

MEETING THE MOMENT



MISSION

Live Baltimore's mission is to attract and retain Baltimore City residents.

VISION

We envision Baltimore as a growing and vibrant city with a diverse population.

VALUES

Love Baltimore. We love Baltimore to our cores.

Stay Positive. We celebrate our wins big and small.

Be Helpful. We model humility and service.

Get Results. We are nothing if not effective.

Collaborate. We accomplish more together.

EQUITY STATEMENT

The experience of becoming and staying a Baltimore City resident should be open to everyone. Equity is how we work. It shows up in who we serve, how we listen, and whose stories we tell. It means we stay positive and honest about barriers. It means we are helpful to the people who have historically been overlooked, not just those who are easiest to reach.

Table of Contents

LETTER FROM THE EXECUTIVE DIRECTOR	3
STRATEGIC PRIORITIES	
<i>Role in the Ecosystem</i>	4
<i>Project Scope Expansion</i>	5
<i>Infrastructure and Capacity</i>	6
<i>Sustainable Funding Model</i>	8
<i>Marketing and Brand Identity</i>	9
ACKNOWLEDGEMENTS	10



LETTER FROM THE EXECUTIVE DIRECTOR

Nearly three decades ago, a group of concerned neighbors and business leaders came together with a shared conviction: Baltimore City is an extraordinary place to live, and more people deserve to know it. In 1997, they founded the Live Baltimore Marketing Center to promote the City and strengthen pride in urban living. A year later, the first Trolley Tour rolled through Baltimore’s neighborhoods. In 1999, the beloved “I Heart City Life” campaign began, and in 2001, Live Baltimore officially became a nonprofit.

Today, what began as a grassroots effort has grown into an organization that’s impacted the lives of thousands of people who call Baltimore City home. After decades of population decline, Baltimore is gaining new momentum, with Census data showing household numbers steadily rising. Baltimore’s renaissance is underway, with state and city leaders joining with philanthropic and public-sector partners to invest in historically disinvested communities to eliminate vacant housing.

Alongside residents, community organizations, public agencies, employers, and institutions, we are working to advance a shared vision of a city where every resident has access to safe, stable housing and a thriving, vibrant neighborhood.

This is a transformative time in our City, and this strategic plan will help Live Baltimore meet the moment.

In 2026, Live Baltimore staff and a Board Strategic Planning Steering Committee worked with consultants to gather feedback from hundreds of stakeholders, including City leaders, business and institutional partners, funders, community organizations, and customers. Through this collaborative process, five strategic priorities emerged:

ROLE IN ECOSYSTEM

PROGRAM SCOPE EXPANSION

INFRASTRUCTURE AND CAPACITY

SUSTAINABLE FUNDING MODEL

MARKETING & BRAND IDENTITY

Equity remains at the heart of our work. Baltimore’s neighborhoods have been shaped by generations of systemic disinvestment, redlining, and unequal access to opportunity. Advancing equity requires intentional action to foster inclusive neighborhood growth, reduce barriers to homeownership, and support long-term residents while welcoming new ones.

Baltimore is a city defined by extraordinary grit, resilience, and possibility. It’s greatest strength is its people. Live Baltimore is steadfast in its commitment to building a city where every resident can put down roots, prosper, and proudly call Baltimore City home.



Meghan McCorkell



Strategic Priority

ROLE IN THE ECOSYSTEM

GOAL

To be the authority for Baltimore City living.

OBJECTIVES

Position Live Baltimore as a primary influencer, connector, and one stop shop for prospective and existing Baltimore residents.

Actively inform City and State investment decisions by improving the data systems needed to collect, analyze, and communicate population growth and housing market data while maintaining a non-partisan position.

Advance city growth, resident retention, community development, and the work of the vacants initiative through strategic public, civic, and institutional partnerships.

Enhance Live Baltimore's position as Baltimore City's leading homebuyer resource by expanding program reach and guiding more residents through every step of the homebuying process.





Strategic Priority

PROGRAM SCOPE EXPANSION

GOAL

Expand programming and resources to meet customers at all phases of residential housing decisions.

OBJECTIVES

Identify unreached customer base including renters and homeowners not yet served by Live Baltimore.

Align programs to effectively address unreached customers' renter and homeownership priorities.

Deliver and maintain core programs that have established Live Baltimore as a trusted resource for existing and potential residents in Baltimore City.

Broaden Live Baltimore's reach to Baltimore's growing Latino community by delivering culturally responsive, Spanish-language resources and support.

Retain residents by fostering civic connections, community relationships, and a sense of belonging that makes Baltimore a place people choose to stay.

GOAL

Further develop Live Baltimore's incentive programs.

OBJECTIVES

Close the gap between incentive program demand and administrative capacity to deliver programs reliably at scale.

Extend the reach of Live Baltimore's existing program models to engage additional homebuyers.





Strategic Priority

INFRASTRUCTURE AND CAPACITY

GOAL

Align operational and technology infrastructure with organizational capacity goals.

OBJECTIVES

Increase investment in the operational and technological infrastructure that enables Live Baltimore to perform with excellence and continue developing into a data-driven, high-performing organization.

Modernize Live Baltimore's internal operations by streamlining financial practices, integrating systems across the organization, and establishing clear SOPs that protect institutional knowledge and ensure continuity.

Grow staff capacity to leverage the most advanced technology through ongoing training and skill development that keeps Live Baltimore current and competitive.

GOAL

Clarify Live Baltimore's board governance and fiduciary role to reflect evolving capacity and ambitions.

OBJECTIVE

Increase board outcomes by establishing clear expectations for recruitment and member engagement in advocating for Live Baltimore's mission and strategic direction.





Strategic Priority

SUSTAINABLE FUNDING MODEL

GOAL

Diversify and grow Live Baltimore’s revenue base by identifying new funding opportunities and strengthening existing revenue streams to ensure long-term financial sustainability.

OBJECTIVES

Initiate a comprehensive resource development strategy.

Pursue State and Federal funding opportunities.

Equip board members with clear expectations, training, and tools that build confidence and capacity to advance development goals with 100% board participation.

Grow the operating reserve by making consistent annual contributions and execute the investment committee’s strategy to build long-term stability.



Strategic Priority

MARKETING AND BRAND IDENTITY

GOAL

Deepen the impact of existing marketing programs.

OBJECTIVES

Advance Live Baltimore’s reach and drive measurable mission-related results by intentionally committing to data-driven marketing.

Scale reach of current marketing efforts to ensure inclusivity.

Amplify a robust storytelling and testimonials program that centers resident voices and real experiences as Live Baltimore’s most powerful marketing asset.

GOAL

Position Live Baltimore as the steward of Baltimore City pride.

OBJECTIVES

Broaden strategic partnerships with aligned organizations who also market Baltimore.

Elevate Live Baltimore’s brand through a proactive earned media strategy that increases visibility, shapes public narrative, and positions Live Baltimore as Baltimore City’s authoritative voice on residential growth.

ACKNOWLEDGEMENTS

This Strategic Plan was a collaborative effort made possible by Live Baltimore's staff, board, and partners. We are grateful to everyone who put in the time and energy helping set the trajectory for the next five years.

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*This strategic plan sets a course for Live Baltimore's success through 2031.
To partner in our efforts, contact Meghan McCorkell, Executive Director, at meghan@livebaltimore.com.*

LIVE Baltimore
CITY LIVING STARTS HERE

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