

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

VALUE AND CONVENIENCE at URBAN OUTLET

— MERCHANT SPOTLIGHT —



Sometimes, you just need a set of affordable dishes, a backpack, some thermals, or a sturdy, no-nonsense sweatshirt. Lucky for you, Urban Outlet carries an array of household items, clothes, toys, and more all under one roof, at a convenient, walkable downtown location.

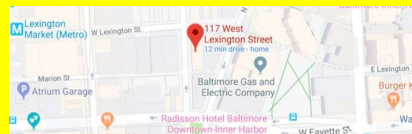
This long-time Baltimore business (formerly “Valu-Plus”) appeals to shoppers on a budget, and the budget-conscious. The inventory changes regularly, but one can always find staples such as workout

clothes, children’s pajamas, jackets, kitchen supplies, and bath towels. Occasionally, you might also find something wholly unexpected, such as a classy glass serving tray, Made in America no less – true story!

Urban Outlet is a handy variety shop, with a welcoming staff – they know many customers by name – and plentiful merchandise. It fulfills the pressing need for people to have easy access to a wide range of affordable goods without having to drive or order something on-line. #BuyLocal!



Urban Outlet
117 W. Lexington Street



A PUBLICATION OF

**MARKET CENTER
MERCHANTS ASSOCIATION**

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FROM THE LEADERSHIP

— OF THE MARKET CENTER MERCHANTS ASSOCIATION —

FROM MCMA PRESIDENT JUDSON H. KERR, III, AND EXECUTIVE DIRECTOR KRISTEN MITCHELL



As many people already know, Market Center recently lost one of its most enthusiastic and consistent supporters. David Wren passed away recently, and the Market Center Merchants Association joins his family and friends in mourning his much-too-early departure.

After joining MCMA's board in 2015, Dave helped us prepare for our first staff member and office space by setting up email, phone, and internet access. He quickly became a fixture and prominent voice at MCMA meetings, as well as other discussions on safety, transportation, legislation – you name it, he was interested!

Dave also liked to walk around Market Center to talk with business owners, keep current on business openings and closings, and check the status of 311 requests. He once booked a room at the La Quinta on his own dime so he could inventory non-functioning street lights. Talk about commitment.

When MCMA's long-time treasurer announced his desire to step down from that role in June 2017, Dave accepted the challenge and became our new treasurer. He also served as co-chair of our Marketing Committee.

Dave's desire to help extended beyond MCMA. He regularly attended Turn Around Tuesdays, a jobs program of Baltimoreans United in Leadership Development (BUILD), knowing we all deserve second chances. He helped many clients through his business, the Lexington Business Center; worked with artist Sean Michael Kenny to bring a Neighborhood Lights project to the Bromo Tower in 2018; and was a big supporter of fashion designer Stacy Stube's work to revive Baltimore's garment industry in Market Center, its historic home.

Dave Wren spent his formative years in Washington State, where he lived with parents, sister, and brother on a farm. After studying chemical engineering at Washington State University, he joined the military, serving in Operation Desert Storm, and he later worked for USAID. He talked fondly of his time in Egypt, helping to prepare for Y2K and experiencing the culture.

We feel lucky to have known him and will continue to work hard for Market Center, as he would want us to.

We will miss you, Dave. Rest easy.



NEWS & UPDATES

— IN THE MARKET CENTER —



Howard Street Façade Improvements

LEXINGTON MARKET DESIGN MEETING

On January 30, Seawall Development, Brown Craig Turner Architects, and Floura Teeter Landscape Architects held a design focus group on the future Lexington Market with area stakeholders including MCMA, Catholic Relief Services, City Center Residents Association, the Downtown Partnership, the University of Maryland, Baltimore, Baltimore Heritage, and Bromo Arts & Entertainment District.

The design and development team presented initial site plans and building elevations which show a new building on the existing surface parking lot and a pedestrian plaza linking the 300 and 500 blocks of Lexington Street. The pedestrian plaza will replace the “Arcade,” a 1980s addition to Lexington Market, which will be demolished.

Patrons will be able to enter the new market from Eutaw and Paca Streets, and the pedestrian plaza, with multiple entrances creating a lively and seamless indoor/outdoor market atmosphere. Early plans show fresh foods (fruits and vegetables, baked

goods, cheese, meat, poultry, and fish) centered on the Eutaw Street side of the Market, and prepared foods on the Paca Street side, with indoor and outdoor seating clustered along the pedestrian plaza.

The team is hosting a separate focus group for the Lexington Market merchants.

As of right now, the development team hopes to break ground in January 2020.

COMMUNITY INPUT WANTED FOR MARKET CENTER STRATEGIC REVITALIZATION PLAN

The Market Center Community Development Corporation (MCCDC) is spearheading the creation of a Market Center Strategic Revitalization Plan, which will serve as a blueprint for Market Center’s revitalization. It will include a shared vision, goals and objectives, and a 3-5-year implementation strategy, and cover topics such as housing, economy, transportation, quality of life, environment, and community engagement.

To do this, MCCDC will seek input from residents, business and property owners, students,

workers, the arts community, nonprofits, institutions, the faith community, and the public sector.

For information, visit <http://marketcentercdc.com/> and click on “Strategic Revitalization Plan.” There will be multiple opportunities to participate, but if you want to be proactive about participating, contact Kristen Mitchell at executivedirector@marketcenterbaltimore.org or 443-478-3014.

BALTIMORE DEVELOPMENT CORPORATION COMPLETES SIX FAÇADE IMPROVEMENTS ON HOWARD STREET

The Baltimore Development Corporation recently completed façade improvements on six store fronts in the unit block of N. Howard Street. Many thanks to Kyree West for his tireless work on this project!

With fresh designs, new lighting, paint, awnings, and signs, the stores – Howard Krispy Krunchy Chicken, Wireless One, Al Mecca Simon’s, Downtown Mini Mart, King’s Jewelers, and One Stop Food Stores – look more welcoming than ever.

NEW PUBLIC TRASH & RECYCLING CENTERS FOR MARKET CENTER

Thanks to the Department of Public Works (DPW) and quick coordination with MCMA, Market Center has four new solar-powered trash/recycling bins on the 300 block of Park Avenue, the 400 block of N. Paca, the 400 block of W. Saratoga, and the 100 block of N. Eutaw.

A special chip alerts DPW when the cans are full, making collection more efficient. While we have a long way to go before Market Center is trash-free, these cans will make a difference. They are completely enclosed, so trash will not blow out of the cans on windy days, and critters cannot get in.

Photos: L on Liberty under construction, Liberty and Clay Streets; Patrons exit the Hippodrome after Rock of Ages; Students and well-wishers gather at the Downtown Cultural Arts Center to cheer on A1 Chops, as they perform for The Build Up; The Boy With the Blue Beard hosts Eighties Trivia Night at Mount Vernon Marketplace.

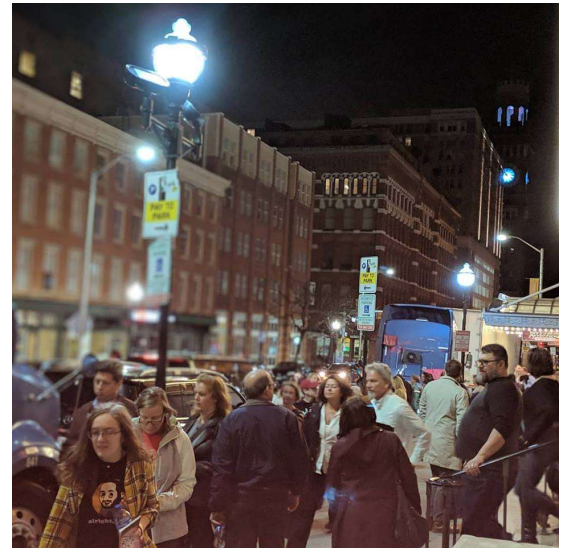
DOWNTOWN CULTURAL ARTS CENTER FEATURED IN THE BUILD UP, A WEB SERIES ON ELLENTUBE

The Downtown Cultural Arts Center (DCAC) features prominently in episodes five and six of the Ellen De Generes-produced web series on Baltimore drumming phenoms, Malik Perry and Timothy Fletcher ("A1 Chops"), *The Build Up*. Perry and Fletcher credit DCAC for allowing them to practice in the facility, and when the producers discovered the connection, they committed to helping A1 Chops return the favor.

They commissioned muralist Jay Coleman to paint a mural facing DCAC's parking lot/outdoor event space. The piece features Baltimore's skyline and, fittingly, three musicians. In a high-tech twist, the mural comes to life for anyone who views it through AppAR8 (a free app designed by Baltimore company Balti Virtual). Through the lens of the app, one can actually see a drummer play!

DCAC also received its own food truck, which it intends to use provide the community with free food on a regular basis.

To watch, visit: <http://bit.ly/EllenTubeBuildUp>.



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

P.C. Price, *Chair*
Legal Services Assoc., Inc.,

Ann Winder, *Co-Chair*
The Place Lounge

Meets the second Monday of every month at 10:00 a.m.

- As soon as the warm weather returns, the committee will re-start MCMA's 50/50 Power Washing Incentive Program. If you would like to have the front of your business power washed, MCMA will cover half the cost, up to \$300. If interested, contact Kristen Mitchell at 443-478-3014 or executivedirector@marketcenterbaltimore.org.
- The committee continues to monitor the court cases and liquor board violation hearing that stem from the March 2018 raid on Eutaw Liquors. The court cases were finalized in February 2019; we expect the liquor board to hear the violation case soon.
- The committee anticipates hosting at least two volunteer beautification days this spring. Contact Kristen Mitchell if interested and stay tuned!

COMMUNITY DEVELOPMENT COMMITTEE

Wendy Blair, *Chair*
Re/Max Commercial Logic

Meets the first Thursday of the month at 8:30 a.m.

- The committee spearheaded MCMA's support for Park Avenue Partners' request to demolish the rear additions of 214 W. Mulberry Street to further a mixed-use redevelopment.
- The committee is collaborating with the Market Center Community Development Corporation (MCCDC) to facilitate a community-driven strategic revitalization plan for Market Center. See page 3 or visit www.MarketCenterCDC.com for information.
- The committee is helping to design and promote the Market Center Mingles and special events outlined in the Marketing Committee information below.

MARKETING COMMITTEE

Scott Garfield, *Chair*
Lexington Market

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

- The committee asked several merchants to talk with fellow business owners about their hopes for the future and what they love about Market Center. The conversations are confidential to encourage honest feedback – only essential points are forwarded to the committee. The committee intends to use these points to help craft messaging and branding that resonates with and reflects the input of the business owners.
- The committee is organizing and promoting special events, such as Eighties Night at Mount Vernon Marketplace, in collaboration with the Hippodrome, and Love, Dessert, and Champagne at Maryland Art Place, to heighten visibility of and attract people to Market Center businesses.
- The committee coordinated three Market Center Mingles for business and property owners, residents, and others interested in Market Center's well-being. The Mingles, which are open to the public, are helping to forge stronger bonds within the community, an essential ingredient of long-term, sustainable change.

INFORMATION FOR MEMBERS

— OF THE MARKET CENTER MERCHANTS ASSOCIATION —



Mural by Jay Coleman at the Downtown Cultural Arts Center

SEEKING BUSINESS AND RESIDENT INPUT THROUGH SHORT, ANONYMOUS SURVEYS

MCMA recently released two surveys, one for business owners and one for residents, to get additional insight into the thoughts and needs of our primary constituents, business owners, and residents, an important source of potential customers. We will use input from the surveys to shape our work.

If you own a business in Market Center, please fill out this survey: <https://www.surveymonkey.com/r/MarketCenterMerchants2019>.

If you live in or within a couple of blocks of Market Center, please fill out this survey: <https://www.surveymonkey.com/r/Resident2019>.

MARKET CENTER OPPORTUNITY ZONE RANKED #1 NATIONALLY FOR WALKABLE URBAN DEVELOPMENT POTENTIAL

Baltimore's "Inner Harbor Opportunity Zone," in which Market Center is located, is ranked #1 nationally (in a 5-way tie) for designated Opportunity Zones with the greatest potential to advance walkable urban development according to a new analysis by LOCUS, a national network of real estate developers, investors, and

professionals. The analysis also includes a Social Equity and Social Vulnerability index – the researchers suggest ways to ensure that development in opportunity zones is equitable and inclusive. For more information, visit: <https://smartgrowthamerica.org/program/locus/opportunity-zones/>.

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/>.



Do you need a Loan to start or grow your business?

Business Loans from \$500 to \$50,000 for:

- ◆ Truck/Taxi Loans
- ◆ Retail
- ◆ Catering
- ◆ Convenience Store
- ◆ Child Care
- ◆ Restaurant/Café
- ◆ Or Other Business



Contact:

Angella Aizire

Enterprise Development Group (EDG)

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Tel: 443-990-0110 Email: Aaizire@ecdus.org

www.EntDevGroup.org

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.



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

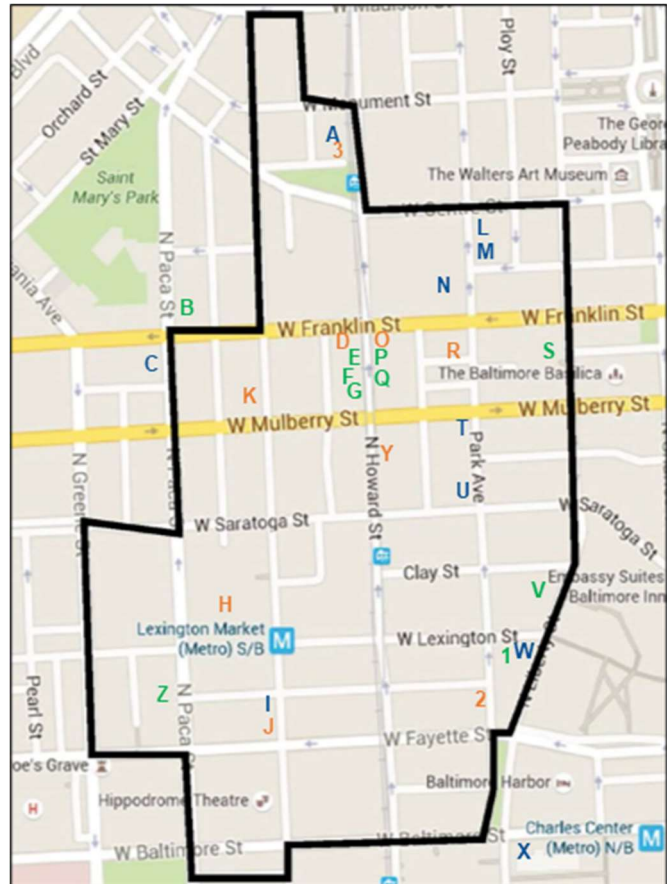
- **Baltimore Beauty Bar**, 602 N. Howard
- **Bikram Yoga Mount Vernon**, 500 Park
- **Fully Promoted, Branded Products & Marketing Services**, 114 N. Howard
 - **Legends Barber Shop**, 312 Park
 - **My Pickup**, 602 N. Howard
 - **Refocused**, 429 N. Eutaw Street

DEVELOPMENT ACTIVITY

— IN MARKET CENTER —

Key

- A – 602 N. Howard – retail, storage
- B – 426 W. Franklin – artists' housing, retail
- C – 501 W. Franklin – 96 apts.
- D – 418-24 N. Howard – 30 apts.
- E – 416 N. Howard – 5 apts., retail
- F – Le Mondo Arts Incubator
- G – 402 N. Howard – Gallery
- H – Lexington Market
- I – 106-110 N. Eutaw – 11 apts., retail
- J – University Lofts – Mixed-use
- K – Four Ten Lofts – 76 affordable artists' apts.
- L – 511 Park – 16 apts.
- M – 505 Park – 10 apts.
- N – 500 Park – 153 apts., retail
- O – Hela Franklin Apartments – 50 units, retail
- P – Current Space
- Q – Howard Row – 39 apts., retail
- R – 400-15 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 – 109 W. Lexington – Mixed-use
- 2 – 106 Park – Retail
- 3 – 600 N. Howard – 12 studio apts., commercial



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

MARKET CENTER MERCHANTS ASSOCIATION

EXECUTIVE DIRECTOR

Kristen Mitchell

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www.marketcenterbaltimore.org



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