Baltimore Main Streets
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
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
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
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
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: 132 (Tracked since 01/2007)
- 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
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?

Donna Langley
Director, Baltimore Main Streets
410-779-3841
dlangley@baltimoredevelopment.com