



WELCOME HOME

LIVE BALTIMORE'S ANNUAL REPORT | FISCAL YEAR 2020

LIVE *Baltimore*
CITY LIVING STARTS HERE

GREETINGS FROM OUR BOARD & STAFF



LIVE BALTIMORE BELIEVES RESIDENTS ARE OUR CITY'S GREATEST ASSETS.

As a 501(c)(3) nonprofit, **we work citywide to grow Baltimore's economy by attracting residents, retaining residents, and supporting healthy housing markets.** Founded in 1997 and incorporated in 2001, Live Baltimore is Baltimore City's official residential marketing organization.

DEAR READER,

On behalf of Live Baltimore, we thank you for your partnership, sponsorship, sweat equity, notes of encouragement, and other support for our efforts over the past year. We are thrilled to share this 2020 report, which underscores the value and impact of our work.

Live Baltimore fights the persistent and devastating population loss that began in Baltimore City in the 1950s and which has destabilized neighborhoods and limited families' opportunities to flourish in their communities.

We are effective in this work through programs and initiatives designed to:

Persuade Prospective Residents, Empower Existing Residents, and Influence the Real Estate Industry.

Since 2018, Live Baltimore has been guided by its 2018-2020 Strategic Plan. As we conclude our work toward the plan's many measurable objectives, this report pauses to celebrate our progress.

Over the past three years, we have reduced our reliance on public funds by growing our annual event, Baltimore's Birthday Bash, to ten times its former size. Our Board of Directors has written and adopted a board development plan focused on reflecting the city we serve. Our staff has articulated core values, integrated those values into new hiring and HR policies, and conducted an audit of programmatic offerings.

Our family retention initiative has continued to grow its outreach to residents with children, incorporating new ideas and new partners along the way. Friends Groups, guided and supported by Live Baltimore, have built community capacity and social capital in pursuit of multi-generational neighborhoods where children attend school together.

We have completed the top-to-bottom redesign and redevelopment of LiveBaltimore.com, while at the same time achieving our highest ever event attendance.

In three short years, Live Baltimore has brought nearly 3,500 new homeowners to every City councilmanic and legislative district—including approximately 200 distinct neighborhoods.

As we move through the 2020s, we recognize that these are trying times. With eyes wide open, we offer that our city's potential to grow cannot be overshadowed by the malaise of the moment. Baltimore City ended calendar year 2020 with the strongest rate of housing price appreciation in the Baltimore Metro Region and the highest annual purchase volume—at a variety of price points—since 2010. There is much greatness to celebrate and build upon even as we contend with the COVID-19 pandemic.

We hope to again earn your support as we embark on our 24th year of work to grow Baltimore! Please join us throughout the year and especially for our annual celebration of Baltimore City's birthday—Baltimore's Birthday Bash—on July 30, 2021.

WITH GRATITUDE,



STEPHEN RUCKMAN
Board President
Live Baltimore



ANNIE MILLI
Executive Director
Live Baltimore

ECONOMIC IMPACT OF RESIDENTS & HOUSING

Residents and their housing choices support our national, state, and local economies.

Baltimore City
home sales exceeded
\$1.3 Billion
in FY20.¹

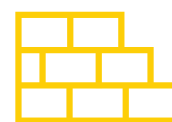
More than **52%**
of the City's general fund
revenue comes from
residents.²

BALTIMORE CITY RESIDENTS' FY20 TAX REVENUE CONTRIBUTION:

INCOME TAX REVENUE **\$371 Million**

PROPERTY TAX REVENUE (Residential) **\$564 Million**

Directly Employed: REAL ESTATE, HOME CONSTRUCTION, & HOME RENOVATION:



Real Estate Agents, Mortgage Lenders, Appraisers, Home Inspectors, Movers, Contractors, Painters, Plumbers, Electricians, Masons, Carpenters

Indirectly Employed:
BUSINESS & SERVICE:



Dry Cleaners, Grocers &
Pharmacists, Retail Clerks



Auto Mechanics
Cable & Utility Technicians



Teachers



Healthcare Workers



Fitness Trainers



Recreation Attendants

10,000+ JOBS
ARE DIRECTLY SUPPORTED
BY BALTIMORE'S
HOUSING MARKET.¹

**RESIDENTS ARE
JOB CREATORS.**

The City's population drives the local
economy in nearly every sector. Businesses
of all sizes rely on the patronage
of city-dwellers to succeed and grow.

FOOD & LEISURE:



Waiters & Waitresses
Cashiers



Food Preparation Workers
Chefs & Cooks, Bakers

RESULTS

Live Baltimore returned at least \$6* for every \$1 invested in its programming in FY20.

INFLUENCED HOME SALES

\$197.5M*
FY20

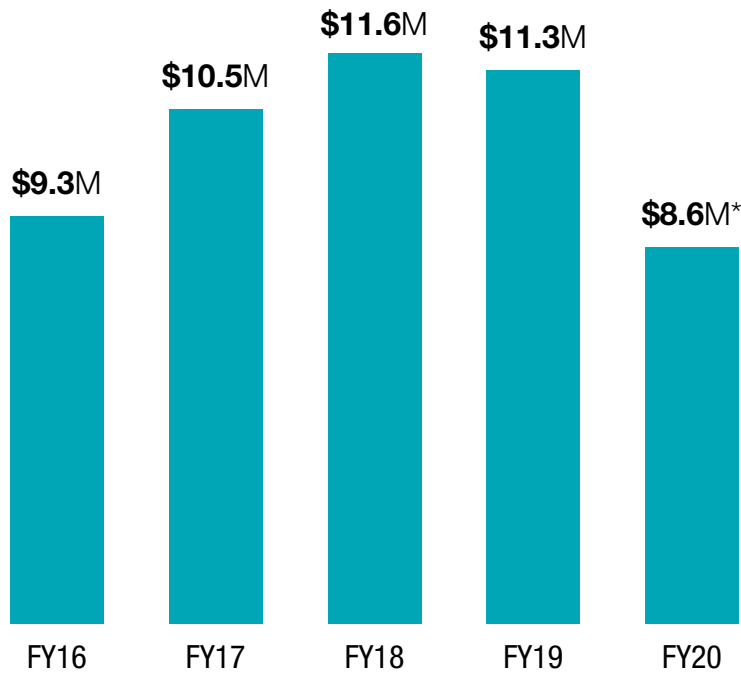
\$262.9M
FY19

\$267.7M
FY18

\$241.2M
FY17

\$213.8M
FY16

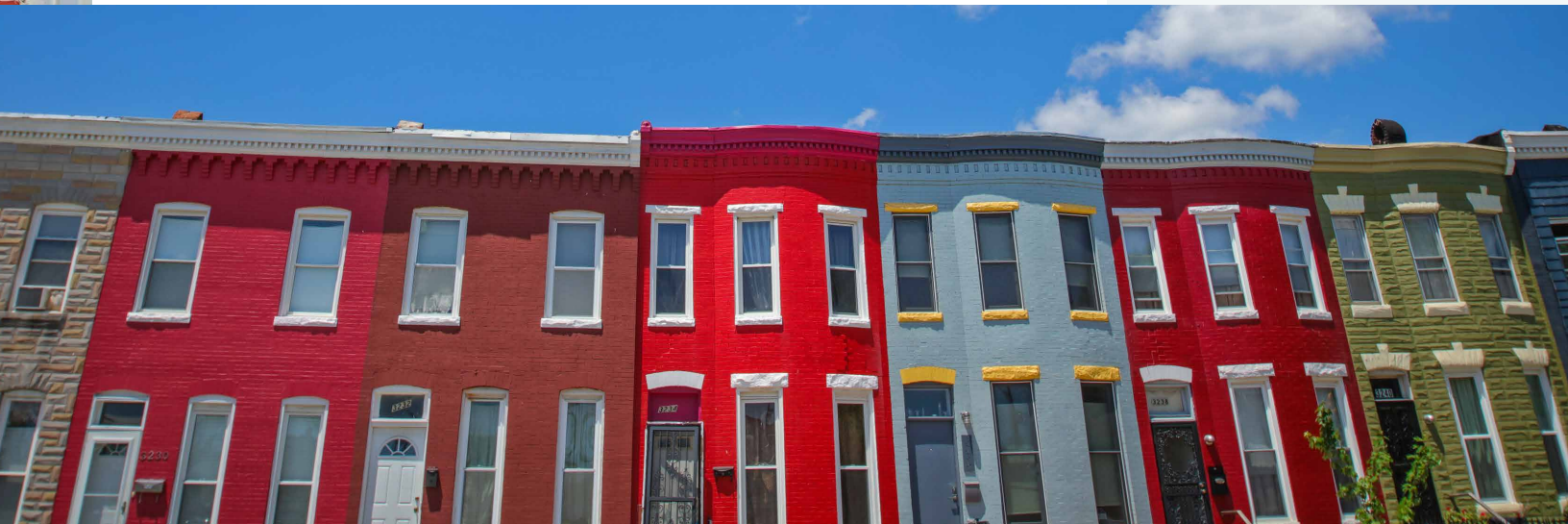
SINGLE-YEAR TAX REVENUE FROM INFLUENCED HOME SALES[†]



* Live Baltimore relies on data from the Maryland State Department of Assessments and Taxation to calculate its annual impact. Due to COVID-19, FY20 data was only partially available at the time of this report's publishing. FY20 results are therefore incomplete.

† Single-year tax revenue is estimated based on Baltimore City transfer, recordation, and property taxes.

\$51.3M



FY20 CUSTOMER HOME PURCHASES

MARKET LEADER

Live Baltimore
assisted at least

1 in 7

Baltimore City
homebuyers
in FY20.

RESULTS

EVENT ATTENDANCE:

1357 FY16	1312 FY17	1589 FY18	1686 FY19	1990 FY20
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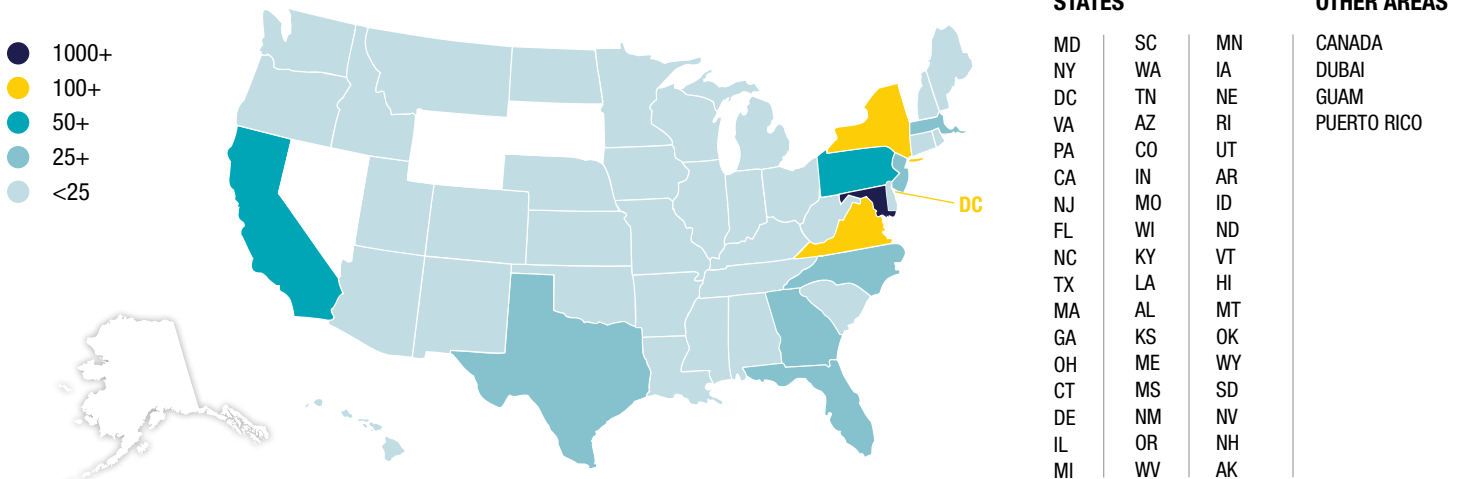
NUMBER OF CUSTOMERS WHO PURCHASED HOMES:

1101 FY16	1145 FY17	1252 FY18	1236 FY19	942* FY20
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NEIGHBORHOOD MARKETS IMPACTED:

188 FY16	182 FY17	192 FY18	198 FY19	191* FY20
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WHERE DID OUR CUSTOMERS COME FROM?



WEBSITE AND SOCIAL MEDIA STATISTICS

220K

UNIQUE WEBSITE
VISITORS

760K

UNIQUE PAGE VIEWS

NUMBER OF FOLLOWERS:



13,933

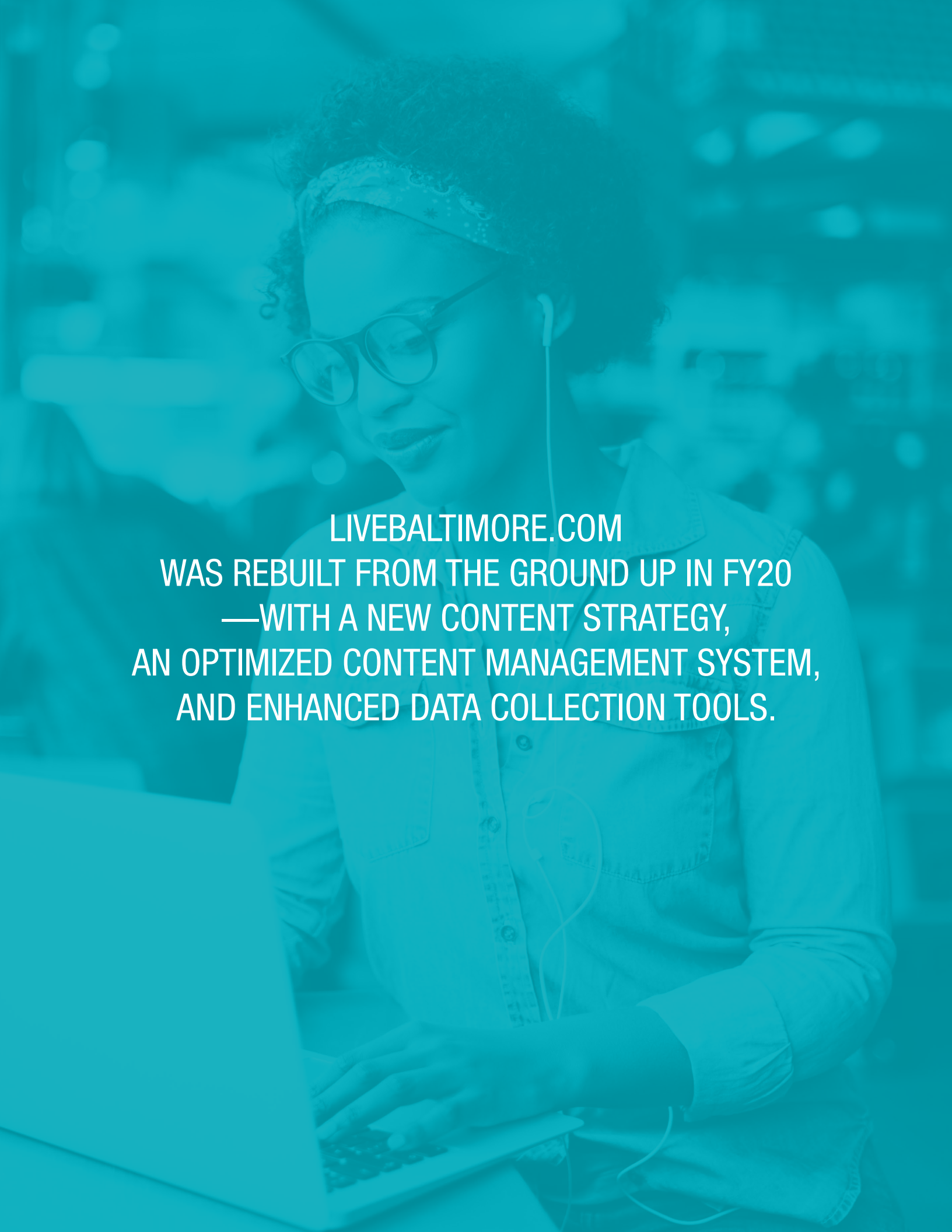


14,043



5,068

* FY20 results are partially reported using currently available data which is limited due to COVID-19.



LIVEBALTIMORE.COM
WAS REBUILT FROM THE GROUND UP IN FY20
—WITH A NEW CONTENT STRATEGY,
AN OPTIMIZED CONTENT MANAGEMENT SYSTEM,
AND ENHANCED DATA COLLECTION TOOLS.

NEW WEBSITE

MOBILE FIRST

Fully responsive design optimizes the site for phones and tablets.

RESIDENT FOCUSED

Current residents' stories help new residents see themselves in Baltimore.

HELPFUL TOOLS

Neighborhood Finder and Financial Incentive tools help users navigate their complex options.

RICH VIDEO

Fully integrated video takes storytelling to the next level.

DISCOVER BALTIMORE

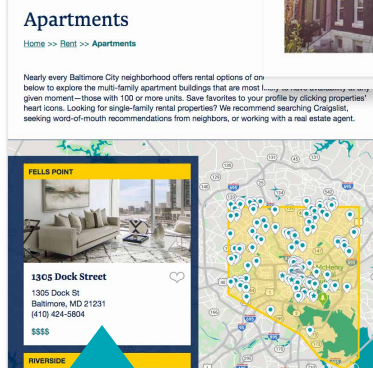
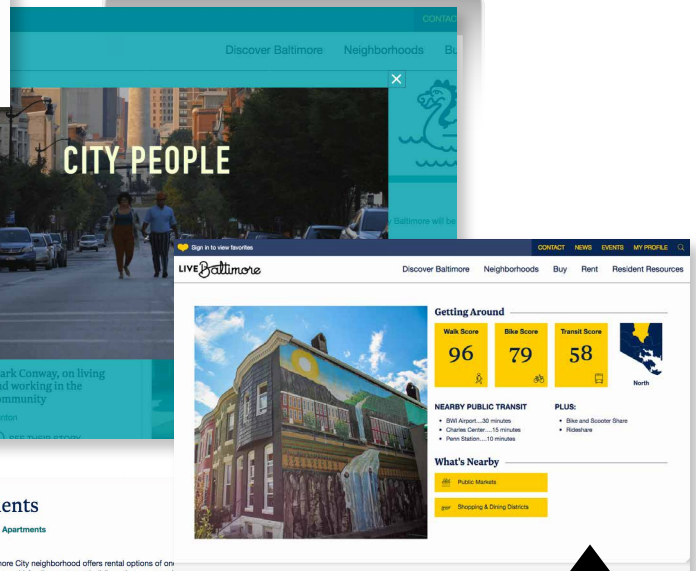
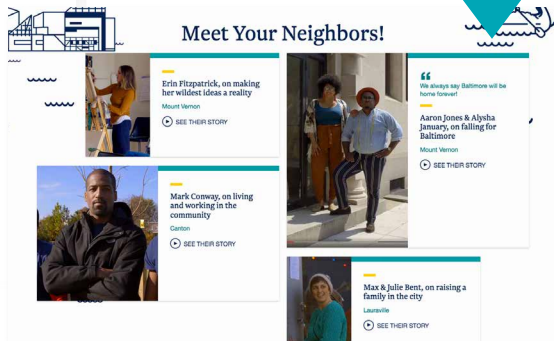
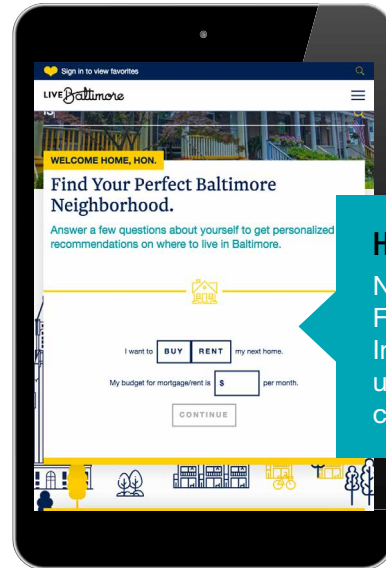
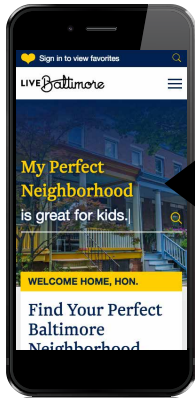
This whole new section highlights more than housing to prospective movers.

REDESIGNED NEIGHBORHOOD PROFILES

Image- and data-focused profiles put community details at users' fingertips.

INTERACTIVE APARTMENT MAP

Our new map features every multifamily building with 100 units or more.



PROGRAMS

In accordance with our 2018-2020 Strategic Plan, Live Baltimore's core work focused on efforts to attract and retain residents in FY20.

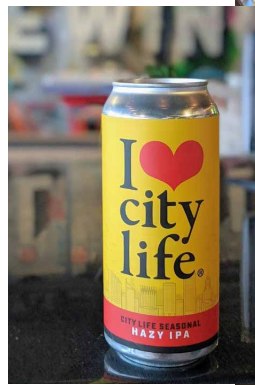
By hosting 17 **homebuying workshops** in our office and virtually (due to COVID-19), we educated 605 individuals on topics including: "Preparing Your Credit for Homeownership," "Introduction to Homebuying Incentives," and "Applying for a Mortgage."

We also hosted three **major homebuying events**: a Trolley Tour on September 28 at Baltimore Polytechnic High School, a Trolley Tour on February 1 at Morgan State University, and a virtual Trolley Tour (due to COVID-19) on May 30. A total of 2,596 individuals registered for the three combined events and 1,382 attended. The 1,382 attendees represent a 16% increase over our FY19 Trolley Tour attendance.



In collaboration with the Greater Baltimore Board of Realtors, we provided **accredited continuing education** on Baltimore City's neighborhoods and homebuying incentives to more than 150 local real estate agents.

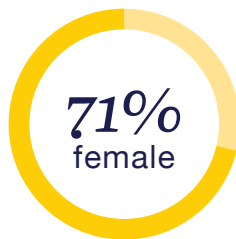
Along with school communities, neighbors, and [Graham Projects](#), we assisted the Friends of Margaret Brent and the Friends of Barclay with the completion of **two major artistic crosswalk projects** adjacent to strong public elementary schools.



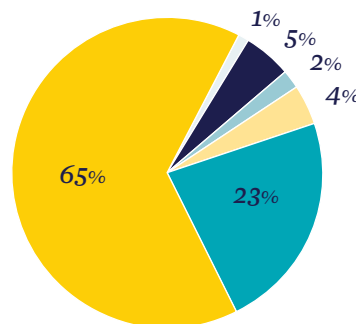
In our continued **efforts to boost civic pride**, a longtime dream was realized when [Full Tilt Brewing](#) canned our first-ever beer collaboration—City Life Seasonal. More than 100 residents proclaimed Baltimore their Valentine at a launch event that turned out to be our last in-person gathering of the year.

FY20 CUSTOMER DEMOGRAPHICS

GENDER



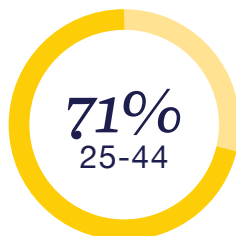
RACE / ETHNICITY



NET PROMOTER SCORE

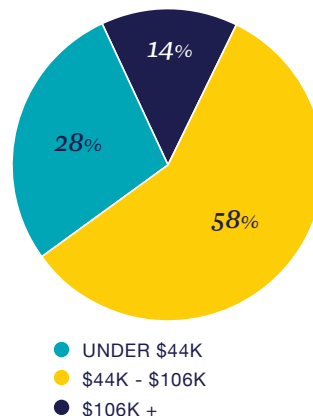


AGE RANGE



- AFRICAN-AMERICAN
- CAUCASIAN
- HISPANIC
- ASIAN
- MULTI-RACIAL
- OTHER

HOUSEHOLD INCOME



MARITAL STATUS



Live Baltimore's FY20 CUSTOMER SATISFACTION RATING

is on par with the country's
top rated brands.¹


APPLE 68

RITZ CARLTON 68

SOUTHWEST AIRLINES 71

COSTCO 74

¹ NICE Satmetrix 2019 Consumer
Net Promoter Benchmark Study



“EXCELLENT! THE VIRTUAL TROLLEY TOUR
WAS EXTREMELY WELL DONE AND EASY
TO NAVIGATE. I HOPE THERE ARE MORE
VIRTUAL TOURS IN THE FUTURE. I WOULD
RECOMMEND THIS EVENT TO ANYONE WHO
IS CONSIDERING BUYING IN BALTIMORE”

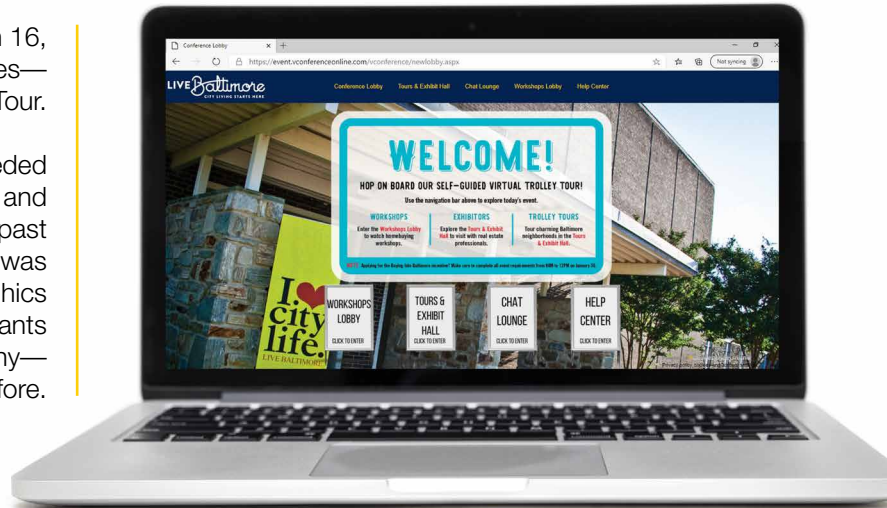
-VIRTUAL TROLLEY TOUR ATTENDEE

COVID-19

Through the quick thinking and determined efforts of our dedicated team, COVID-19 had remarkably little impact on our ability to execute programs.

After transitioning to virtual work on Monday, March 16, staff adopted and learned a variety of new technologies—including an **online event platform** for our May Trolley Tour.

Remarkably, our **first-ever Virtual Trolley Tour** exceeded every measure of our expectations. Registration and attendance was more than double that of our past in-person events. Community and partner engagement was strong. And, most importantly, event attendee demographics did not shift due to the digital divide. In fact, participants were more diverse—especially with regard to geography—as more home states were represented than ever before.



In addition to the Virtual Trolley Tour, we proceeded with **virtual Charter Waitlist programming** for families with school-aged children. A guidebook we had planned to deliver in person, called “[Schools 101: School Options for Your City Kid](#),” was converted to a digital format, published and distributed as an **online magazine**.



Putting our unmatched experience with Baltimore City home sales data into action, we quickly created a **housing market activity report**. From mid-March through early June, we released a detailed update of Baltimore City housing market activity each Monday. In addition to aiding decision-making among partnering community development organizations and quelling concerns among real estate partners, these reports helped inform the City’s Department of Finance as it worked to quickly re-imagine Baltimore’s FY21 budget.

FY20 OPERATIONS

Live Baltimore is a private nonprofit organization—not a city agency. The City of Baltimore provides only a portion of our current funding. While other Baltimore promotional agencies have dedicated sources of income, such as the hotel tax, Live Baltimore must apply to foundations for grants, seek marketing partners, and solicit like-minded individuals and corporations for contributions.

FISCALLY RESPONSIBLE
Live Baltimore
continued its streak
of perfect, unqualified
audits for its **18th**
consecutive year
in 2020.

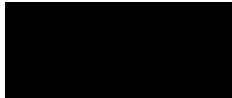
REVENUE BY SOURCE

52%



CITY OF BALTIMORE

19%



MARKETING PARTNERSHIPS

18%



INDIVIDUATION & CORPORATE CONTRIBUTIONS

10%



GRANTS

1%



OTHER SOURCES

\$1,254,597

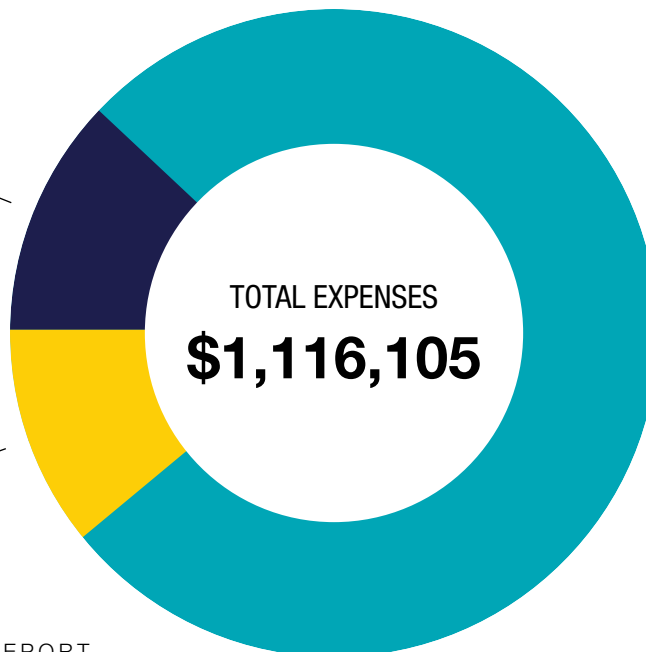
Total
Operating
Revenue

MANAGEMENT &
GENERAL EXPENSES

11%

12%

FUNDRAISING



TOTAL EXPENSES
\$1,116,105

77%

PROGRAMMING
& SERVICES

BIRTHDAY BASH 2019

In 1729 Charles Carroll successfully petitioned the Maryland General Assembly to pass an act—on July 30th—allowing “the building of a Town on the North side of the Patapsco River.” Baltimore was officially born! What began as fewer than 100 households is more than 225,000 today! Since 2015, Live Baltimore has celebrated our residents, our neighborhoods, and the birth of our beloved home on the final weekend in July.

PRESENTED BY



An Exelon Company



[WATCH A RECAP](#)



2019 RESULTS

200+ LOCAL BUSINESSES FEATURED

OVER 600 ATTENDEES

\$195K RAISED

SPONSORS:

PLATINUM: University of Maryland, Baltimore; Venable LLP **GOLD:** The Baltimore Ravens; The Greater Baltimore Board of Realtors; Johns Hopkins University & Medicine; M&T Bank; Whiting-Turner **SILVER:** P. Flanigan & Sons, Inc. **BRONZE:** Ballard Spahr LLP; Curio Wellness; Ernst & Young; Patricia and Mark Joseph, The Shelter Foundation; Port Covington **SUPPORTER:** Gallagher Evelius & Jones LLP; Gelman, Rosenberg & Freeman CPAs; The Greater Baltimore Committee; Harbor East; Henderson Crossing; Howard Bank; The Kornblatt Company; Mercy Medical Center; Morris & Richie Associates, Inc; Transamerica; University of Baltimore College of Public Affairs; Workshop Development; The Time Group; Domino Sugar; Economic Alliance of Greater Baltimore; Ayers Saint Gross; Continental Realty Corp **IN KIND:** WBAL; 98 Rock; WTMD; Entercom AND many generous individuals.



Thank you to our 2019 Event Chairman, Dr. Jay A. Perman, former President of the University of Maryland, Baltimore, now Chancellor of the University System of Maryland.

SUPPORTERS

Thank you to the generous individuals, foundations, and businesses who made charitable gifts in Fiscal Year 2020 (July 1, 2019-June 30, 2020).

THE CITY OF BALTIMORE

CORPORATE AND FOUNDATION SUPPORTERS

\$20,000 AND ABOVE

Baltimore Equitable Insurance Foundation
BGE
The Jacob and Hilda Blaustein Foundation
The Goldseker Foundation
Joseph & Harvey Meyerhoff Family Charitable Funds

\$10,000 - \$19,999

The Baltimore Ravens
The Greater Baltimore Board of Realtors
Johns Hopkins University & Medicine
M&T Bank
Transamerica
University of Maryland, Baltimore
Venable, LLP
Wells Fargo Housing Foundation
Whiting-Turner

\$5,000 - \$9,999

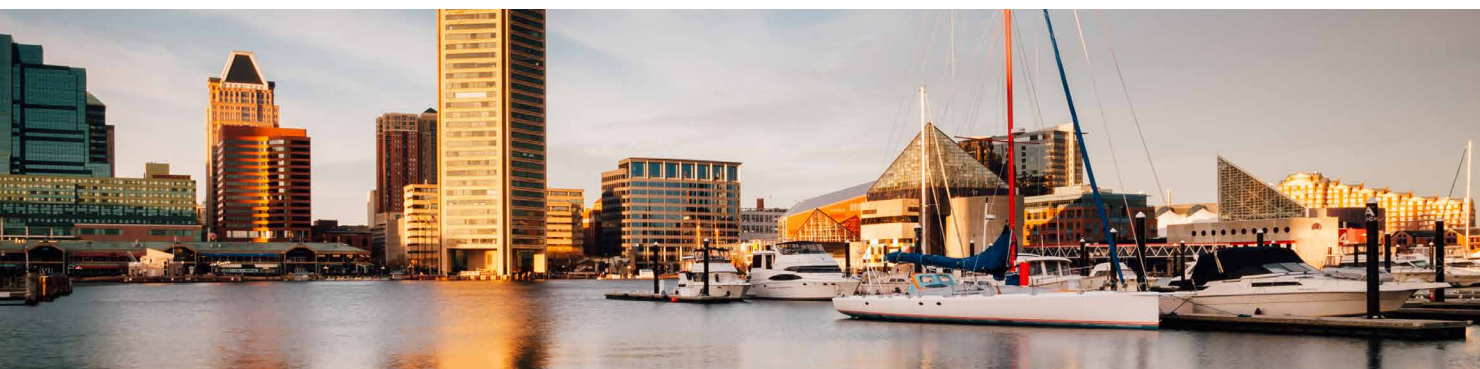
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Weller Development

\$1,000 - \$4,999

Ayers Saint Gross
Baltimore Collegetown Network
Continental Realty Corporation
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Domino Sugar
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The Greater Baltimore Committee
Harbor East
Howard Bank
The Kornblatt Company
Morris & Ritchie Associates, Inc.
The Time Group
University of Baltimore College of Public Affairs
Workshop Development

UNDER \$1,000

Adeo Advocacy
Full Tilt Brewing
The GWS CPA Educational Foundation
Martin-Lauer Associates, LLC



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\$250 AND ABOVE

Rick Abell
Pres Adams
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Kurt Crisman
Mim & Steve Dubin
Ned Filipovitz
Lee Geary
Eben Hansel
Roger Hartley
Benjamin Hyman
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Carl & Laurie Kinkel
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Marianne Navarro
Jordan Rhodes
Stephen Ruckman
Hudi Schorr
Sandy Sparks
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Christopher Thomaskutty & Hilary Roxe
Chuck Tildon
Stacie Tobin
Margarita Villegas
Jennifer Blois Vitelkites
Kate Williams
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UNDER \$250

Elisha Aguilar
Kara Beverly
Yvette Biggs
Inana Blankson
Margarita Cambest
Justinia Carter
Chadras Coples
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Liam Davis
Lucia Delapaz
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Aly Vitale
Kim Wiggins
Justin Williams
Terry Williams
Rene Pedley Young
Anonymous

Thank you also to the many individuals who supported Live Baltimore with event ticket purchases, not included in this list.

LICENSE PLATE SUPPORTERS

Rosser Apperson
Carol Wescott Baker
Karen Claiborne
Eric Dodson
Mildred Gamber
Anne Wallestad



To purchase a State of Maryland Live Baltimore Specialty Plate, contact jfrench@livebaltimore.com.



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Baltimore, MD 21201

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