



MCMA Effort & Outcomes Summary
July 1, 2018 – June 30, 2019

Technical Assistance & Merchant Enrichment

- Instances of Technical Assistance: 48

Communications & Information Sharing

- Newsletters: 4; Hard Copy Distribution: 1300
- Communication Blasts: 41

Marketing & Building Awareness:

- Total FB Posts: 300 (205 MCMA Businesses Mentioned in FB Posts)
- Total Instagram Posts: 152 (90 MCMA Businesses Mentioned on Instagram)
- Total Tweets: 183
- Served as one of two tour guides for University of Maryland's Community Planning student tour
- Represent MCMA at UniverCity Partnership group

Building Community:

- Market Center Mingles: 8; Attendees: 191
- Sponsorships/Events: 5 (Charm City Night Market, Chinatown Collective; Opening Night, Fringe Festival; Eighties Night at Mount Vernon Marketplace with the Hippodrome; Love, Dessert, and Champagne with Maryland Art Place; Game Night)
- Connected Fringe Festival organizers to 10+ businesses for participation in their marketing/specials program, and to La Quinta for special rates

Beautification & Sanitation

- Bags of Trash Collected: 100
- Tree Wells Weeded/Mulched: 47
- Tree Wells Planted: 4
- 311 Requests: 129* (This number is low, because I am missing data from August & September)
- Building Facades Painted: 4
- Properties Power Washed: 1
- Holiday Bows Displayed: 95
- Loaned City Center Residents Association equipment for March, April, and June community cleanup days; participated in cleanup days (removed 430 lbs. of trash from Marion Alley in March)
- Organized, hosted Catholic Relief Services volunteers, who weeded, mulched, and planted in tree wells on 400 block of Howard Street.
- Advocating for city action on 320 & 322 N. Eutaw Street (code enforcement, receivership)

Security

- No Loitering Signs Distributed: 4
- Safe & Clean Task Force Meetings: 6
- Secured the services of the Community Law Center to oppose the re-opening of Eutaw Liquors, after the BPD raided the business and made multiple arrests on drug-related felonies. At least one staff member was convicted.

Business Development

- Prospect Outreach & Support: 11
- Supported Le Mondo's request for hardship extension at Liquor Board hearing

Long-Term Planning

- MC Strategic Revitalization Plan: Finalized Phase I plan and submitted to the State DHCD – Attracted 130 participants to advisory group, workgroup, focus group, public meetings (95 unique individuals)

Policies and Regulations

- Reviewed and submitted questions on City's update to sign regulations
- Articulated MCMA's position on Light Rail Realignment on Howard Street to MTA (support for realignment, concern about other portions of proposal)
- Weighed in on extension to Market Center Urban Renewal Plan
- Represented MCMA at Planning Commission hearings on Capital Improvement Program budgets for BDC and BCDOT

Development Projects

- Attended CHAP hearing for Franklin Street Apartments
- Articulated support to CHAP for Park Avenue Partners' proposal to demolish rear additions of 400-414 Park Avenue; articulated support to CHAP for Park Avenue Partners' request to demolish 214 W. Mulberry St.
- Supported Tower Hill Development's application for historic tax credits (600 N. Howard)
- Attended Lexington Market press conference; issued statement on announcement; attended Lexington Market Design Focus Group; arranged for Seawall presentation at May 2019 Market Center Mingle; Attended "West Market Block" Pre-Proposal Conference; Attended Town Hall
- Submitted letters of support for Current Space's revised plans to MD Historical Trust & CHAP
- Met with new owners of 123 W. Mulberry Street to discuss their plans, activity nearby, façade grants, the conditions on Park Avenue
- Participated in BDC's tours of RFP sites (former "Superblock")

Fundraising

- Grant Proposals: 6 (Urban Land Institute; State DHCD Technical Assistance; State Farm; Baltimore Housing & Community Development Community Catalyst; State DHCD BRNI – 2)

Upcoming events, activities

1. Publication of Market Center business directory and map
2. Finalization of Financial Review
3. Market Center Mingles: July 24, August 28, September 25
4. CCRA Cleanup Day: July 27
5. Kick off Phase II of the Market Center Strategic Revitalization Plan, September
6. Charm City Night Market, September 21
7. CCRA/MCMA Elected Officials Forum, September 30 or October 1
8. Town Hall Meeting on Lexington Market, October 9, 2019, 6-7:30 pm

Recent and Upcoming Development Activity

1. BDC sold 425 N. Howard Street and 211, 217, 221 ½, and 225 W. Franklin to Charles L. Dunn Partners. Work should begin soon on the project, which includes 50 apartments and ground floor commercial.
1. Shaffin Jetha expects to break ground soon on University Lofts at Eutaw and Fayette.
2. Current Space purchased 419 N. Howard.

Social Media Summary			
	July 2017 - June 2018	July 2018 - June 2019	Increase
<u>FACEBOOK</u>			
Daily Page Engaged Users	4,655	8,480	82%
Daily Total Reach	60,767	74,408	22%
Daily Total Impressions	110,540	129,601	17%
Daily Reach Of Page Posts	59,577	74,187	25%
Daily Total Impressions of Posts	105,884	127,436	20%
Daily Total Consumers	3,406	6,069	78%
Likes	564	692	23%
Followers	572	703	23%
<u>TWITTER</u>			
Impressions	27,943	67,988	143%
Engagements	497		
Mentions		59	
Profile Visits		1,925	
Followers	47	175	272%
<u>INSTAGRAM</u>			
Impressions	4,147	17,970	333%
Total Posts	81	160	98%
Followers	117	202	73%