



Baltimore Together.

Summit
Recap Report
2024

▶ ANNUAL SUMMIT GOALS

1. Align stakeholders around a shared vision and understand key metrics, including citywide goals and objectives.
2. Highlight the great work that is happening around economic, workforce and community development in Baltimore City.
3. Tie together various economic, workforce and community development activities into one coherent platform and community narrative.
4. Expand the opportunities for participants to identify specific actionable next steps and take responsibility and accountability for implementation.

Overview

The 3rd Annual Baltimore Together Summit kicked off at Baltimore Center Stage on November 12, 2024. Building on past years, the Summit took place over four days and was hosted in conjunction with community partners at locations across Baltimore City.

Day 1 offered a notable lineup of keynote speakers, panel discussions, engagement activities and networking opportunities, all focused on the theme of building an inclusive and equitable local economy. The diversity of speakers—from politicians and business leaders to artists and entrepreneurs—highlighted the multifaceted nature of economic development and the important role each person and community has to play in creating a vibrant and thriving city. The day concluded with a conversation between Colin Tarbert, President & CEO of BDC, and Mayor Brandon M. Scott, and was followed by a cocktail reception celebrating the launch of the 2024 Made in Baltimore Lookbook.

The three days of breakout sessions that followed on November 13-15 were hosted by dedicated community partners including Downtown Partnership, BASE Network, West North Avenue Development Authority, Impact Hub, Neighborhood Impact Investment Fund, Coppin State University, Emerging Technology Centers and many more. The 14 dynamic events covered a wide array of topics—from workforce development and downtown revitalization to West Baltimore investment strategies and the growth potential of Baltimore’s film and television industry, building an inclusive and innovative economic future.

“We have to make sure that we stay committed to this work.”

Brandon M. Scott
Mayor
Baltimore City



Baltimore Together is more than a strategy— it’s a movement fueled by collaboration across sectors with community voices at the heart of our vision for an inclusive economy need.”

Colin Tarbert
President & CEO
Baltimore Development Corporation



3RD ANNUAL SUMMIT 2024

Summit Statistics



1067

Total Participants

> 492

Day 1 participants
(in person)

> 815

Day 1 viewing
(online)

> 35

Day 1
Speakers
& panelists

> 13

Sponsors

> 2

Feature
videos

> 6

sizzle
reels

AUDIENCE SECTOR DEMOGRAPHICS

> 46%

Business &
Corporate
Partners

> 31%

Non-Profit
Partners

> 18%

Elected &
Government
Officials

> 5%

Educational
Institution
& University
Partners



“The ability to attract and retain workers is going to be the differential for communities thriving versus those that struggle.”

–Tom Barkin, President & CEO Federal Reserve Bank of Richmond

A. Opening Day: 2024

Baltimore Together Summit

Day 1 of the 2024 Baltimore Together Summit opened with a keynote speech from **Tom Barkin**, President & CEO of the Federal Reserve Bank of Richmond. Mr. Barkin set the stage with a brief national economic update and then transitioned into a Q&A with Colin Tarbert. They spoke about Baltimore’s economy, inclusive development and employment, the importance of supporting small businesses, and affordable housing and economic growth.

This high-level discussion was followed by the first panel of the day: “Work Together- Fostering Inclusive Growth Through Creative Leadership” moderated by **Tammi Thomas**, Chief Development & Marketing Officer

“We have a large number of young people who are talented, capable and driven who want to work. That is one of the biggest strengths of our workforce development ecosystem. How do we connect those individuals with opportunities? That is one of our biggest challenges.”

– Carim Khouzami, President & CEO, BGE

“As leaders, we have a responsibility to raise up the value creation that occurs through economic opportunity and economic growth. The interconnectedness of addressing the great social challenges that we have... flows directly through the ability to create an equitable, economically vibrant community.”

– Dr. Mohan Suntha, President & CEO, UMMS

at TEDCO. Panelists represented many of Baltimore’s prominent anchor institutions and included:

- **Carim Khouzami**, President & CEO, BGE
- **Ron Daniels**, President, Johns Hopkins University
- **Kimberly Johnson**, COO, T. Rowe Price
- **Dr. Mohan Suntha**, President & CEO, UMMS

These local leaders discussed the responsibility of anchor institutions in fostering equitable economic growth and their efforts to uplift Baltimore’s many community. Ron Daniels discussed JHU’s efforts to hire local employees and procure from local companies and Kimberly Johnson discussed T. Rowe Price’s partnership with Morgan State to create student-led investment funds.



PANEL 2

“Build From Strength: Life Sciences in Baltimore” featured local innovators in Life Sciences. It was moderated by Dr. Arti Santhamam, Executive Director of ETC (Emerging Technology Centers). They discussed the strengths and challenges of Baltimore’s life science industry and the future of life sciences and investment in Baltimore.

Following the morning panels, [Senator Chris Van Hollen](#) participated in a fireside chat. Senator Van Hollen discussed Baltimore’s economy and federal funding priorities, including several major federal infrastructure projects: the Key Bridge Replacement, Red Line, Frederick Douglass Tunnel, and the push to secure Tech Hub funding. He also discussed inclusive development and community investment in Baltimore



PANEL 3

“Invest in People & Places - Neighborhood & Community Development - Rebuilding Our Future” was a two-part panel that examined community and neighborhood development at both the macro and micro levels. Panelists discussed policies that lead to equitable development as well as exciting and creative solutions happening on the ground including micro-development projects, development without displacement, sustainable and affordable housing and mixed-use and transit-oriented development.

Panelists agreed that residents of any community can contribute by fostering personal connections within their neighborhoods, advocating for local improvements, and taking on civic responsibilities. These grassroots efforts can complement broader development strategies to create vibrant, cohesive communities.

[Delali Dzirasa](#), Founder and CEO of Fearless, and his team of Fearless Guides led an afternoon engagement activity that prompted attendees to reflect on their own roles in uplifting the narrative of Baltimore. Fearless is a digital services company headquartered in Baltimore City and one of Maryland’s largest Black-owned tech firms.

The afternoon was punctuated by a creative interlude

“We know that so many of these neighborhoods and people did not reach the best versions of themselves simply because of the inequitable policies and the inequitable way we operated as a city.”

– [Brandon M. Scott](#), Mayor, Baltimore City

that treated guests to a musical performance by [Shawn McNeil](#), a graduate student at Morgan State University who is a versatile and accomplished musician with a passion for both performance and education.

The [final panel](#) of the day, “Did You Know?” featured panelists that could speak to exciting creative projects and innovations happening around the city that attendees might not be aware of. It was moderated by Tonya R. Miller Hall, Senior Advisor of Arts & Culture to the Mayor’s Office. Panelists spoke about architecture and art, entrepreneurship, and how Baltimore is becoming a cultural production hub.

The day was emceed by Andre Hepkins and Mindy Basara, news anchors with WBAL-TV 11.

Other notable speakers included:

- [Bill Ferguson](#), Maryland State Senate President
- [Brad Fallon](#), Deputy Legislative Officer, Office of the Governor



- [Faith Leach](#), Baltimore City Chief Administrative Officer

- [Augie Chiasera](#), President Greater Baltimore/Chesapeake Region, M&T Bank

To close out the powerful and inspiring lineup of speakers, [Mayor Brandon M. Scott & Colin Tarbert](#) sat down for a fireside chat. They discussed their long-standing work in Baltimore, and the challenges the city continues to face as well as achievements and progress that they are proud to claim.

“Let’s work together to prioritize the future and create a strategic path to maximize opportunities for everyone.”

– [Bill Ferguson](#), Senate President, Maryland





The day concluded with a networking reception and the **Launch** of the 2024 **Made in Baltimore Lookbook**. Made In Baltimore (MIB), an initiative of the Baltimore Development Corporation, aims to drive reinvestment in Baltimore City by expanding the market for locally-produced goods. The program supports local makers and manufacturers through brand certification, promotional events, marketing campaigns, and business development services. A cornerstone of these efforts is the biannual Lookbook, which serves as both an elevated marketing tool for MIB-certified businesses and a resource to help them secure wholesale partnerships with local and national retailers.



“Made In Baltimore was thrilled to unveil the 4th edition of the MIB Lookbook at this year’s Baltimore Together Summit! The small businesses featured in the lookbook represent the creative entrepreneurial spirit that makes Baltimore such an exciting place to live.”

- Andy Cook,
Executive Director, Made In Baltimore



BT EVENT AND VENDOR LOCATIONS



B. Breakout Sessions

Following Day 1 of the Summit, partners hosted 14 unique Breakout Sessions over the course of the next three days at various locations around the city. These Breakout Sessions ranged from panel discussions to workshops and even a community bus tour! Baltimore Together breakout sessions are hosted collaboratively with partners around the city, showing the true nature of Baltimore Together and uplifting the great work happening in many different sectors of our economy. Below are a few expanded recaps from those breakout sessions.

2024 Breakout Sessions & Partner Highlights:

1. CAPITAL ACCESS FOR BLACK BUSINESS OWNERS:

Purpose: In partnership with “Black Founders Table,” an initiative which aims to address the **challenges** and **gaps** that Black founders in Baltimore face within the entrepreneurial ecosystem, this session offered practical advice for entrepreneurs of color seeking funding.

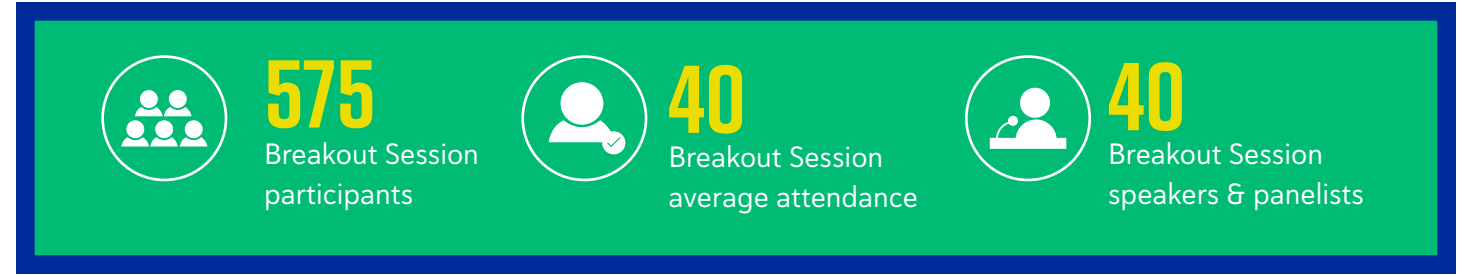
Key Takeaways: During the session, panelists explored Baltimore’s capital ecosystem, highlighting both its strengths and areas for growth. Baltimore’s resourcefulness and strategic innovation have drawn attention from other markets eager to learn from its approaches, yet the city struggles to attract external investment or infrastructure development. Panelists emphasized the importance of understanding different types of capital and how they align with businesses at various stages, offering practical advice on building a proof of concept and aligning with investor expectations for returns. Panelist also acknowledge the disadvantage that



many BIPOC founders and start-ups are in relation to their neighborhood or community of origin and the network of individuals they come with or lack thereof. Stronger engagement from the private sector is essential for building sustainable solutions.

Conclusion & Action Steps: The session underscored the need for better coordination among financial institutions, more transparency about the investments Baltimore can offer, and a deeper understanding of procurement practices in the Baltimore-DC metro region, including how funds are allocated and vendors chosen. Recognizing Baltimore’s micro-ecosystems within industries and addressing the diverse funding timelines and needs across sectors were also key points of discussion. Panelists agreed that not all investments are beneficial and that businesses often require a mix of funding types at various stages of growth.

The group recognized not all industries have the same types of investment needs or timelines. Moving forward, the Baltimore City stakeholders must leverage data to articulate the nuances of its diverse economic landscape, foster collaboration across institutions, and align investments with the specific needs of its industries.



2. DOWNTOWN RISE: THE REIMAGINING OF BALTIMORE’S CORE

Purpose: Sponsored by Downtown Partnership of Baltimore (DPOB) and in partnership with Baltimore Development Corporation (BDC) and MCB Real Estate, this session focused on providing the community and Downtown office-users with an update on the “Downtown Rise” and Harborplace progress.

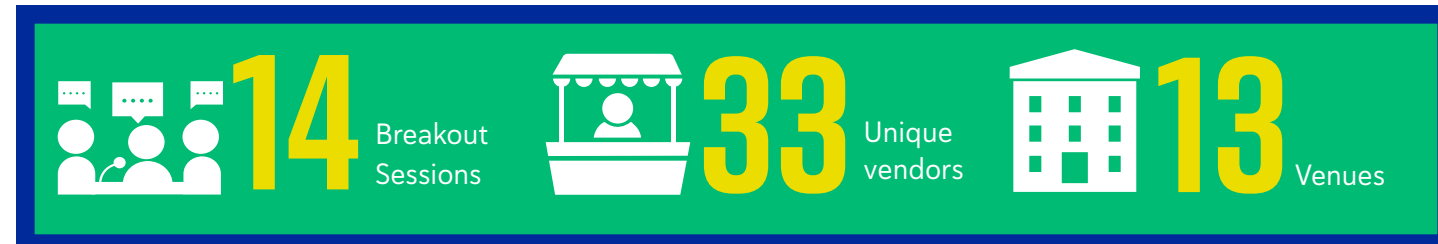
Key Takeaways: The session highlighted DPOB’s recent achievements, including the successful execution of the 2024 BOOST Program, the deployment of new trash and recycling receptacles Downtown, and updates on key capital projects. The largest initiative discussed was the Eutaw Streetscape Improvement Project, which spans from the Lexington Market Metro Station to Pratt Street. This project includes upgraded lighting, landscaping, protected bike lanes, and public art to enhance pedestrian safety and the overall experience. BDC introduced their new “Development Outlook” Tracker, a public platform providing data on development projects and investments across Downtown and Baltimore City. MCB also provided clarifications and



updates on the Harborplace revitalization project.

Conclusion & Action Steps: The session concluded with a collaborative crowd-sourcing of solutions to five-key questions.

1. How might we encourage contiguous ground-level retail and support it through street improvements?
2. How might we increase temporary landscaping measures to ameliorate the urban heat island impact? Where have you seen this done well in other cities or other neighborhoods?
3. How might we connect downtown museums and cultural institutions with each other and other regional attractions?
4. What type of public art would you like to see downtown? Where would you be most interested in seeing public art?
5. Regarding the “Eutaw Streetscape Project,” who will take responsibility for aligning all economic initiatives on Downtown’s Westside to maximize the impact of the streetscape improvements?



3. THE ECONOMIC ENGINE OF FILM & TV PRODUCTION IN BALTIMORE

Purpose: Sponsored by Made in Baltimore in partnership with the Baltimore Film Office and Baltimore Office of Promotion and Arts (BOPA), this session explored Baltimore's growing potential as a hub for screen production, focusing on its strengths, current challenges, opportunities for improvement and growth. The discussion highlighted ways to capitalize on Baltimore's unique resources while addressing structural gaps to enhance its competitive edge in the industry.

Key Takeaways: Baltimore boasts a strong community and network, including an established crew base, long-standing relationships with Hollywood entertainment establishment, and community enthusiasm for showcasing the city. With support from the Maryland Film Commission and Baltimore Film Office, the region excels in industry responsiveness and collaboration when needed. The city also benefits from a growing talent pipeline for students and opportunities for local independent filmmakers to gain industry experience. Additionally, Baltimore's accessible and untapped filming locations, coupled with proximity to major markets like DC, Philadelphia, and New Jersey, make it an attractive destination for production.

However, key challenges include the lack of purpose-built sound stages, limited pre-coordination for local talent, and inadequate national marketing and visibility. Improving local casting coordination and marketing the region's tax incentives more effectively are essential steps. Updating branding for the Maryland Film Office, including its logo and website, could also boost visibility and appeal.

Tax Incentives: Maryland's film tax credit cap remains limited compared to leading states like Georgia. However, the incentives have

demonstrated significant economic impact, as seen in productions like *Lioness* and *Lady in the Lake*, which collectively spent \$258M with Maryland based suppliers, vendors, and talent. Maryland could benefit from complementary incentives aligned with other state's policies. Maryland's tax credit cap is increasing from \$17.5M to \$20M in 2025. But comparatively, Georgia has an unlimited cap. Maryland should consider streamlined processes for accessing tax credits, and training seminars to help local production houses optimize these benefits. Expanding incentives to benefit small independent films and live productions could further strengthen the ecosystem.

Conclusion & Action Steps: To maximize its potential, Baltimore must focus on sound stage development by attracting private investment and exploring models from states like New Mexico. Repurposing existing warehouse spaces or leveraging upcoming facilities like Wide Angle Youth Media's new sound stage could address immediate infrastructure gaps. Upgrading the Baltimore Film Office website and creating a centralized directory for casting directors, production houses, and crew can enhance coordination and accessibility. Expanding education and training initiatives will help build a stronger talent pipeline and teach local production teams to leverage incentives effectively. Lastly, advocating for a larger state tax incentive cap and refining the incentive structure will position Baltimore as a more competitive and sustainable hub for screen production.



The remaining breakout sessions were equally dynamic, featuring in-depth discussions, collaborative activities, and actionable insights. Each session provided a platform for stakeholders to address pressing challenges, share innovative strategies, and explore opportunities for growth within their respective focus areas. While the full scope of these conversations showcased the same level of engagement and thought leadership, the key highlights and takeaways have been summarized below for clarity and brevity.

4. QUALITY JOBS: RESOURCES AND OPPORTUNITIES FOR EMPLOYERS

Purpose: This session served as a working group for Baltimore City's Workforce Development Board, focusing on advancing strategies and policies to promote equitable, sustainable employment opportunities in Baltimore, aligning entrepreneurship preparation with broader workforce development goals.

Key Takeaway: The session featured a panel of workforce leaders and employers discussing barriers, innovative practices, and collaborative approaches to improving job quality and accessibility. These roles aim to empower individuals, enhance community well-being, and strengthen the city's economy.

Conclusion & Action Steps: The session concluded with a breakout activity, where attendees discussed solutions under four themes: Accessibility & Inclusion, Support Services, HR Innovations, and Educational Pathways. Participants were encouraged to set intentions and collaborate to turn barriers into opportunities. Attendees expressed a commitment to advancing Baltimore's workforce ecosystem by fostering inclusivity, innovation, and collaboration among stakeholders.

5. EXCEL PROJECT & YOUTH ENTREPRENEURSHIP WITH COPPIN STATE UNIVERSITY

Sponsored by the Anne E. Casey Foundation, this breakout session discussed the importance of preparing young people for entrepreneurship opportunities through a number of strategies: developing learning competencies, exposing them to new possibilities, offering real world experiences, and connecting them with their communities. The session concluded with a challenge for employers to be facilitators of learning!

The session also included an update on the cross-disciplinary team of faculty and students from Coppin State University who examined current entrepreneurship training programs for youth and young adults between the ages of 16 and 29 and provided recommendations on ways to improve conditions for youth entrepreneurship. Researchers with the EXCEL project worked in phases to collect survey responses throughout 2023, with the [final report released July 2024](#).

6. TAPPING INTO THE TALENT OF BALTIMORE CITY YOUTH

In this session, attendees learned about the history and vision of this program and heard the first-hand experience of one of the young graduates.

CareerBound, a signature initiative of Baltimore City Public Schools, Baltimore's Promise and the Mayor's Office of Employment Development, is an equity-driven model dedicated to building a diverse, inclusive, and sustainable talent ecosystem in Baltimore. CareerBound equips youth with the skills, credentials, and experiences they need for successful careers, particularly by offering apprenticeships opportunities.

Key Takeaway: Community partnerships are key to the success of this program and they have developed a checklist and roadmap that any organization can follow to develop their own apprenticeship process. The goal of this program is to reach 8,300 students by 2030.

7. LOCAL PRODUCTION & COMMUNITY-ENGAGED GROWTH WITH COPPIN STATE UNIVERSITY

This session discussed the benefits and barriers to local production. Local production offers communities resilience and self-determination in terms of both resources and jobs. Baltimore already has many assets to make it a great site of local production, and is ranked the [3rd best place to buy local food](#). For every \$100 spent in Baltimore, 70% goes back into our local economy.

Key Takeaway: How do we introduce local manufacturing to the next generation?

8. NIIF Update/Hooper House Tour + Happy Hour

This session included a tour of Hooper House at 100 E 23rd Street, one of the premier investments of NIIF, where attendees learned how a historic property in a

disinvested neighborhood has been transformed into a community hub.

Key Takeaway: The Neighborhood Impact Investment Fund (NIIF) closed on 9 investment partnerships in 2024 with an estimated \$11.5M in capital assets for a mix of acquisition, construction, bridge loans, multifamily residential development, mixed-use commercial projects, and its first equity investment of \$1M in partnership with Morgan State University.

9. TRANSFORMING WEST BALTIMORE, A COMMUNITY DEVELOPMENT TOUR

This bus tour of West Baltimore highlighted the multi-pronged approach that is being utilized to address the vacancy crisis and increase access to affordable housing in Baltimore City. The tour featured notable successes like Parkview Rec Center, the Harriet Beecher Stowe School, and Upton Gateway all of which are rehabilitating blocks of historically underutilized properties. In conjunction with incentives like down payment assistance, the city is working to retain current tenants and provide pathways for home ownership.

10. GROWING OUR BIO-PRINT: A COLLABORATION BETWEEN EMERGING TECHNOLOGY CENTERS (ETC) BALTIMORE AND WEXFORD CONNECT LABS

This exciting tour of Connect Labs by Wexford at the 4MLK Building showcased what can happen when partners come together to create innovative solutions—in partnership with University of Maryland and Emerging Technology Center (ETC), this space was intentionally designed in response to a community need. It provides facilities, space, and collaborative opportunities for innovative companies, entrepreneurs, and researchers, who are looking for a 'ready-now' environment that can help advance their discoveries along the commercialization and capitalization pathway.

Key Takeaway: Innovation is never about buildings - It's always about diverse people and ideas.

11. SMALL BUSINESS COLLECTIVE ACTION WORKSHOP WITH BALTIMORE BASE NETWORK

This event focused on the BASE Network and was attended by small businesses and BASE network partners including Impact Hub, Made in Baltimore, Baltimore Community Lending, and the Baltimore

Development Corporation. The event aimed to foster collaboration among small business owners, support organizations, and government entities to build a more equitable and thriving economy in Baltimore. Activities included discussion panels, system mapping, and business journey mapping to share experiences, identify gaps, and brainstorm solutions.

Key Takeaways:

1. More micro-capital options are needed,
2. Collective business insurance is a viable solution to share burden of fees for coverage, and
3. Attendees agreed on the value of and desire for a database/directory of small minority businesses.

12. UNLOCKING VALUE AND HIGHLIGHTING ASSETS IN WEST BALTIMORE: WNADA'S STRATEGIC INVESTMENTS AND SUBSIDIES FOR EQUITABLE DEVELOPMENT

This session gave attendees the chance to learn about the West North Avenue Development Authority's (WNADA) innovative programming and investment strategy, which covers an area of about a two block radius off of North Avenue from Park Avenue to Dukeland St.

Key Takeaways & Learnings: How WNADA benefits traditionally underinvested communities, including:

1. Acting as a financial anchor to reorient the housing and business environment by providing subsidies and gap financing for development projects;
2. Aggregating multiple plans into a comprehensive course of action; and
3. Increasing advocacy on issues like transit and land use at the state and local level.

13. REIMAGINE MIDDLE BRANCH

This session included a tour of the brand-new Middle Branch Fitness and Wellness Center as well as other key neighborhood assets.

Key Takeaways & Learnings: Attendees learned about Reimagine Middle Branch, a community-led initiative to reconnect South Baltimore to the 11+ miles of shoreline along the Patapsco River, known as the Middle Branch. The Department of Planning and community stakeholders,

they are imagining a network of world-class parks and trails, that connects people, neighborhoods, and nature, and creates new opportunities.

14. BUILDING A CONNECTED BALTIMORE: PUBLIC-PRIVATE PARTNERSHIPS FOR BROADBAND ACCESS

Attendees learned about the ways private industry and Baltimore City government are partnering to expand broadband access.

Key Takeaways & Learnings: Fiber and Conduit: the city owns its own fiber and conduit system but an audit of the system is necessary to understand its status and the approximate cost is \$1million

Internet Service Providers (ISP): the expansion of broadband in Baltimore City requires interested ISPs in addition to Comcast. But it is challenging to find interested ISPs due to process and permitting challenges.

Affordability: a subsidy is needed to fill a gap in affordability as 40% of lower income households cannot afford the cost of broadband.

Current Efforts:

1. HABC projects will have access to broadband - RFP will be issued by the end of 2024 to find an ISP
2. Recreation centers and senior centers owned and operated by Baltimore City have been connected to the city's fiber.
3. Watch cameras in Baltimore City are connected to the city's fiber.
4. Installation is underway in the Main Streets corridors.
5. Under the 'Reinvest Baltimore' effort to reduce vacants in Baltimore City, infrastructure dollars can also be used for broadband. Priority is to identify ISPs for communities where vacants are being redeveloped.
6. Plans are in motion to develop and adopt a model which encourages any developer to be their own ISP.

C. What's Next?

The 2024 Baltimore Together Summit brought together leaders from diverse sectors across the city to reflect on their work, celebrate achievements, and identify opportunities going forward. As we move into year four of the work of Baltimore Together, we remain focused on key priorities and identifying critical action steps for getting projects goals to completion.

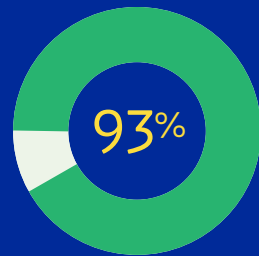
As our 2024 Baltimore Together Progress Report shared, impressive progress has been made towards BT metrics, with 93% of strategic initiatives reporting positive gains. Of those, 18% have been completed, 34% show positive progress, and 41% report some progress. The next two years ahead will focus on the remaining projects and evaluating strategy for equity that has been laid thus far.



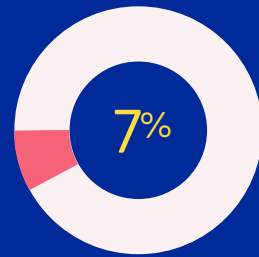
D. Progress Tracking Materials

In conjunction with the 2024 Baltimore Together Summit, Baltimore Together released the 2024 [Progress Report](#) and updated [Implementation Matrix](#) as part of the collective public accountability for the work of Baltimore Together.

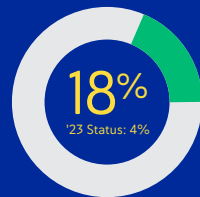
Strategy Progress 2024



POSITIVE GAINS

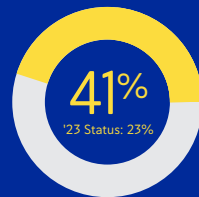


NEEDS ATTENTION



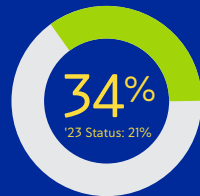
Complete

The strategies are now complete, with goals fully met and objectives successfully achieved. Thanks to strong stakeholder collaboration and dedicated effort, we've realized the intended impact and are ready to build on these accomplishments.



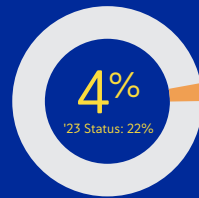
Some Progress

These strategies are in progress, and we've made significant strides, but we recognize there is still much work ahead to fully realize the impact of our stakeholders' efforts. This may involve seeking additional funding, increasing stakeholder engagement, or overcoming current roadblocks.



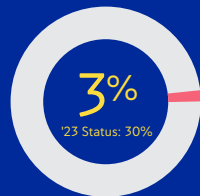
Positive Progress

We are seeing positive progress as our strategies move forward, with concrete steps taken and early successes emerging. Stakeholder engagement has been strong, and we're building momentum. Continued collaboration and support will be key to maintaining this progress, and we're excited to expand our efforts to ensure lasting impact.



No Progress

Baltimore Together is an enormous undertaking - incremental and ongoing. Every action item cannot be undertaken at once. This report represents year 3 of 5. We will continue to prioritize action items with the intent to tackle them over time.



Strategy Deferred

This category has been updated from "Need the Info" to "Strategy Deferred." This change reflects feedback from stakeholders indicating that the remaining strategies either lack sufficient engagement, require reassessment, or have shifted in priority. Baltimore Together stakeholders will evaluate whether to revise or remove these strategies. If your organization has updates or is actively working on these initiatives, please let us know.

E. Media

This year, our PR and marketing efforts hit the ground running, culminating in media coverage that spanned TV, radio, print, and digital media. We shared summit previews with 7 diverse media outlets and secured 9 features— in Afro News, Latin Opinion, WJZ, Baltimore Fishbowl and others. Both during and after the summit, our efforts paid off with 45 unique pieces of media

coverage, including 27 features across 21 outlets. From in-depth stories on our 2024 Progress Report to on-air highlights of Opening Day activities, the momentum around Baltimore's growth and innovation continues to shine. Together, we're amplifying Baltimore's story and showcasing the innovation and collaboration driving our city forward.

Media

➤ **45**

of media pieces for the entire summit

➤ **35**

of media pieces for Day One

➤ **23**

of media outlets

➤ **2**

Media sponsors

➤ **2**

WBAL News Anchor, Emcess

➤ **670**

Interactions

➤ **82**

Clicks

➤ **18,440**

Reach (+530%)

➤ **32**

Social Media tags (Week of Summit)

Social Media Engagement (Sept 1- Nov. 15th)



BDC's Personal Relations consultant, Gina Richmond, of Bloomtopia providing media support.

F. Summit Economic Impact

Baltimore Together's third overarching goal is to "Build a thriving innovation and small business ecosystem." We measure the progress of that goal via a few metrics defined in the "Red Table," one of which is tracking the Total Revenue of BIPOC-owned vs. white-owned businesses.

Given this specific measure of the strategy, we are intentional about creating opportunities for small, minority-owned, and women-owned businesses to shine at the Baltimore Together Summit. The chart below breaks down summit spendings across multiple variables, including business location and primary ownership demographics.



G. Thank You

To our Sponsors for making it possible to keep this event free and open to the public. Your support ensures freedom of access and upholds public transparency— values that are essential as we work together to shape Baltimore's future.

Leadership Sponsors



Partner Sponsors



Supporter Sponsors



"We are not celebrating or claiming victory, we are claiming progress and know that there's a lot more work for us to do."

Brandon M. Scott
Mayor
Baltimore City

H. Media Spotlight

[WJZ-TV Features Segment Previewing Baltimore Together Summit](#)

In a feature segment, WJZ previewed the 2024 Baltimore Together Summit, highlighting its focus on shaping Baltimore's economic future through inclusive growth. Colin Tarbert, President and CEO of the Baltimore Development Corporation, and Dr. Ronald Williams, Founding Director of the Center for Strategic Entrepreneurship at Coppin State University, discussed the event's agenda, including workshops on youth entrepreneurship, local production, and community growth. The segment emphasized the Summit's role in uniting diverse stakeholders to create equitable economic opportunities across Baltimore.

[Leaders Spotlight Equity and Innovation in Afro's Preview of the 2024 Baltimore Together Summit](#)

The Afro's pre-coverage of the 2024 Baltimore Together Summit offered an in-depth preview of the event, featuring insights from several key leaders involved, including Brennan A. Murray, Managing Director of Business Development and Marketing at the Baltimore Development Corporation; Chad Williams, Executive Director of the West North Avenue Development Authority; and Michelle Geiss, Network Director and Co-founder of Impact Hub. Through interviews with these local leaders, The Afro set the stage for the third annual Summit, emphasizing its role in addressing economic disparities and fostering sustainable, community-driven development throughout Baltimore.

[Tom Barkin's Keynote Speech Featured on Bloomberg and other national outlets](#)

Federal Reserve Bank of Richmond President Thomas Barkin's keynote address at the 2024 Baltimore Together Summit, live-streamed by Bloomberg, garnered national attention and was covered by several top-tier business and finance media outlets. Barkin emphasized the current strength of the U.S. economy, crediting resilient labor markets, increased productivity through automation, and a more experienced workforce.

[Technical.ly Highlights Breakout Session Hosted by the BASE Network](#)

Technical.ly attended and covered the Small Business Collective Action Workshop, one of the 14 breakout sessions held throughout the city during the Summit. The article highlighted how the workshop, hosted by The BASE Network, featured discussions on reducing barriers for underrepresented entrepreneurs and empowering Baltimore's business community through innovative programs and partnerships.

[The Daily Record Shares the 2024 Progress Report & Event Photos](#)

The Daily Record highlighted key accomplishments from the Baltimore Together 2024 Progress Report, including investments in workforce development, equitable economic growth, and small business support. The coverage highlighted photos from the event, including speakers, legislators, and community members.



**Bloomberg
Media**

MARYLAND
THE DAILY RECORD

Technical.ly





designed by shanmathy kumaravel