

Baltimore Main Streets



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The Baltimore Development Corporation, through the Division of Commercial Revitalization and Baltimore Main Streets, is committed to assisting small businesses in targeted commercial revitalization beyond downtown.

Who Are We?

- Central coordinating agency for Baltimore's 10 Main Street neighborhoods;
- Initiative of the Mayor's Office;
- Baltimore Development Corporation;
- Second largest urban program;
- Four full-time staff; and
- Only Main Street program in the country to have coordinated citywide promotions.



The Red Canoe – Lauraville

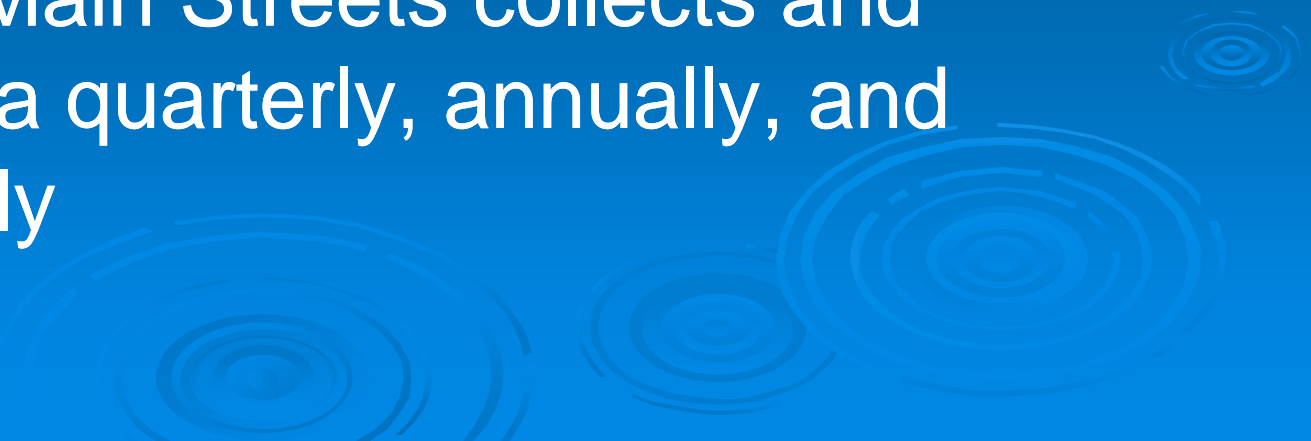
10 Baltimore Main Street Neighborhoods

- Belair-Edison
- Brooklyn
- East Monument Street
- Federal Hill
- Fell's Point
- Hamilton-Lauraville
- Highlandtown
- Pennsylvania Avenue
- Pigtown
- Waverly



The Pigtown Pig

Baltimore Main Streets Impact

- Gaps in Main Street data nationally
 - Baltimore taking a leading role
 - Baltimore neighborhoods submit quarterly data
 - Condition of receiving funding
 - Baltimore Main Streets collects and reports data quarterly, annually, and cumulatively
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What Kind of Data?

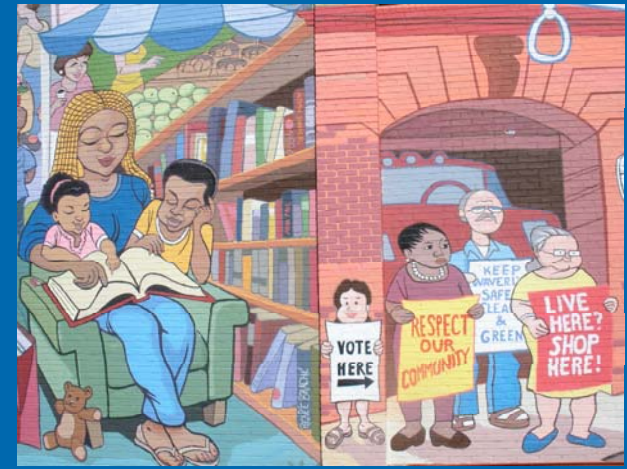
- Net number of jobs created FT and PT
- Net number of new businesses opened
- Number of businesses closed and reason for closure
- Commercial façade renovations, rehabilitations, and new construction
- Type of business – MBE/WBE
- Amounts of capital and/or private investment



Shopping in Federal Hill

What Kind of Data?

- Number of volunteers
- Number of new volunteers
- Volunteer hours
- Total value of volunteer service
- Fundraising – what was asked for, what was received, and the purpose of the donation



Waverly Mural


Baltimore Main Streets' Results 2000 – 2010

➤ Net new businesses	457
➤ Net new full-time jobs	1,184
➤ Net new part-time jobs	722
➤ Number of facades	584
➤ Total minority and/or women-owned certified business façade completed (Tracked since 01/2007)	132
➤ Amount of private investment	\$8,589,989.35
➤ Amount of public investment	\$1,946,943.90
➤ Private to Public investment ratio	\$4.41:\$1.00

More Results

- Total volunteer hours 96,026
(Tracked since 01/2006)
- Total number of volunteers 8,184
(Tracked since 01/2006)
- Total number of new volunteers 661
(Tracked since 04/2009)
- Total value of volunteer service \$1,825,745.75
(Tracked since 01/2006)
- Total funds raised by neighborhoods \$3,729,842.10
(Tracked since 01/2006)

How Do We Use This Data?

- Streamline fundraising efforts
 - Compare collective small business economic impact to “big retailers”
 - Match technical support to type of business most in need – retail, grocery, restaurants, etc.
 - Look for trends – i.e.. business closures
 - Reality versus perception
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What Does Baltimore Main Streets Have?

- Average commercial rental rates beyond downtown
- Commercial vacancy lists
- Percentage of employees that are City residents
- Average wages
- Types of businesses in neighborhoods broken down by type and address
- Informal marketing data
- Business closures – years in business, MBE/WBE, and reason for closure
- Commercial property square footage

Questions?

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