

Minority and Women's Business Opportunity Office: Minority, Women-Owned, and Small Business Development

Pillar: Responsible Stewardship of City Resources

Service Number: 869 (Activity 35)

Fiscal 2023 Recommended Budget: \$1,548,002

Service Description

The Mayor's Office of Minority and Women-Owned Business Development serves as the City of Baltimore's primary advocate for small, local, minority and women-owned companies including prime contractors, subcontractors, and joint venture partners.

Major Budget Items

- The recommended budget transfers Mayor's Office of Minority and Women-Owned Business Development, including 7 positions, from Service 125: Executive Direction and Control – Mayoralty to Service 869: Minority and Women's Business Opportunity Office to allow for a more coordinated and effective approach to the program's goals.



	Counseling	Funding	Initiatives	Targets
Impact	YTD 2022 682	Loans, contracts & Grants Obtain 82	Business Development Outreach to 2,000	Reach 2,000 small businesses in Baltimore City including youth led enterprises
	Since 2020 1759	Loans, Contracts and Grants Obtained (\$) \$41,375,925	Baltimore Main Street Increase Budget	Increase Loans & Grants for small businesses \$10,000,000
Customer	Gender of Clients Female 449 Male 169	Bonding & Equity 2,075,000	Minority Business Development Agency (Federal) Advance Manufacturing Strategic Consulting Fund	Increase MBE/WBE participants on City Contracts 200 Companies

Eight Active Main Streets Programs

Open Businesses



Belair-Edison Main Street
 9 Vacant Storefronts



Federal Hill Main Street
 12 Vacant Storefronts



Fell's Point Main Street
 65 Vacant Storefronts



Hamilton-Lauraville Main Street
 10 Vacant Storefronts



Highlandtown Main Street
 15 Vacant Storefronts



Pennsylvania Avenue Main Street
 48 Closed Businesses (Covid/Fire);
 37 Vacant Storefronts



Pigtown Main Street
 15 Vacant Storefronts



Waverly Main Street
 42 Vacant Storefronts

3RD

Largest Urban Main Streets Program in the US



Strategies to Spur Economic Activity

- Marketing & Event Planning
- Design & Promotions
- Facade Renovations
- Streetscape Improvements
- Technical Assistance
- Grants & Financial Assistance



Mission

The Baltimore Main Streets program is an approach to neighborhood revitalization by providing customized support and public resources to each District in order to attract new businesses and new jobs to the neighborhood.



FY22 HIGHLIGHTS

- New Branding (Logo & Banner)
- Hired New Program Coordinator
 - CDBG Approval (\$100,000)
- Leadership Training at National Main Street Conference
 - New Partnerships
- *Visit Baltimore, Baltimore City Black Chamber of Commerce, Baltimore City Chamber of Commerce, BPD's The Shield Network
 - Participating Outreach Events
- *CIAA Tournament, Restaurant Week, Small Business Saturday
 - Baltimore Main Streets Listening Session Tours

FY23 GOALS

- Expansion (1-2 New Main Street Sites)
 - Affiliate Main Street Sites
 - New/Revised Events
- *Holidays on Main Street, Baltimore Main Streets Literacy Campaign
 - CIAA Tournament, Restaurant Week, Small Business Saturday
 - Two New Staff Members
 - *Manager Trainee Specialist & Communications Specialist
 - New Partnerships
- *The Baltimore Times, Downtown Partnership, Enoch Pratt Free Library, Park Heights Renaissance*
 - Outreach Events (National Main Street & MACo Conference)
 - Baltimore Main Streets Listening Session Tours

Baltimore Main Streets Staff:

Sean A. Stinnett, Director
Cherlyn Nater-Severino, Program Coordinator