

MARKET CENTER MERCHANTS ASSOCIATION NEWSLETTER QUARTERLY NEWS & UPDATES FROM YOUR BUSINESS DISTRICT

LUXE HAIR CARE at BALTIMORE BEAUTY BUBBLE

— MERCHANT SPOTLIGHT —



With the holidays around the corner, everyone wants to look and feel their best for family gatherings and other festivities. Baltimore Beauty Bubble can help you prepare for the season *and* keep your mane healthy and beautiful year-round.

Located at 602 N. Howard, Suite B, the luxury salon celebrated its one-year anniversary in October. They welcome all genders and hair textures and can accommodate on-site services for major events such as weddings. Owner Chardá Watkins has 10 years of experience and specializes in corrective coloring and hair care. Treatments include everything from extensions to fashionable balayage coloring and gloss.

With rustic chic décor and local art adorning the walls, Baltimore Beauty Bubble also boasts a unique atmosphere.

Find them online at www.baltimorebeautybubble.com and <https://www.instagram.com/baltimorebeautybubble/>.

A PUBLICATION OF

**MARKET CENTER
MERCHANTS ASSOCIATION**

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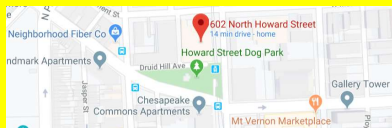
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Baltimore Beauty Bubble
602N. Howard, Suite B.



FROM THE LEADERSHIP

— OF THE MARKET CENTER MERCHANTS ASSOCIATION —

FROM MCMA PRESIDENT JUDSON H. KERR, III



As any MCMA board member will tell you, I push the organization to track its progress and impact through things we can measure – both our efforts and the outcomes.


Last year, for example, MCMA (and volunteers) collected 100 bags of trash, weeded/mulched 47 tree wells, planted four tree wells, and submitted at least 129 requests for service to the city for things like dirty alleys, graffiti, and broken streetlights. We also promoted Market Center and its businesses with 300 Facebook posts, 152 Instagram posts and 183 Tweets. We communicated with businesses, residents, and other interested parties with 41 e-blasts and provided direct technical assistance on 48 occasions.

Some things are more difficult to measure, like the impact of our outreach and advocacy. MCMA frequently weighs in on development proposals, liquor license requests, city legislation, and more, and we are a vocal proponent of sanitation, security, and infrastructure improvements in Market Center.

To see a more comprehensive list of our FY18 work, visit www.marketcenterbaltimore.org, and click on “About MCMA.”

We know that the ultimate measurement is how well businesses are doing, and business growth in Market Center. Right now, that figure – the number of businesses in Market Center – is trending in the wrong direction. We are not going to sugarcoat this. It is a problem, and there is no single, easy solution, which is why we are tackling the revitalization of Market Center on multiple fronts – sanitation, safety, physical improvements, technical assistance, marketing, community building, and advocacy – and why we need more people to join our efforts. We can accomplish far more together! If interested in volunteering, please contact Kristen Mitchell.

FROM MCMA EXECUTIVE DIRECTOR KRISTEN MITCHELL



Recent closures of businesses in Market Center worries me. How could it not? In recent months, the Wig Shop on Howard Street closed, and Grandma’s Candles announced plans to close its Saratoga Street store in January. These are just two examples, but every closure is troubling. Of course, all business owners have their own reasons for closing or moving on, some of which we may be able to influence, and others that are personal or far too global for us to be able to impact.

MCMA remains 100% committed to supporting existing businesses, recruiting new businesses to empty space, and creating a community that is clean, safe, welcoming, and more appealing to customers.

We will do this through direct action – such as offering technical assistance and hosting events such as the Trash Bash – collaboration, and nonstop advocacy. We also welcome input from property and business owners, residents and employees (our critical potential customers).

We need all friends of Market Center to do their part to help retain and attract businesses and strengthen the community. For example, property owners can make functional and aesthetic improvements to their buildings. Business owners can coordinate with their neighbors to ensure the blocks stay cleaner, or to diversify some products. Residents and employees can spend more money in businesses they already support and try new businesses. Collectively, these actions will help provide the ingredients for a healthier, more economically resilient Market Center.

Finally, despite setbacks, there is cause for optimism in new businesses opening, development activity underway, and existing businesses’ upgrades, much of which we cover in this newsletter. The State’s support for the Market Center Strategic Revitalization Plan also signals that we are making positive strides (see p. 3).

NEWS & UPDATES

— IN THE MARKET CENTER —



L on Liberty, a green, affordable apartment building, opened in October at Clay & Liberty Streets.

MARKET CENTER COMMUNITY DEVELOPMENT CORPORATION AWARDED \$250,000 GRANT; MARKET CENTER RECEIVES KEY STATE DESIGNATION

The Maryland Department of Housing & Community Development (MD DHCD) has accepted Market Center into the Baltimore Regional Neighborhoods Initiative (BRNI) program. The designation gives Market Center the ability to apply for state BRNI grants/loans, one of Maryland's most robust sources of community revitalization funding.

For Market Center to be considered for designation, the Market Center Community Development Corporation (MCCDC) had to submit a Strategic Revitalization Plan to the state for approval, which it did in June 2019 after months of gathering public input. MCCDC engaged 95 people in its planning process, including business and property owners, residents, the arts community, employees, and civic, institutional, nonprofit, and government partners.

Along with the designation, MCCDC received its inaugural grant. The H&H Building Artists Collaborative Stabilization & Expansion (403 W. Franklin) was awarded \$250,000. The project includes renovation and reuse of the second floor as affordable live/workspace for artists, and activation of ground floor windows. The funds will leverage

the building owner's investment in activating another means of egress from floors 2-6, allowing the 30+ artists who live and work in this arts incubator to host public events. The owner will also commit in writing to retaining the building's housing affordability, which we hope may serve as a template for similar commitments from other landlords.



MOHAMMED KAZAL
PRESIDENT

BODY OIL & VARIETY STORE

WHOLESALE AND RETAIL



410-752-9029
443-333-7246

bismillahbodyoil2014@gmail.com

213 WEST SARATOGA ST.
BALTIMORE, MD 21201.

www.bismillahbodyoils.com



MONDAY-SUNDAY
8:30am - 7:00pm

MARKET CENTER TRASH BASH ATTRACTS 49 VOLUNTEERS

On November 10, MCMA and an amazing team of cosponsors – **Everyman Theatre, Faidley’s Seafood, Lexington Market, Seawall Development, City Center Residents Association, and Catholic Relief Services** – hosted the first ever Market Center Trash Bash. It was a special afternoon, with 49 volunteers activating the neighborhood, collecting 70+ bags of trash, and demonstrating how much good can come from coming together.

The Trash Bash generated excellent press coverage for Market Center, with a pre-event article in Baltimore Magazine on-line, multiple shout-outs on the Baltimore Positive podcast, mentions on WYPR and Heaven 600, a news clip on WBFF Fox 45, and an anticipated segment in a bigger story that Charm TV is preparing on Lexington Market. In addition to thanking volunteers and cosponsors, MCMA would like to acknowledge our site host **Lexington Market, Everyman Theatre** for offering discounted. Many thanks also to the **Downtown Partnership, Lexington Market security, the Baltimore Police Department, and the Baltimore Department of Public Works** for keeping an eye on the volunteers and collecting our purple trash bags!

BROMO ARTS DISTRICT WELCOMES NEW DIRECTOR

The Bromo Arts & Entertainment district welcomed new director Emily Breiter, the Director of Development & Arts Initiatives for the Downtown Partnership. Ms. Breiter holds a bachelor’s degree from Wake Forest University in Sociology and African Studies.

BUSINESS NEWS & NOTES

- Long-time Lexington Market businesses **Kim’s Seafood** (now **Market Seafood**) and **Big Red** recently moved to the main market building. Kim’s has a popular raw bar, where customers enjoy freshly shucked clams and oysters, fried fish and seafood platters, and beer. Big Red is a go-to for tasty hot food from the griddle, from omelets to burgers.
- **Tabor Ethiopian Restaurant** (328 Park), **Indi Bowl** (Mount Vernon Marketplace), and **A&B Liquors** (523 W. Lexington) all recently renovated their interior spaces/vendor stalls. Thank you for your investment in Market Center!
- MCMA thanks **M.A.P. Technologies** (229 Park) and **Le Mondo** (406 Howard) for hosting our September and October Market Center Mingles. Attendees enjoyed checking out M.A.P.’s gaming lounge and touring Le Mondo!
- MCMA thanks **Current Space** (421 Howard) for hosting the Bromo Neighborhood Lights Opening Reception, and **Bromo Arts District** for leading the effort to light up storefronts on Howard Street for Brilliant Baltimore.
- **Le Mondo** is one of ten groups selected by JHU’s Social Innovation Lab to participate in its 2019-2020 cohort, designed to help innovative programs maximize community impact and sustainability. Congrats!
- Chef Cia Carter (**Miss Carter’s Kitchen**) has joined the roster of talented black women chefs in the sisterhood and professional networking organization Just Call Me Chef.

LEXINGTON MARKET COMMUNITY MEETING ON ENVIRONMENT & SAFETY

The third community meeting regarding the Lexington Market redevelopment, scheduled for February 5 from 6 to 7:30 p.m., will focus on environment and safety issues, including in the community surrounding the market. Food and childcare will be provided on-site, but the location has not yet been determined, so stay tuned. For information or to sign up, visit lexingtonmarket.com/transform.

LEXINGTON MARKET VENDOR APPLICATION PROCESS

Seawall Development expects to begin the vendor application process for the new Lexington Market in early 2020, and it will be widely publicized.

A panel of experts, current Market vendors, and Market customers are working on the recruitment, support, criteria, and selection of vendors for the new Market.



Volunteers Lynette Tarrant (Love, Hope, and Leather artisan), Cookie Carroll (Cookie Carroll Boutique & Salon), and Jon Constable (Seawall) join MCMA’s Kristen Mitchell for a photo op before cleaning at Trash Bash.

MCMA COMMITTEE UPDATES

If you are interested in participating on a committee, contact
Kristen Mitchell at 443-478-3014 or executivedirector@marketcenterbaltimore.org

CLEAN & SAFE COMMITTEE

*Ann Winder, Chair
The Place Lounge*

*Mike Watson, Co-Chair
Everyman Theatre*

*Meets the second Monday
of every month at 11:00
a.m.*

- The committee is leading Market Center walking tours with representatives from Baltimore City, Downtown Partnership of Baltimore, University of Maryland, Baltimore, Baltimore Development Corporation, Lexington Market, Seawall Development, and others to view current infrastructure conditions. The committee will then work with stakeholders to prioritize a list of improvements for which to advocate collectively. The goal is to improve the look and

function of Market Center prior to construction of the new Lexington Market and the CIAA basketball tournament, which the Royal Farms Arena will host starting in February 2021.

- The Safe & Clean and Marketing committees collaborated on Trash Bash, at which volunteers collected at least 70 bags of trash, which were then collected by Downtown Partnership, DPW, and Lexington Market. See full story on page 4.

COMMUNITY DEVELOPMENT COMMITTEE

*Wendy Blair, Chair
Re/Max Commercial Logic*

*Meets the first Thursday
of the month at 9:00 a.m.*

- The committee reviewed and submitted comments to the city on the design of a proposed redevelopment of 319 W. Franklin. A developer plans to demolish the existing building and construct a 14-unit apartment building. To view images and a site plan, visit: <https://baltimoreplanning.wixsite.com/subdivisions>

- The committee is working with Poverni Sheikh Group on a storefront challenge for Howard Row.
- The committee is leading the collaboration with the Market Center Community Development Corporation, which expects to kick off Phase II of the Market Center Strategic Revitalization planning process in early 2020.

MARKETING COMMITTEE

Jenny Kessler Klump, Chair

*The Marketing Committee
meets the fourth
Wednesday of the month
at 9:00 a.m.*

- The Marketing and Safe & Clean committees collaborated on the inaugural Trash Bash, which generated good will and great press coverage, in addition to resulting in the collection of at least 70 bags of trash from streets, alleys, and parking lots. See full story on page 4.
- The Marketing Committee has been busy writing press releases and developing public relations strategies to keep people informed about MCMA's work and the great things happening in Market Center. In addition to the successful PR

strategy around Trash Bash, they are developing a strategy to ensure widespread awareness of the Small Business Storefront Challenge at Howard Row, sponsored by Poverni Sheik Group (stay tuned to social media for details), Market Center's acceptance into the State's Baltimore Regional Neighborhoods Initiative (BRNI) program, and the inaugural grant received through the BRNI program.

INFORMATION FOR MEMBERS

— OF THE MARKET CENTER MERCHANTS ASSOCIATION —



Attendees at the Elected Officials Forum in 2 Hopkins Apartments, which MCMA cosponsored with City Center Residents Association (CCRA). Photo courtesy of CCRA.

THANK YOU, P.C. PRICE

MCMA is sorry to say goodbye to P.C. Price (Legal Services Associates, Inc.), who recently stepped down from the board. A veteran, former Baltimore City police officer, and security expert, Mr. Price called on his decades of experience to advocate for improved public safety in Market Center. Under his direction, MCMA brought all the entities responsible for Market Center's security together, opening new lines of communication, fostering collaboration, and ensuring that they hear the concerns of the community.

ELECTED OFFICIALS FORUM BRINGS CONSTITUENTS TOGETHER

On October 2, MCMA and the City Center Residents Association (CCRA) held an elected officials' forum for state senators and delegates from the 40th and 46th Districts.

More than 75 people heard from and asked questions of senators Antonio Hayes and Bill Ferguson and delegates Melissa Wells, Luke Clippinger, Robbyn Lewis, and Brooke Lierman. Discussion focused on public transit, safety,

trash & recycling, and schools. The turnout demonstrated how much Market Center/City Center constituents care about public policies and issues that impact quality of life.

Guests, who dined on food from Maiwand Grill, Mem Sahib, Koras Lee's Gourmet Café, and Taco Town, and enjoyed a generous donation of wine from The Place Lounge, welcomed the opportunity to engage with elected officials and fellow community members. We would also like to thank our hosts, the hospitable 2Hopkins team!

RESOURCES FOR BUSINESSES

MCMA's webpage includes information on grants, loans, technical assistance, and other resources available to business owners. For information, visit <http://marketcenterbaltimore.org/information-for-businesses/>.

MCMA BOARD UPDATES

Mike Watson (Everyman Theatre), is now co-chair of the Safe & Clean Committee. David O'Donnell (Lexington Market & Baltimore Public Markets) is chairing an ad-hoc fundraising committee.



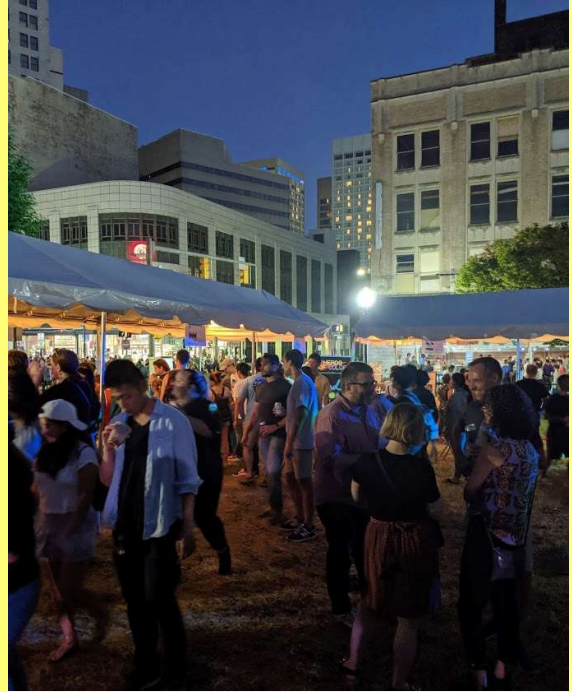
Fishnet (Mount Vernon Marketplace) demonstrates their catering savvy with salmon croquettes and a trio of dips.

MARKET CENTER MERCHANTS ASSOCIATION

ABOUT THE MARKET CENTER

Market Center is comprised of 27 blocks near Lexington Market, roughly bounded by Baltimore Street to the south, Greene to the west, Cathedral/Liberty to the east and Madison to the north. The exact boundaries are best shown on a map [back page].

Established in 1983, Market Center is one of ten Retail Business District License (RBDL) areas in the City of Baltimore. Each RBDL was established by a separate City Council ordinance, and the businesses within the RBDL boundaries are required to pay an annual fee, which the city collects and then redistributes back to the business association for use in the district.



The Charm City Night Market lit up Market Center on September 22, attracting thousands.

ABOUT THE MARKET CENTER MERCHANTS ASSOCIATION

The Market Center Merchants Association (MCMA) represents the businesses within Market Center. MCMA promotes commerce, retains and attracts business, and enhances the customer and residential experience. MCMA uses the RBDL fees to support a variety of work, much of which is outlined in the reports in this newsletter.

ADVERTISING SALES RATES

MCMA offers advertising opportunities in this quarterly newsletter, which we send to our email distribution list (406 members and growing), post on social media and our website, and distribute to Mount Vernon Marketplace and some apartment buildings for welcome packets.

Advertising Prices*				
	1 issue	2 issues	3 issues	4 issues
¼ page	\$60	\$110	\$155	\$200
½ page	\$100	\$190	\$275	\$355
Full page	\$170	\$320	\$460	\$590

* Market Center businesses that are current on their Retail Business District License fees receive a 10% discount.

WELCOME NEW BUSINESSES TO THE DISTRICT

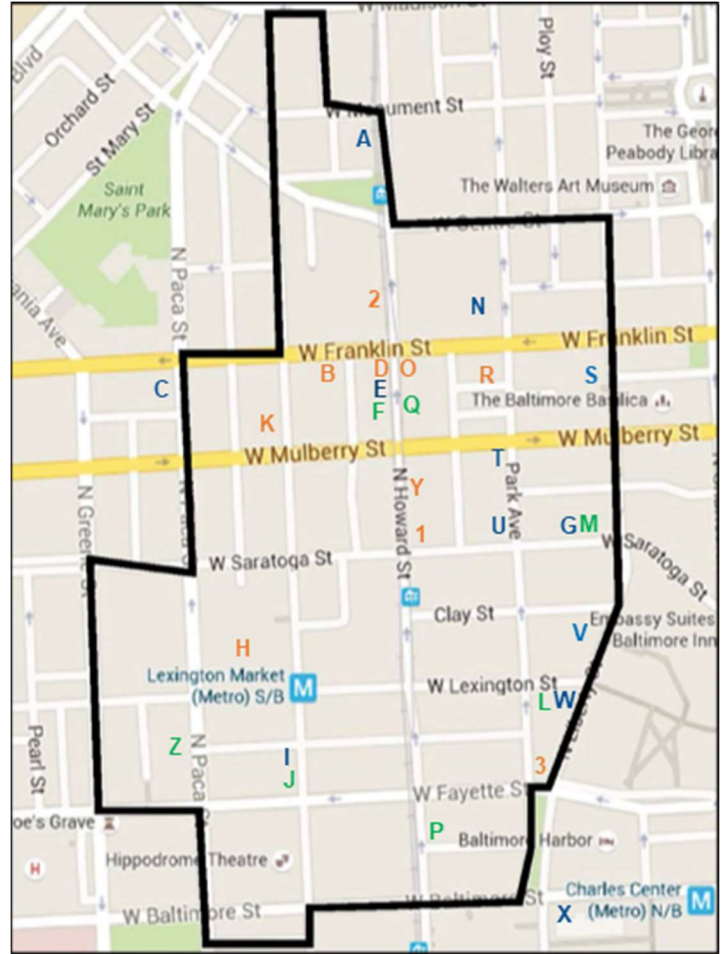
- Andina, 101 W. Lexington
- Roll Ice Cream, Mount Vernon Marketplace, 520 Park
- Trinacria Ristorante & Bar, 111 W. Centre

DEVELOPMENT ACTIVITY

— IN MARKET CENTER —

Key

- A – 602 N. Howard – retail, storage
- B – 319 W. Franklin – 14 apartments
- C – 501 W. Franklin – 96 apts.
- D – 418-24 N. Howard – apts.
- E – 416 N. Howard – 5 apts., retail
- F – Le Mondo Arts Incubator
- G – 108 W. Saratoga, 7 apts.
- H – Lexington Market
- I – 106-110 N. Eutaw – 11 apts., retail
- J – University Lofts – Mixed-use
- K – Four Ten Lofts – artists' housing
- L – 109 W. Lexington – 20 apts., commercial
- M – 106 W. Saratoga – 10 apts.
- N – 500 Park – 153 apts., retail
- O – Hela Franklin Apartments – 50 apts., retail
- P – 9 N. Howard – 15 apts., commercial
- Q – Howard Row – 41 apts., retail
- R – Dwell on Park – Mixed-use
- S – Pratt Library Renovations
- T – Mulberry at Park Apts. – 70 apts.
- U – La Quinta Hotel – 42 keys
- V – L on Liberty – 72 apts.
- W – 101 W. Lexington – 8 apts., retail
- X – 2 Hopkins Plaza – 183 apts.
- Y – Howard Station – Mixed-use
- Z – Paca House Renovation, Expansion
- 1 – Crook Horner Lofts – 15 loft apts., commercial
- 2 – Mayfair – 50 apts., commercial
- 3 – Fayette/Liberty – 20 apts., commercial



Blue - Complete * Green - Under Way * Orange - Breaking Ground Soon

MARKET CENTER MERCHANTS ASSOCIATION

EXECUTIVE DIRECTOR

Kristen Mitchell

executivedirector@marketcenterbaltimore.org * 443-478-3014



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