



MCMA Effort & Outcomes Summary
July 1, 2017 – June 30, 2018

Technical Assistance & Merchant Enrichment

- Instances of Technical Assistance: 34
- Classes: 7; Attendees: 51

Communications & Information Sharing

- Newsletters: 4; Hard Copy Distribution: 1,600
- Communication Blasts to Businesses: 27

Marketing & Building Awareness:

- Small Business Saturday Participants: 20
- News Articles: 3 (BBJ, November; BBJ, March; Fishbowl, April)
- Total FB Posts: 300
- MCMA Businesses Mentioned in FB Posts: 194
- Total Instagram Posts: 76
- MCMA Businesses Mentioned on Instagram: 58
- Total Tweets:

Building Community:

- Market Center Mingles (+Taste of Lexington Market): 3; Attendees: 165
- Sponsorships: 4 (Threading History & Place, Everyman Theatre; Crab Derby, Lexington Market; History of the Garment District (film by Baltimore Fashion Renaissance); Charm City Night Market, Chinatown Collective)

Beautification & Sanitation

- Holiday Bows Hung: 80
- Bags of Trash Collected: 86
- Tree Wells Weeded/Mulched: 34
- 311 Requests: 218
- Private trash cans distributed: 80+

Security

- No Loitering Signs Distributed: 10
- LEAD Referrals: 2
- Advocated for removal of two bus shelters (at decommissioned stops) on Howard Street



Community Development

- Established Nonprofit Community Development Corporation
- Prospect Outreach: 11
- Supported zoning legislation regarding after hours establishments
- Attended CHAP Hearings for Franklin Street Apartments
- Weighed in on Brothers Pizza's LNCO request; Medusa's liquor license; Eutaw Liquors' liquor license
- Articulated opinion on MTA's proposal to realign light rail tracks on Howard Street