



Baltimore
Development Corporation

Baltimore Development Corporation

Overview & 21-0026R - Investigative Hearing - COVID-19 and Small Business Re-Openings

Presented by: Colin Tarbert, President & CEO

April 20, 2021

Baltimore Development Corporation (BDC)



- The [Baltimore Development Corporation](#) (BDC) is the economic development agency for the City of Baltimore. Our mission is to grow the city's economy in an inclusive manner by retaining, expanding and attracting businesses and promoting investment, thereby increasing career opportunities for residents.
- BDC is committed to a more equitable economy by supporting minority and women-owned businesses and promoting investment in neighborhoods that have been negatively impacted by institutional racism and generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy.

Baltimore Development Corporation (BDC)



- BDC also administers two non-profit organizations, the [Emerging Technology Centers](#) & [Made in Baltimore](#).



COVID-19 Response & Recovery

www.baltimoretogether.com



The four main components of the **Response and Recovery Plan**:



Ensuring inclusion & equity has been a priority.

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Major Economic Impacts:

- Approximately **19,000** jobs lost in 2020.
- Most negatively impacted businesses were restaurants, hotels, gyms. Positive growth in warehousing and biotech R&D.
- BIPOC-owned businesses were less likely to received federal and state assistance according to BDC's surveys.

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- Over **2,200** small businesses assisted.
- Over **\$19 million** in small business assistance will be provided through BDC by the end of June 2021.
- D4D projects in **16** neighborhood commercial districts.



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OUTREACH:

- Launched an online survey immediately with **over 700 responses**.
- Each survey participant was contacted by phone as a follow up.
- BDC mapped the outreach to ensure equitable coverage across the city and identifying areas that may need more direct outreach.

COLLABORATION:

- BDC is leading a **network of 19 organizations** to provide outreach and technical assistance.
- Working with partners to provide language assistance.
- Working with City government on policies to support reopening.
- Working with state and federal partners.
- Part of Bloomberg Cohort for recovery.

INFORMATION:

- Launched a new Baltimore Together website with over **26,000 visits**.
- Conducted a webinar with state and federal leaders with over **1,400 participants**.
- **64% increase** in BDC's website traffic.

ACTION:

- Over **\$19 million for business recovery**.
- \$550,000 Local Manufacturing for Personal Protective Equipment (PPE)
- \$1.5 million for Design for Distancing initiative to reconfigure **16 commercial districts**.
- \$17 million for small business assistance grants with over **1,200 awarded**. 63% to MBEs.

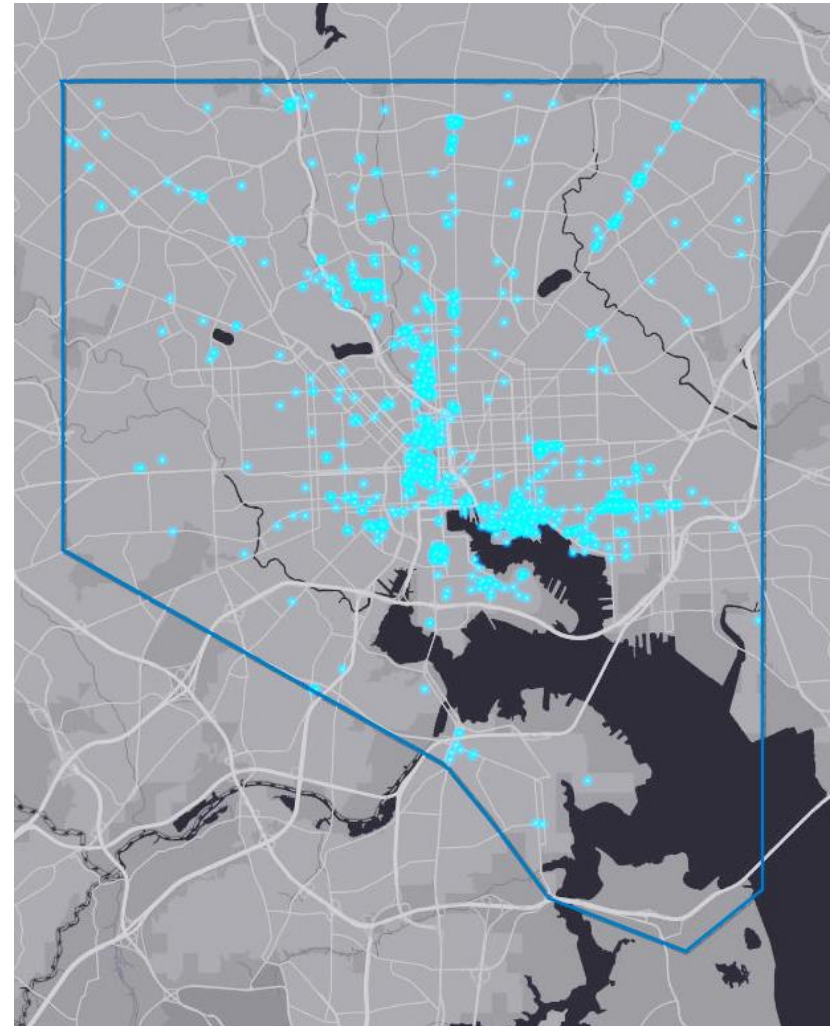
A green graphic with white text and images. The text reads: "It's business as unusual. How might we reconfigure public space to safely patronize small business?". At the top left, there is a logo for "Design For Distancing" with the tagline "REOPENING BALTIMORE TOGETHER". To the right of this is the "City of Baltimore" logo. In the top right corner, there are social media icons for Instagram, Facebook, and Twitter. The bottom half of the graphic features several circular and rectangular images: a person working at a computer, a group of people in a meeting, a person in a hard hat, and a person in a lab coat. A central graphic repeats the "Design For Distancing" logo.

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OUTREACH:

- Launched an online survey immediately with **over 700 responses**.
- Each survey participant was contacted by phone as a follow up.
- BDC mapped the outreach to ensure equitable coverage.
- Information was translated into multiple languages.
- Ads were placed in the Afro.



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A screenshot of a YouTube video player. The video title is "Federal and State COVID-19 Economic Disruption Resources for Small Businesses" and the date is "March 30, 2020". The video thumbnail shows a cityscape with the Baltimore Development Corporation logo and the M&T Bank logo. The video player interface includes a search bar, a play button, a progress bar showing 1:21 / 45:47, and a "LEARN MORE" button.

COVID-19
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)

Learn about vaccine progress from the CDC [↗](#)

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BALTIMORE CORPS™



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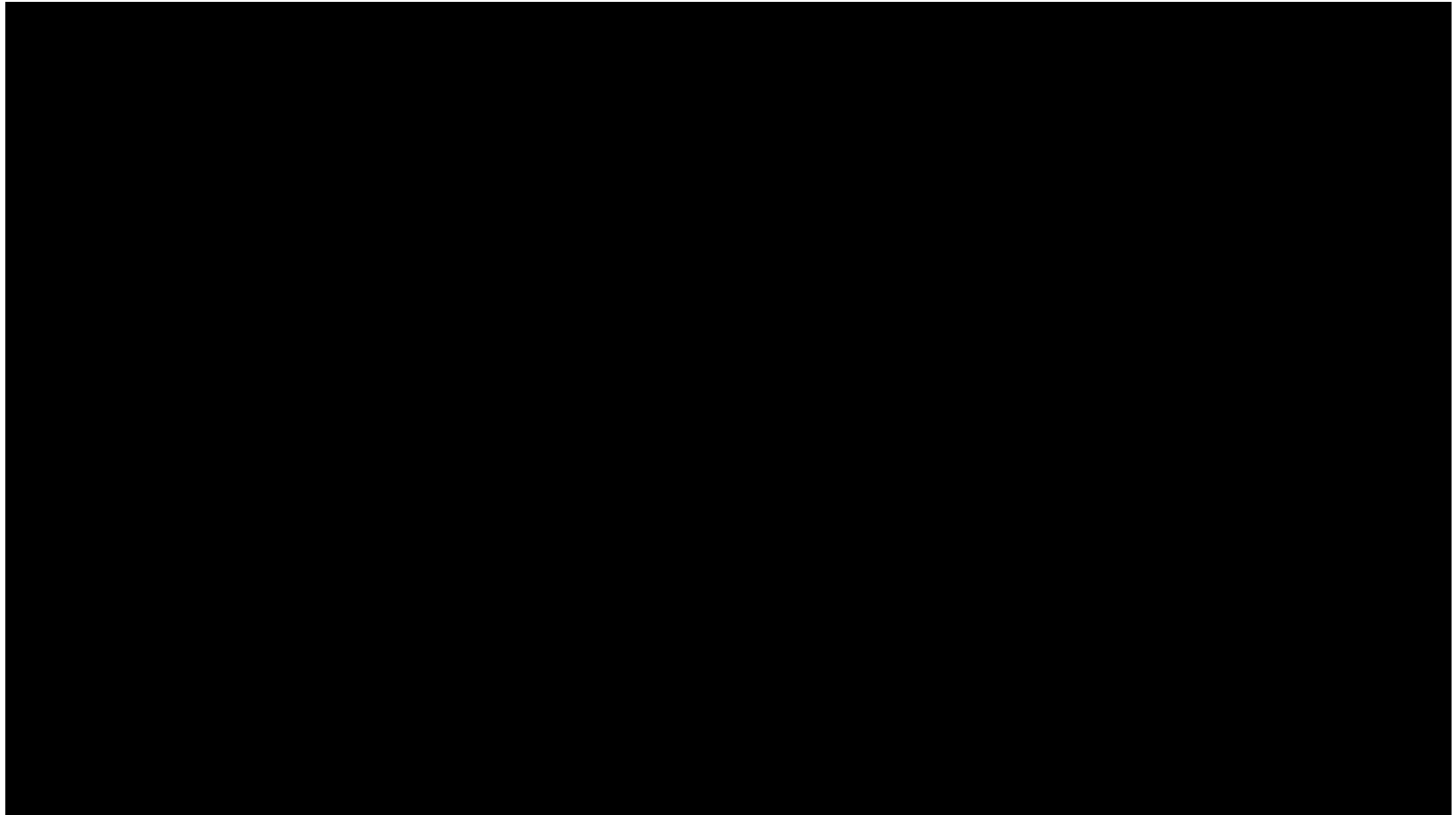


Ellis said **the expertise that BDC offered through its technical assistance network also made a huge difference** for her and others who might have no background in business management before opening:

“Passion can only get you so far. Education is huge.” Though she was initially rejected for a PPP loan, she reapplied later and received a smaller amount.

Kimberly Ellis, Breaking Bread
- Baltimore Sun, April 5, 2021

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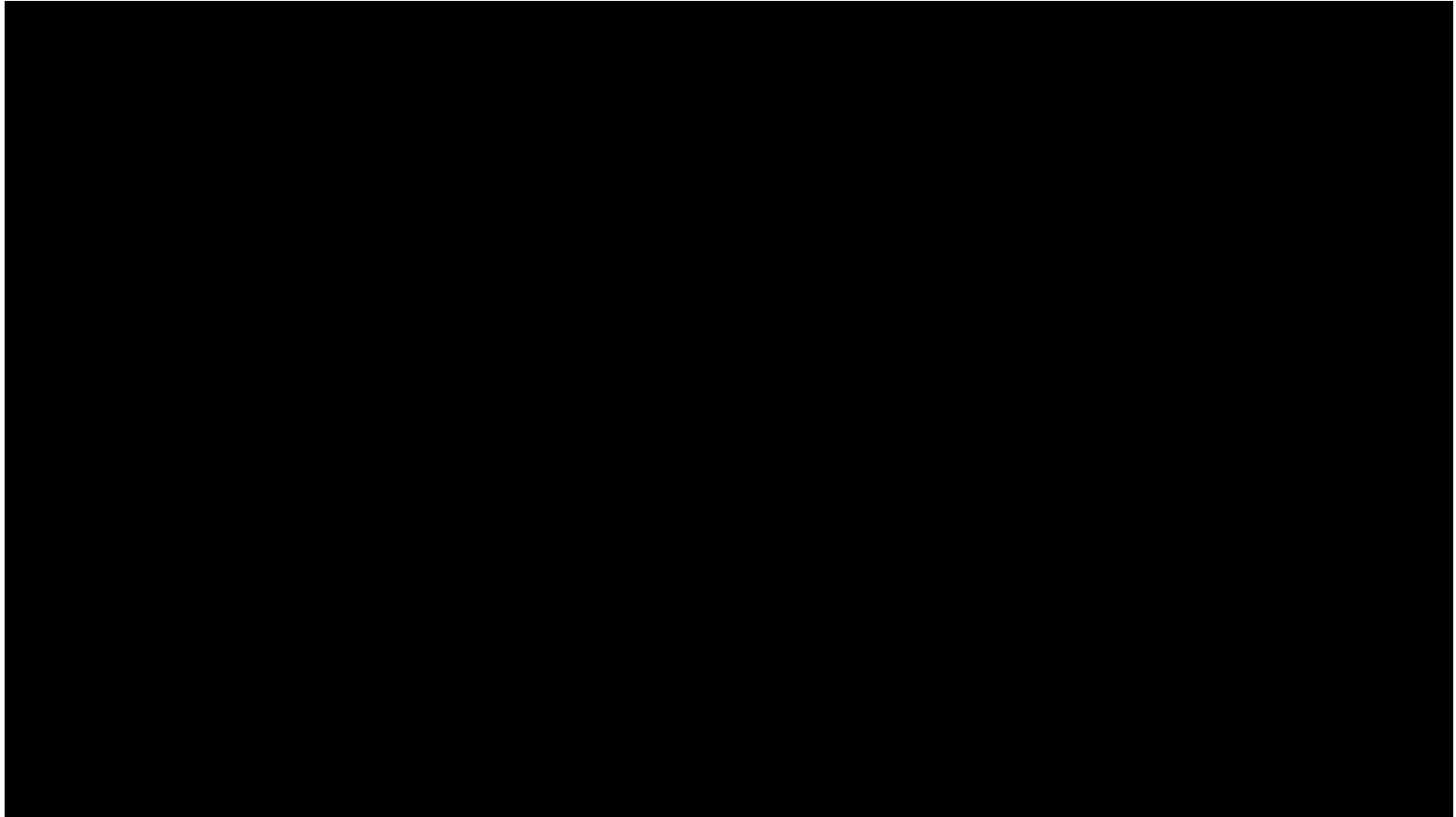


ACTION: Small Business Grants

- **\$17 million** for small business assistance grants
- Over **1,200 grants awarded to date.**
- **4 rounds of grants completed** with a 5th round pending for restaurants.
- Based on need, **not first come first serve.**
- Equitably distributed; **nationally recognized** approach.



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Baltimore Development Corp. tries to close the gap for Black-owned businesses

Aug 11, 2020, 2:18pm EDT

Baltimore's economic development head says the city did everything it could to help Black-owned businesses deal with the impact of the Covid-19 pandemic despite having a limited amount of money to provide.

The quasi-governmental Baltimore Development Corp. took several actions to try and buck a national trend as Black-owned businesses have been disproportionately impacted by the pandemic compared to their white counterparts. Research has also shown they have lacked the same access to critical funding lifelines like the federal government's Paycheck Protection Program.

Among those steps, the BDC established a \$3.5 million small business assistance fund to provide grants. The fund awarded 368 grants, with 74% going to minority-owned businesses and 68% to women-owned businesses. Nearly 30% of the grants went to Black-owned businesses, despite just 10% of businesses in the city being Black-owned, according to the BDC. The average grant was about \$10,000.

Colin Tarbert, CEO of the BDC, said he waited longer than other cities to begin distributing the grants because he wanted to ensure the city took an equitable approach.



ZACH PHILLIPS

The city provided \$3.5 million in grants to assist businesses affected by Covid-19 and has also partnered with a number of organizations to create a technical assistance network.

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- **63%** of grants awarded to businesses owned by people of color.
- **57%** of grants awarded to women-owned businesses.
- **66%** of grants awarded to city-resident owned businesses.

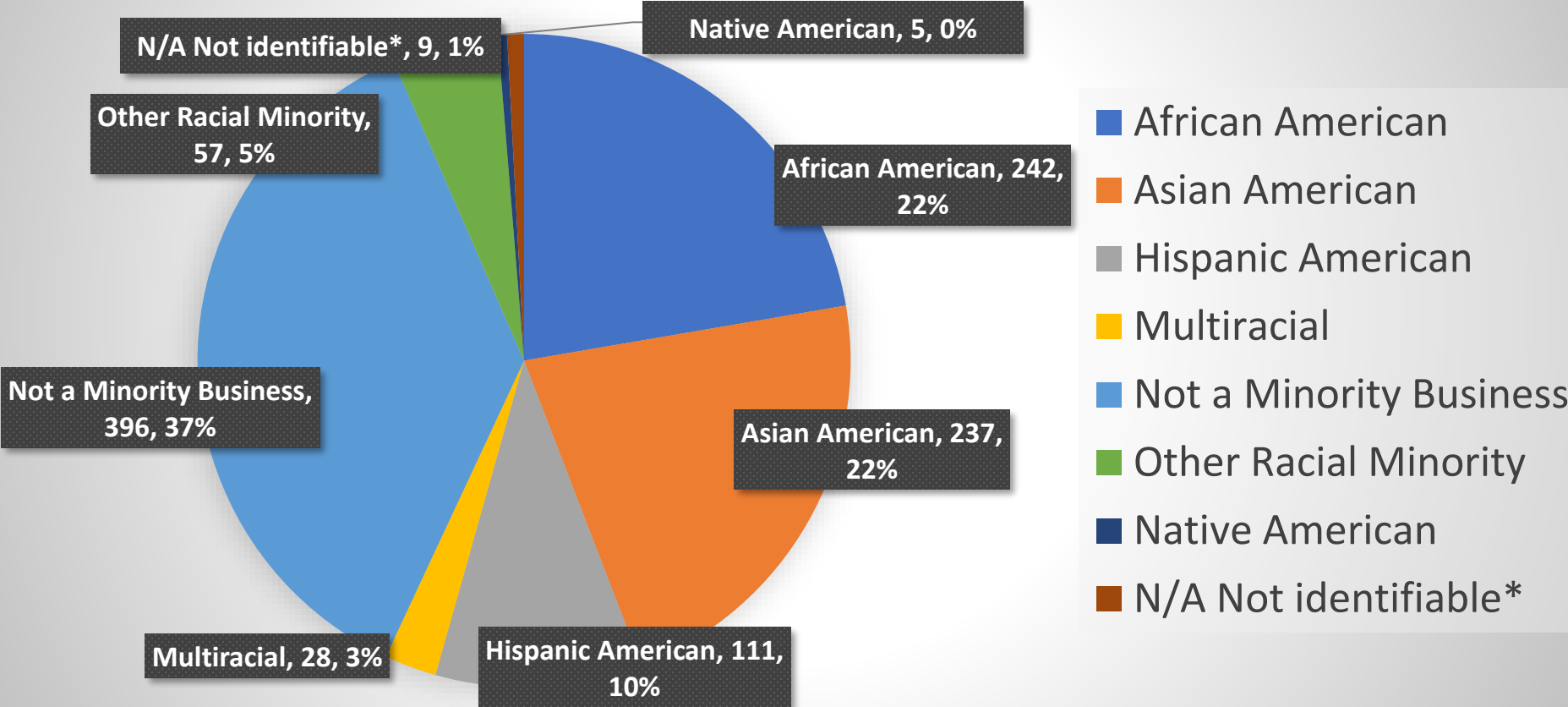


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Rounds 1-3 Grant Results - Race

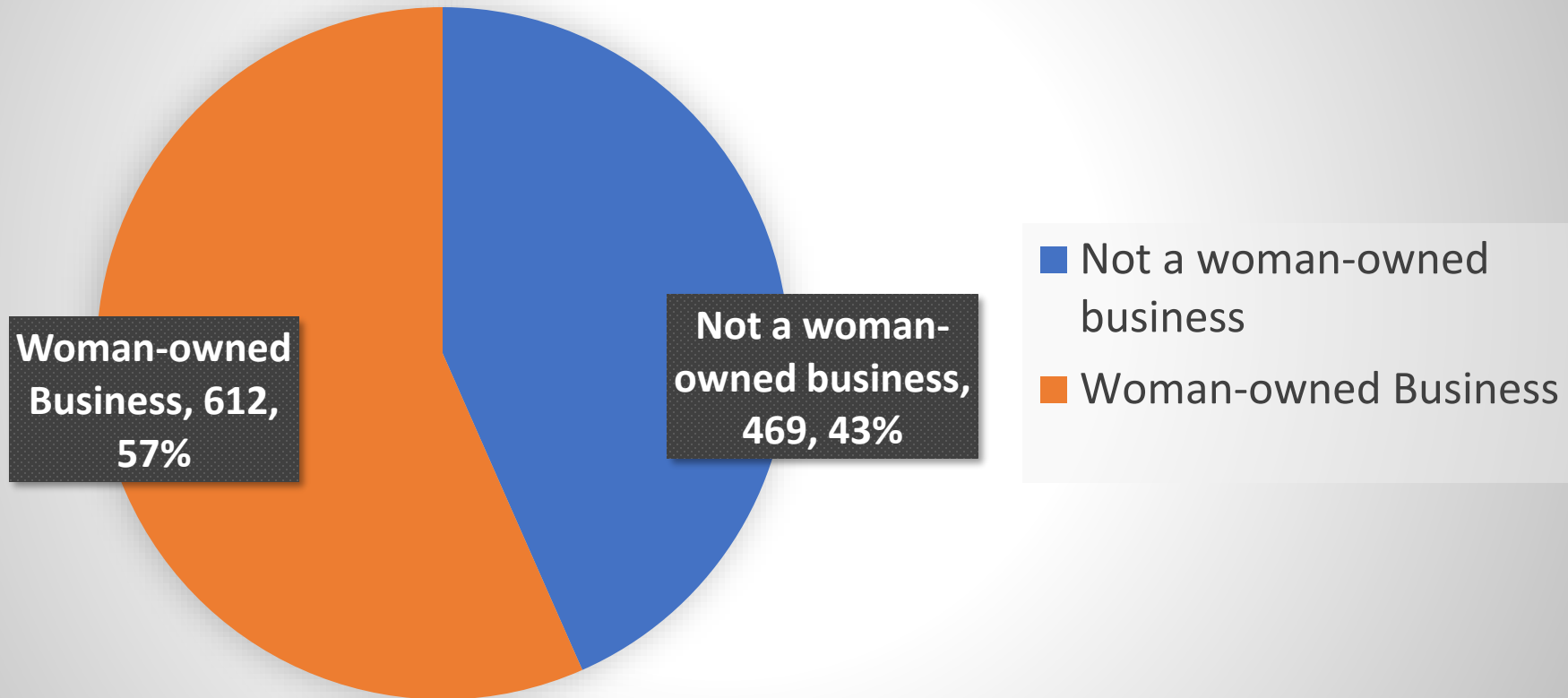


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Rounds 1-3 Grant Results - Sex

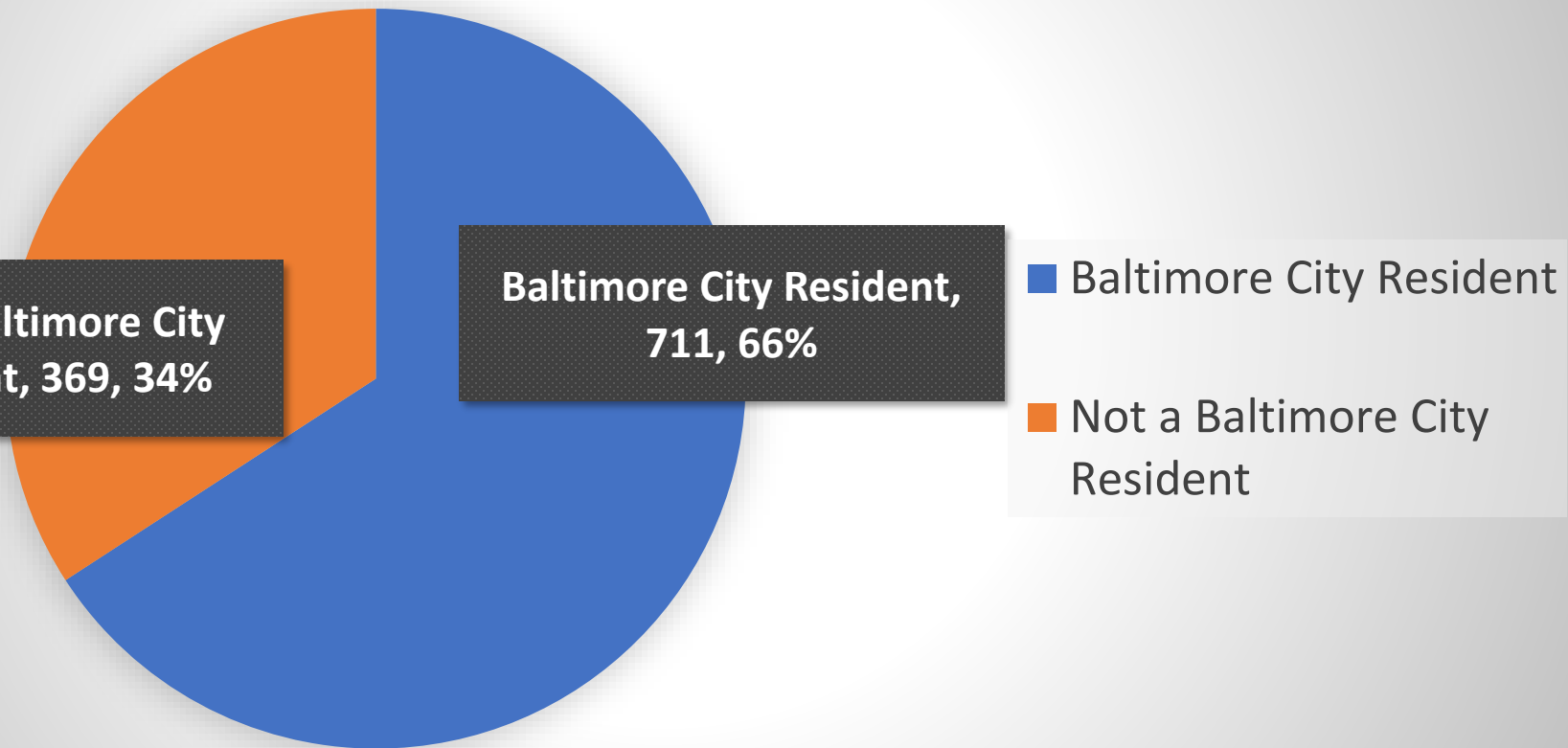


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Rounds 1-3 Grant Results - Residency



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BDC's COVID-19 work has been recognized nationally for its innovation and focus on equity and inclusion:

1. International Economic Development Council - [Economic Development Research Partners: Investing in Entrepreneurs of Color Playbook](#) February 2021
2. Bloomberg Associates – [Tactical Guide: Inclusive Small Business Support](#) August 2020
3. ICMA National Conference Presentation

BDC also was recognized by the Baltimore City Black Chamber of Commerce with a 2020 Stakeholder Award. [Video Link.](#)

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Design for Distancing is helping 16 commercial areas throughout Baltimore City.

Design for Distancing



Design for Distancing
with [Mayson-Dixon](#) as
the general contractor.



Owners: Jayson Williams & Matt Newcomer



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Moving Forward and Recovering Stronger



Baltimore Together.

A Platform for Inclusive Prosperity

Baltimore Development Corporation (BDC)



A Platform for Inclusive Prosperity

This initiative will serve as the new Comprehensive Economic Development Strategy (CEDS) for Baltimore City. Having a CEDS is a prerequisite to qualify for federal Economic Development Administration (EDA) funds. Baltimore completed its last CEDS in 2014.

Baltimore Together is a public-private initiative to implement a shared vision of inclusive economic growth, with specific goals, actions, and accountability measures over a 5-year period.

This initiative will align with the Mayor & City Council's policies to build an inclusive, equitable economy in Baltimore.

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Baltimore Together: A Platform for Inclusive Prosperity Comprehensive Economic Development Strategy (CEDS)



CEDS Activity By The Numbers

November 2019 – April 2021



CEDS Process & Timeline



CEDS Process & Timeline



www.baltimoretogether.com

Two Reports

Interim Report

Residential Growth Strategy



A Platform for Inclusive Prosperity



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Thank you