maryland, Baltimore, the University of Maryland Medical System, and Mercy Medical Center.

With the support of the business community, Downtown Partnership created initiatives to reduce crime, decrease vacancy, increase cleanliness, and plan for a reimagined CBD. We are 12 months into a Double Down on Downtown Baltimore campaign, which is an initiative to build a blueprint for the future of the CBD. Earlier this year, Urban Land Institute experts toured the area and provided professional recommendations to help expedite our progress. We completed a block-by-block analysis and interviewed hundreds

of stakeholders to solicit input and buy-in for Downtown Baltimore 3.0. This work, combined with our \$10 million State Capital Grant, Baltimore City ARPA Award for retail-focused economic development, and grants from the Mayor's Office of Economic Development and Office of Homeless Services, positions us for a true renaissance of the CBD.

Crime is the elephant in the room. Often a major impediment to economic growth and development. As we know, high crime fosters economic uncertainty while discouraging long-term investment and employment. At the same time, a lack of economic growth in connection with high economic and social inequality tends to increase levels of crime and violence. We must amplify the voice and visibility of our efforts so as not to retreat and succumb to only focusing on what's not working.

Organizations have a myriad of reasons for choosing one neighborhood over another. There is a history of pitting different Downtown Baltimore neighborhoods against one another. The reality is that many of those businesses are on our Board, invest in our efforts, and believe in all of Downtown. They're committed to investing time, energy, and resources, and locking arms to ensure the vitality of the core. They didn't give up on Downtown Baltimore or their neighborhood in our city. And we won't either.

I strongly believe that Downtown's core is in its renaissance. We are building on our assets. We have political will, corporate support, and engaged neighbors. The CBD will look intentionally different in the next few years. Assets like the Arena, Superblock, Lexington Market, Campus Expansions, and Harborplace are loading. We are making measurable progress. Join us in amplifying our efforts to the tent, connecting our assets, and creating long-term solutions that yield a more prosperous Baltimore for all. **NO DISTRACTIONS.**

Shelonda Stokes

PRESIDENT

Downtown Partnership of Baltimore



DOWNTOWN BALTIMORE

2022 AWARDS

We are building on our assets and elevating the work of Downtown stakeholders that goes above and beyond measure. The following awardees have done just that with commitment, investment, and action. Join us in congratulating our Downtown Baltimore 2022 Awardees:

Lexington Market

The team behind the transformation of the Lexington Market is honored with the **2022 Downtown President's Award**. The Lexington Market Corporation led the charge with the development of the new space while honoring the traditions of the incomparable and iconic Lexington Market. Their selection of Seawall to lead development catapulted the project as they have been a committed and driving partner, helping to fulfill the world-class, iconic market. The team's commitment to community outreach and equitable retail attraction, led by Pickett Slater Harrington, is on its way to opening this fall with more than 50 percent minority- and women-owned businesses, a true and honorable representation of Baltimore City.



Lord Baltimore Hotel

The Lord Baltimore Hotel, led by General Manager Onahlea Shimunek, receives the **2022 Downtown Innovation Award** in recognition of its transformative approach to business that has helped them weather the lasting impacts of the pandemic, saved local jobs, and created fruitful public and private partnerships. This historic hotel is more than a place to rest your head, it's become a beacon the community in Downtown.

LIVEbe/ 2 Hopkins Plaza

LIVEbe receives the **2022 Downtown Baltimore Clean & Green Award** in recognition of its efforts to go above and beyond in the maintenance of 2 Hopkins Plaza. The company's commitment to making Downtown Baltimore cleaner and therefore safer makes a noticeable difference in the streetscape surrounding the property — dotted with new trees, improved sidewalks, and the addition of public art.

Dr. Kyla Liggett-Creel

UMB SCHOOL OF SOCIAL WORK

Dr. Kyla Liggett-Creel from the University of Maryland, Baltimore School of Social Work is the recipient of the **2022 Downtown Leadership Award**, in recognition of her grassroots efforts in the areas of social and economic matters. Dr. K has been a formidable force behind galvanizing the participation of youth who squeegee as part of the Mayor's Office's Squeegee Collective and has led an outreach program along Howard and Eutaw Streets aimed at better addressing the social and health issues of community members in need.

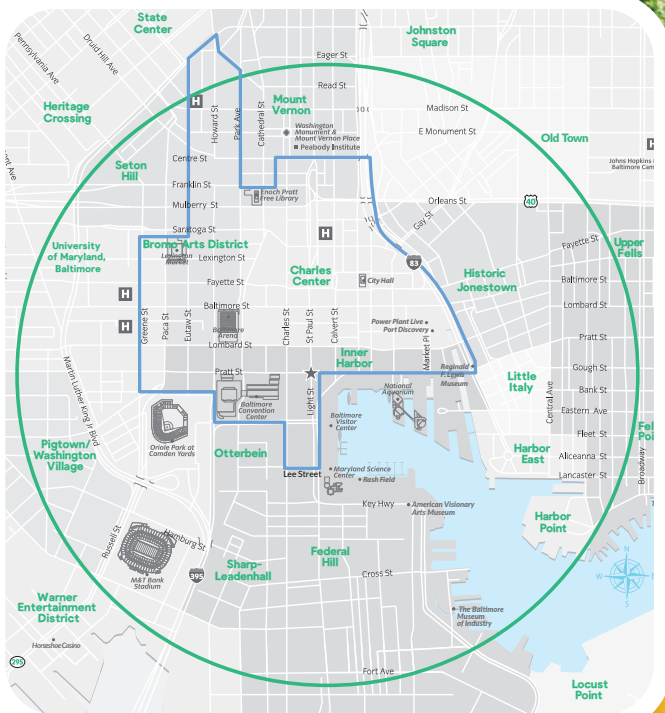
Ed Brake

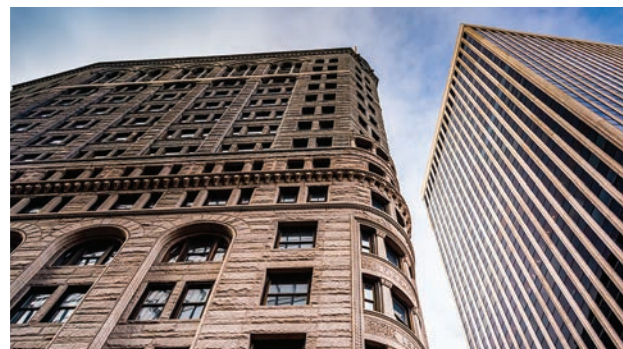
ELLIN & TUCKER

The **Revitalization Award** highlights a stakeholder that is heavily contributing to the future success of Downtown Baltimore, and the commitment that Ellin & Tucker has shown Downtown Baltimore for more than 75 years is still going strong. CEO Ed Brake and his team believe in investing beyond their four walls, and in just the past year have invested in safety improvements in and around the 400 E. Pratt Street block and been a true ally of events and promotions, including the Baltimore by Baltimore series.

ORG OVERVIEW & STRATEGIC PLAN

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, homeless outreach, economic development, marketing, and capital projects that are meant to be supplemental to existing City services.





DPOB COMMITTEES

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

FINANCE COMMITTEE

The finance committee works alongside the CFO to support the fiduciary responsibilities of the executive team to manage the financial transactions related to Downtown Partnership of Baltimore, Downtown Partnership of Baltimore Foundation, and Downtown Management Authority, helping to provide guidance, best practices, and overall financial oversight.

SAFETY COMMITTEE

The goal of this committee is to collaborate with DPOB staff and use data and performance metrics to ascertain the State of crime throughout the DMA and targeted micro zones to improve public safety through the real-time allocation of DPOB assets to improve public safety outcomes.

CLEAN & GREEN COMMITTEE

The work done in this committee is meant to directly support and enhance the work of both the DPOB Clean Team and Parks and Green Space Team.

PARTNERS COMMITTEE

This collection of city-focused economic and marketing agencies is committed to increasing collaboration and working together to better Baltimore City's business community. The goal is effective partnership and problem-solving on common areas of interest and to leverage our collective power by working together.

ECONOMIC DEVELOPMENT COMMITTEE

Composed of local stakeholders and real estate experts, this group advises and develops strategies for business relocation 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

This group was born out of the work of the Strategic Planning committee, and formed to help review subsidiary organization's relationship to Downtown Partnership and/or the Downtown Management Authority, including the Bromo Arts District, Market Center Merchants Association, and Center Plaza Foundation.

MISSION

The mission of the Downtown Partnership of Baltimore is to promote, advance, and stimulate the economic health and vitality of downtown.

VISION

Downtown Baltimore is the location of choice for business, commerce, residents, and visitors.

VALUES

Collaborative, impactful, inclusive, vibrant, compassionate

In FY21-22, we completed our strategic plan with the help and leadership of our ad-hoc Strategic Planning Committee. The work is now on the remaining committees to implement the goals and objectives collectively decided upon into the daily work of each department.

READ FULL STRATEGIC PLAN

SCAN FOR INFO



BLUEPRINT

DPOB is committed to creating a more vibrant future for Downtown Baltimore.





THE PROCESS

- Complete block-by-block analysis of the CBD
- Complete Economic Impact Report
- Glean findings from the Urban Land Institute Expert Panel: including SWOT analysis, funding solutions, placemaking recommendations
- Gather Community engagement: surveys, stakeholder interviews
- Request Maryland State Legislature for support
- Request ARPA Grant
- Coordinate public and private partners to leverage existing support
- Collect community engagement for DPOB State Allocation
- Vet community recommendations, tactics, and feasibility
- Release Blueprint as living document on GoDowntownBaltimore.com

WE ARE
AT THIS
STAGE.



View the economic impact report and take the community engagement survey at GoDowntownBaltimore.com

STATE CAPITAL GRANT

As the steward of Downtown Baltimore and the economic engine that is the Central Business District, Downtown Partnership of Baltimore made a request to the Maryland State Legislature during the FY2023 Session.

Downtown Partnership lobbied for and was awarded \$10 million in the FY23 legislative session, with a promise of another \$20 million over FY24 and FY25. With this capital infusion, DPOB collaborated with partners and stakeholders to establish a wish list of public space improvements that would make Downtown Baltimore safer and more welcoming for all. With the blueprint well underway and thousands of ideas from the

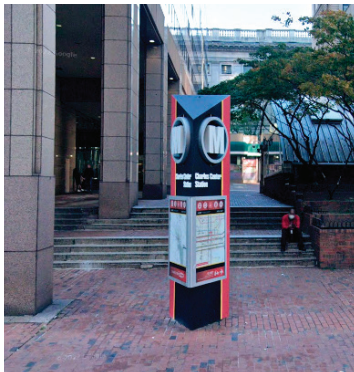
community cumulated, the team narrowed focus with support from the Departments of Planning and Transportation.

Projects under consideration have been vetted against a rubric to ensure the focus is on projects that improve public safety, align with DPOB's mission and priorities, and promise the ability to leverage public and private funds that benefit residents and are rooted in inclusivity, equity, and community support.

PER SENATE BILL 291

Downtown Partnership of Baltimore: Provide a grant to the Board of Directors of the Downtown Partnership of Baltimore, Inc. for the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping of security and safety enhancements in Baltimore City's central business district (Baltimore City) ... \$10,000,000





TRANSIT

Transit hub at
Charles Center
Metro, Transit hub
at Lexington
Market, Bus Stop
improvements to
Lexington Market



SAFETY

Security Cameras
Safety Operations
Center



PUBLIC MAINTENANCE

Tree pit
improvements:
planting, paving,
expansion Trash
Receptacles



OPEN SPACE IMPROVEMENTS

Park Avenue Retail
Project Liberty
Dog Park Expansion

ECONOMIC DEVELOPMENT

While the **blueprint** and capital grants efforts have been DPOB's top priorities, for our economic development team, these are just the tip of the iceberg. Our Economic Development team leverages data to track the economic health of Downtown, create and administer retail and business attraction grant programs, manage the Bromo Arts District,

operate and curate IKE kiosk programming as well as NOHA Area of Special Sign Control, and provide small business assistance whenever needed.

2021 was a hallmark year for placemaking projects that range from equitable and inclusive storefront retail programs, to outdoor media-powered projects and everything in between.



2021–2022 ECONOMIC DEVELOPMENT INITIATIVES



BROMO ART DISTRICT

Downtown Partnership is a committed stakeholder in the Bromo District, housing the Executive Director on our Economic Development team. This year, we helped support two exciting Bromo Art Walks that brought nearly 2,000 visitors Downtown to experience. Additionally, new street pole banners are up throughout the neighborhood, helping people define the new sense of place in the District.



NOHA AREA OF SPECIAL SIGN CONTROL (ASSC)

DPOB sponsored the North Harbor ASSC legislation and sign plan that was approved by the Planning Commission for the area north of the Inner Harbor, along Pratt Street north to Baltimore Street, from President Street to Howard Street. A Community Advisory Panel was created to help oversee the initiative, and DPOB will continue to manage community content and public art.



DHCD REVITALIZATION GRANTS

Community Legacy and Project C.O.R.E. are two of our best tools for addressing blight in Downtown. DPOB develops the application with partner support, receives state funds if the application is successful, and administers funding to the private developer. In 2021, we helped Guardian House secure 1.5 million in financing and submitted 9 applications for FY23 grant support.



GRANT WRITING

The Economic Development team is our lead grant writing team, helping secure an ARPA grant, State Capital support, \$120,000 from the France Merrick Foundation for public art and placemaking, and private foundation support for BOOST, workforce development, and security initiatives.



BOOST

The first round of Boost has seen two business open, two more under construction, and one with a letter of intent on a new location. In addition to hosting grand openings and securing ongoing media support, DPOB has been fundraising to launch round two of the program by end of year.



STATE OF DOWNTOWN

The State of Downtown Baltimore Report is released annually and serves as an economic snapshot of Downtown Baltimore neighborhoods, with specific focus on the Central Business District. View the 2021 State of Downtown at GoDowntownBaltimore.com

SAFETY

Downtown Partnership is committed to creating a safer and more hospitable Downtown through a multi-pronged approach.

Hospitality means something a bit different for Business Improvement Districts. In our case, it's the goal of being hospitable through Downtown Baltimore Guides (DBGs), business check-ins, and integrated security services.

Our Downtown Baltimore Guides (DBGs) patrol a 106-block radius of the Downtown Baltimore core, 6am–7:30pm on weekdays, and 7am–7:30pm on weekends. DBG's serve as goodwill ambassadors, information sources, and positive welcoming advocates. Our guides also provide safety walks to and from locations within our district; make a safety escort request by calling 410-244-1030.

Additionally, Downtown Partnership deploys private security and off-duty Maryland State police officers to conduct foot patrol and assist our DBGs with safety concerns. We also partner with the Baltimore Police, the U.S. Marshall's Office, University of Maryland Police, and University Of Baltimore Police. Our deployments vary from month to month based on current crime trends, special events, and SafeStat data from the Police Department.



Safety Committee:
Sharing & Using Data
Partnerships with
Public and Private
Safety Stakeholders

Chaired by Mac Tisdale, our safety committee meets regularly to discuss and address Downtown's most pressing safety concerns. DPOB requests and analyzes data from the Police Department so that we can appropriately deploy assets at locations of high crime.

Crime reported in summer 2022 is down significantly from 2018 and 2019. 2020 was an all-time low because of the pandemic. Our goal is to create a safer Downtown where crime is as low as it was in 2020, but with the foot traffic and vibrancy of years before.



For the past 12 months, DPOB has deployed our safety assets based on crime data, high traffic areas, and events taking place in the DMA boundaries with the following coverage:

Downtown Baltimore Guides

Maryland State Police

Private Security Companies

Baltimore City School Police

FY21-22 SAFETY & HOSPITALITY WORK



13,47 HOURS
of law enforcement
support



15,381 HOURS
of private security
support



104,789
BUSINESS CHECKS
with storefront business



17,002 CITIZEN
INTERACTIONS
providing directions, safety walks,
emergency assistance

SQUEEGEE COLLABORATIVE

Mayor Scott convened a Squeegee Collaborative Series of business, community, youth, and government leaders to develop a city-wide, public, private, and community-based response to the challenges and opportunities squeegee activity presents the City of Baltimore. He appointed **John Brothers, President of the T. Rowe Price Foundation**, and **Joseph Jones, President, and CEO of the Center for Urban Families**, to co-chair this collaborative alongside **Deputy Mayor Faith Leach**.

Additionally, the Mayor's Office and Baltimore Police Department to provide a stationary visibility car to the key squeegee hot spots.

DPOB is committed to making Downtown Baltimore a destination of choice, and we will continue to work with our public and private partners to address the needs of both our city's youth and the businesses that call this home.

For more info on the Squeegee Collective, visit <https://aamebaltimore.com/squeegee-collaborative/>

PUBLIC SPACE IMPROVEMENTS

More than just a clean team, our operations department tackles public space improvements including landscaping, rodent abatement, brick repair and more.

2021–2022 Project Snapshot

Work Type

LANDSCAPE & BEAUTIFICATION

Liberty Dog Walk	Pathway and Landscape
20 S. Charles Landscape	Landscape Installation
20 S. Charles Weeding Transplanting	Weeding and Transplanting
Fayette/Baltimore Street Medians	Landscape Installation
400 block Redwood Street	Tree and Shrub Planting
Center Plaza	Tree Planting
Charles Street Flower Pots	Landscape Installation, 60 pots
Center Street Triangle/Median Planting	Landscape Installation
300 N Howard Street Landscaping	Landscape Installation
Hopkins Plaza Gate	Security Gate

ENVIRONMENTAL & STREETScape IMPROVEMENTS

200 N Liberty Street	Trees & tree pit enlargement
N. Liberty Street	Tree pit enlargement & planting
401 Water Street	Trees & tree pit enlargement
Pratt Street	Tree planting
Lexington Street	Tree planting
President and Fayette Street	Tree Planting
100 E. Redwood Street	Trees next to Residence Inn Hotel
Unit Baltimore & Park Ave	Tree Planting
100 N Park Ave-Church	Trees & Tree pit enlargement
200 W. Saratoga Street - mulch	Tree Stump Removal
Unit N. Guilford Street-Parking Garage	Trees & tree pit enlargement
400 N Howard Street	Landscape Installation
Arena Median Planting bed	Median Landscape
Hopkins Plaza	Tree planting, stump removal, flower planting
300 W. Baltimore Street	Tree Planting
Hopkins & Redwood Street	Landscape Materials
Saratoga and Liberty triangle	Landscape Installation
Infill Gateway, TID planting areas	Landscape Installation
Preston Gardens Median & Sidewalk	Weeding & Planting

PEDESTRIAN SAFETY

Wilkes Lane @ Calvert Street	Granite Paving, engineering,
300 & 400 N Howard Street	Brick paving repair & replacement
Unit S, Arena @ Howard Street	Brick paving repair & replacement
Unit N, 100 & 200 Howard Street	Brick paving repair & replacement

PUBLIC SPACE MAINTENANCE

Dog poop station & clean up signs	30 units
N.Liberty, 20.S Charles, Park & Lexington	Rat abatement

PUBLIC ART & MEMORIAL MAINTENANCE

Ono Sculpture painting	Painting
Brooks Robinson Statue	Grass, weeding treatment, planting, re-pointing
Battle Monument	Weeding
Redwood Street Arch	Rust repair/engineering, painting

DOWNTOWN CLEANING CORP

Partnerships is in our name, it's the lifeblood of the work we do. Working with the Mayor's Office of Economic Development, DPOB created a program called the Downtown Covid Cleaning Corp that accomplishes two goals at once—creating much needed entry-level jobs for individuals seeking gainful employment, and providing extra attention in the areas of cleanliness to Downtown neighborhoods.

Now entering our second year of the program, we have shortened the name to Downtown Cleaning Corp, (DCC) because this program is here to stay. With ongoing support from the Mayor's Office, we have employed 49 DCC's, and have hired four team members on as full-time employees.



Safety and public space maintenance go hand-in-hand. We know that crime proliferates in areas of blight, so whether it's power washing, tree plantings, or capital projects, our team is committed to making sure that Downtown is cared for.



DPOB is committed to creating a cleaner Downtown, with trash maintenance and street sweeping along 11 routes daily.



If you see something that needs a little extra attention, visit GoDowntownBaltimore.com and make a service request.

HOMELESS OUTREACH

DPOB is committed to making homelessness in Downtown rare and brief.

Our partnership with the Mayor's Office of Homeless Services (MOHS) allows for us to staff four full-time team members that address homelessness in the 11th and 12th districts. This year, we were able to secure

an additional MOHS grant of \$125,000 to purchase two new handicap-accessible vehicles so that we can transport our clients to shelters, medical care, and other services more effectively.



- Below: Baltimore's Vice president of Outreach Nick Usher (second from right), and his team; Faneca Porter, Geon Floyd, and Corey Hargrove were recently awarded a JOY Award for their dedication to the eradication of homelessness.



The Homeless Outreach Team is critical in connecting persons living outdoors to housing and services, particularly persons who:

- Live in encampments
- Experience acute mental illness, substance use disorders, and chronic medical conditions
- Are at risk of weather-related deaths
- Commit nuisance offenses (urination, public intoxication) in residential and business areas

It can be challenging to really tell the story of all the team does for our neighbors in need. This chart helps to better understand the types of work and services performed last year.

SERVICE	TOTAL INDIVIDUALS
Advocacy with other systems	13
Assistance Obtaining Housing	34
Baby Item Essentials	4
Basic support services	4
Benefits Screening/Application Assistance	4
Bus Pass / Transportation Voucher	4
Case Management	15
Case management intake	4
Clothing	13
Community Mental Health	20
Connected to Permanent Housing	7
Connection to Emergency Shelter	43
Connection to Transitional Housing	2
Counseling	3
Food	30
General Housing Stability Assistance	1
Health and Wellness	3
Housing Search	17
Hygiene Kit	20
Identification Assistance	2
Information and Referral	8
Material Goods	26
Navigator Contact	22
Other Services	6
Permanent Housing	5
Phone / Phone Plan	1
Phone Outreach Contact	59
Problem Solving/Diversion/ Rapid Resolution intervention or service	42
Re-engagement	2
Referral to Emergency Shelter bed opening	58
Shelter Diversion	2
Street Outreach Contact	223
Substance abuse services	22
Transportation by program	43
Veterans Affairs Referral	1
Total services rendered	763

PARKS & GREENING



Streetscaping and landscaping cannot be overlooked. In the level of importance, they are increasingly important as we make Downtown Baltimore a neighborhood of choice for our stakeholders. Park Stewards plant 250 flower pots and 22 flower beds each spring and fall, clean and maintain four park spaces, and maintain the bioswales along Pratt Street.

Fun Fact! We have nearly as many dogs in Downtown as we do neighbors. Because of this,

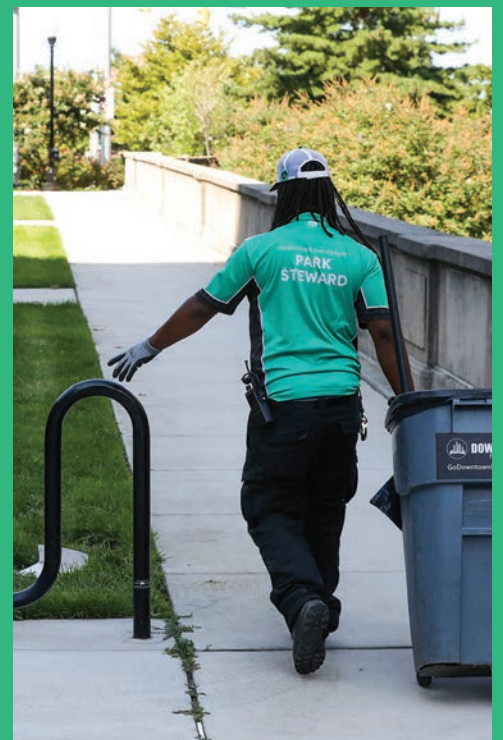
we spent time last year making upgrades to the Liberty Park Dog Walk, hosting Barks & Booze events in the Howard Street Dog park, and encouraging our growing residential population to kindly clean up after their pets.

In addition to being landscapers extraordinaire, the Park Stewards Team is also our event support team. These 8 dynamic team members are critical to making sure events like the Pratt Street Market, Candy Lane, and Charles Street Promenade go off without a hitch.



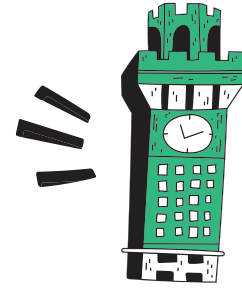
BIG WIN

Planters are better than dumpsters! By working with a property owner along Fayette Street on a new trash management plan, we helped relocate their dumpsters and in their place we added these beautiful planters along the sidewalk.



MARKETING & COMMUNICATIONS

Downtown Partnership is tasked with marketing our organization, but also the Downtown neighborhoods and happenings at large. We take immense pride in being the chief storyteller for Downtown Baltimore's business, culture, art, development, and residential communities. Media experts say it takes between 5–7 times of telling a brand message for consumers to really hear it. So, in 2021, we doubled down on our public relations and media relations efforts to spread some of the good word. Since the start of 2022, we have earned more than 330 positive media spots. Go team!



FY21-22 WINS

- **320 Media Hits**
- **65,055,704 impressions**
- **Valued at \$1,290,898**

Source: Collins & Co.

We are DPOB, and we hope you know it. But to be very sure, we completed our rebrand this year with new uniforms, vehicle wraps, business cards, letterheads, and everything in between. Our new uniforms and vehicle wraps are intended to make our teams more visible and our presence increased. This all ladders up to our greater goal to make our neighbors feel our presence, making it known that we take our roles as stewards of Downtown very seriously.

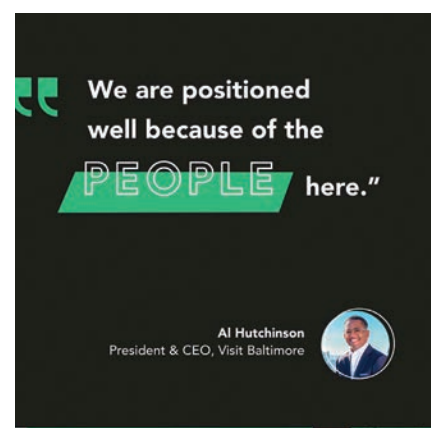
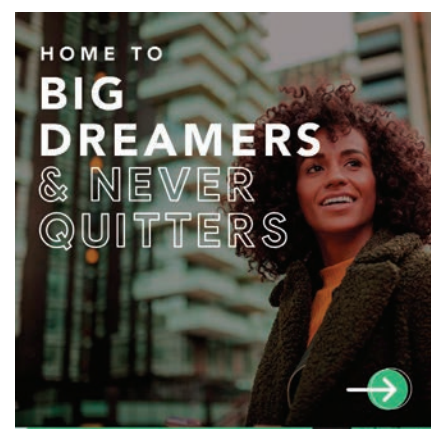
Our team disseminates three newsletters each month—Residential News, Downtown News & Events, and DPOB Member News, as well as a quarterly Downtown Safety Update. If you aren't hearing from us, you are missing out. Visit GoDowntownBaltimore.com to sign up today. You should also be following us on every social channel by now, but here is a gentle reminder to follow us on LinkedIn, a channel where we are taking great strides in telling the world that Downtown Baltimore is a great place to do business.

DOUBLE DOWN ON DOWNTOWN CAMPAIGN

We launched the Double Down campaign in conjunction with the Blueprint process to get our stakeholders excited about being Downtown again.

The campaign media delivered at 99%+, well above industry standards, with creative assets delivered across social media, billboards, print, and targeted online ads, as well as Op Eds, campaign merchandise, marketing collateral and more.

Thank you to the many stakeholders who lifted their voice so far and joined in on the rallying message of Doubling Down on Downtown Baltimore.



EVENTS & PROGRAMMING

We love a good event. Big ones, small ones, live bands, DJ's, networking, themed, outdoor, foodie-focused, and more. Events are marketing; they are an experience for our neighbors to interact with Downtown in a way they might not have otherwise.

For example, the Charles Street Promenade drew visitors from the city and nearby counties. For this event, we close 17 blocks of streets to allow attendees to view the historic architecture and interact with the local businesses in a way they otherwise couldn't have. By flipping the streets from car traffic to foot traffic, we welcomed makers, bikers, joggers, designers, musicians, neighbors, and out-of-towners to feel the magic that we know lies in the significance of the historic Charles Street Corridor. And you all must have loved it, because twice in the past year we saw more than 7,000 people attend this event—so thank you!



COMMUNITY CLEAN UPS

Our spring clean up on Conway Street was a success. With support from our Otterbein neighbors, we planted two flower beds and a dozen planters from Charles to Howard Street. Our summer clean up with BGE allowed for extra attention to the Liberty Dog Run and weeding and clean up at Center Plaza.



CANDY LANE

26-foot ice cream cones, a candy forest, and ugly holiday sweaters were on display at the inaugural Candy Lane installation in partnership with the Center Plaza Foundation. The month-long install saw more than 12,000 visitors, added a new permanent container to the plaza, and garnered significant, positive media attention for the Downtown core.



DOWNTOWN DISCOVERY DAYS

Thousands of families visited Downtown attractions during Discovery Days, January 2–14, 2022. This new, extended timeframe allowed for more reach and accessibility for local visitors to take advantage of this opportunity—another example of programming rooted in equity.



BALTIMORE WINTER & SUMMER RESTAURANT WEEK

Winter & Summer Restaurant Week promote our incredible culinary. Combined, these two promotional periods served 75 restaurants, garnering 50 million impressions through media and advertising and 800,000 *BaltimoreRestaurantWeek.com* visits. 91% of restaurants reported higher than average visitors, so we recommend making reservations now for next year.



CIAA 3-POINT POP UP

The 3 Point Pop Up Shop was created to help increase local participation and support for small businesses during the conference, February 24–February 27 on the 600 Block of Water Street. Reaching over 500 attendees, this event was able to highlight 30 local makers, several local artists and performers, and partner with MICA to show the work of students and faculty.



50TH ANNIVERSARY MONUMENT LIGHTING

We celebrated 50 years of cheer with about 7,000 of our closest friends, 30+ food trucks and community vendors, 7 local performers, and a whole lot of fireworks. This was DPOB's last year as the event lead, as Mount Vernon Place Conservancy has evolved into a leading neighborhood organization managing that park.



PRATT STREET MARKET

This popular lunch market came back strong in spring of 2022 with nearly 22 vendors each week, 1,000 lunch covers per week, and a whole lot of smiling employees and neighbors.



BARKS & BREWS

These events serve as outreach to our growing residential population, and a nice reminder to clean up after their pets in our public spaces. In FY21/22, we served over 500 dog treats at these monthly events.

MEMBERSHIP



Membership with the Downtown Partnership of Baltimore is a symbol of your belief in Downtown. We need corporate and community champions to help support the work we do across departments, from public safety to marketing and everything in between. More than 600 companies from around the region—ranging from Downtown’s largest businesses and institutions to small entrepreneurial firms—are members of Downtown Partnership, receiving a wide range of benefits.

Whether hosting the State of Downtown Breakfast or Annual Meeting, DPOB works hard to cultivate professional relationships in Baltimore City. We specialize in creating partnerships to solve problems, convening stakeholders for a common cause, and advocating on Downtown’s behalf at the City, State, and Federal level. If you are a current member, we thank you for your commitment to our mission. If you aren’t, ask us how you can get involved today by emailing membership@dpob.org.



2021–2022 SUCCESSES



ANNUAL MEETING

Our biggest event of the year, Annual Meeting was held at 100 N. Charles Street in October of 2021. We had nearly 700 stakeholders join us to network and swap stories of Downtown's momentum. Raven's former president, Dick Cass, was our keynote speaker, making the connection between the hustle and heart that Downtown stakeholders need to lean on, evening when down in the 4th quarter.



SUMMER REAL ESTATE RECEPTION

We hosted our Summer Real Estate gathering at the Vicker's Exchange building, highlighting the work of Byrnes & Associates with the re-envisioning of that building and the Werner's Diner. We also highlighted the 9 Project Core Applications the team submitted to the state this summer to support Downtown developments.



STATE OF DOWNTOWN BALTIMORE BREAKFAST

Back in person and better than ever, the State of Downtown Breakfast was held at the Hyatt, where nearly 500 stakeholders joined us to hear from an Urban Land Institute panel of experts on recommendations for the Downtown Blueprint.



LUNCH WITH DPOB

Lunch with DPOB is also back in person, and offers an informal lunchtime networking opportunity to all Downtown Partnership Members. This lunch series moves locations, highlighting Downtown restaurants, organizations, and spaces. Join us for lunch sometime soon!



FALL REAL ESTATE RECEPTION

Last fall, we celebrated the opening of the Redwood Campus Center where the Metropolitan team converted an empty office space to several hundred apartments that are perfectly located and situated for the University of Maryland Baltimore medical and law students to take advantage of.

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* Denote board members who serve on the Executive Committee

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**I'm really excited to
be a part of that
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GROWTH."**

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UMB looks forward to our continued collaboration with the Downtown Partnership as we all work together building a better Baltimore.

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