



MCMA Effort & Outcomes Summary
July 1, 2019 – June 30, 2020

Technical Assistance & Merchant Enrichment

- Instances of Technical Assistance: 74
- Coronavirus Business Check-ins: 96
- Businesses approached about crowdfunding investment: 8. Working with one.

Communications & Information Sharing

- Newsletters: 2; Hard Copy Distribution: 550
- Communication Blasts: 62

Marketing & Building Awareness:

- Total FB Posts: 353 (191 MCMA Business Mentions)
- Total Instagram Posts: 309 (185 MCMA Businesses Mentions)
- Total Tweets: 232 (66 MCMA Businesses Mentions)
- Elected Officials Forum: 75 attendees
- Created Market Center map and business guide; distributed 4,000 hard copies
- Created on-line “pandemic edition” of Market Center business directory
- Created Black Business Directory

Building Community:

- Market Center Mingles: 5; Attendees: 72
- Sponsorships/Events: 2 (Steely Sounds with Orlando Phillips at Mount Vernon Marketplace, 7/6/19; Charm City Night Market, Chinatown Collective, 9/21/19)
- Connected Fringe Festival organizers to businesses re: marketing/specials program
- Supported Chinatown Collective’s grant proposal to Baltimore National Heritage Area
- Collected donations to create gift baskets for VA Hospital staff, filled with food & fuel from Market Center businesses.

Beautification, Sanitation and Infrastructure

- Bags of Trash Collected: 118
- Tree Wells Weeded/Mulched: 17
- 311 Requests: 68
- Holiday Bows Displayed: 95

www.marketcenterbaltimore.org

443-478-3014

executivedirector@marketcenterbaltimore.org

- Hosted a Market Center Mingle to get community input on greening Market Center
- Led three walking tours with City staff, DPOB, UMB, and other interested parties to evaluate and document conditions in the public realm, identify priorities, and got 352 signatures on a petition to demand that the city take action now.
- Facilitated meeting between MC stakeholders, the Deputy Mayors for Operations and Neighborhood and Economic Development, and Director of the Mayor's Office of Criminal Justice, to discuss public realm improvements.
- Co-hosted Transform Lexington Market town hall on Environment & Safety
- Advocating for city action on 320 & 322 N. Eutaw Street (code enforcement, receivership)
- Serve on Seawall Development's Lexington Market Environment & Safety Workgroup
- Requested removal of rush hour parking restrictions on Park Avenue. Conducting outreach to stakeholders to determine support for same on Franklin and Mulberry Streets.

Security

- Post 114/MC Coalition meetings: 5
- Co-hosted Transform Lexington Market town hall on Environment & Safety
- Serve on Seawall Development's Lexington Market Environment & Safety Workgroup
- Walking tour of 300 block of N. Paca with Councilman Costello, city agencies, residents – to discuss lighting, sidewalk improvements, code violations, litter

Business Development

- Prospect Outreach & Support: 17
- Working with BDC, Neighborhood Design Center, and Bromo to identify priorities for Design for Distancing to enable safe reopening of businesses; hosted Zoom meeting with stakeholders in and near Mount Vernon Marketplace; asked Lexington Market about potential/need for Design for Distancing to support Market reopening.
- Facilitated Howard Row Small Business Storefront Competition, which attracted 16 applicants; the judges selected two businesses, Cajou Creamery and Cuples Tea. Cajou and Cuples plan to open in late summer/early fall.
- Working with Catholic Relief Services on virtual events with MC business owners and CRS staff, including Fishnet, M.A.P. Technologies, and Cajou Creamery.
- Submitted letter of support for Hippodrome mural.
- Supported Refocused Vegan's request for a restaurant liquor license
- Serve on Seawall Development's Lexington Market Vendor Support & Selection Workgroup.
- Attended Visit Baltimore's Information Session on the CIAA Basketball Tournament; requested meeting with Al Hutchinson to advocate for improvements to MC prior to tournament
- Assisted VPI Firm & KPMG to convene a meeting on Opportunity Zones & impact investing
- Talking to Lite Cloud about MC becoming a pilot project for public WiFi and improved connectivity

Long-Term Planning

- Phase II of the Strategic Revitalization Plan began in February 2020; before Coronavirus struck, we hosted two focus groups and held reengagement meetings with 11 advisory committee members.
- Working with community on Market Center Public Policy & Investment Agenda, which stems from Phase I of the Strategic Revitalization Plan
- Brown Craig Turner architects prepared sketches of the buildings at the Howard/Saratoga Intersection, and draft site plans; following up with property owners on ideas

Policies and Regulations

- Following proposed changes to Zoning code
- Wrote letter of support for plastic bag reduction legislation

Development Projects

- Submitted letter of support for Park Avenue Partners proposal for former Martick's Building to CHAP.
- Created map of development activity in Market Center (link on website)
- Supported ASH development's application for historic tax credits (Fayette/Liberty site)
- Supported B&B Urban's application for historic tax credits (301-05 N. Howard)
- Supported Okoro Development's application for Community Legacy funds (109 W. Lexington)
- Submitted letters of support for two development teams' proposals, which were submitted to BDC for sites on the former Superblock.
- Submitted a joint proposal for BRNI funds for renovation and reuse of the 2nd floor of the H&H Building for artist live/workspace, and first floor show window improvements, with The French Companies. Received \$250K grant. Signed grant agreement with State and working on subgrantee agreement with French Company.

Fundraising

- Submitting grant application to State Farm (July 2020) for volunteer program to assist with beautification.
- Submitted grant application to Baltimore National Heritage Area (June 2020).
- Partnering with DPOB "Small Business Modernization & Economic Resiliency" grant proposal to PNC Foundation, possibly EDA.
- Submitted Technical Assistance Grant proposal to MD DHCD (April 2020) in conjunction with Community Wealth Builders to increase crowdfunded investment opportunities for residents and businesses.
- Submitted grant application to Maryland Historical Society with Seawall, Lexington Market, and Baltimore Heritage for the Lexington Market Public History Project (awarded).
- Submitted grant application to Building Healthy Communities (rejected).
- Finalized fundraising materials – Value proposition, messaging, priority project list, contact form, highlighted work
- Created social media post for #GivingTuesday.
- Met with representatives of M&T (March 2020), PNC (Dec. 2019) and Fulton (Nov. 2019) banks.
- Met with UMB to discuss fundraising opportunities (Dec. 2019)

- Submitted grant application to State Farm for aesthetic improvements (rejected).
- Discussed possibility of joint fundraiser with Community Law Center in March.

MCMA Business

- Hosted 2020 Annual Meeting (38 attendees).
- Updated bylaws to permit virtual meeting participation.
- Migrated MCCDC & MCMA websites from Wordpress to Squarespace; combined and upgraded the two websites.
- Initiated Impact Capacity Assessment Tool to help organization understand its strengths and weaknesses and identify steps for improvement. Judson Kerr, Wendy Blair, Jason Sullivan, Kristen Mitchell met with John Brothers to discuss findings.
- Received Financial Review from Zen Smith, 10/5/2019. John Campion wrote a “Management Response” to Zen Smith’s recommendations.

Upcoming events, activities

1. Hiring Public Historian Dean Krimmel for the Lexington Market Public History Project; releasing RFP for Community Engagement Specialist for same.
2. Working with Bromo, BDC, NDC on Design for Distancing project.
3. Working with Janee Franklin (CRS and MCCDC) and Carolyn James-Okp, resident, on community engagement strategy.
4. Outreach regarding on-street parking restrictions on Franklin and Mulberry.

Recent and Upcoming Development & Investment Activity

1. Work is underway at Lexington Market, Four Ten Lofts, and Springhill Suites/Prosper on Fayette.
2. Groundbreaking will take place soon at the St. James Place expansion.
3. SJ2 Apartments (319 W. Franklin) and HeLa Franklin Apartments (Howard and Franklin) are getting underway – the owner demolished 319 W. Franklin and several buildings on the HeLa Franklin site recently. The owner is asking CHAP permission to demolish 425 N. Howard Street, in addition to the buildings CHAP already approved for demolition.
4. Howard Row is nearing completion; residents have moved into apartments.
5. Recently complete: L on Liberty (71 units of affordable housing), 9 N. Howard (15 apartments, ground floor commercial), and Paca House (housing and services for veterans).
6. Alex Wolde is renovating 411 N. Paca Street into a restaurant/lounge with roof deck seating.
7. Businesses that have recently made investments include Quick Food Mart (interior updates underway), MAP Technologies (interior updates underway) and McDonald’s, 425 W. Baltimore Street (interior renovation).