

Live Baltimore

Pillar: Equitable Neighborhood Development

Service Number: 815

Fiscal 2023 Recommended Budget: \$1,108,452

Service Description

As the only citywide organization dedicated to marketing Baltimore to residents, Live Baltimore annually provides thousands of individuals with information on the City's 278 neighborhoods, rental living options, homebuying incentive programs, historic tax credits, and more. By attracting people to Baltimore's neighborhoods and by helping residents find a way to stay in the City, Live Baltimore's work is critical to Baltimore's economy. Residents are responsible for generating more than 50 percent of the City's general fund revenue and they support tens of thousands of jobs across multiple sectors. A growing and diverse population will lead to increased tax revenue, an expanding economy, and appropriate political representation for all of Baltimore's citizens.

Major Budget Items

- The Fiscal 2023 recommended budget provides an enhancement of \$468,794 to develop a campaign to attract more middle-income Black families and to translate marketing materials into Spanish and other languages in order to reach immigrant families and grow Baltimore City's population.

Type	Performance Measure	Actual 2018	Actual 2019	Actual 2020	Target 2021	Actual 2021	Target 2022	Target 2023
Effectiveness	# of Live Baltimore customers who purchased a home in the City	1,252	1,236	942	1,250	1,380	1,200	1,250
Effectiveness	% of neighborhoods in which Live Baltimore clients purchased homes	79%	79%	80%	76%	84%	76%	76%