



TURNING A NEW PAGE

LIVE *Baltimore*
CITY LIVING STARTS HERE

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

Number of households¹

254,370↑

2021

254,707↑

2022

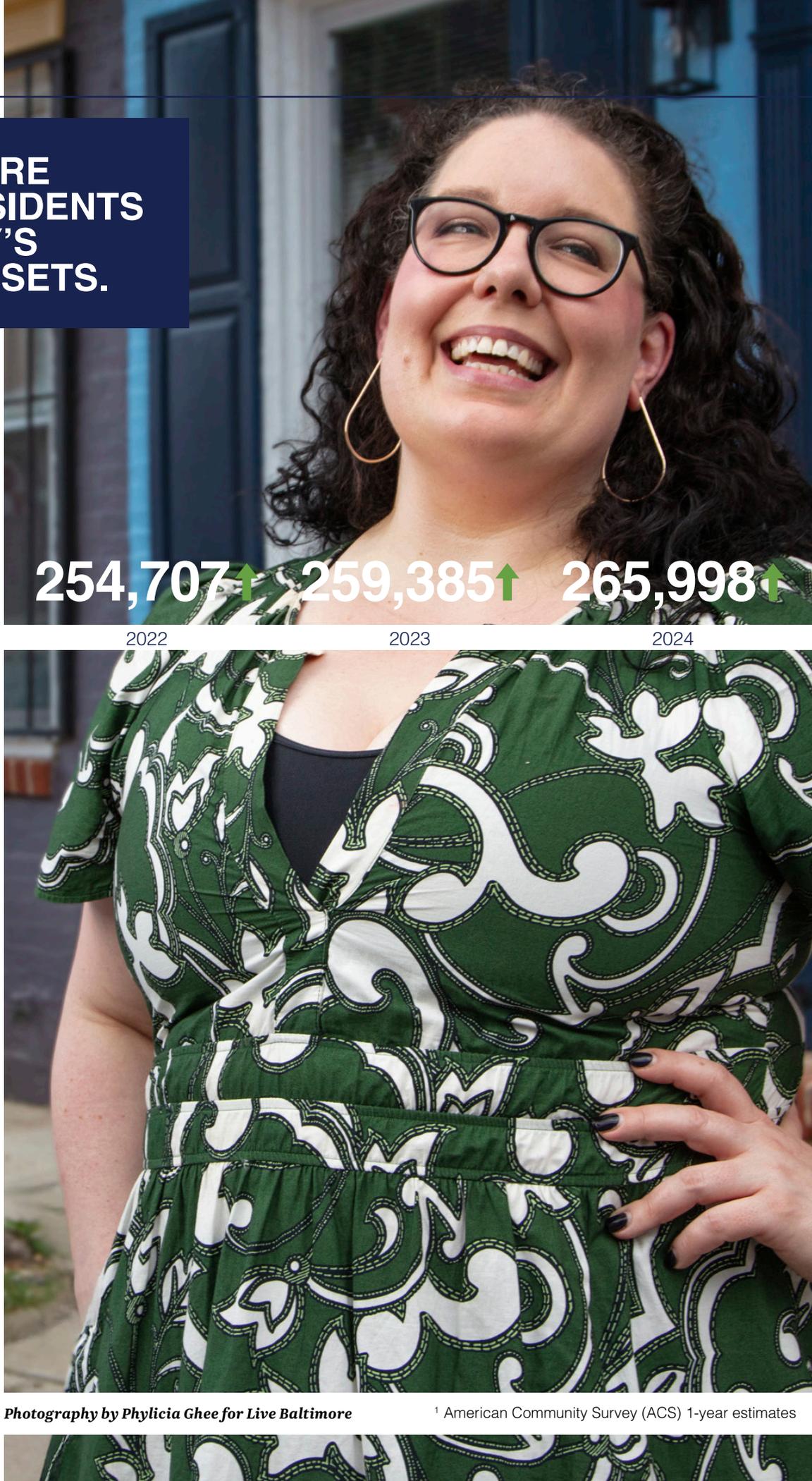
259,385↑

2023

265,998↑

2024

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.



GREETINGS FROM OUR BOARD & STAFF

Dear City Lover,

2025 has been a year of major transitions and meaningful wins for both Baltimore City and Live Baltimore. Building on nearly 30 years of passionate, dedicated service to our city, we welcomed new leadership to carry forward our mission of growing Baltimore.

And that hard work is coming to fruition. Between 2021 and 2024, the number of households has increased in Baltimore City year-over-year according to the American Community Survey (1-year). More households are calling our City home and Live Baltimore is helping them every step of the way.

This marks the turning of a new page for Baltimore in so many ways. City and state leaders are uniting to invest in historically disinvested neighborhoods. Agencies and organizations are working together to retain residents who want to own a piece of their city. Economic development is front and center, guided by data-driven strategies to develop without displacement. Live Baltimore is a key partner at the table in all of these efforts.

While we continue to promote Baltimore's neighborhoods as great places to live, Live Baltimore is equally focused on making the dream of homeownership accessible to current residents. Our Buy Back the Block pilot helped 117 Baltimore City residents become homeowners, with buyers ranging in age from 23 to 78 and representing 57 neighborhoods. We are thrilled that this proven retention strategy has been funded for FY26.

In the meantime, Live Baltimore continues to see strong participation numbers. Nearly 3,000 people attended one of our homebuyer education events in FY25. Our 10th annual Birthday Bash at Harborplace was our largest-ever fundraiser, and both our State of the City Market and Valentine's Day fundraisers continue to grow. Nearly half a million people turned to our website for information and resources.

As the City ushers in a new chapter, Live Baltimore is writing our own story for the future through a new five-year strategic plan in the works. We look forward to building on this year's progress and pursuing new, innovative ways to help Baltimore City grow and thrive.



Kate Williams
Board President



Meghan McCorkell
Executive Director



BALTIMORE CITY RESIDENTS' FY25 IMPACT BY THE NUMBERS:

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

\$669M

PROPERTY TAX REVENUE¹
(Residential)

Residents' spending
supports businesses and
sustains local jobs.

\$2.2B

IN HOME PURCHASES²

\$509M

INCOME TAX REVENUE¹

\$8.5B

LOCAL ECONOMIC IMPACT³

\$65M

TRANSFER & RECORDATION
TAX REVENUE¹
(Residential)

\$505M

LOCAL ECONOMIC IMPACT FROM
HOUSING CONSTRUCTION
& RENOVATION³

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



41,400

SUPPORTED JOBS³



**RESIDENTS OF BALTIMORE CITY
ARE THE VERY ESSENCE, VITALITY, AND SPIRIT
OF THE CITY. A GROWING POPULATION
WILL SUSTAIN A MORE EQUITABLE
AND THRIVING CITY FOR ALL.**

FY25 MARKETING STATISTICS

2.4M

Impressions were generated by our digital advertising campaigns

463,451

Visitors researched neighborhoods and other city living resources on LiveBaltimore.com

31,540

Subscribers received promotional content by email

Facebook Followers*

19,549



Instagram Followers*

19,429



X Followers*

14,461



TikTok Followers*

2,212



PROGRAM OUTCOMES

Event Attendance

2,793
FY21

1,859
FY22

2,214
FY23

2,760
FY24

2,760
FY25

Number of Customers Who Purchased Homes

1,380
FY21

1,787
FY22

1,628
FY23

1,094
FY24

1,280
FY25

Neighborhood Markets Impacted

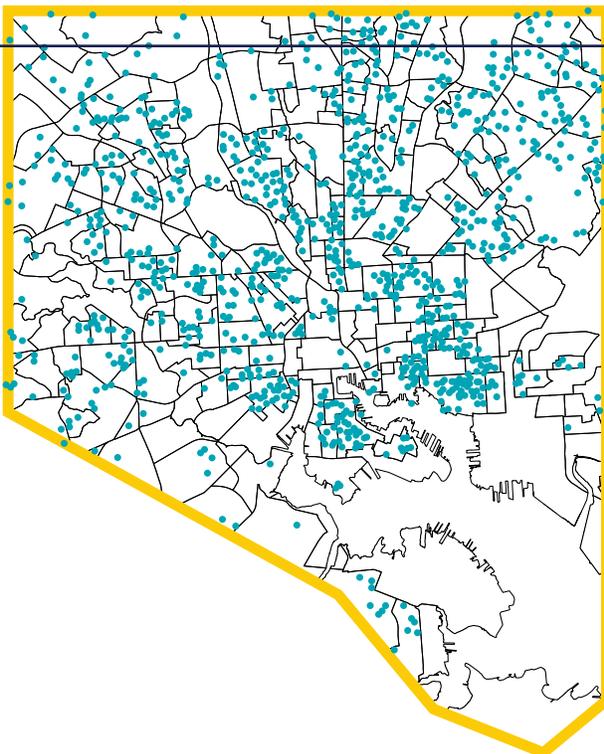
204
FY21

211
FY22

222
FY23

208
FY24

210
FY25



Customer Home Purchases

Each dot represents a customer's home purchase in FY25.

LIVE BALTIMORE'S CUSTOMERS' HOME PURCHASES ACCOUNTED

Influenced Home Purchases

FY25

\$355.3M

FY24

\$296.2M

FY23

\$395.1M

FY22

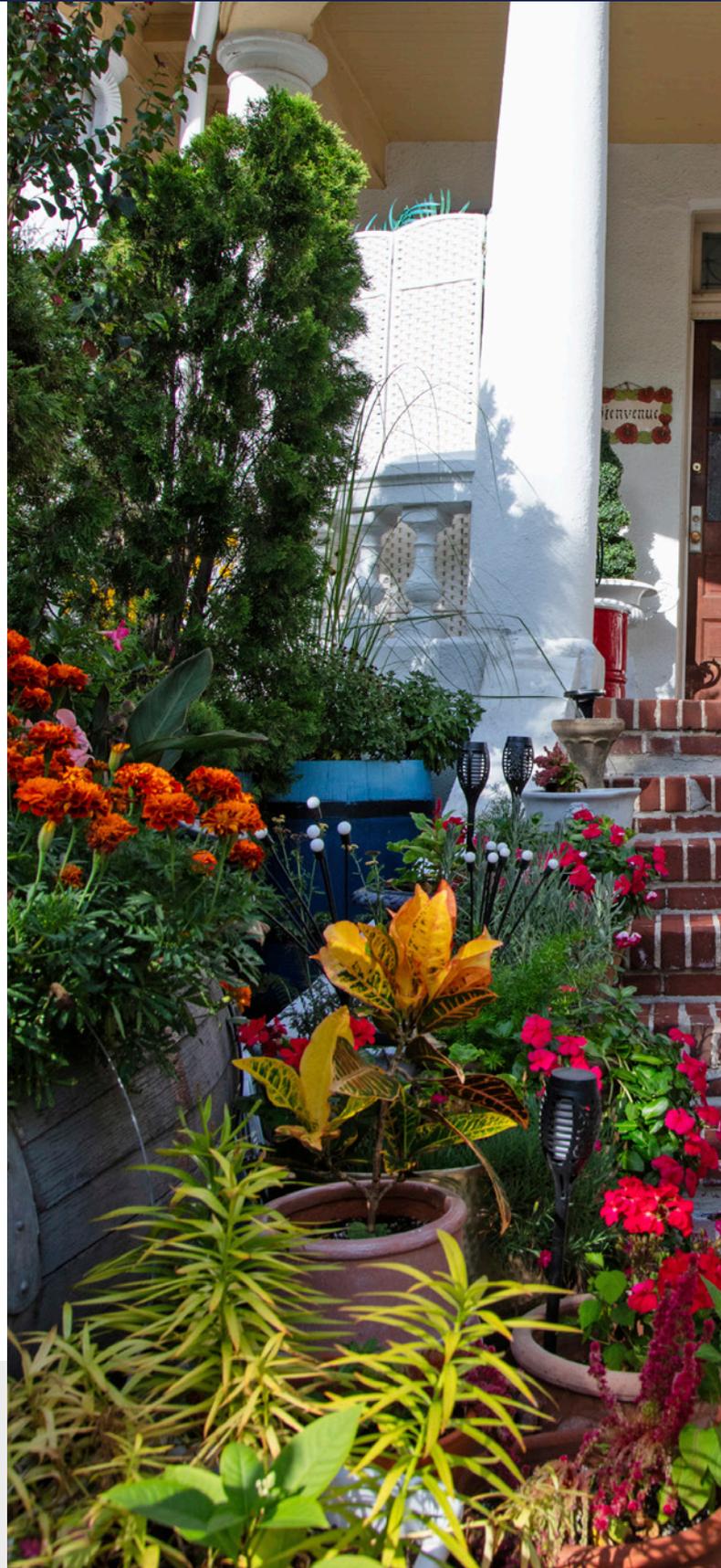
\$443.0M

FY21

\$324.7M

Five-Year Total

\$1.8B



FOR MORE THAN 17% OF THE CITY'S MARKET ACTIVITY IN FY25.



Single-Year Tax Revenue from Influenced Home Purchases*

FY25

\$15.2M

FY24

\$12.1M

FY23

\$17.7M

FY22

\$18.8M

FY21

\$14.0M

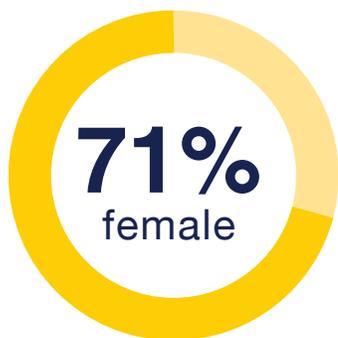
Five-Year Total

\$77.8M

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

FY25 CUSTOMER DEMOGRAPHICS

Gender



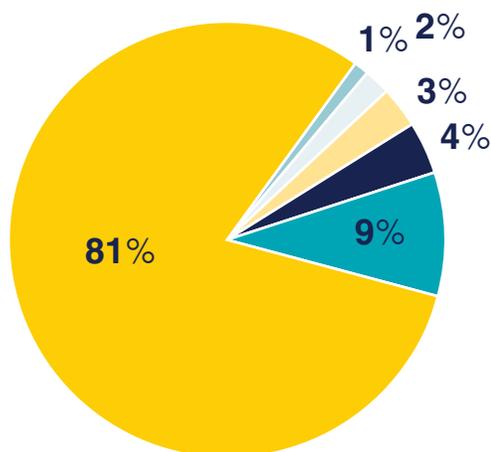
Age Range



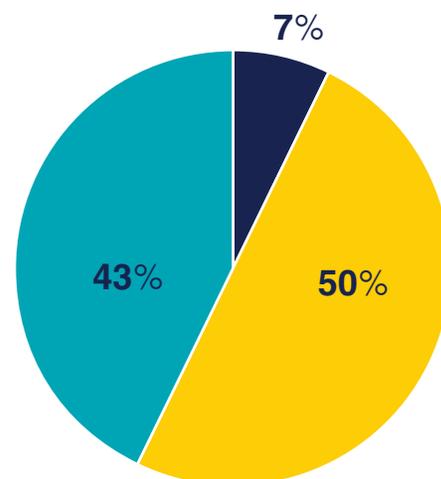
Marital Status



Race/Ethnicity



Household Income



NET PROMOTER SCORE

Live Baltimore's
FY25 CUSTOMER SATISFACTION RATING
surpasses some of the country's top rated brands.¹

T-MOBILE **82**

LIVE BALTIMORE 80

STARBUCKS **77**

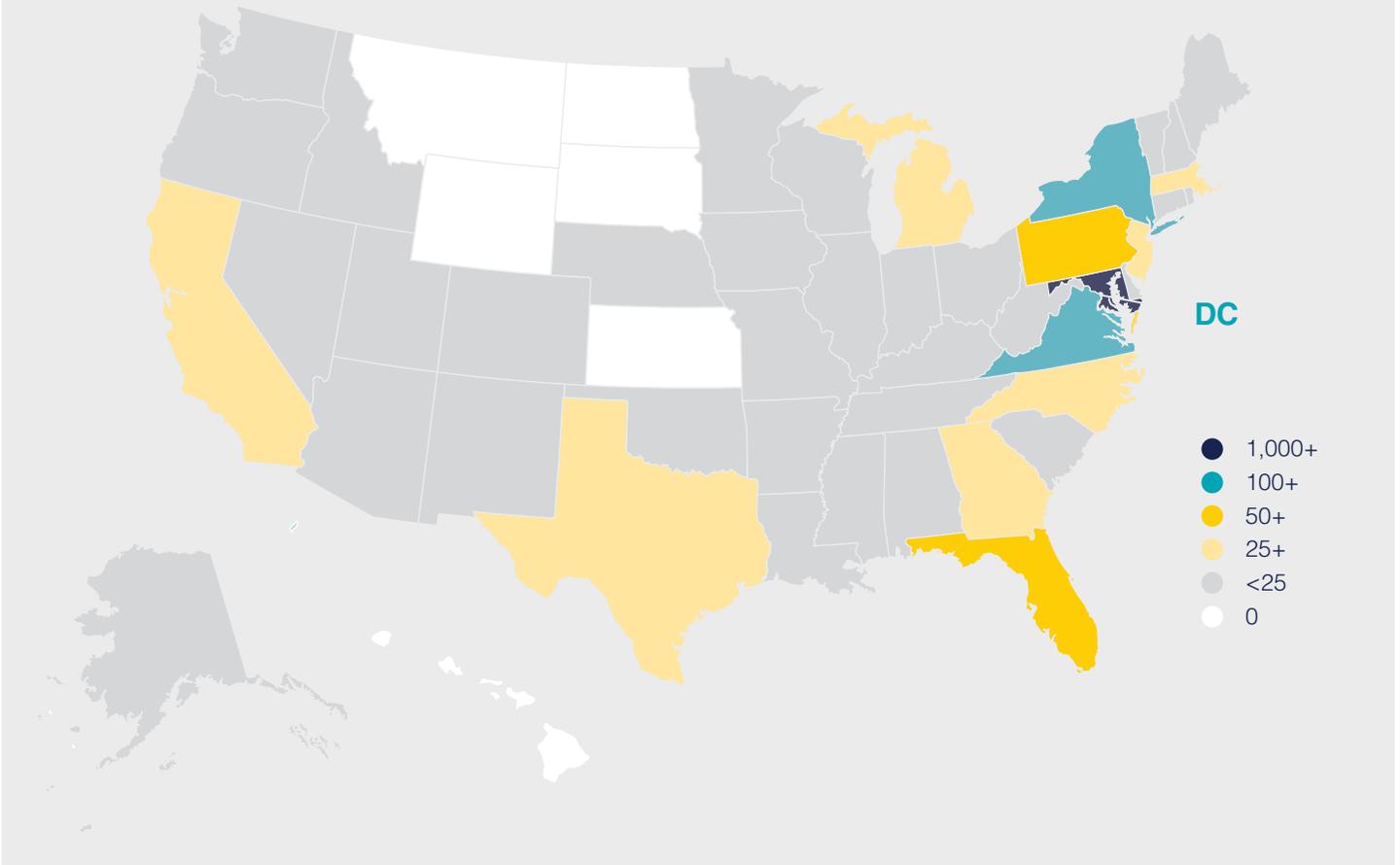
SOUTHWEST AIRLINES **71**

APPLE **61**

CHICK-FIL-A **58**

Where Did Our Customers Come From?

Live Baltimore served prospective residents from 44 states, and Washington, DC in FY25. Additional customers came from Canada, China, England, France, Germany, Lebanon, Nigeria, Puerto Rico, Scotland, and Senegal.



“There’s a good sense of community in Baltimore. It’s a city that’s not too small but it’s not too big at the same time. It makes you feel like you can establish your future here.”

– Live Baltimore Customer, Brittany C.

PROGRAMS



TROLLEY TOUR

In October 2024, February 2025, and May 2025, three Trolley Tours guided **1,570 participants** to explore Baltimore neighborhoods while gaining valuable homebuying advice. During the February and May events, we exceeded our goal of welcoming over 500 in-person attendees each time, with a record attendance of 577 at our winter event, the second-highest on record.

“Trolley Tour was a great experience to get to know the city. I would recommend it to any newcomer to Baltimore.”

– Laneesha L.



“I had the best time, and both the classes and tours were very insightful. I also learned about new neighborhoods.”

– Melinda D.

“Attending Trolley Tour was a super helpful experience. I thought I knew everything I needed to know, but I walked away with new information.”

– Kevin C.



TROLLEY TOURS ENCOURAGE HOMEOWNERSHIP BY OFFERING ACCESS TO THE CITY OF BALTIMORE’S “BUYING INTO BALTIMORE” DOWN PAYMENT ASSISTANCE PROGRAM. IN COLLABORATION WITH THE DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT, PARTICIPANTS AT EACH EVENT ARE ELIGIBLE TO APPLY FOR \$5,000 TO HELP WITH THEIR HOME PURCHASE.

Survey Results from Our FY25 Trolley Tours Showed:



of participants gained knowledge of cultural and community assets in Baltimore City



of participants gained homebuying knowledge



“Having lived in the county all my life, there are so many more benefits to being in the city. It is more affordable and the revitalization is amazing.”

– Ninette M.

Following **OCTOBER’S TROLLEY TOUR**,
24 applicants put contracts on homes in
22 distinct neighborhoods.
21% were brand new to Baltimore City while
87% were first-time homebuyers.

Following **FEBRUARY’S TROLLEY TOUR**,
23 applicants put contracts on homes in
19 distinct neighborhoods.
17% were brand new to Baltimore City while
91% were first-time homebuyers.

Following **MAY’S TROLLEY TOUR**,
28 applicants put contracts on homes in
23 distinct neighborhoods.
15% were brand new to Baltimore City while
85% were first-time homebuyers.

BUY BACK THE BLOCK

The Buy Back the Block down payment assistance grant program, operated by Live Baltimore from March 2023 to July 2025, was designed to spark resident retention and foster long-term neighborhood stability. During this period, the program awarded 117 grants totaling \$1.59 million, fueling \$23.9 million in home sales across 57 neighborhoods and generating an estimated \$1.08 million in single-year City tax revenue—clear evidence of its substantial economic impact.

Most awardees were Black, single women (58%), with over half (53%) aged 25-44, and nearly half (46%) had annual household incomes between \$36,500 and \$60,849.

Most program activity and grants occurred in FY25 after improvements made the program more effective and accessible. In October 2024, eligibility expanded from 15 to over 120 neighborhoods (pictured right), and an income cap (120% AMI) was added. In February 2025, proof-of-residency rules were relaxed to include informal living situations, and in March 2025, the purchase grant amount was increased.

The success of the pilot program has led the City to commit additional funding to keep the program running.

Buy Back the Block Pilot
March 2023 - July 2025

IMPACT

117 Grants

\$1.59M
Awarded

\$23.9M
Influenced Sales

\$1.08M
Single Year Property Tax Revenue



The Buy Back the Block pilot was made possible with the support of the Mayor's Office of Recovery Programs.



American Rescue Plan Act (ARPA) Financials

ARPA Funds Received

FY23: **\$1,533,942.50**

FY25: **\$500,000.00**

Total Received: **\$2,033,942.50**

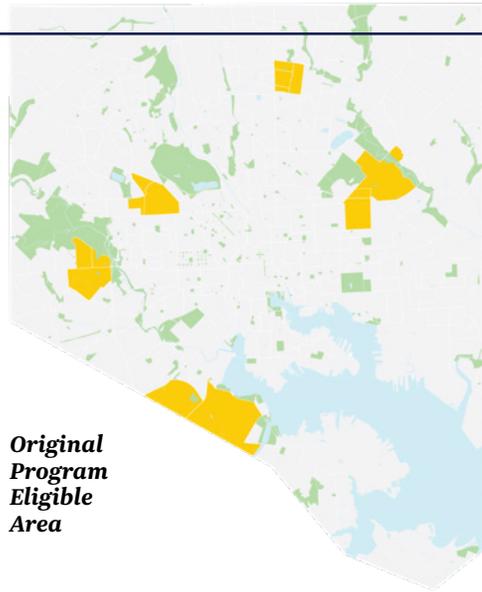
78% of this funding was directly awarded to homebuyers.

Homebuyer Grants Distributed

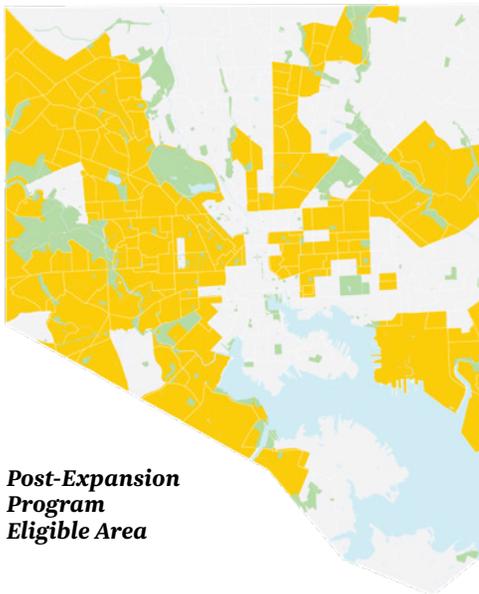
FY25: **\$1,395,000.00**

FY26: **\$195,000.00**

Total Distributed: **\$1,590,000.00**



Original Program Eligible Area



Post-Expansion Program Eligible Area



Awardees' Home Purchases

■ Baltimore City Neighborhoods
■ Home Purchases

Buy Back the Block in the News



THE BALTIMORE SUN Local News | FOX45: 'Buy Back the Block' program helps over...

LOCAL NEWS

FOX45: 'Buy Back the Block' program helps over 60 residents become homeowners, Mayor Scott says

By ALEXA DIKOS | FOX45 News
 UPDATED: April 26, 2025 at 3:33 PM EDT

On Friday, Mayor Brandon Scott announced that the "Buy Back the Block" program has distributed over \$750,000, making homeownership a reality for more than 60 Baltimore residents.

The program, funded through the Mayor's Office of Recovery Programs with American Rescue Plan funding, aims to make living in Baltimore more affordable.

Live Baltimore Executive Director Meghan McCorkell expressed pride in the program's impact.

"It has taken a great deal of dedication and commitment to make Block a truly beneficial program for Baltimore residents," she said in a release. "While we're proud of the milestone number, we know it signifies lives that have been changed by this program. Our entire team is proud of the work and its impact on our community."

Local News | Live | Shows | CBS NEWS

More than \$75,000 awarded to first-time homebuyers in Baltimore City through grant program

By Jenny Renna
 Updated on April 25, 2025, 7:20 PM EDT / CBS Baltimore

More than \$75,000 awarded to first-time homebuyers in Baltimore City through Buy Back the Block program

On Friday, Baltimore City hit the \$750,000 mark in distributing dozens of grants to first-time home buyers.

THE BALTIMORE BANNER

HOUSING

Hey, Baltimore renters: You could get up to \$20,000 to buy a home

Hallie Miller
 10/30/2024 9:32 p.m. EDT

Mondawmin is one of 120 neighborhoods where buyers can use an expanded Live Baltimore grant program to help pay for a home. (Eric Thompson for The Baltimore Banner)

City nonprofit Live Baltimore is offering money for homes in more than 120 neighborhoods

Baltimore renters who have lived in the city for at least a year in one of more than 120 neighborhoods can access a grant up to \$20,000 to purchase a home in any of those same neighborhoods, thanks to an expanded program from Live Baltimore.

The city's marketing arm, which operates as a

VIBE & SHINE CAMPAIGN

In the Spring of FY25, Live Baltimore launched its second year of the Vibe & Shine Campaign, integrating traditional, out-of-home, and digital media throughout Maryland, Washington, DC, and the wider Philadelphia metropolitan area.

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.



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

NEIGHBORHOOD PROMOTION

Love Where We Live

For staff professional development and to familiarize ourselves with Baltimore City's many neighborhoods, Live Baltimore's "Love Where We Live" 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.



Neighborhood Photography

Live Baltimore's experienced local photographer, Phylicia Ghee, documented five neighborhoods: Allendale, Baltimore Peninsula, Charles North, Frankford, and Reservoir Hill. The photos from these collections immediately enhanced our website and social media profiles and are showcased throughout this report.

📷 @phyliciaghee
 🌐 phyliciaghee.com

Campaign Results

1.01M

Website pageviews

24.7K

clicks to LiveBaltimore.com

5,556

hours watched of our City People videos

OTHER ACTIVITIES IN FY25

STATE OF THE CITY MARKET

Over 190 industry professionals attended Live Baltimore's third in-person "State of the City Market" event in January at the Reginald F. Lewis Museum to learn about residential real estate in the City. Our team provided key takeaways, trends, and highlights from the City's 2024 residential housing market and led a panel discussion about Baltimore City's vacant property reduction strategy.



The panelists and Live Baltimore staff, pictured from left to right: Julie French, Director of Operations; Dean Harrison, President and CEO of Harrison Development; Victor Akinagbe, Director of Rebirth Development; Meghan McCorkell, Executive Director; Alice Kennedy, Housing Commissioner of Baltimore City; and Jordan Klumpp, Partnership Manager.

I HEART CITY BINGO

In February, Live Baltimore held its yearly fundraiser, bringing together supporters and city lovers to showcase their bingo skills at R. House in Remington. Winners received a variety of Live Baltimore merchandise, and all proceeds supported the organization's mission. The top prize was the "The Greatest Bingo Player in America" trophy.





REAL ESTATE INDUSTRY TRAININGS

Over 120 real estate agents were educated in “Selling Baltimore City” through our accredited continuing education classes at the Greater Baltimore Board of Realtors.

BIENNIAL HOMEBUYER SURVEY

Over 13,000 homebuyers in Baltimore during 2023-2024 were invited to participate in the third wave of our citywide survey, which investigates consumers’ neighborhood and housing preferences.

The report showed that affordability was the primary motivation, with 73% of buyers considering it a crucial factor when selecting neighborhoods. Additionally, it highlighted an emerging trend of out-of-state buyers, increasing from 9% in 2021 to 16% in 2025, mainly from Virginia, Washington D.C., Texas, and New York.



Read the results of our 2025 Baltimore City Homebuyer Survey.

CELEBRATING GROWTH IN BALTIMORE CITY!

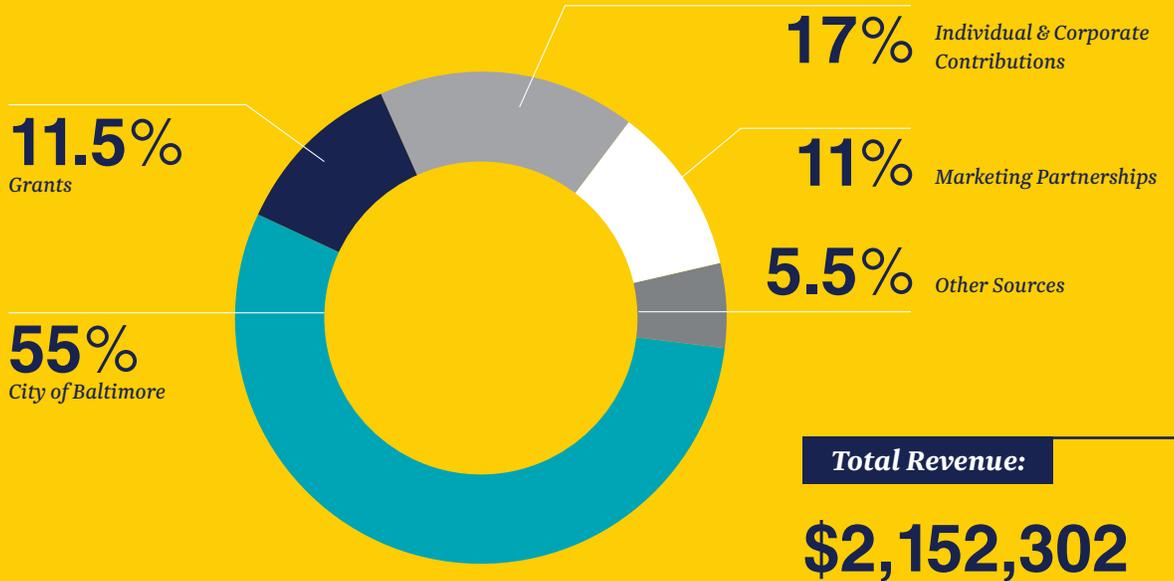


As Live Baltimore works to grow our City, we have reason to celebrate. Between 2021 and 2024 the Census Bureau’s American Community Survey (1-year) estimates a year-over-year increase in the number of households in Baltimore City. We want to keep that momentum going as Live Baltimore continues to support healthy housing markets. This work is crucial to our City’s success.

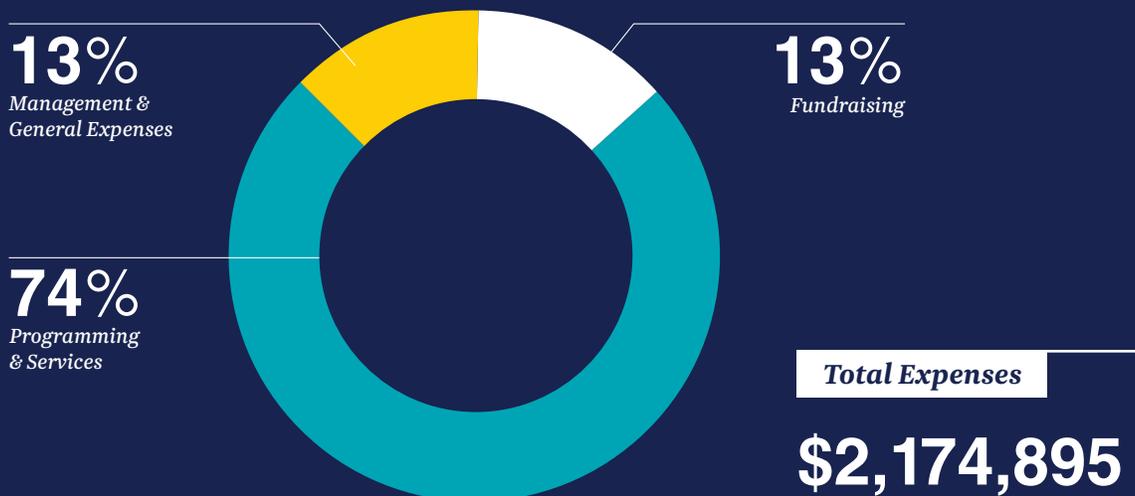
FY25 OPERATIONS

Live Baltimore is an independent nonprofit organization and not a government agency. Although the City of Baltimore provides part of our funding, we do not have a dedicated revenue source that guarantees our ongoing operations. Live Baltimore must apply for foundation grants, secure marketing partners, and seek contributions from like-minded individuals and corporations to support our essential work. The following reflects audited financial statements.

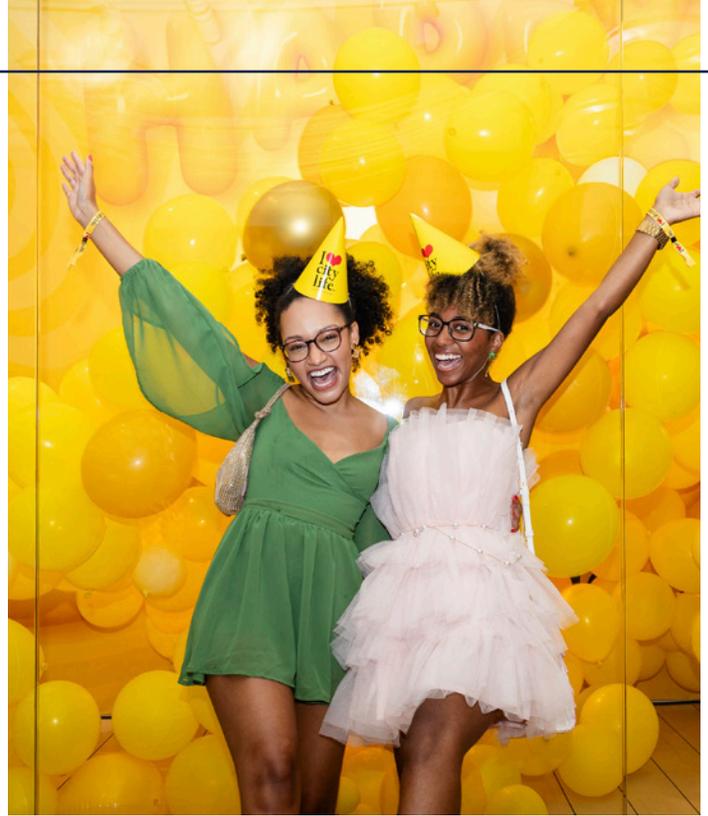
Revenue by Source:



FISCALLY RESPONSIBLE
LIVE BALTIMORE CONTINUED ITS STREAK OF PERFECT,
UNQUALIFIED AUDITS FOR ITS 23RD CONSECUTIVE YEAR IN 2025.



BIRTHDAY BASH 2024



We gathered over 1,500 people at our tenth annual Birthday Bash, located at Harborplace—the heart of our city! To ensure everyone had an opportunity to celebrate the City's 295th birthday, Live Baltimore and Waterfront Partnership added a public celebration to our ticketed fundraiser event. WBAL's Deborah Weiner, CareFirst's Brian Pieninck, and Mayor Brandon M. Scott helped to rally the crowd before the Dancers of Baltimore's Ballroom Scene brought the energy for a truly one-of-a-kind Baltimore performance. The Baltimore Symphony Orchestra, featuring Wordsmith, topped off our performances as we welcomed Bike Party to the scene.



Thank you to our title sponsors:



2024 Results

15+ LOCAL BUSINESSES
& PERFORMERS SUPPORTED

OVER 1,500 ATTENDEES

\$345K+ RAISED

Sponsors

TITLE: BGE & CareFirst BlueCross BlueShield **PRESENTING:** MCB Real Estate; T. Rowe Price **PLATINUM:** Johns Hopkins University & Medicine; M&T Bank; University of Maryland, Baltimore; Whiting-Turner **GOLD:** CFG Bank; Cross Street Partners; Greater Baltimore Board of Realtors; GRF CPAs & Advisors; Kaine Investments; P. Flanigan & Sons, Inc.; Patricia and Mark Joseph, The Shelter Foundation; University of Maryland Medical System; Venable LLP **SILVER:** Ballard Spahr; Baltimore Peninsula Partnership; CohnReznick; Continental Realty Corporation; Ernst & Young; Harbor East; Loyola University Maryland; McHenry Row; Morris & Ritchie Associates, Inc. **BRONZE:** Baltimore National Heritage Area; Home Starter; K. Hovnanian Mid-Atlantic Division, LLC; Mercy Medical Center; Rosenberg Martin Greenberg LLP; Transamerica; University of Baltimore, College of Public Affairs; Whiteford; Workshop Development **MEDIA & IN KIND:** Sagamore Spirit; Waterfront Partnership of Baltimore; Premium Parking; The Baltimore Banner; Baltimore Business Journal; 98 Rock; WBAL News Radio; WBAL-TV 11; 92Q Jams; WTMD



Watch this recap!

SUPPORTERS

Thank you to the generous individuals, foundations, and businesses that made contributions during Fiscal Year 2025 (July 1, 2024 – June 30, 2025).

THE CITY OF BALTIMORE

CORPORATE & FOUNDATION SUPPORTERS

\$20,000 and Above

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

\$10,000 - \$19,999

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Greater Baltimore Board of Realtors
Johns Hopkins University & Medicine
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MCB Real Estate
P. Flanigan & Sons, Inc.
Transamerica
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\$5,000 - \$9,999

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\$1,000 - \$4,999

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Whiteford
Workshop Development

Under \$1,000

Ads Intelligence
Bell Urban
Constellation Foundation
Holmes Glorioso Home Group
Rebirth Development LLC

INDIVIDUAL SUPPORTERS

\$1,000 and Above

Richard Abell
John and Carolyn Boitnott
Ned Filipovitz
Ben Hyman
Jon Kucskar
& Emily Levenson
Jonathan Maakestad
Jennifer McCahill
Jennifer Mielke
Aaron Moore
D. W. Wells Obrecht
Karl Popp
Taylor McKinney Stewart
Kate Williams
& Chris Maguire

\$250 - \$999

Alan Bell
Barry Cronin
Aaron Fishbein
John Folkemer
Elizabeth Hafey
Lisa and Mark Kaufman
Elizabeth Koontz
Erin Murphy
Betsy Nelson
Sharon & Bill Reuter
Toni St. John
Eric Stephenson

Under \$250

In memory of Joyce Leviton
To all the City Kids
Leah Borell
Adrienne Braxton
Natalya Brusilovsky
John Carroll Byrnes
Margarita Cambest
Gabriel Carter
Jon Castillo
Lee Conrad
Zoe Cumberland
Barbara Dent
Jemima Drake
James Fantz
Andrew Frank
Helen & Barry French
Margaret Harley
& Michael Denz
Deborah Haynie
Earl Hazel
Carla Hinson
Kelsey Hurson
Carol Hylton
Theodore Iwashyna
Jim Karukas
Nadia Khorsand
Caroline Lampinen
Ginny Lawhorn
Rory Linerud
Christopher Macon
Dayna Mason
Jolie Matthews
Elizabeth Mayr
Joseph McNeely
Brian Megali
Danielle Meister
Natasha Mills
Marianne Navarro
Vivian Nelson
Howard Orton
The Owens Family
Ceatrice Pankey
Maria Pecora
Amy Polefrone
Shane Prada in honor of
Neekta Khorsand
Patti Provance
Destiny-Simone Ramjohn
Alicia Richardson
Angie Schaffer
Alison Schuch
Joshua Scroggins
The Senna Craft Household
Tiffany Sims
William Slade
Juan Smith
Emily Somach
Tisha St Clair
Joy Sushinsky

Crystal Sykes
Mark Talcott
Isadore Talon
Molly Timko
Daniel Todd
Hillary Walsh
John Walther
Melody Warner
Margaret Webb
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Kimberly Wiggins
Dylan Williams
Caleb Wolf
Rachel Wootten
Ethan Yukna

License Plate Supporters

Kelly Animashaun
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To purchase a State of Maryland
Live Baltimore Specialty Plate, visit
LiveBaltimore.com/support.

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Ameris Bank Mortgage
Atlantic Union Bank
CMG Mortgage Inc.
First Home Mortgage
Corporation
First National Bank
Fulton Mortgage Company
Healthy Neighborhoods, Inc.
Highlands Residential
Mortgage
MECU Credit Union
Meridian Bank
Neighborhood Housing
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PrimeLending
Shore United Bank
TD Bank
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Housing Developers

Habitat for Humanity
of the Chesapeake, Inc.
Henderson Crossing, LLC
Rebirth Development
ReBUILD Metro, Inc.

Real Estate Brokerages & Teams

Blue Casa LLC
Brick and Quill Realty LLC
Cummings & Co. Realtors
Frank Oliver & Company
Garner & Co
Next Step Realty, LLC
Realty One Group Universal
The Rashid Group
The Real Estate Store of MD

Other Businesses

Homecheck Inspection
Services, Inc.

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LA Benn
Kelli Bigelow
Vernise Bolden
Jehri Boseman
Jalisa Breckenridge
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Joyce Burriss
Tonette Campbell
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Carol Davis
Darnell Davis
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Kelsey McCoskey	Emily Trageser
Carly McGee	Nicole Wallace
Caroline Meredith	Kari Walling
Rochelle Mitchell	Dawn Walston
Lisa Moore	Brittany Williams
Daniel Morris	Steve Williams
Jasmin Mosby	Sharvon Woodard
Mark Moyer	
Ashely Osineme	
Sharron Owens	
Amanda Paris	
Jamie Parrish	
Diana Pham	
Christina Ramsey	
Naomi Reetz	

LET'S WATCH 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 to an audience of more than 1,000 Baltimore City residents and supporters who attend the Bash.

