




Growing
Great!

LIVE *Baltimore*
CITY LIVING STARTS HERE

2024 ANNUAL REPORT

A photograph of a woman with short, curly blonde hair, wearing a white button-down shirt and dark blue pants, walking a golden retriever on a red leash. They are in a lush garden with green grass, yellow flowers, and a white picket fence in the background. A teal text box is overlaid on the right side of the image.

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

Greetings from Our Board & Staff

Dear Friend,

Last year, we reflected on how it was our time to bask in the sunshine, a long time coming after years of strategic planning and coordination. Patience, time, and putting the pieces in place for sustainable growth have allowed us to continue the forward momentum in 2024.

And in 2024, we are proud to report that Live Baltimore is Growing Great! We expanded our team with two new positions that allowed us to increase our capacity for serving our community through our services, engagement, and impact. Our 11-person team was the largest its ever been. We broke attendance records at our in-person Trolley Tour, and we broke both attendance and fundraising records at our annual Baltimore's Birthday Bash. We launched our largest-ever campaign promoting city life, and we started writing some very big checks to the first recipients of our first self-administered homebuying assistance grant, Buy Back the Block.

This continued growth is a celebration not only for Live Baltimore but also for Baltimore City and all those who believe that growth is the only way forward. So thank you. Thank you to our customers, who make the mission worthwhile. Thank you to our supporters—big and small—who believe in the work. Thank you to the dozens of board and team members who show up every day, striving to make a difference.

And, our heartfelt gratitude to the woman who fought for this growth and for this city, Annie Milli, Live Baltimore's past Executive Director. The celebration of this growth and progress wouldn't have been possible without her.

Fostering a growing city, following decades of painful decline, may not be easy. It may not be immediate. But it's certainly worth doing. Our mandate to lead in this effort on behalf of Baltimore's residents is an honor every day and a weight we carry with intentionality. We can only hope that we can harvest our organizational growth and turn it into prosperity for the city we love.

As a 501(c)(3) nonprofit, **we work citywide to grow Baltimore's economy by attracting residents, retaining residents, and supporting healthy housing markets.**

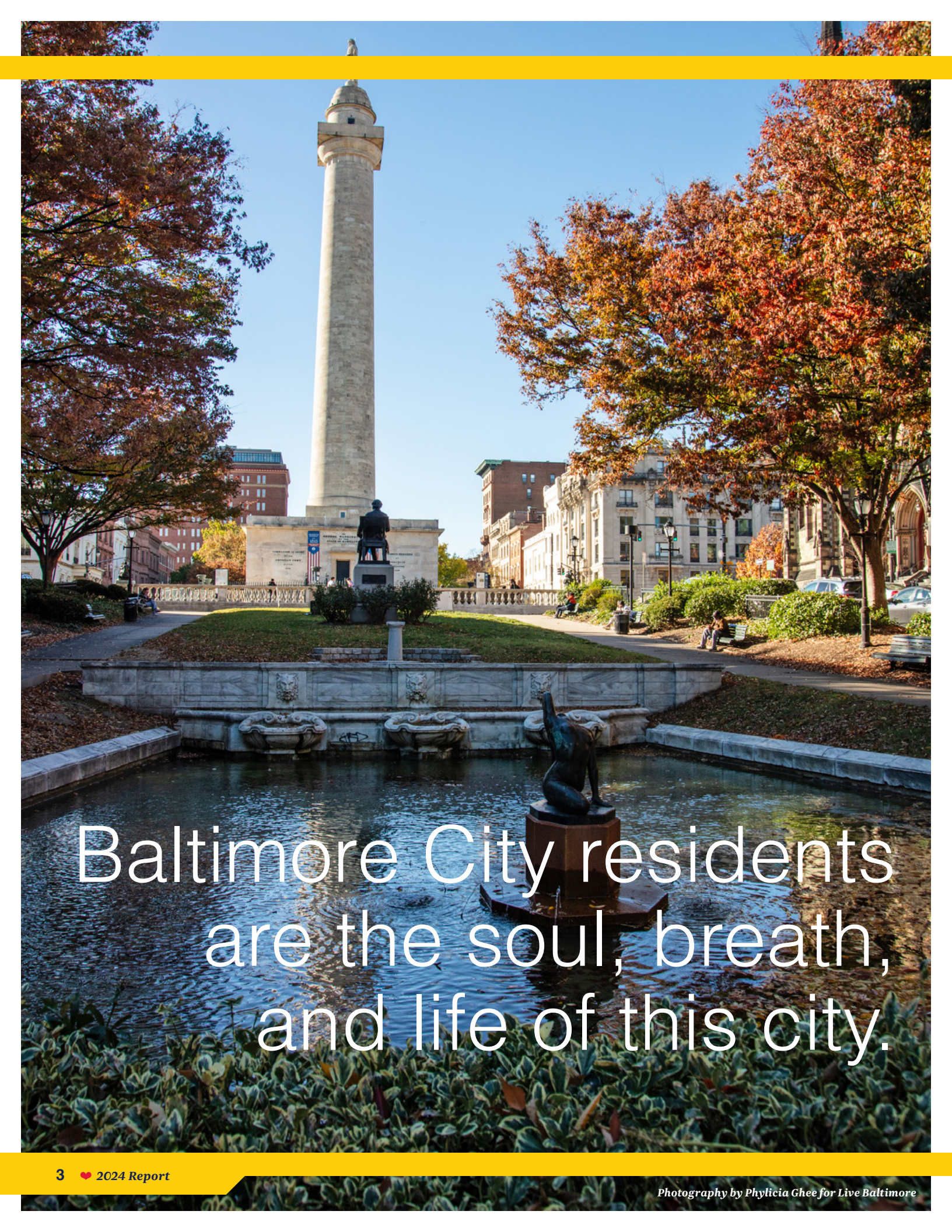
Founded in 1997 and incorporated in 2001, Live Baltimore is Baltimore City's official residential marketing organization.



Kate Williams
Board President



Julie French
Interim Executive Director



Baltimore City residents
are the soul, breath,
and life of this city.

Baltimore City Residents' FY24 Impact by the Numbers:

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

\$646M

PROPERTY TAX REVENUE¹
(Residential)

\$475M

INCOME TAX REVENUE¹

\$63M

TRANSFER & RECORDATION
TAX REVENUE¹
(Residential)

**Residents' spending
supports businesses and
sustains local jobs.**

\$1.8B

IN HOME PURCHASES²

\$8.5B

LOCAL ECONOMIC IMPACT³

\$505M

LOCAL ECONOMIC IMPACT FROM
HOUSING CONSTRUCTION
& RENOVATION³

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



41,400

SUPPORTED JOBS³

Marketing Statistics

22.8M

IMPRESSIONS WERE GENERATED BY OUR ADVERTISING CAMPAIGNS— INCLUDING RADIO, DIGITAL, TRADITIONAL, OUT-OF-HOME, AND SOCIAL

440,548

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

36,176

SUBSCRIBERS RECEIVED PROMOTIONAL CONTENT BY EMAIL



18,630

Facebook Followers*



15,029

Twitter Followers*



13,852

Instagram Followers*

*Follower counts are as of June 30, 2024.

Program Outcomes

Event Attendance



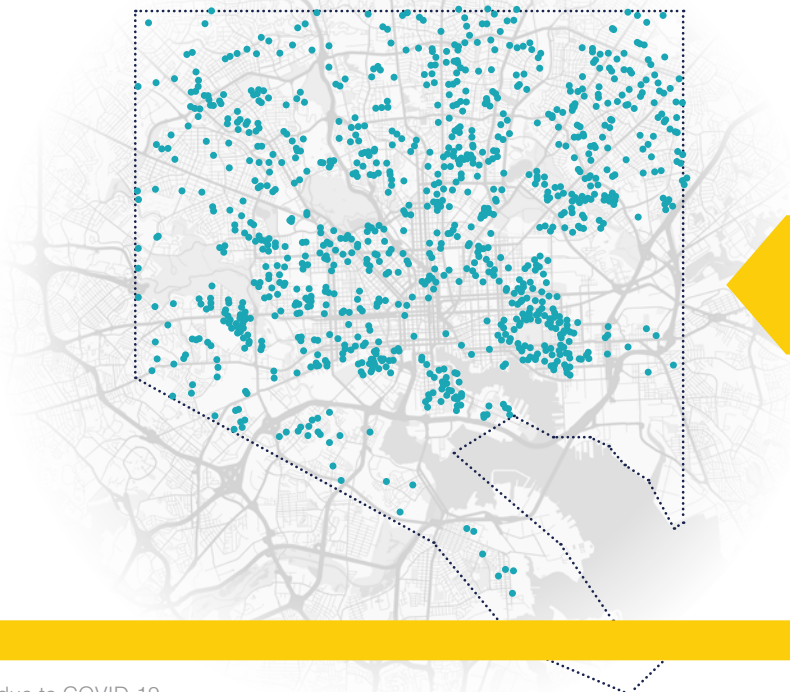
Number of Customers Who Purchased Homes



Neighborhood Markets Impacted



Customer Home Purchases



Each dot represents a customer's home purchase in FY24.

* FY20 data was incomplete due to COVID-19.



Live Baltimore's customers' home purchases accounted for more than 16% of the City's market activity in FY24.

**Influenced
Home Purchases**

**Single-Year Tax
Revenue from
Influenced
Home Purchases†**

FY24

\$296.2M

\$12.1M

FY23

\$395.1M

\$17.7M

FY22

\$443.0M

\$18.8M

FY21

\$324.7M

\$14.0M

FY20

\$197.5M*

\$8.6M*

\$1.7B

FIVE-YEAR TOTAL

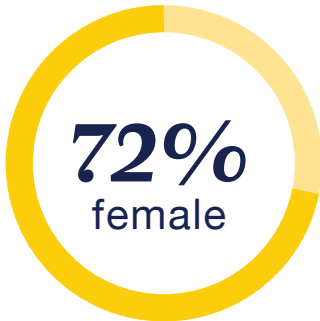
\$71.2M

* 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

Gender



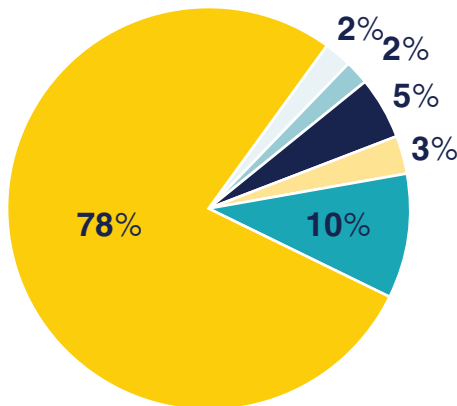
Age Range



Marital Status

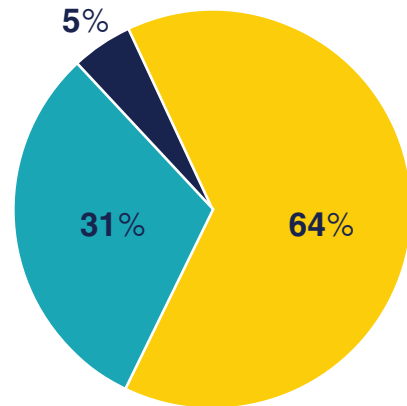


Race/Ethnicity



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

Household Income



- UNDER \$60K
- \$60K - \$146K
- OVER \$146K

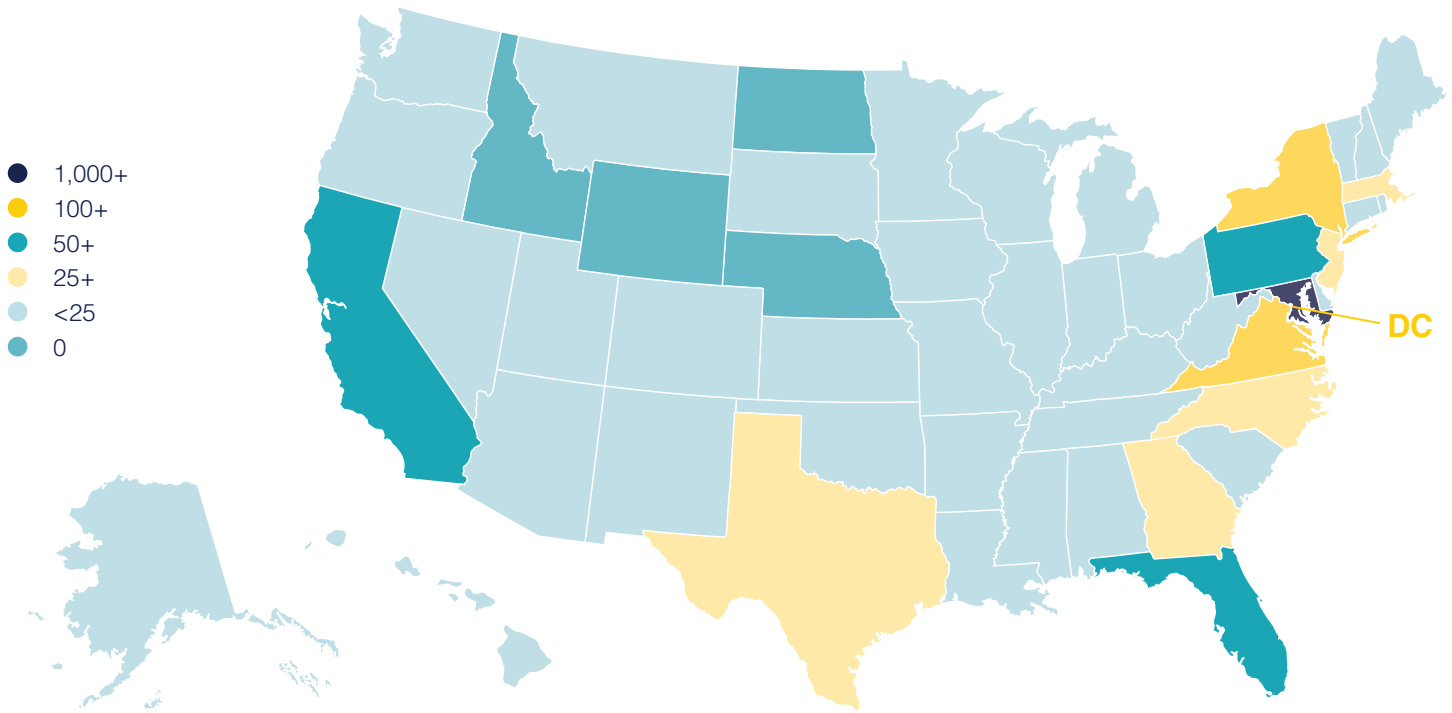
NET PROMOTER SCORE

Live Baltimore's
FY24 CUSTOMER SATISFACTION RATING
surpasses some of the country's top rated brands.¹

LIVE BALTIMORE 82

HEINEKEN	76
HENKEL	46
COCA-COLA	39
ADIDAS	39
UNILEVER	38

Where Did Our Customers Come From?



Live Baltimore served prospective residents from 46 states and Washington, DC in FY24.

Additional customers came from Canada, the Dominican Republic, Ghana, Guam, Romania, Sweden, and Puerto Rico.



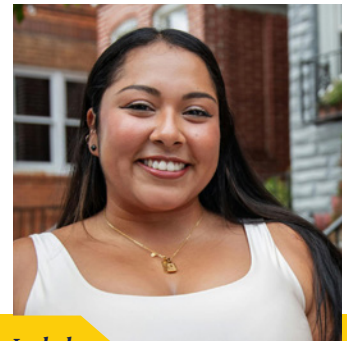
Rodrick



Kourtnee



Brian & Deandra



Isabel

Photography by Phylicia Ghee for Live Baltimore

“Baltimore City is just such a charming place. People are very friendly and approachable. Lots of community, in a way that I’ve never experienced it living anywhere else.”

– Live Baltimore Customer, **KOURTNEE TURNER**

Programs

TROLLEY TOUR

In October 2023, February 2024, and May 2024, three Trolley Tours enabled **1,552 participants** to discover Baltimore neighborhoods while receiving valuable homebuying advice. During the February and May events, we exceeded our long-established aim of hosting over 500 attendees per event, achieving a record high of 579 participants in February.



“In Baltimore, you have the water, great architecture, all kinds of eclectic activities every week. The food, the art tour...it’s really a great city and the affordability makes it possible for people to achieve the dream of owning a home.”

– Maria T.



“Baltimore is a place where community is still important.”

– Robert D.



“There’s so much we don’t know as first-time homebuyers and it was great to see there are so many resources out there for people in our position.”

– Rachel & Joshua F.



“Love the people—so many people passionate about the City and motivated to make it a better place. It is a place full of diverse perspectives.”

– Ann R.



Survey Results from Our FY24 Trolley Tours Showed:



OF PARTICIPANTS GAINED KNOWLEDGE OF CULTURAL AND COMMUNITY ASSETS IN BALTIMORE CITY



OF PARTICIPANTS GAINED HOMEBUYING KNOWLEDGE

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,**

26 applicants put contracts on homes in **24** distinct neighborhoods. **35%** were brand new to Baltimore City while **89%** were first time homebuyers.

Following
**JANUARY’S
TROLLEY TOUR,**

30 applicants put contracts on homes in **28** distinct neighborhoods. **33%** were brand new to Baltimore City while **90%** were first time homebuyers.

Following
**MAY’S
TROLLEY TOUR,**

31 applicants put contracts on homes in **28** distinct neighborhoods. **16%** were brand new to Baltimore City while **97%** were first time homebuyers.

VIBE & SHINE CAMPAIGN LAUNCH

In FY23, Live Baltimore initiated its first creative campaign since the pandemic. This involved choosing a new agency partner, producing fresh video content, and expanding our extensive photography library. Our campaign launched in FY24, integrating traditional, out-of-home, and digital media throughout Maryland, Washington, DC, and the wider Philadelphia and New York City metropolitan areas.

The campaign's messaging drew from years of research that identified Baltimore City's five distinct selling points and key message areas: affordability, uniqueness, convenience, community, and identity.



Campaign Results

12.7M

impressions from digital assets

967K

Website pageviews

155K

clicks to LiveBaltimore.com

1,927

website profiles created



View our City People video series that helped achieve over 1.4M impressions as part of the Vibe & Shine campaign.

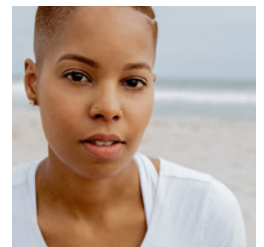
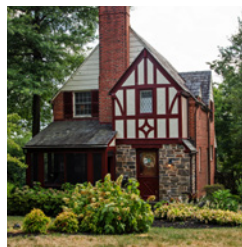
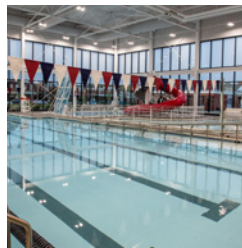
NEIGHBORHOOD PROMOTION

Final Fridays

For staff professional development and to familiarize ourselves with Baltimore City's many neighborhoods, Live Baltimore's "Final Fridays" series took us to a different neighborhood each month, guided by neighborhood associations, community groups, and others. Following each visit, our team showcased that neighborhood on our blog and in our e-newsletter, which reaches tens of thousands of our email subscribers.



Final Friday hosted by the Allendale Community Association



Neighborhood Photography

Live Baltimore's long-time local photographer, Phylicia Ghee, captured five neighborhoods: Cherry Hill, Ednor Gardens-Lakeside, Mount Vernon, Original Northwood, and Ten Hills. Images from these galleries immediately enhanced our website and social media pages and are featured throughout this report.

@phyliciaghee
phyliciaghee.com

OTHER ACTIVITIES IN FY24

State of the City Market

Over 150 industry professionals attended our second in-person “State of the City Market” event in January at Coppin State University to learn about residential real estate in the City.



The panelists for the event included: **Tim Regan**, President and CEO of Whiting-Turner Contracting Company (pictured left); **Kate Sylvester**, Deputy Administrator, Chief Program Delivery Officer of Maryland Transit Administration (pictured second from the right); and **Chad Williams**, Executive Director of West North Avenue Development Authority (pictured right).



I Heart City Karaoke

In February, Live Baltimore held a FUNdraiser, bringing together supporters and city enthusiasts to showcase their singing abilities. A panel of celebrity judges evaluated the performances and crowned “The Greatest Karaoke Singer in America.”



Celebrity judges included Baltimore City Comptroller, **Bill Henry**, WTMD Radio on-air talent, **Megan Byrd**, and a penguin from the Maryland Zoo in Baltimore



People buy homes in the city 'just because they like it,' survey finds

Abby Zimmardi

10/22/2023 5:30 a.m. EDT



In the News...

While contributing regularly to real estate industry news, Live Baltimore's staff brought attention to our research and reporting efforts.

Results from the City Homebuyer Survey conducted with Mileah Kromer of the Federal Hill Research Group received media attention in October, while results following January's State of the City Market event drew interest in Baltimore's most popular neighborhoods.

Live Baltimore's Growing Great!

Thanks to new funding from the City of Baltimore and the American Rescue Plan Act (ARPA), Live Baltimore added two full-time program managers to our team in FY24 to manage our Buy Back the Block program and our resident retention program.



THE BALTIMORE SUN



As inventory expands, here are some of Baltimore's most popular neighborhoods for homebuyers



Ten Hills, on the western edge of Baltimore, is a neighborhood identified by Live Baltimore as the fastest selling community where houses do not last long on the market. (Jerry Jackson/Staff)

Real Estate Industry Trainings

Over 130 real estate agents were educated in "Selling Baltimore City" through our accredited continuing education classes at the Greater Baltimore Board of Realtors.

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 more affordable home in their community.



In FY24, **1,150 unique eligibility quizzes** were submitted from **175 neighborhoods**. Seven grants totaling **\$80,000** were distributed, with six recipients receiving **\$10,000** toward the purchase of their homes and one recipient receiving **\$20,000** toward the purchase and renovation of their home.

Up to 180 grants will be made to renters in eligible areas through December 31, 2025.



Learn more about the Buy Back the Block program and see recipient testimonials at LiveBaltimore.com/bbb.

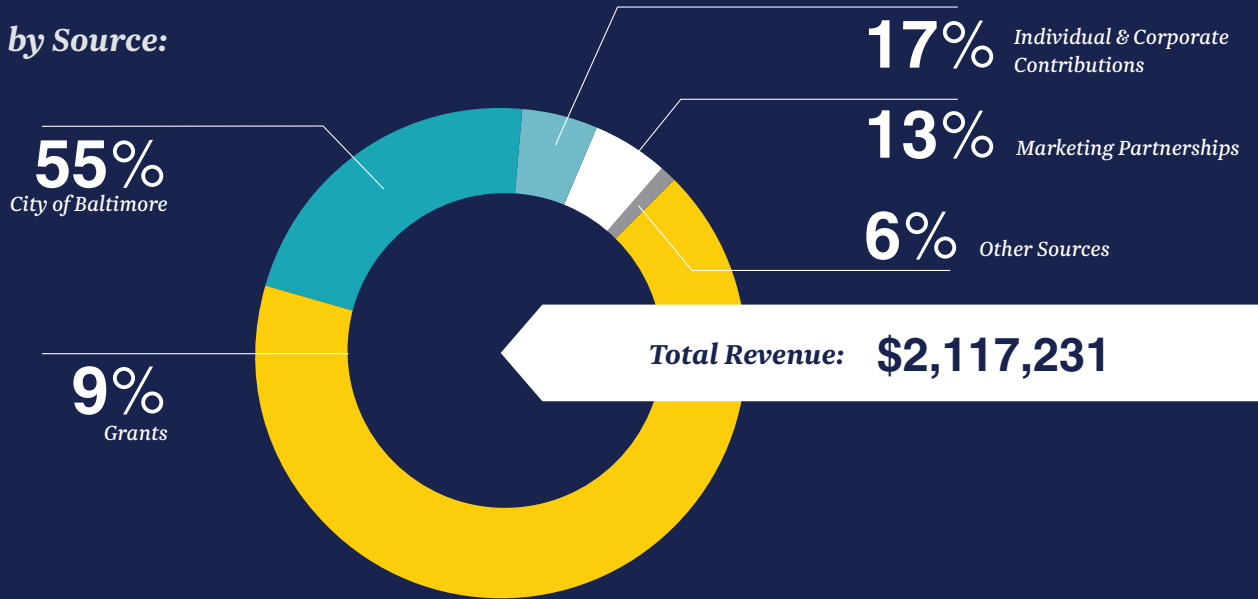


FY24 Operations

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.

Revenue by Source:



FISCALLY RESPONSIBLE

Live Baltimore continued its streak of perfect, unqualified audits for its 22nd consecutive year in 2024.



Birthday Bash 2023

Birthday Bash was bigger than ever in 2023! Our ninth annual event welcomed over 1,000 guests to the brand-new Rye Street Market building in Baltimore Peninsula. WBAL's Jason Newton and Mayor Brandon M. Scott helped to rally the crowd before the Shake & Bake Family Fun Skaters and the TSU Dance Crew got down on the dance floor for a truly one-of-a-kind Baltimore performance.



2023 RESULTS



- 14+ LOCAL BUSINESSES & PERFORMERS SUPPORTED
- OVER 1,000 ATTENDEES
- \$255K+ RAISED

SPONSORS **PRESENTING:** BGE & T. Rowe Price **PLATINUM:** Ballard Spahr; Baltimore Peninsula; CareFirst BlueCross BlueShield; M&T Bank; MCB Real Estate; University of Maryland, Baltimore; Venable LLP; Whiting-Turner **GOLD:** Greater Baltimore Board of Realtors; Johns Hopkins University & Medicine; University of Maryland Medical System **SILVER:** CFG Bank; CohnReznick; Continental Realty Corporation; Ernst & Young; Finest Flag Gaming; GRF CPAs & Advisors; Harbor East; Kaine Investments; Loyola University Maryland; P. Flanigan & Sons, Inc. **BRONZE:** Bozzuto; Brown Advisory; Enterprise Community Partners; Greater Baltimore Committee; Morris & Ritchie Associates, Inc.; Sandy Spring Bank; Transamerica; University of Baltimore, College of Public Affairs; Whiteford; Workshop Development **MEDIA & IN KIND:** 92Q Jams; Baltimore Business Journal; Baltimore Magazine; Sagamore Spirit; The Baltimore Banner; WBAL-TV 11; WTMD

Watch this recap!



IN MEMORY OF JOYCE LEVITON



Joyce Leviton passed away on July 19, 2023. She wished that contributions in her memory be made to Live Baltimore.

Joyce Leviton helped to found Live Baltimore in 1997. She served on Live Baltimore's Board of Directors for 12 years, from 1997 to 2008, and remained committed to the organization until the end. Joyce's ideas and vision continue to shape Live Baltimore's work today. In celebrating city life, we celebrate Joyce's love of Baltimore City and its neighborhoods.

Thank you to those who gave in her name.

Annie E. Casey Foundation
Zanvyl and Isabelle Krieger Fund, Inc.
Open Society Institute
Springwell Senior Living Community
The Aaron Straus and Lillie Straus
Foundation, Inc.

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Peggy Drake
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Anne Fulwiler
James & Shelley Gitomer
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Marsha Grayson
Nancy Haas
Amy Hasson

Michelle & Jeff Hettleman
Pamela Himmelrich
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Sylvia & Herb Horowitz
Dina Johns
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Mary Jo Kirschman
Betsy Krieger
Josh Lauren
Elizabeth Lebow
Claudia Leight
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Jillian Ludwig
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Lindley Weinberg
Deborah & Ed Weiner
Eliot Zulver & Sally Gold

Supporters

Thank you to the generous individual, foundation, and corporate donors who made our work possible in Fiscal Year 2024 (July 1, 2023 – June 30, 2024).

THE CITY OF BALTIMORE

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\$20,000 and Above

Baltimore Equitable Insurance Foundation
BGE
The Goldseker Foundation
Joseph & Harvey Meyerhoff Family Charitable Funds
The T. Rowe Price Foundation

\$10,000 - \$19,999

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UNDER \$1,000

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\$1,000-\$4,999

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\$250 - \$999

Barry Cronin
Aaron Fishbein
Darius Graham

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Rhonda Pringle
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In Honor of Joe and Tinker
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To purchase a State of Maryland Live Baltimore Specialty Plate, contact jfrench@livebaltimore.com.

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Community Data Analyst

Let's Keep Growing Together, Baltimore!

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.

Photography by Phylcia Ghee for Live Baltimore

