



This girl is

generally cool

Together Again



Greetings from Our Board & Staff

**LIVE BALTIMORE BELIEVES
RESIDENTS ARE OUR CITY'S
GREATEST ASSETS.**

Dear Friend,

After a year at home in 2021, we were ready to come together again in 2022: ready to celebrate Baltimore City's 292nd birthday with our colleagues, friends, and neighbors; ready to welcome prospective homebuyers into workshops and onto buses at Trolley Tour; and ready to return to our own redesigned and renovated office space on Charles Street.

Our 2022 fiscal year (which began July 1, 2021 and ended June 30, 2022) was a return to nearly normal operations after sixteen months of pandemic disruption. More importantly, it was a return to the irreplaceable joy of face-to-face human interactions that only live programming can provide.

The outcomes shared in this report are a testament to our nimble team, encouraging board members, and generous funders—indeed. But in particular this year, they are also thanks to the thousands of individuals who trusted us to welcome them safely back to in-person events and activities amidst ongoing uncertainty. We are grateful for our customers' and supporters' faith in us, without which our results would not be possible!

With the backdrop of a red-hot housing market, Live Baltimore team members had the opportunity to support more customers than ever before in FY22. We shared in homebuyers' journeys as they navigated the most competitive housing market in more than a decade. Simultaneously, we distributed real-time home sales data to stakeholders and celebrated a record-breaking investment by homebuyers in our communities together.

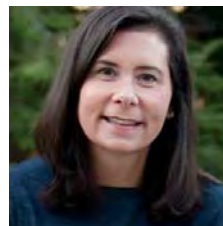
Executing our FY22-FY26 Strategic Plan, we launched new marketing efforts by commissioning refreshed neighborhood photography in 2022. Resulting images, shared in this report, reflect the true character of people and places that drive our mission.

That mission—to reverse more than 70 years of population loss—requires resources to achieve. Thankfully, FY22 was also a year of long-sought financial wins. We received word that the City of Baltimore would enhance its support of our marketing efforts beginning in FY23. Later, we learned we would secure our largest grant to date, for a program aimed at retaining existing Baltimore renters, thanks to the City's American Rescue Plan Act funds.

2023 promises multiple new opportunities to impact our communities and, ultimately, to grow Baltimore. We hope you will continue to join in our efforts as we welcome additional team members and responsibly manage our own growth this year. Please join us for the 9th annual Baltimore's Birthday Bash on July 28, 2023! And until then, please keep loving city life.

With Gratitude,

As a 501(c)(3) nonprofit, **we work citywide to grow Baltimore's economy by attracting residents, retaining residents, and supporting healthy housing markets.** Founded in 1997 and incorporated in 2001, Live Baltimore is Baltimore City's official residential marketing organization.



Jenn Blois Vitelkites
Board President
Live Baltimore



Annie Milli
Executive Director
Live Baltimore

Residents and their housing drive Baltimore City's economy

*Residential tax revenue
funds Baltimore City's services
and operations.*

\$673M¹

PROPERTY
TAX REVENUE
(Residential)

\$417M¹

INCOME TAX
REVENUE

\$130M¹

TRANSFER & RECORDATION
TAX REVENUE
(Residential)

¹ Baltimore Bureau of Budget and Management Research

² Maryland State Department of Assessments & Taxation

³ Econsult Solutions Inc., 2021

RESIDENTS' FY22 IMPACT BY THE NUMBERS:

Residents' spending supports businesses and sustains local jobs.

\$2.7B²

IN HOME
PURCHASES

\$8B³ +

LOCAL ECONOMIC
IMPACT

\$500M³ +

LOCAL ECONOMIC IMPACT
FROM HOUSING REHAB
& CONSTRUCTION

43,000³ +

SUPPORTED
JOBS

**A GROWING POPULATION WILL
CREATE AND SUSTAIN A MORE EQUITABLE
AND THRIVING CITY FOR ALL.**

Learn more about residents' impact on Baltimore City's economy in a report by Econsult Solutions Inc.





Direct Impact

**LIVE BALTIMORE'S
CUSTOMERS' HOME
PURCHASES MADE UP
MORE THAN 16%
OF THE CITY'S MARKET
ACTIVITY IN FY22.**

INFLUENCED HOME PURCHASES

SINGLE-YEAR TAX REVENUE FROM
INFLUENCED HOME PURCHASES†

\$443.0M

FY22

\$18.8M

\$324.7M

FY21

\$14.0M

\$197.5M*

FY20

\$8.6M*

\$262.9M

FY19

\$11.3M

\$267.7M

FY18

\$11.6M

\$1.5B

FIVE-YEAR TOTAL

\$64.3M

* Live Baltimore relies on data from the Maryland State Department of Assessments and Taxation to calculate its annual impact. Incomplete data was available in FY20 due to COVID-19.

† Single-year tax revenue is estimated based on Baltimore City transfer, recordation, and property taxes.

A map of Baltimore, Maryland, with a light gray background showing street patterns. Numerous small yellow dots are scattered across the map, representing home purchases. The dots are most densely clustered in the central and northern parts of the city. A dashed black line outlines a large area covering most of the city. A yellow circle in the lower right quadrant contains text explaining the dots. A yellow-bordered box at the bottom left contains a summary statistic.

FY22 Customer Home Purchases

Each dot
represents a
customer's home
purchase.

**LIVE BALTIMORE ASSISTED AT LEAST 1 IN 6
BALTIMORE CITY HOMEBUYERS IN FY22.**

Outcomes

EVENT ATTENDANCE:



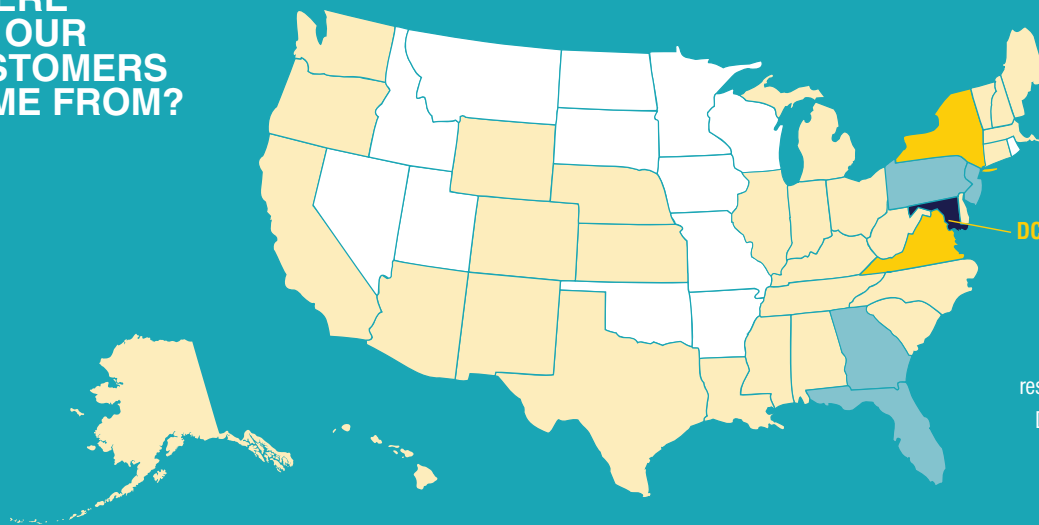
NUMBER OF CUSTOMERS WHO PURCHASED HOMES:



NEIGHBORHOOD MARKETS IMPACTED:

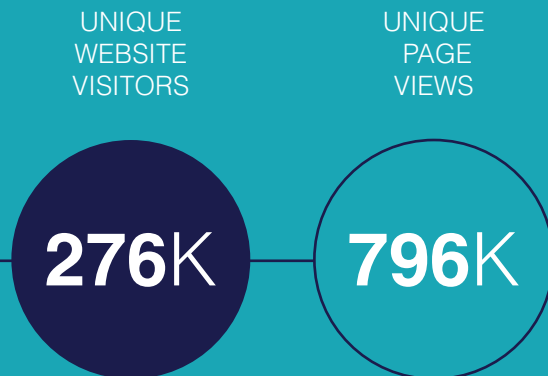


WHERE DID OUR CUSTOMERS COME FROM?

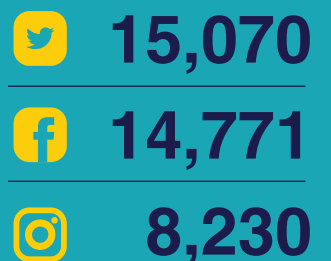


Live Baltimore served prospective residents from 36 states and Washington, DC in FY22. Additional customers came from Australia, Canada, Guam, Iran, Puerto Rico, Kenya, and Uruguay.

Website and Social Media Statistics



NUMBER OF FOLLOWERS:



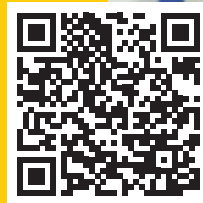
* FY20 data was incomplete due to COVID-19.



Programs

Programs reflected our “new normal” in FY22. Trolley Tours returned to their typical, in-person format while other events remained successfully virtual.

In addition to 27 virtual homebuying workshops, which educated 777 individuals, all Trolley Tour homebuying events were hosted in person in FY22. Three Trolley Tours, in September of 2021, February of 2022, and May of 2022, allowed 1,082 participants to explore Baltimore neighborhoods and receive expert homebuying advice. Professional promotional content (photo and video) was developed early in the year to increase individuals’ confidence in their ability to participate safely.



SURVEY RESULTS FROM OUR FY22 TROLLEY TOURS SHOWED:



of participants gained knowledge about cultural and community assets in Baltimore City

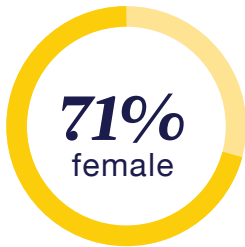


of participants gained knowledge about the homebuying process

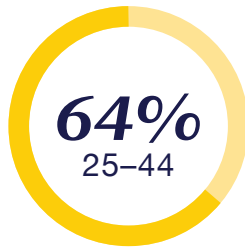


FY22 Customer Demographics

GENDER



AGE RANGE



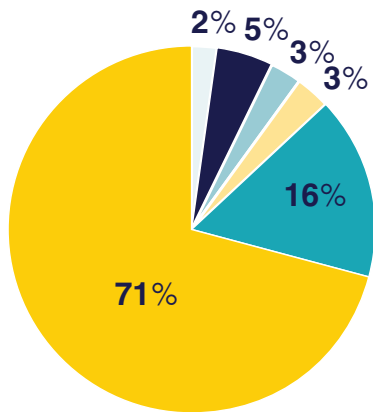
MARITAL STATUS



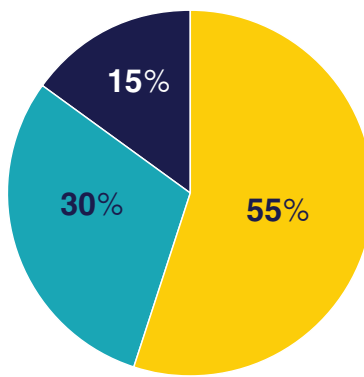
NET PROMOTER SCORE



RACE / ETHNICITY



HOUSEHOLD INCOME



- AFRICAN-AMERICAN
- CAUCASIAN
- HISPANIC
- ASIAN
- MULTI-RACIAL
- OTHER

- UNDER \$44K
- \$44K - \$106K
- OVER \$106K

Live Baltimore's
FY22 CUSTOMER SATISFACTION RATING
 is on par with the country's top rated brands.¹

COSTCO **80**

USAA **72**

SAMSUNG **64**

RITZ CARLTON **63**

¹ NICE Satmetrix 2022 Consumer Net Promoter Benchmark Study

Programs

2020 CENSUS RESULTS

In addition to helping prepare city government for the release of the 2020 Census results in August, Live Baltimore launched its own PR offensive focused on the promising growth in Baltimore City's number of households. Our communications plan resulted in three months of media coverage and promised action from the Mayor's Office.



GIVE A FLAG

In November and December, we asked Baltimore City residents to show us that they “Give a Flag!” about Baltimore by letting their civic pride fly high. Nearly 70 flags were distributed to homes in 33 neighborhoods (and eight locations outside of Baltimore). Photos of residents with their flags were shared and celebrated on social media.



CIAA CAMPAIGN

With thousands of HBCU students, graduates, and supporters in town for February's CIAA basketball tournament, Live Baltimore took a shot at getting attendees to stay long-term! Geo-fenced digital ads and outdoor posters encouraged fans to “pivot” and make a move to Baltimore following their visit. Self-guided audio tours of the east side and west side were available for free download throughout the week of festivities.



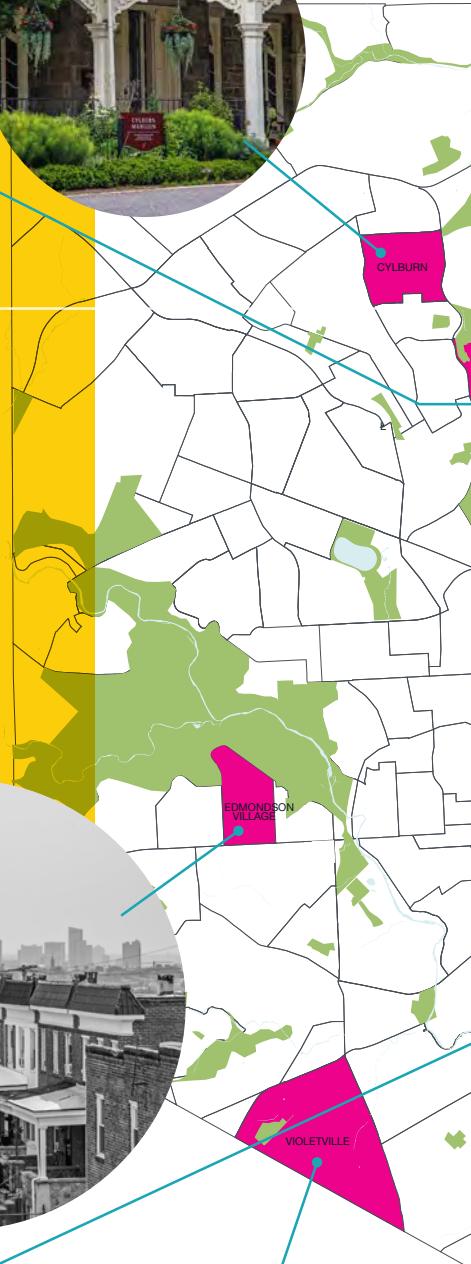
Office Renovation

After two years away, Live Baltimore's staff returned to a re-imagined Charles Street Home Center in spring of FY22. Our refreshed office features additional collaborative spaces, more natural light, and work stations better tailored to team members' hybrid schedules. Our branded interior design (done in-house!) attracted attention from the Baltimore Business Journal, which featured the space in it's "Cool Digs" series in March.



Neighborhood Photography

Even after a pandemic, Baltimore is beautiful. As we have for more than a decade, we engaged local artist, Phylcia Ghee, to document 12 City neighborhoods and their residents throughout the summer of 2021. These neighborhoods included Bayview, Belair-Edison, Otterbein, Union Square, Hollins Market, Violetville, Edmondson Village, Bolton Hill, Madison Park, Tuscany-Canterbury, Woodberry, and Cylburn. This project also allowed us to assist our long-time photographer in receiving both her minority- and women-owned business certifications from the City of Baltimore.





**Meet our photographer,
Phylicia Ghee.**

Phylicia Ghee has been Live Baltimore's official neighborhood photographer for more than a decade—since she was a student at Maryland Institute College of Art. Phylicia's incomparable images of Baltimore City and its residents can be found throughout LiveBaltimore.com, featured in our social media and advertising campaigns, and on display in our Charles Street Home Center.

See more of Phylicia's work, including images of her latest solo exhibition, at PhyliciaGhee.com and on Instagram by following [@phyliciaGhee](https://www.instagram.com/phyliciaGhee).

Photo by:
Anne Kim,
courtesy of
The Nicholson
Project

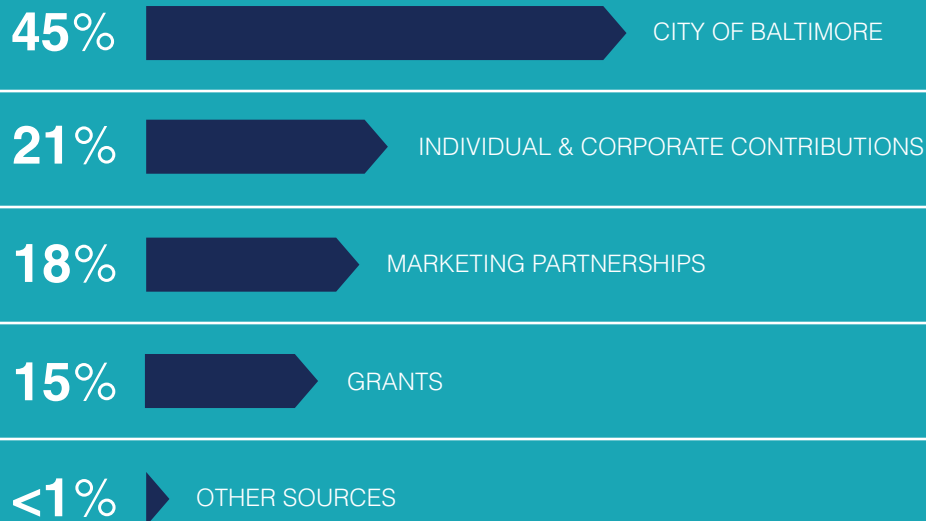
FY22 Operations

FISCALLY RESPONSIBLE

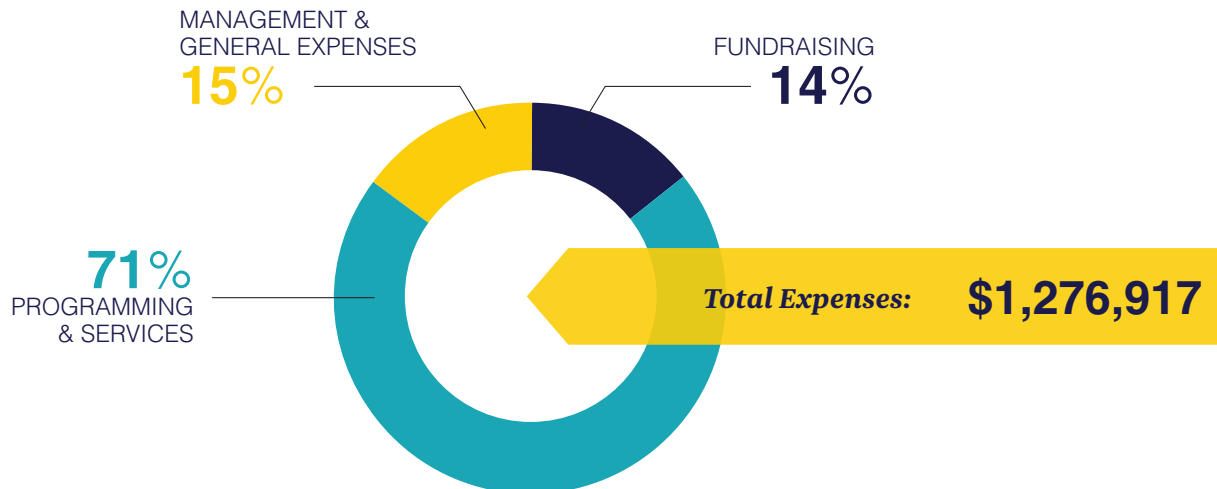
Live Baltimore continued its streak of perfect, unqualified audits for its **20th consecutive year** in 2022.

Live Baltimore is a private nonprofit organization—not a city agency. The City of Baltimore provides only a portion of our current funding. Although other Baltimore promotional agencies have dedicated sources of income, such as the hotel tax, Live Baltimore must apply to foundations for grants, seek marketing partners, and solicit like-minded individuals and corporations for contributions. The following reflects audited financial statements.

Revenue by Source:



Total Operating Revenue: \$1,339,675



Birthday Bash 2021



Presented by:



bgeSM

AN EXELON COMPANY

2021 RESULTS

15+ LOCAL BUSINESSES
AND PERFORMERS SUPPORTED

OVER 600 ATTENDEES

\$237K+ RAISED

After a year off in 2020 (thanks, COVID!), Bash was back in 2021. The party of the summer was truly the celebration we all needed after one of the most difficult years in recent memory. Indoors and out, hundreds of guests gathered safely and enthusiastically at the Assembly Room. WBAL's Jason Newton made a return appearance as MC, and more performers than ever (including Rufus Roundtree, Kariz Marcel, Eze Jackson, and Bmore Than Dance) entertained crowds.

SPONSORS

PRESENTING: BGE **PLATINUM:** University of Maryland, Baltimore; Whiting-Turner **GOLD:** CareFirst BlueCross BlueShield; Cross Street Partners/Henderson Crossing; Greater Baltimore Board of Realtors; Harbor East; Howard Bank; Johns Hopkins University & Medicine; M&T Bank; MCB Real Estate **SILVER:** Ballard Spahr; Continental Realty Corporation; GRF CPAs & Advisors; Kaine Investments; Keefe, Bruyette & Woods, A Stifel Company; McHenry Row; P. Flanigan & Sons; PNC Bank; Sandy Spring Bank; University of Maryland Medical System **BRONZE:** CohnReznick; Domino Sugar; Economic Alliance of Greater Baltimore; The Edward St. John Foundation; Greater Baltimore Committee; Hohm Highlandtown (Workshop Development, CLD Partners, Old Town Construction); The Kaufman Family; Loyola University Maryland; Morris & Ritchie Associates; Transamerica **IN KIND:** WBAL-TV 11; iHeartMedia; Audacy; 92Q; WTMD; WYPR; Baltimore Business Journal; Arnold Packaging; Downtown Partnership of Baltimore; Mercy Medical Center; Old Line Spirits AND many generous individuals.



Thank you to our 2021 Event Chair, Mary Ann Scully, former Chairman & CEO of Howard Bank, now Dean of Loyola University Maryland's Sellinger School of Business and Management.

Supporters

Thank you to the generous individuals, foundations, and businesses that made contributions during Fiscal Year 2022 (July 1, 2021 – June 30, 2022).

THE CITY OF BALTIMORE

CORPORATE AND FOUNDATION SUPPORTERS

\$20,000 and Above

Baltimore Equitable Insurance Foundation
BGE
The Jacob and Hilda Blaustein Foundation
The Goldseker Foundation
Joseph & Harvey Meyerhoff Family Charitable Funds

\$10,000 - \$19,999

CareFirst BlueCross BlueShield
Cross Street Partners / Henderson Crossing LLC
Greater Baltimore Board of Realtors
Harbor East
Howard Bank
Johns Hopkins University & Medicine
M&T Bank
MCB Real Estate
Transamerica
The T. Rowe Price Foundation
University of Maryland, Baltimore
Whiting-Turner

\$5,000 - \$9,999

Ballard Spahr LLP
Continental Realty Corporation
GRF CPAS & Advisors
Kaine Investments
Keefe, Bruyette & Woods, A Stifel Company
McHenry Row
P. Flanigan & Sons, Inc.
PNC Bank
Sandy Spring Bank
University of Maryland Medical System

\$1,000 - \$4,999

Banks Contracting Company
The Business Journals
CohnReznick
Domino Sugar
Economic Alliance of Greater Baltimore
The Edward St. John Foundation
FNB Wealth Management
Hohm Highlandtown (Workshop Development/CLD Partners/Old Town Construction)
Loyola University Maryland
Morris & Ritchie Associates, Inc.
Southway Builders Charitable Trust, Inc.

Under \$1,000

B&H Chimneys
Baltimore Collegetown Network
Annie E. Casey Foundation
The Coverson Group, LLC
Enterprise Community Investment
Ernst & Young
Holmes Glorioso Home Group
KPMG LLP
Lafayette Square CDC
Planit
The Aaron Straus & Lillie Straus Foundation
Two Bulls Construction, LLC

LICENSE PLATE SUPPORTERS

Ferne Banks
Linnea Barnes
Matthew Gonter

Veronica Harris
Randall McCreedy
Kimyetta Young



To purchase a State of Maryland Live Baltimore Specialty Plate, contact jfrench@livebaltimore.com.

INDIVIDUAL SUPPORTERS

\$5,000 and Above

Pierce & Emlyn Flanigan
Barbara Shapiro

\$1,000 - \$4,999

John & Carolyn Boitnott
Liam Davis
Ned Filipovitz
Tom & Amy Geddes
Roger Hartley
The Kaufman Family
Chris & Kate Maguire
Rhonda Pringle
Colleen Rippey
Taylor Stewart

\$250 - \$999

Cecilia Brennecke & Mark Hyman
Kirsten Brinlee
John Brothers
Councilmember Kristerfer Burnett
Cheryl Casciani
Barry Cronin
John G. Folkemer
Julia French
Jeremy & Jesse Grant-Skinner
Eben Hansel & Brooke Lierman
Bill & Ruth Henry
Benjamin Hyman
Nancy Kass & Sean Tunis
Laurie Latuda Kinkel
Charles Lu
Douglas McCoach
Joseph McNeely

Mark Moyer
Betsy & David Nelson
Mirtha Soto & Bryan Bishop
Matthew Swiger
Maia Tatinclaux & Paul Koprowski
Jennifer Blois Vitelkites
Tylah & Brian Wildey

Under \$250

In honor of Camp Lanvale
200 S Bouldin Family
Blair Adams
Kevin Albertini
Eileen Anderson
Kristen Argenio
The Audette Family
Elizabeth Basl
The Baty Household
Mark Benson & Andrew Frank
Terrence & Ashley Berry
Jack BeVier
Mia Bloom
Brooke Bomberger
Regina T. Boyce
Candice Bruno
Su Carey
The Cataldos
The Claroni Household
Adria Crutchfield
Danielle Curry
Chrissie Davis
Poetri Deal
Barbara K. Dent
Carol & Mel Freeman
Ben Garner

The Haynies
Carla Hinson
Melvin Jadulang
Taylor Janoskie
Jennifer Jarvis
Suzanne Johnson
Misty Keens
Christopher Kingsley
Elizabeth Koontz
Jon Kucskar
Samantha LaBelle
Jody & Cecilia Landers
Amanda Latimore
Daniel Layman
Kathy Lynch
Casey Lynn
Kelly Maher
Jolie H. Matthews
Jennifer McCahill
Chris McDonald
The McKenzie Walters Family
Scott Melton
John D Merrill
Kari Miller
Annie & Michael Milli
Aaron Moore
Stephanie Moore
Hana Morford
Joyce Morris
Irene Mabry Moses
Marianne Navarro
Joseph Novak
Heather OBrien
Brendan O'Brien
The Perez Household
Louis Perkins

Mark & Eileen Phelps
Catherine Pierre
Tommy Pigeon
Daniel Poblete
Jeff Price
Carrie Reed
Erika Reese
Bill & Sharon Reuter
Dawn Rhodes
Jordan Rhodes
Jeff Riner
Jennifer Robinson
Stephen Ruckman
Heather Savino
Heidi Schloss
Hudi Schorr
Victoria Semanie
Scott Serafin
Tiffany Sims
Amanda Smit-Peters
Alexandra Smith
Kristin Speaker
Tisha St Clair
Scott Stafford
Miranda Strong
Connor Swegle
Crystal Sykes
Naseem Tarmohamed
Jennifer Tate
Kelly Dale Terrill
Emily Trageser
The Wahl Household
John and Tricia Walther
Rachel Wheelin
Lenetta White
Kim Wiggins

BUSINESS PARTNERS

Mortgage Lenders

Bay Capital Mortgage Corporation
CMG Mortgage, Inc.
Fairway Independent Mortgage Corporation
First Home Mortgage Corporation
Fulton Mortgage Company
George Mason Mortgage, LLC
Healthy Neighborhoods, Inc.
HomeTown Lenders, Inc.
MECU Credit Union
Meridian Bank
PrimeLending
Prosperity Home Mortgage, LLC
Truist Bank

Housing Developers

Charm City Buyers
Henderson Crossing, LLC
Habitat for Humanity of the Chesapeake, Inc.
ReBuild Metro, Inc.

Apartment Providers

AvalonBay Communities, Inc.
Bozzuto
Horizon Property Management LLC
Meadow Development Group, Inc.
Redwood Campus Center, LLC

Home Inspectors

360 Home Inspections, LLC
Homecheck Inspection Services, Inc.

Real Estate Brokerages & Teams

New Home Team of MD
Next Step Realty, LLC
Garner & Co.
The Real Estate Store of MD

Real Estate Agents

Nzinga Anderson
Chanelle Barnes
Kate Barnhart
Shira Bethea
Yvette Biggs
Vernise Bolden
Violet Bridges
Travis Brock
Maria Brown
Natalya Brusilovsky
David Caplan
Susan Carroll
Chris Chamberlin
Tracey Clark
Anita Davis
Darnell Davis
Jill Dennis
Gabriel Dutton
Clausen Ely
Christina Engerman
Melissa Evans
Jason Filippou

Mary Ann Foreman
Michael Frank
Julia Frazier
Tamika Gauvin
Lisa Gilmore
Erik Grooms
Jennifer Habte
Tiffany Hayes
Allison Heath
Kenya Hill
Kim Lally Holmes
Cleveland Horton
Sean Hutchens
DeShawn Jennings
Joseph Jones
Mark Lee
Rachel Leflore
Carol Lerch
Michael Levine
Brenda Loney
Christopher Ken Macon
Jennifer March-Zappacosta
Jennifer Marsh
Joseph Mayo
Sophia McCormick
Kelsey McCoskey
Caroline Meredith
Tiffany Mickey
Tyra Mitchell
Dan Morris
Mark Moyer

Holly Mueck
Myisha Murchison
Jessica Nonn
Shenel Nurse
Jacquetta Olaseha
Ashley Osiname
Amanda Paris
Keith Patillo
Louis Perkins
Diana Pham
Michael Rawls
Molly Reed
Naomi Reetz
Lori Rogers
Rich Rudy
Stephen Sattler
Timothy Schlauch
Amanda Schwartzkopf
Paul Stagg
Kia Stanfield
K. Dale Terrill
Shelia Thomas
Daniel Thompson
Emily Trageser
Kari Walling
William Weeks

Other Businesses

Four Twelve Roofing LLC
MiCasa Title Group, LLC
State Farm

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Jennifer McCahill | GRF CPAs & Advisors

Secretary

Taylor Stewart | Leadership for Educational Equity

Board Development Chair

Pierce Flanigan | P. Flanigan and Sons

Past President

Stephen Ruckman | Johns Hopkins University

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Ashiah Parker | No Boundaries Coalition

Member-At-Large

Rhonda Pringle | Baltimore Business Journal

Member-At-Large

Kate Williams | Wilmington Trust

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Julie French | Director of Operations

Neekta Khorsand | Director of Programs

Suzi Senna | Director of Marketing & Communications

Chadras Copley | Customer Service Manager

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Poetri Deal | Pepco Holdings

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Aaron Fishbein | Transamerica

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Laurie Latuda Kinkel | Baltimore Community Foundation

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Maggie Villegas | Baltimore Creatives Acceleration Network

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Misty Keens | Events Manager

Jordan Klumpp | Business Relationship Manager

Amy Soukup | Community Data Analyst