

# Greetings from Our Board & Staff



Live Baltimore believes residents are our City's greatest assets.

### Dear Friend,

"They tried to bury us, but we were seeds."

Reflecting on recent years—dominated by "pivoting," carefully negotiating "return to work," and finally accepting our collective "new normal"—this translation from a Greek poem was made for 2023.

Fiscal year 2023 (which began July 1, 2022 and ended June 30, 2023) was the year we'd been working toward. It was the reason we tilled the fields, sowed the seeds, and patiently waited for rain. It was finally our moment to *get growing*!

2022 delivered the news that Baltimore City grew—adding households for the first time since the 1960 census—over the most recent decade. And we, at Live Baltimore, were eager to keep that momentum going.

We grew our team with the creation of two new positions that significantly increased our capacity. We grew our event attendance—and finally welcomed more than 500 guests to an in-person Trolley Tour. We grew our storytelling assets through the development of new testimonial videos and neighborhood photography. And, we grew our programs with the launch of our first self-administered homebuying assistance grant.

The data, images, and testimonials included in this report are a snapshot of this growth—all of which was enabled by you: the thousands of customers, hundreds of supporters, dozens of board members, and ten dedicated team members who made our work possible.

Fostering a growing city, following decades of painful decline, may not be easy. It may not be immediate. But it is most certainly worth doing. Our mandate to lead in this effort on behalf of Baltimore's residents is an honor every day and a weight that we carry with intentionality.

Last year's annual report invited readers to follow our growth in 2023. In 2024, we invite you to share in our bounty. Please join us for our very special, 10<sup>th</sup> annual celebration of Baltimore City's birthday—Baltimore's Birthday Bash—on July 26, 2024! And, as always, please keep loving city life.

### With gratitude,







Annie Milli
Executive Director

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.

# A growing population will sustain a more equitable and thriving city for all.



### **BALTIMORE CITY RESIDENTS' FY23 IMPACT BY THE NUMBERS:**

Residential tax revenues fund the services and infrastructure we all share.

\$615M<sup>1</sup>
PROPERTY
TAX REVENUE

(Residential)

\$450M<sup>1</sup>
INCOME TAX
REVENUE

\$90\doldarrow{1}
TRANSFER & RECORDATION
TAX REVENUE
(Residential)

Residents' spending supports businesses and sustains local jobs.

\$2.6B
IN HOME
PURCHASES<sup>2</sup>

\$8.5B
LOCAL ECONOMIC
IMPACT<sup>3</sup>

Learn how residents and their housing drive Baltimore City's economy in a new report by Econsult Soultions Inc.

\$505M
LOCAL ECONOMIC
IMPACT FROM HOUSING
CONSTRUCTION
& RENOVATION<sup>3</sup>

41,400 SUPPORTED JOBS<sup>3</sup> Baltimore Bureau of Budget and Management Research Maryland State Department of Assessments & Taxation Econsult Solutions Inc., 2023

# Marketing Statistics

**10.1** M

**IMPRESSIONS WERE GENERATED** BY OUR ADVERTISING CAMPAIGNS— **INCLUDING RADIO, DIGITAL,** AND SOCIAL

268,374

VISITORS RESEARCHED **NEIGHBORHOODS AND OTHER CITY LIVING RESOURCES ON** LIVEBALTIMORE.COM

407,267

**WERE OPENED BY OUR MORE THAN 30,000 EMAIL** SUBSCRIBERS

15,821

**FACEBOOK FOLLOWERS\*** 



14,940

**TWITTER** FOLLOWERS\*



10,229

**INSTAGRAM** FOLLOWERS\*

\*Follower counts are as of June 30, 2023.

## Program Outcomes

### **EVENT ATTENDANCE:**

**1,686** FY19

**1,990** FY20

**2,793** FY21

**1,859** 

**2,214** FY23

### NUMBER OF CUSTOMERS WHO PURCHASED HOMES:

**1,236** FY19

942\* FY20 **1,380** 

1,787

1,628

### **NEIGHBORHOOD MARKETS IMPACTED:**

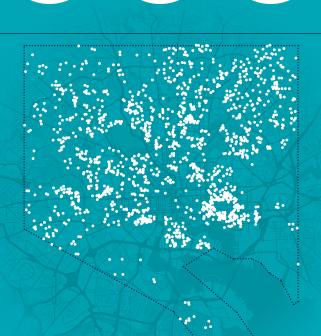
**198** FY19

191\* FY20 **204** FY21

**211** FY22

238 FY23

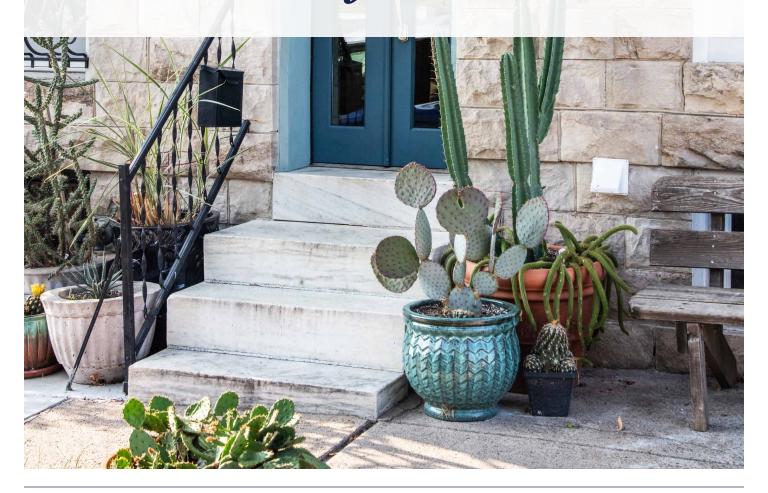
CUSTOMER HOME PURCHASES



Each dot represents a customer's home purchase.



Live Baltimore's customers' home purchases accounted for more than 16% of the City's market activity in FY23.



INFLUENCED HOME PURCHASES		SINGLE-YEAR TAX REVENUE FROM INFLUENCED HOME PURCHASES <sup>†</sup>
\$395.1M	FY23	\$17.7M
\$ <b>443.0</b> M	FY22	<b>\$18.8</b> M
\$ <b>324.7</b> M	FY21	<b>*14.0</b> M
\$197.5M*	FY20	\$8.6M*
\$ <b>262.9</b> M	FY19	\$ <b>11.3</b> M

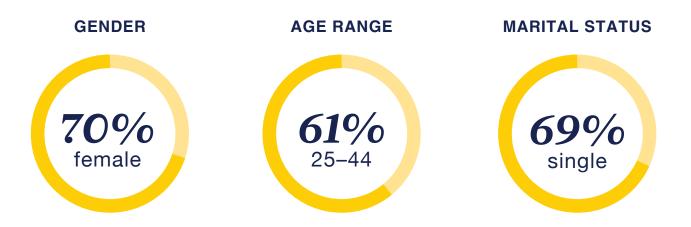
\$70.4M **\$1.6**B

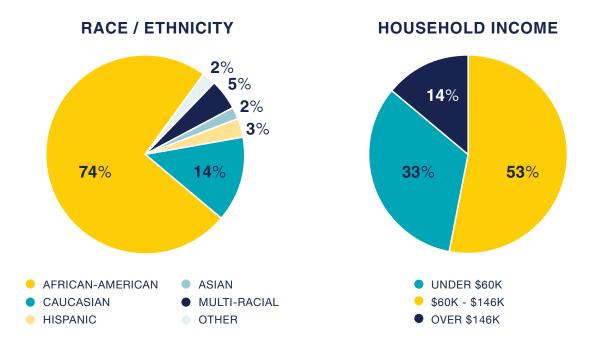
FIVE-YEAR TOTAL

\* Live Baltimore relies on data from the Maryland State Department of Assessments and Taxation to calculate its annual impact. Incomplete data was available in FY20 due to COVID-19.

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

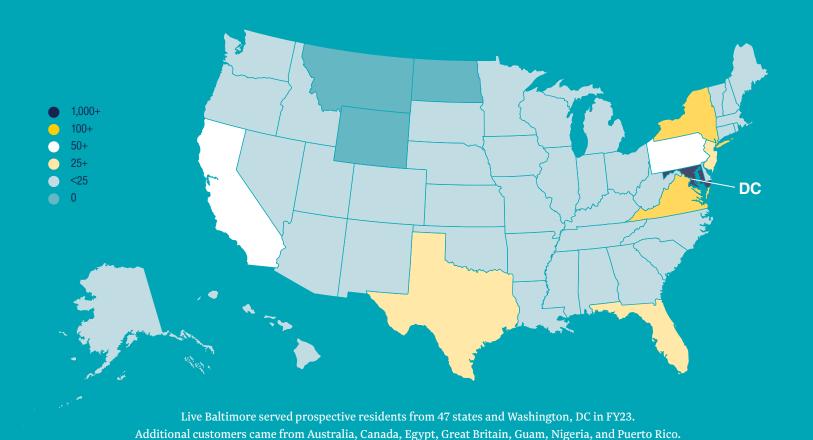
### Customer Demographics





NET PROMOTER SCORE	T-MOBILE <b>82</b>
Live Baltimore's FY23 CUSTOMER	WARBY PARKER <b>80</b>
	LIVE BALTIMORE 78
SATISFACTION RATING	STARBUCKS 77
is on par with the country's top rated brands. <sup>1</sup>	USAA <b>75</b>
top ratea oranas.	AMAZON <b>73</b>

### WHERE DID OUR CUSTOMERS COME FROM?



"There is something for everyone here. All over the City, there's a neighborhood that you are going to fall in love with."

- LIVE BALTIMORE CUSTOMER, CALEB WOLF

























# Programs

#### **TROLLEY TOUR**

Three **Trolley Tours**, in October of 2022, January of 2023, and May of 2023, allowed **1,470 participants** to explore Baltimore neighborhoods and receive expert homebuying advice. In both January and May, we surpassed our longstanding (and previously unmet) goal of welcoming more than 500 in-person attendees per event!

"Attending this event has given me the extra push and encouragement to continue to search for a home."







"The Trolley Tour is an amazing event to gather knowledge of the homeownership process and meet and greet people on the same journey."



"This event was very organized, and the staff was friendly and helpful. The tour provided so many facts that I was not aware of."



"I drove from Boston to come to this event! It was very helpful!"

### SURVEY RESULTS FROM OUR FY23 TROLLEY TOURS SHOWED:



Trolley Tours encourage homeownership in part by leveraging the City of Baltimore's "Buying Into Baltimore" down payment assistance program. In collaboration with the Department of Housing and Community Development, attendees of each event are eligible to apply for \$5,000 toward their home purchase.

### Following OCTOBER'S TROLLEY TOUR,

25 applicants put contracts on homes in 20 distinct neighborhoods. 36% were brand new to Baltimore City while 99% were first time homebuyers.

### Following JANUARY'S TROLLEY TOUR,

19 applicants put contracts on homes in 18 distinct neighborhoods. 32% were brand new to Baltimore City while 79% were first time homebuyers.

### Following MAY'S TROLLEY TOUR.

23 applicants put contracts on homes in 21 distinct neighborhoods. 26% were brand new to Baltimore City while 87% were first time homebuyers.

### **CAMPAIGN DEVELOPMENT**

Live Baltimore laid the groundwork for its first new creative campaign since the pandemic in FY23. Development efforts included selecting a new agency partner, filming new video content, and adding to our ever-growing photography library.

### **Agency Search**

After a national search, Live Baltimore hired Maryland-based firm, HZ, as its new creative agency of record. HZ got right to work, analyzing years of consumer data and research, to craft a winning marketing strategy for our new campaign.





### Testimonial Videos

Over 100 residents applied to be featured in a new series of testimonial videos about living in Baltimore. Five finalists were filmed enjoying amenities and community assets across the City, including Druid Hill Park, Patterson Park, Broadway Market, Baltimore Penn Station, the Baltimore Museum of Art, the Maryland Zoo, and multiple bars, restaurants, and other local businesses.













### Neighborhood Photography

Eight neighborhoods, including Mount Washington, Pigtown, Homeland, Middle East, Greektown, Patterson Park, Radnor-Winston, and Brewers Hill, were captured by Live Baltimore's local photographer, Phylicia Ghee. Images from these galleries immediately began enhancing our website and social media pages.

@phyliciaghee







#### LIVE BALTIMORE GETS GROWING!

Live Baltimore's Communications Team expanded with the addition of a Director of Marketing and Communications in FY23. This newly created, executive-level position allowed us to significantly level-up our outreach.

### **OTHER ACTIVITIES**

Live Baltimore's work to support healthy housing markets went beyond consumer marketing in FY23.



### State of the City Market

Nearly 100 industry professionals attended our first in-person "State of the City Market" event in January to learn about residential real estate in the City.



Housing Commissioner, Alice Kennedy; Jay Sapperstein, 28 Walker (panelist); Annie Milli; Kyara and Khalil Uqdah, Charm City Buyers (panelists); Theresa Stegman, MCB Real Estate (panelist)

### Biennial Homebuyer Survey

More than 20,000 homebuyers who bought in Baltimore City during 2020 and 2021 were invited to participate in the second wave of our citywide survey, aimed at uncovering consumers' neighborhood and housing preferences.

Aside from a notable increase in the desire for home offices, results revealed that the pandemic had only a minor impact on buyers' decision-making. "Just liking Baltimore" and working in Baltimore remain the primary drivers of housing demand in the City.



Read the results of our 2023 Baltimore City Homebuyer Survey





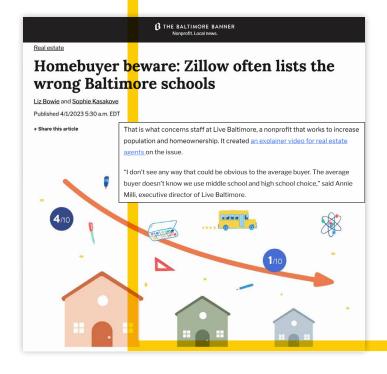
#### LIVE BALTIMORE GETS GROWING!

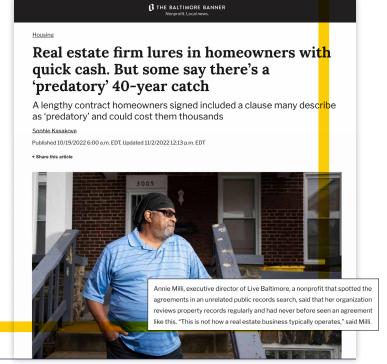
Thanks to new funding from the City of Baltimore, Live Baltimore added a full-time Data Analyst to our team in FY23.
This staff addition was a priority objective in our FY22-FY26 Strategic Plan.

### In the News...

While contributing regularly to real estate industry news, Live Baltimore's staff brought attention to two critical issues impacting the valuation of homes in FY23.

News of the predatory real estate business—uncovered first by Live Baltimore's data team—resulted in new State legislation and, ultimately, the company withdrawing from the region.





### Buy Back the Block

Thanks to the American Rescue Plan Act and the City of Baltimore, Live Baltimore launched its first self-administered down payment assistance program in FY23.

Buy Back the Block, conceived as a resident retention and anti-displacement initiative, empowers renters to stay in their neighborhoods and become homeowners. In Maryland, homeowners enjoy several safeguards against displacement when home values rise. Through Buy Back the Block, renters can gain such protections by purchasing a home in their community more affordably.

Within three months of launching the program, 631 individuals took the first step toward applying for "Buy Back the Block." Renters approved for this grant will receive \$10,000 toward the purchase or \$20,000 toward the purchase and renovation of a home in their neighborhood.

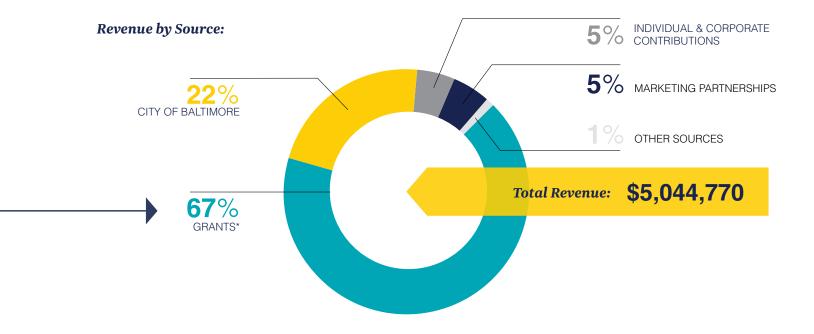
Up to 270 GRANTS
will be made to renters in five eligible areas over the next three years.





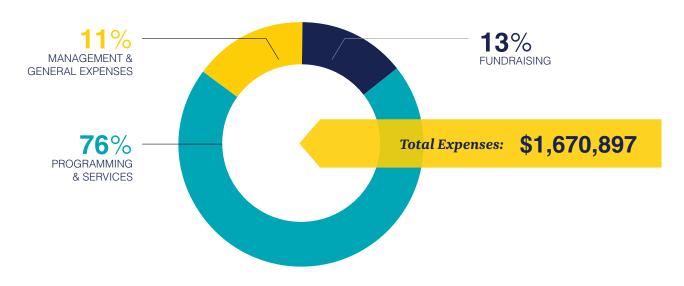
# FY23 Operations

Live Baltimore is an independent nonprofit organization—not a government agency. Although the City of Baltimore provides a portion of our funding, no dedicated revenue source ensures our continued operations. Live Baltimore must apply to foundations for grants, seek marketing partners, and solicit contributions from like-minded individuals and corporations to sustain our critical work. The following reflects audited financial statements.



#### FISCALLY RESPONSIBLE

Live Baltimore continued its streak of perfect, unqualified audits for its 21st consecutive year in 2023.



\*Live Baltimore received an American Rescue Plan Act grant, totaling \$3,067,885, in November of 2022. Although this grant is reported on our FY23 financial statements, funding may be used through FY27.

# Birthday Bash 2022

Bash was bigger than ever in 2022! Our eighth annual event welcomed over 700 guests to the brand-new Lexington Market for a sneak peek at construction progress. WBAL's Jason Newton and Mayor Brandon M. Scott helped to rally the crowd before In the Dark Circus Arts climbed more than 40 feet to deliver an aerial performance guests won't soon forget.



### **2022 RESULTS**

15+ LOCAL BUSINESSES AND PERFORMERS SUPPORTED

**OVER 700 ATTENDEES** 

\$242K+ RAISED



SPONSORS PRESENTING: BGE PLATINUM: M&T Bank; University of Maryland, Baltimore; Venable LLP; Whiting-Turner GOLD: CareFirst BlueCross BlueShield; Continental Realty Corporation; Greater Baltimore Board of Realtors, Johns Hopkins University & Medicine, MCB Real Estate, University of Maryland Medical System SILVER: Ballard Spahr, Ernst & Young; GRF CPAs & Advisors, Harbor East, Kaine Investments, McHenry Row, P. Flanigan & Sons, Inc. BRONZE: Brown Advisory; Cross Street Partners; Domino Sugar; Enterprise Community Partners; First National Bank; Greater Baltimore Committee; Hohm Highlandtown (Workshop Development, CLD Partners, Old Town Construction); The Kaufman Family; Morris & Ritchie Associates, Inc.; Rosenberg Martin Greenberg; Transamerica; University of Baltimore, College of Public Affairs; Whiteford, Taylor & Preston MEDIA & IN KIND: 92Q Jams; Audacy; Baltimore Business Journal; WBAL-TV 11; Baltimore Public Markets Corporation; Downtown Partnership of Baltimore; Old Line Spirits; Parking Authority of Baltimore City AND many generous individuals.









Thank you to our 2022 Event Chair, Augie Chiasera, Regional President, M&T Bank.

### Supporters

Thank you to the generous individuals, foundations, and businesses that made contributions during Fiscal Year 2023 (July 1, 2022 – June 30, 2023).

### THE CITY OF BALTIMORE

### **CORPORATE & FOUNDATION SUPPORTERS**

#### \$20,000 and Above

Ballard Spahr LLP

Baltimore Equitable Insurance Foundation

**BGE** 

The Jacob and Hilda Blaustein Foundation

The Goldseker Foundation

Joseph & Harvey Meyerhoff Family Charitable Funds

#### \$10,000 - \$19,999

CareFirst BlueCross BlueShield

Continental Realty Corporation

Greater Baltimore Board of Realtors

Johns Hopkins University

& Medicine

M&T Bank

MCB Real Estate

Transamerica

The T. Rowe Price Foundation

University of Maryland, Baltimore

University of Maryland

Medical System

Venable, LLP

Harry & Jeanette Weinberg

Foundation

Whiting-Turner

\$5,000 - \$9,999

**GRF CPAS & Advisors** 

Harbor East

Kaine Investments

McHenry Row

P. Flanigan & Sons, Inc.

#### \$1,000 - \$4,999

Baltimore Community Foundation

**Brown Advisory** 

Cross Street Partners

Domino Sugar

**Enterprise Community Investment** 

Ernst & Young

Greater Baltimore Committee

Morris & Ritchie Associates, Inc.

University of Baltimore College of Public Affairs

Mhitoford

Workshop Development

#### **Under \$1,000**

The Aaron Straus & Lillie Straus Foundation

### INDIVIDUAL SUPPORTERS

#### **\$1,000** and above

John & Carolyn Boitnott

Ned Filipovitz

Roger Hartley

The Kaufman Family

Jon Kucskar

Susan Schipper

#### \$250 - \$999

Councilmember Kristerfer Burnet

Barry Cronin

Aaron Fishbein

John G. Folkemer

Ben Hvman

Nancy Kass & Sean Tunis

Douglas McCoach

Joseph McNeely

Aaron Moore

Betsy Nelson

Bill & Sharon Reuter

### **Under \$250**

Blair Adams

Margarita Cambest

Cheryl Casciani

Anthony Conrad III

Barbara K. Dent

Mary Pat Fannon

Julie French

Steven Gondol & Marisa Vilardo

Ross Hackett

Elizabeth Koontz

Lauren A.R. Koslow

Jessica Leonard

Davna Mason

Jolie H. Matthews

Annie & Michael Milli

Irene Mabry Moses

Shane Prada

Suzi Senna

Scott Serafin

Crystal Sykes

Juan & Kathleen Vazquez

### **License Plate Supporters**

James lacone

Daniel Pulliam

Suzanne Rogers

Alexandra Smith

Mica Varga

Vic Victoriano

Kim Wiggins

Tony Williams



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

### **BUSINESS PARTNERS**

#### **Mortgage Lenders**

Benchmark Mortgage

CMG Mortgage Inc.

Fairway Independent

Mortgage Corporation

First Home Mortgage Corporation

Fulton Mortgage Company

Healthy Neighborhoods, Inc.

HomeTown Lenders. Inc.

MECU Credit Union

Meridian Bank

Neighborhood Housing Services

of Baltimore

PrimeLending

Prosperity Home Mortgage, LLC

Sandy Spring Bank

Truist Bank

### **Housing Developers**

Charm City Buyers

Habitat for Humanity of the

Chesapeake, Inc.

Henderson Crossing, LLC

Rebirth Development

ReBUILD Metro, Inc.

### **Apartment Providers**

Horizon Property Management LLC

### Real Estate Brokerages & Teams

Frank Oliver & Company

Garner & Co

New Home Team of MD

Next Step Realty, LLC

The Real Estate Store of MD

Realty One Group Universal

### Real Estate Agents

Ashley Aitken

Nzinga Anderson

Charde Barksdale

Chanelle Barnes

Kate Barnhart

LA Benn

Shira Bethea

Vernise Bolden

Jehri Boseman

Jalisa Breckenridge

Violet Bridges

Travis Brock

Natalya Brusilovsky

Joyce Burriss

Tonette Campbell

Susan Carroll

Jadaya Cason

Matthew Centeio-Bargasse

Chris Chamberlin

Collin Christian

Bessie Conway

Gabriela Czerwinska

Anita Davis

Carol Davis

Darnell Davis

Jill Dennis

Raneeka Doharty

Gabriel Dutton

Clausen Ely

Melissa Evans

Krista Everett

Jason Fillipou

Elaine Fordham

Mary Ann Foreman

Michael Frank

Tamika Gauvin

Erik Grooms

Jennifer Habte Elizabeth Hafey Rebecca Hall Tiffany Hayes Cliff Henderson Kenya Hill Kevin Holley Kim Lally Holmes Cleveland Horton Kelsev Hurson Sean Hutchens Joseph Jones Jamie Koehler Michael Kulnich Mark Lee Rachel Leflore Michael Levine Brenda Loney Christopher Macon Jennifer March-Zappacosta Jennifer Marsh Joseph Mayo Kelsey McCoskey Caroline Meredith Tiffany Mickey Tvra Mitchell Lisa Moore **Daniel Morris** Mark Moyer Myisha Murchison JoJo Olaseha Ashley Osineme Tanika Owens Amanda Paris Louis Perkins

Diana Pham

Christina Ramsey

Michael Rawls

Molly Reed Naomi Reetz Lori Rogers Rich Rudy Stephen Sattler Timothy Schlauch Amanda Schwartzkopf Sade Sims April Smith Juanita Smith Paul Stagg Brianna Stevenson K. Dale Terrill Shelia Thomas **Daniel Thompson Emily Trageser** Nicole Wallace Kari Walling

Other Businesses

Allstate Insurance,
Jamie Hylton Agency
Charm City Insurance
Group LLC
Four Twelve Roofing LLC
Home Title and Escrow
Homecheck Inspection
Services, Inc.
Integrity Title &
Escrow Company
MiCasa Title Group, LLC
National Fair Housing
Alliance
State Farm Insurance,

Liz Sherstad (Agent)

### **FY23 BOARD OF DIRECTORS**

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**Vice President** 

Jennifer McCahill | GRF CPAs & Advisors

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Barry Cronin | PNC Bank

Secretary

Taylor Stewart | Leadership for Educational Equity

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Member-At-Large

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Rick Abell | U of Digital

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Julie French | Director of Operations

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Suzi Senna | Director of Marketing & Communications

**Chadras Coples** | Customer Service Manager **Jasmine France** | Communications Manager

Auni Gelles | Program Manager Misty Keens | Events Manager

Jordan Klumpp | Business Relationship Manager

**Deandra Lasan** | Program Manager **Amy Soukup** | Community Data Analyst



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# Let's see our city grow!

Live Baltimore is an independent 501(c)(3) nonprofit organization with a mission to recruit and retain Baltimore City residents.

Thank you for supporting Live Baltimore by donating, volunteering, attending an event, and sponsoring Live Baltimore's annual Baltimore's Birthday Bash. Baltimore's Birthday Bash takes place each year on the final Friday in July (corresponding with Baltimore City's birthday: July 30). Baltimore's Birthday Bash sponsors are visible through event promotions and to an audience of more than 1,000 Baltimore City residents and supporters who attend the Bash.

