

# Smalltimore:

**A Data-Driven Look at How Small Businesses Contribute to  
Baltimore's Social Fabric**

**CAPITAL NEWS SERVICE**

 **THE BALTIMORE BANNER**

# Data Driven Reporting

- Shaun Chornobroff - Mondawmin
- Robert Stewart - Belair-Edison
- Bridget Lang - Mogul Printing/Battle Rap Partnership

# **CAPITAL NEWS SERVICE**

**Bureaus in Annapolis, Washington, D.C. and College Park.**

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# BALTIMORE'S BACKBONE: SMALLTIMORE



# “Seizing Opportunities: Small Businesses, Social Capital, and Banks”

We explore neighborhood survival and failure through the lens of small businesses

Data: [Vojislav “Max” Maksimovic](#) and [Liu Yang](#), authors of a national study



## **“Seizing Opportunities: Small Businesses, Social Capital, and Banks”**

Social Capital: Membership in civic organizations, churches, PTAs;  
Census participation; voter turnout rates

Strong social capital benefits larger, low-growth stores in less-  
dynamic areas

## **“Seizing Opportunities: Small Businesses, Social Capital, and Banks”**

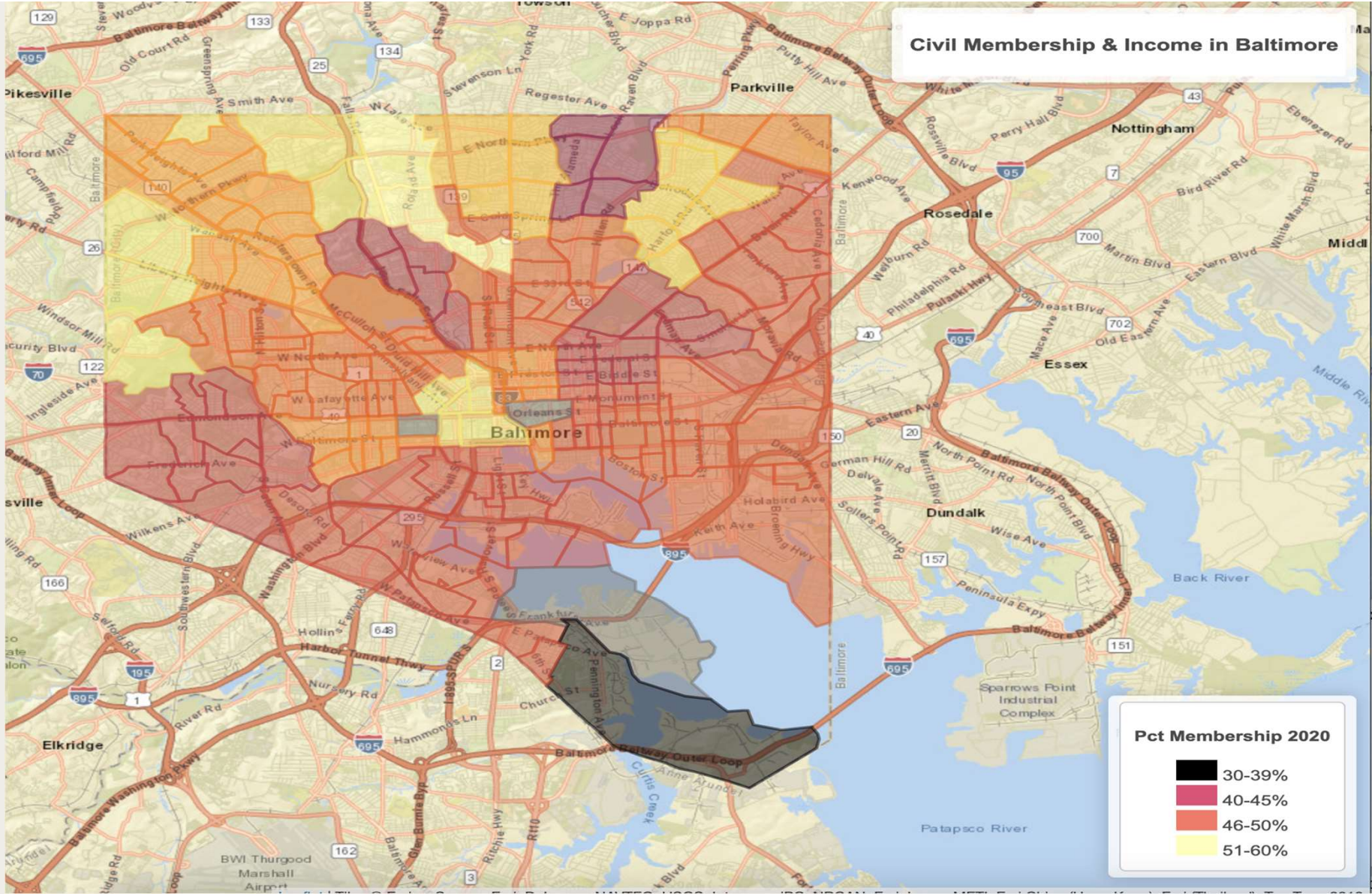
Sample of 1.2 million consumer businesses, social capital predicts the take-up of risk-free loans controlling for nearby bank branches, income, and education.

One standard deviation in the social capital: 20% of variation in loan take-up rates across zip codes

Surpasses impact of having a bank branch within 1000 yards.



# Civil Membership & Income in Baltimore





**Civic Membership:**

**Roland Park, 52%**

**Belair-Edison: 43%**

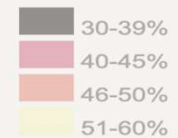
**Downtown, Seton Hill, 51%**

**Southwest, 48%**

**Sandtown, 46%**

**Curtis Bay, 33%**

Pct Membership 2020

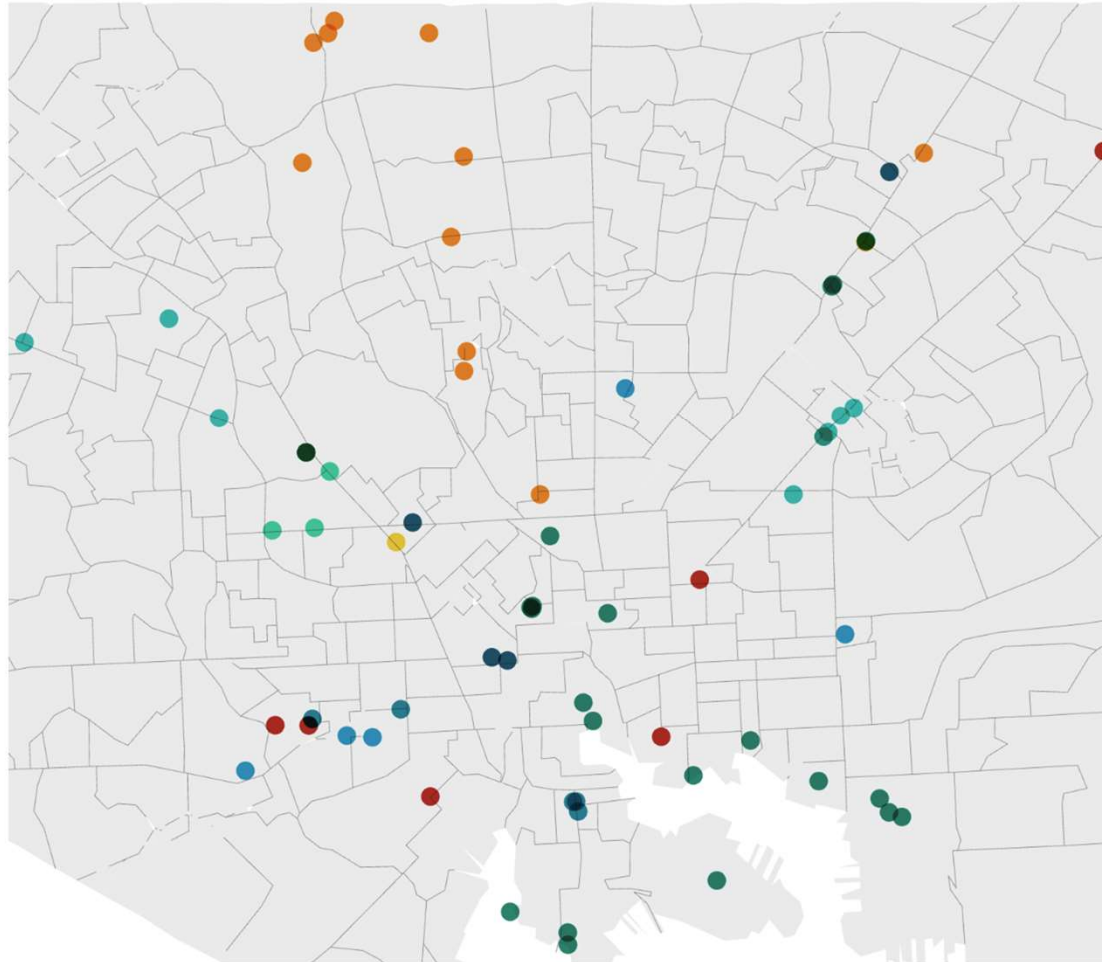


## Reaching Out to Baltimore Small Businesses

Capital News Service reporters contacted more than 70 small businesses since January to report the 'Smalltimore' series.

### Reporter

Auzinea Bacon   Auzinea Bacon / Miles Grovic   Bridget Lang   David Smith   Emily Condon   Miles Grovic   Robert Stewart   Shaun Chornobroff   Sydney Klapman



Map: Rob Wells • Source: [Capital News Service](#) • Map data: [object Object] • [Get the data](#) • [Embed](#) • Created with [Datawrapper](#)

# Case Studies

1. Shaun Chornobroff - Mondawmin
2. Robert Stewart - Belair-Edison
3. Bridget Lang - Mogul Printing/Battle Rap Partnership

**BUSINESS** Real estate Growth and development Jobs and careers

## Is \$20 million and a Target replacement enough to revive Mondawmin?

Shaun Chornobroff, Capital News Service 6/2/24 5:30 a.m. EDT



A developer launching a reconstruction of the empty Target space and a \$20 million federal grant dedicated toward improving the Mondawmin transit hub are giving local business owners hope. (Ulysses Muñoz/The Baltimore Banner)









# Mondawmin neighborhood businesses peaked in 2013

The number of neighborhood businesses per resident fell off in 2014, and had only partially rebounded by 2021.

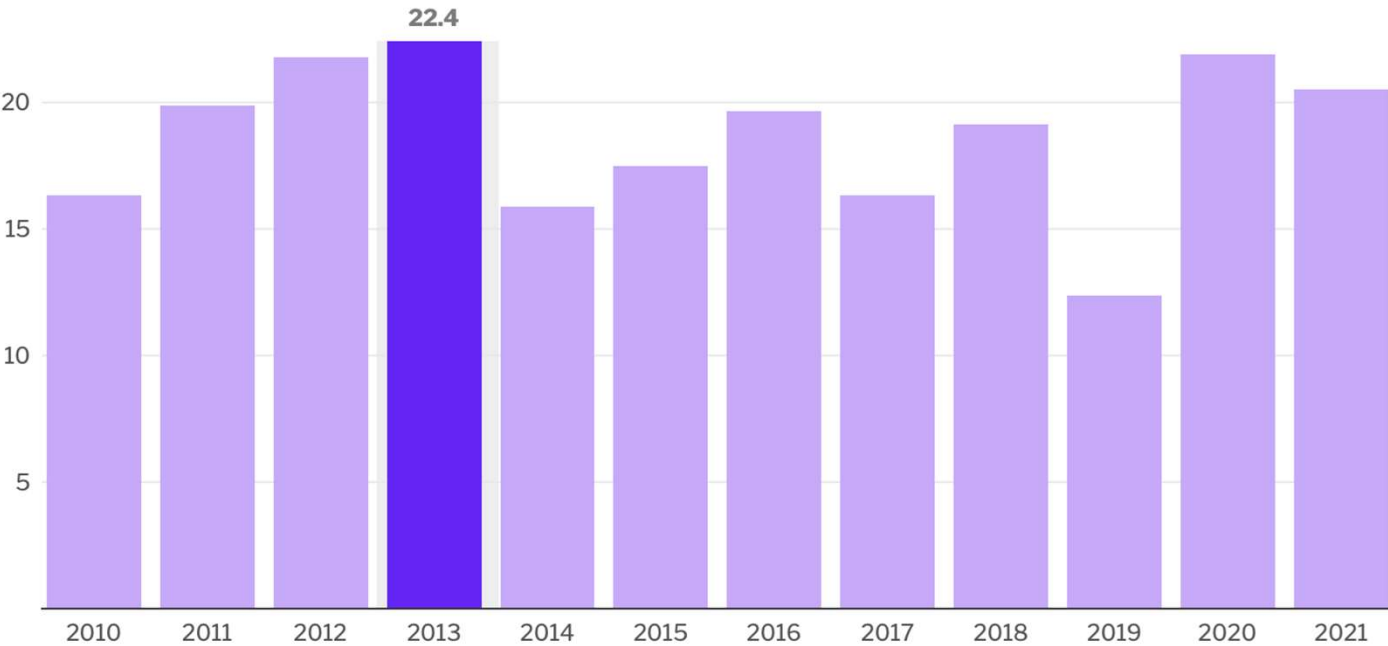


Chart: Shaun Chornobroff, Capital News Service • Source: Baltimore Neighborhoods Indicators Alliance



## Rasheed Aziz- Founder Citywide Youth Development



- **Located on W North Ave**
- **Created over 200 job/entrepreneurship opportunities**
- **Teaches young people entrepreneurship/manufacturing skills**
- **Frozen Desert Sorbet/BMore Clothing**
- **A major expansion in the near future**



# THE E.M.A.G.E. Center



**BUSINESS** Real estate Growth and development Jobs and careers

## Black owners breathe new life into Belair-Edison business district

Robert Stewart, Capital News Service 6/19/24 5:30 a.m. EDT



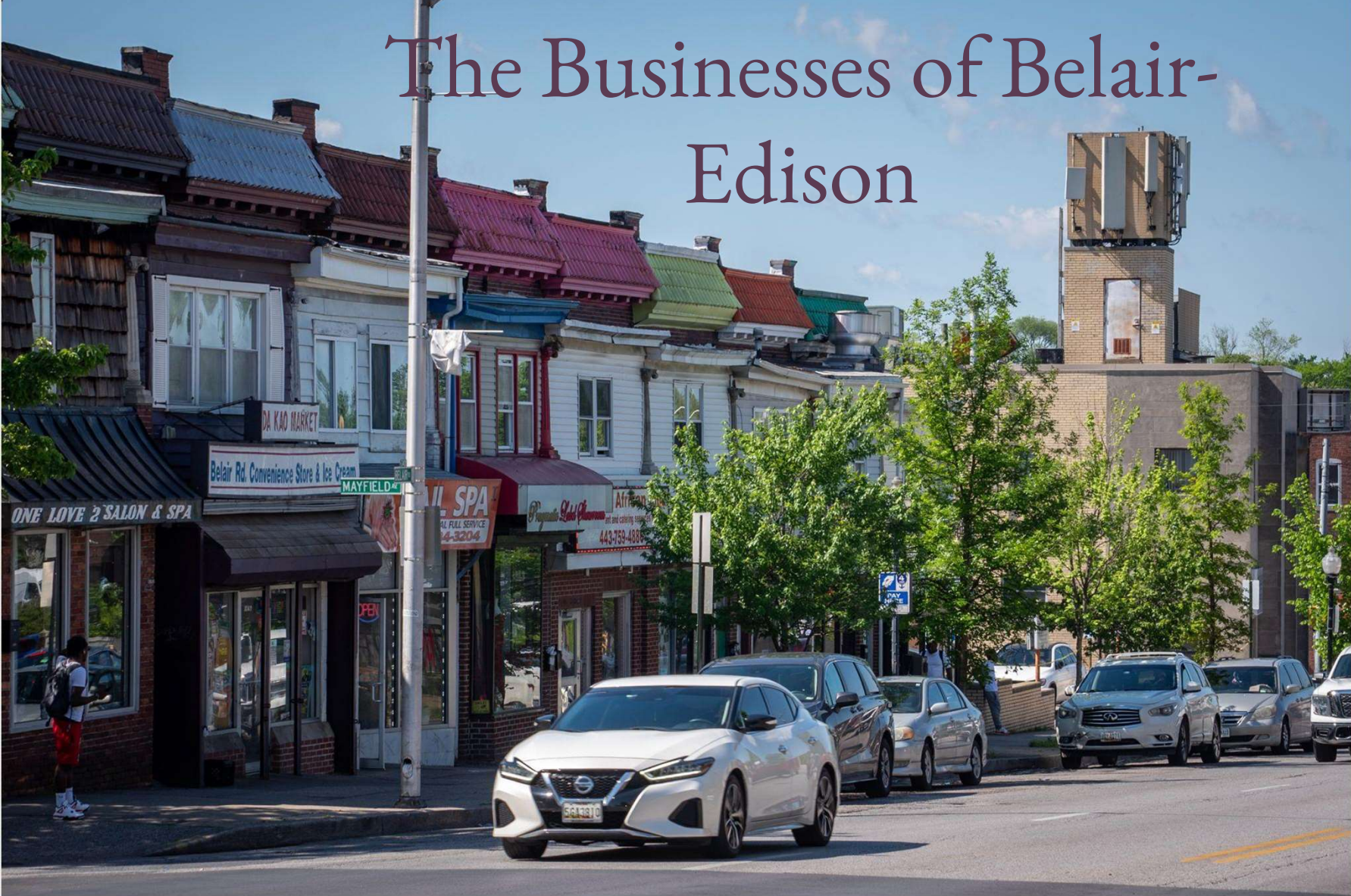
Belair-Edison business district (Robert Stewart/Capital News Service)

When a client enters JNB Beauty on Belair Road, owner Tunde Tenabe greets them instantly. Warmly. Motherly.

Hurrying to help a customer, she lays out her inventory and even checks the weather to ensure appropriate clothing recommendations. She knows her fabrics, and she knows her sizes. Her motto for clients: "Everybody is Beyoncé." That means ensuring each customer leaves looking and feeling their best.



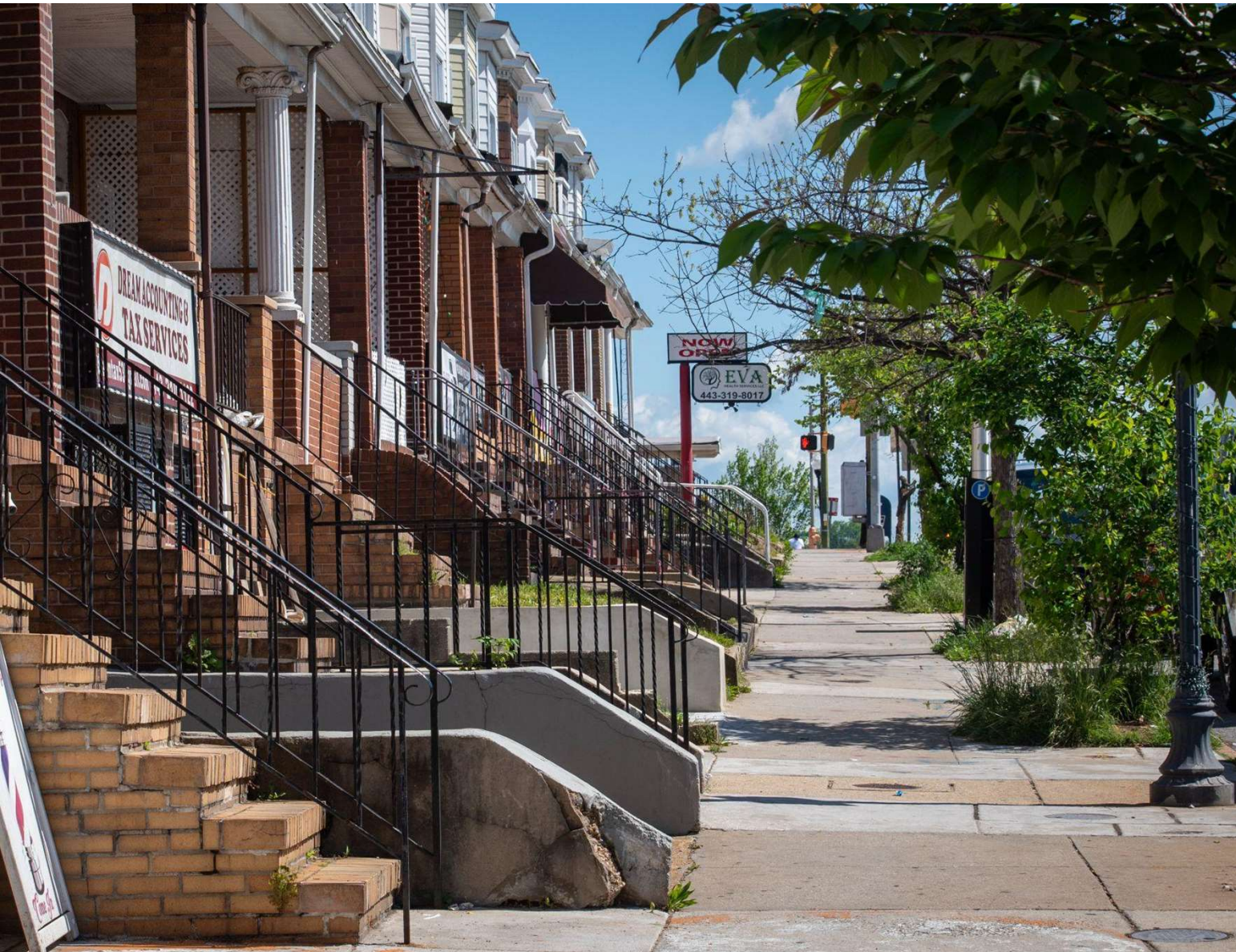
# The Businesses of Belair-Edison



# Belair-Edison People







## Crime

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Belair-Edison's  
2023 crime rate:  
**19.3** crimes per  
1,000 residents.

Citywide rate:  
**20.1.**

# Lower rates of crime in Belair-Edison than citywide

2022 BNIA Crime and Safety Indicators per 1000 residents, citywide versus Belair-Edison

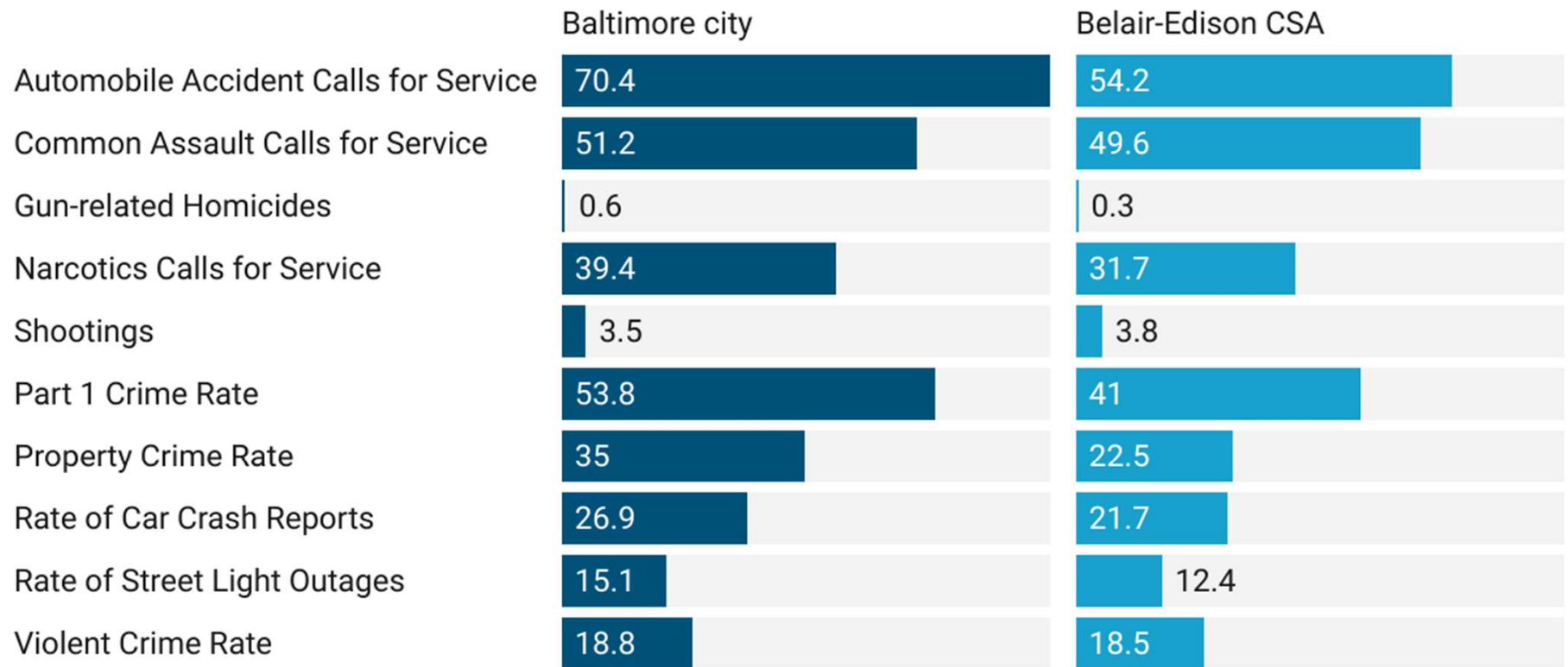


Chart: Robert Stewart • Source: BNIA Jacob France Institute • Created with Datawrapper



**“ We have to learn how  
to deal with one  
another.  
We can’t fear one  
another the way we do.”**

**-Tunde Tenabe**







## Social Connectedness

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# Final Thoughts

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**BUSINESS** Real estate Growth and development Jobs and careers

## Printing and rap battles: Collaboration overcomes challenges in West Baltimore

Bridget Lang, Capital News Service 6/9/24 5:30 a.m. EDT



Daryell Mack in front of his store front, sporting a shirt and hat printed by Mogul Printing. (Miles Grovic/Capital News Service)

A Pit Fights rap battle usually starts with the opposing musicians facing each other as founder Shaka Pitts introduces the "fighters" to loud cheers from a surrounding crowd.







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