



**Baltimore**  
Development Corporation

# 2025

**SUMMIT RECAP REPORT**

Baltimore City's  
Comprehensive Economic  
Development Strategy



**Baltimore  
Together.**

# ANNUAL SUMMIT GOALS >>

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



## Overview

Baltimore Together is all about equitable outcomes. We define equitable economic development as development that creates an economy where growth and opportunity are shared across all communities, regardless of race, gender, neighborhood, or income level. For Baltimore, it's about more than just attracting investment, it's about ensuring that residents and business owners from every part of the city have a chance to participate in and benefit from our growth.

The Baltimore Together Summit has continued to attract both local and regional attendees. This year's Summit, like in the past, took place over four days and was hosted in conjunction with community partners at locations across Baltimore City. This year we focused on collaborations that show how Baltimore's unique stakeholders can support city-based businesses while advancing the place-based goals and initiatives of both private and public changemakers. These are the kinds of connections that Baltimore Together fosters and celebrates—reflecting a connected business ecosystem that sustains and strengthens itself.

**“[We] share a commitment to make Baltimore a model for equitable development, not just for the state or country, but for the world. We get there by leaning into our strengths— our people, our institutions, our arts & culture, and our small businesses— and not shying away from our challenges.”**

**– MAYOR BRANDON M. SCOTT**



**“Anything that contributes to the economic mobility and wealth creation of all Baltimoreans is economic development. That means real estate, small and mid-size business investment, and investing in legacy businesses.**

**– OTIS ROLLEY**





# 4th ANNUAL SUMMIT 2025

## Day 1 Statistics



1017

Total Participants

334

Day 1 participants  
( in-person )

21

Day 1 Speakers  
& panelists

13

Sponsors

4

Feature videos

7

sizzle reels

## AUDIENCE SECTOR DEMOGRAPHICS

55%

Business &  
Corporate  
Partners

23%

Non-Profit  
Partners

11%

Elected &  
Government  
Officials

7%

Educational  
Institution  
& University  
Partners

1%

Media

# OPENING DAY >>

## 2025 Baltimore Together Summit



Day 1 of BDC's 4th Annual Baltimore Together Summit, held on October 27th at M&T Bank Exchange, hummed with energy and excitement as partners showcased Baltimore's momentum toward a more inclusive and innovative economic future. The event brought together hundreds of leaders and community members committed to advancing equitable economic development. The afternoon program, followed by a networking reception, celebrated the interdisciplinary work happening across the city and gave attendees a chance to share insights and foster collaboration.

The day opened with remarks from Mayor Brandon Scott, who shared about his unwavering belief in the potential of Baltimore City and the dynamic creative energy that fuels growth and development here. This was followed by a conversation on "Shaping Baltimore's Future" between BDC President, Otis Rolley and BDC Board Chair, Augie Chiasera of M&T Bank.

**"We know that to counter the lasting impact of disinvestment, we have to be just as intentional with the ways we create and expand opportunities today."**

**– MAYOR BRANDON M. SCOTT**

Megan Rivers, anchor and reporter at WBAL-TV, emceed the day. Self-taught artist Devin Allen joined Kimberly Clark, BDC's Executive Vice President and Chief Operating Officer, for a fireside chat, sharing insights from his artistic journey rooted in Baltimore's culture and community. He also reflected on his creative collaboration with Under Armour, a powerful example of how local artistry and global brands can build meaningful business-to-business partnerships.





**“Everything that I design I want to educate people about Baltimore. I want to highlight the beauty in it, but also the resilience and the struggle that we face growing up here, but that’s our superpower.”**

**– DEVIN ALLEN**





## Panel 1:

Capital for Community: Driving Local Growth, was moderated by Jay Nwachu, CEO of Innovation Works & Ignite Capital. It featured panelists:

- » Chad Williams, Executive Director of WNADA
- » Talib Horne, Director of Baltimore Civic Site, Annie E. Casey Foundation.
- » Travis Bell, Founder & CEO of Black Acres Roastery
- » Nkenge Wasin, Founder of Learning How

This panel explored how philanthropic partners are driving equitable growth on the ground in Baltimore. Speakers highlighted innovative programs and partnerships that strengthen community ties with business and anchors while fostering a more resilient and inclusive city.

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

**– MAYOR BRANDON M. SCOTT**

## Panel 2:

Partnering for Impact: P3 Investment in Baltimore, was moderated by Affan Sheikh, Director at Hayat Brown and included panelists:

- » Eivind Dueland, Senior Vice President of Development at Boyd Watterson
- » Theresa Stegman, Vice President of Development & Structured Finance at MCB Real Estate
- » MacKenzie Garvin, Director of the Mayor’s Office of Employment Development (MOED)

Panelists discussed how public-private partnerships are driving large-scale infrastructure investment, workforce development and equitable regional growth.







### Panel 3:

The final panel of the day, New in Town: Businesses Choosing Baltimore, featured leaders behind recent business relocations and startups in Baltimore. Speakers shared what drew them to the city and what unique advantages Baltimore offers that other markets do not. It was moderated by Elizabeth Rhode, Director of Business Development at BDC and featured panelists:

- » Yusuf Henriques, Founder & CEO of IndyGeneUS
- » Fran Weld, Co-Founder & CEO of Canopy Team
- » Chenire Carter, Director of Community & Experiences at Baltimore Peninsula Partners
- » Special appearances by artist and photojournalist Devin Allen and Downtown Partnership of Baltimore (DPOB) President Shelonda Stokes added further inspiration.

### Special Appearance:

Maryland Lieutenant Governor Aruna Miller, closed out the inspiring lineup of Day 1 Speakers by giving remarks about the state's economic development priorities. She spoke about her and Governor Moore's shared mission to make Maryland the state that leaves no one behind. She also touched on shifts in the economy, returning workers to the workforce, and the importance of environmental stewardship and sustainability.

As in past years, Day 1 of the Summit was an opportunity to foster connection, optimism, and learning. The meaningful discussions and inspiring speakers kicked off a full week of breakout sessions and partner-led programming that took place across the city.

**“Economic development isn’t about buildings or balance sheets, it’s about people and possibility. It’s about belonging. Every time we invest in people we build the kind of city that stands the test of time.”**

**– LIEUTENANT GOVERNOR ARUNA MILLER**






# EVENT AND VENDOR LOCATIONS



 **15**  
Breakout Sessions

 **33**  
Unique Vendors

 **15**  
Unique Venues  
Across the City

 **78**  
Breakout Session  
speakers & panelists

# BREAKOUT SESSIONS >>

## Key Themes Included:

1. Community-Led Economic Development
2. Workforce Development & Local Hiring
3. Commercial Corridor Revitalization & Neighborhood Vitality
4. Housing & Green Infrastructure
5. Restaurants, Hospitality & the Local Economy

The 2025 Baltimore Together Summit included 15 unique Breakout Sessions hosted by partners across the city. Collectively, they brought together city agencies, community organizations, nonprofits, and local businesses to discuss and advance equitable economic development, neighborhood revitalization, and workforce empowerment, among other things.

The Breakout Sessions included panel discussions, interactive exercises, open-house tours, and networking events, all designed to reinforce the goals of **Baltimore Together**. By showcasing local expertise, strategic investments, and innovative programs, partners demonstrated how Baltimore is moving toward greater equity while building vibrant, resilient, and inclusive talent and neighborhoods.

## Breakout Session Partners:

Collaboration is the cornerstone of Baltimore Together. This year's breakout sessions were made possible thanks to partnerships with dozens of community partners including:

1. [Visit Baltimore](#)
2. [Atlas Restaurant Group](#)
3. [Baltimore Roundtable for Democracy](#)

4. [Let's GO](#)
5. [Johns Hopkins Technology Ventures](#)
6. [Charles Street Development Corporation](#)
7. [Downtown RISE](#)
8. [Made in Baltimore](#)
9. [Media Rhythm Institute](#)
10. [Reframe Baltimore](#)
11. [ReBuild Metro](#)
12. [Neighborhood Housing Services of Baltimore](#)
13. [Open Works](#)
14. [Rebuild Johnston Square](#)
15. [Detroit Economic Growth Corporation](#)
16. [Baltimore Development Corporation](#)
17. [Neighborhood Impact Investment Fund](#)
18. [Innovation Works](#)
19. [Coppin State University](#)
20. [Annie E. Casey Foundation](#)
21. [West North Avenue Development Authority](#)
22. [BASE Network](#)
23. [Baltimore Film Makers](#)
24. [Wide Angle Youth Media](#)



# 683

Breakout Session  
participants

## AUDIENCE SECTOR DEMOGRAPHICS

# 43%

Business &  
Corporate  
Partners

# 30%

Non-Profit  
Partners

# 19%

Elected &  
Government  
Officials

# 2%

Educational  
& University  
Partners

# 3%

Media



## Key Takeaways:

1. **Collaboration is essential:** Effective neighborhood development requires alignment between community members, nonprofits, private investors, and government agencies.
2. **Equity drives impact:** Prioritizing affordable housing, minority-owned businesses, and inclusive workforce programs ensures growth benefits everyone.
3. **Data guides strategy:** Neighborhood and corridor assessments help target investments, track progress, and evaluate outcomes.
4. **Sustainable growth requires long-term planning:** Sustainable infrastructure, phased housing renovations, and community-led projects ensure durability and resilience.
5. **Economic opportunity spans sectors:** From real estate to restaurants, investing in local businesses and workforce development strengthens communities and drives citywide prosperity.

## Next Steps:

**Actively engage** in all Baltimore Together programs, including community planning sessions and public panels, to drive coordinated action and accountability.

**Launch and implement** neighborhood projects utilizing available grant funding, philanthropic support, and city-backed initiatives to deliver measurable impact.

**Strengthen and grow partnerships** to accelerate progress in workforce development, housing affordability, and commercial revitalization.

Continue [implementation tracking and rigorous monitoring](#) to track outcomes, assess program effectiveness, and guide data-driven future investments.

## Featured Sessions:

Sessions spanned the entire spectrum of economic development topics. Read here for a selection of highlighted sessions and key themes discussed at each session.

### 01 > Inside The Growing Baltimore Cooperative Ecosystem

Hosted by [Baltimore Roundtable for Economic Democracy](#)

The session explored the growth and operation of cooperatives in Baltimore, focusing on their history, business models, and community impact. Representatives from worker-owned cooperatives such as Red Emma's, Plant Bliss, and The Wine Source shared their experiences with ownership transitions, membership models, and organizational challenges, such as maintaining equitable participation, avoiding informal hierarchies, and ensuring consistent communication.

Discussions highlighted the advantages of cooperative structures—resilience during crises, shared responsibility, and mutual support—while stressing the importance of clear policies, cross-training, and equitable decision-making frameworks.







## 02 > From Whole Blocks to Whole Neighborhoods

Hosted by [Reframe Baltimore](#)

The session featured a panel of community leaders who shared their collaborative work in housing, neighborhood revitalization, and community organizing across Baltimore. The discussion emphasized partnership, resident leadership, and showcasing progress through community-driven initiatives.

City leadership emphasized the importance of collaboration in executing Mayor Scott's plan to eliminate vacant properties. Regina Hammond (Johnston Square) and Dan Ellis (Neighborhood Housing Services of Baltimore) discussed their organizations' missions to advance housing and economic justice. Sean Closkey (Rebuild Metro) shared community-led efforts to revitalize East Baltimore and reduce vacancy. The panel underscored how coordinated action and cross-sector partnerships drive tangible neighborhood change.

Panelists highlighted successful collaborations such as the Johnston Square project, where Rebuild Metro helped lead the redevelopment of 30 homes for long-term residents. The discussion reinforced that complex issues, such as vacancy and home repair access, require unified sustainable partnerships. The session concluded with a walking tour of the Johnston Square neighborhood, highlighting the tremendous work from the past decade to transform whole blocks and build a thriving community for legacy and new residents alike.





## 03 The Tale of Two Cities: Progress in the Face of Challenges

Hosted by [BDC](#) & [Detroit Economic Growth Corporation](#)

This session examined Detroit's post-bankruptcy recovery and the lessons it offers for Baltimore's urban development. Speakers highlighted Detroit's downtown revitalization, blight removal, and public-private partnerships that spurred inclusive growth. Kevin Johnson, CEO of the Detroit Economic Growth Corporation, detailed Detroit's "Grand Bargain," which united foundations, government, and private entities to preserve pensions and the Detroit Institute of Arts. Mr. Johnson noted the importance of municipalities sharing governance with local partners, rather than trying to manage every detail of the process themselves.

Detroit's blight remediation programs removed 78,000 vacant structures, raising property values from \$2.8 billion to \$10.1 billion since 2017, while major private investments from philanthropic and private partners helped transform downtown. The Strategic Neighborhood Fund further built trust by integrating philanthropy into city-wide planning, an approach Baltimore could emulate to align equity with economic renewal.

Speakers also stressed balancing large-scale development with neighborhood investment through TIFs, tax incentives, and support for local developers of color. Detroit's land bank strategies, regional collaboration, and programs like the Legacy Business initiative demonstrate how to sustain revitalization while preserving community identity.

### Key takeaways from the session included:

1. **Crisis (city budgets, pandemics, vacancies, blight, etc.) creates permission, but you can create urgency without crisis**—we don't have to go through the next crisis to start giving ourselves permission to think differently and make big moves before we are forced to do so.
2. **Blight removal is economic development**—allowing for transformation to take place is economic development.
3. **Private investors take big risks when government creates certainty**—investors understand development takes time, they just want to know how much and be assured the process is stable and timelines are secure.
4. **Independent entities with shared governance move faster than government**—government needs to be willing to share the load and authority with independent entities or coalitions.
5. **Backing local entrepreneurs creates more jobs, more ownership, more resilient communities**—economic stability means betting big on our local small businesses.
6. **Having both the City and State administrations aligned on Baltimore's stability and growth remains essential.** We must not let this opportunity pass us by.

Closing reflections focused on Baltimore's challenges in taxation and transportation, with consensus that progress depends on cross-sector collaboration. By adopting Detroit's proactive, partnership-driven model, Baltimore can strengthen workforce development, expand affordable housing, and foster inclusive growth without waiting for crisis to force reform.



## 04 NIIF Update & Open House

Hosted by [Neighborhood Impact Investment Fund](#)

The session highlighted NIIF's role in advancing economic strategies for Baltimore, with a focus on inclusive development and transparency as a publicly funded organization. NIIF was introduced as a strategic tool for equitable growth, targeting historically underinvested neighborhoods, particularly those with predominantly African American populations. The fund's \$50 million capital, largely from the city, aims to address historical disparities in investment, leveraging partnerships with Bloomberg Philanthropies and new opportunities unlocked by CDFI certification.

To date, NIIF has committed over \$80 million to Baltimore projects, and approximately \$35 million has been repaid. The fund continues to finance significant projects such as the Upton Mansion renovation and the Reservoir Square development with other projects spanning affordable housing and small business support. Attendees learned about the prospective redevelopment of the historic North Avenue Market as well.

NIIF emphasizes a flexible approach to real estate and economic development, providing resources and unlocking opportunities rather than directly shaping project design. The session highlighted NIIF's role in advancing transparency, showcasing past projects, and preparing for future engagement in initiatives like the next Baltimore Together Summit.



**"Thank you to everyone who joined here at Mobtown Ballroom for our open house as a part of the Baltimore Together Summit. Working with our partners, we are seeing positive transformations take place across our city."**

**– MARK KAUFFMAN**







## 05 Food, Flavor, and the Future of Baltimore

Hosted by [Atlas Restaurant Group](#) & [Visit Baltimore](#)

This session highlighted Baltimore's thriving restaurant and hospitality industry—an economic powerhouse that continues to show resilience and community impact. With 56% more restaurants per capita than the national average and wages up nearly 50% since 2016, the sector has rebounded strongly from the pandemic. Leaders from Atlas Restaurant Group, Deli Brands of America & Saval Foods, and the group discussed how Baltimore's culinary scene not only drives local employment and tourism but also strengthens the city's identity as a regional destination.

Panelists emphasized the industry's commitment to workforce development, partnerships with schools and nonprofits, and ongoing community engagement through donations and training initiatives. While challenges like rising costs and shifting consumer habits persist, the discussion underscored optimism about the industry's future. Continued collaboration among businesses, educators, and city partners will be key to sustaining growth, expanding opportunity, and ensuring the benefits of Baltimore's hospitality sector reach every neighborhood.





## 06 Baltimore's Burgeoning Biotech Ecosystem

Hosted by [Johns Hopkins Technology Ventures \(JHTV\)](#)

JHTV helps bring the advances of academic discovery to the world, particularly in the vital and growing life sciences industry sector in Baltimore. The panel emphasized the role of universities and local support networks in advancing innovation. Panelists—many balancing academic and entrepreneurial roles—discussed the region's strengths, challenges, and investment opportunities across life sciences, defense tech, and applied research.

Melissa Stundick, Associate Director of Entrepreneurship, Johns Hopkins Technology Ventures, highlighted JHTV's contributions in tech transfer, corporate partnerships, and ecosystem building, and presented a PBS documentary trailer—[Cracking the Code: The Biotech Revolution](#)—celebrating breakthroughs in mRNA research.

Panelists from universities and local startups discussed balancing academic roles with company building and emphasized Baltimore's advantages in talent, resources, and non-dilutive support

for biotech founders. They highlighted the need to attract experienced entrepreneurs and strengthen university-industry partnerships.

Investment trends showed a split between backing later-stage assets and high-risk early science, with AI viewed as an enabling tool. The session concluded by noting Baltimore's growing niche in defense and dual-use biotech, supported by strong military research institutions and emerging startups.







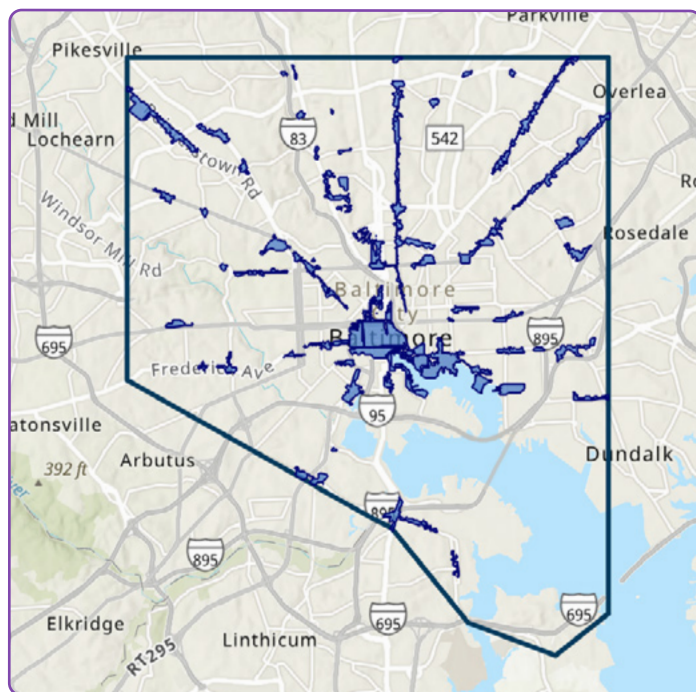
## 07 The CDA Initiative: Tracking Baltimore's Commercial Vitality

Hosted by [BDC](#) at [The Cube Cowork](#)

This panel provided attendees with an in-depth look at BDC's Commercial District Assessment Initiative, new data-driven approach to measuring the health and vitality of neighborhood retail corridors across Baltimore City. The presentation was led by Gabrielle Linder, BDC's Senior GIS Analyst and Conor Greene, Economic Development Specialist at BDC, with support from former BDC managing director Ira Kowler. The discussion included a walk-through of this initiative, including the 10 community partners taking part in the first cohort, the custom-created app-based surveys they used to survey conditions in their districts on a block-by-block basis, and some of the initial findings from the ongoing analysis of this data.

Attendees, which included residents, business owners, elected officials, city employees, and others in the community and economic development sectors were also provided with a preview of the custom district reports containing the data collected by our

partners combined with third-party data sources. Questions from the audience focused on ways this data can be used, challenges encountered during the surveying process, comparisons of city-issued data with the on-the-ground findings, and how other organizations and communities can take part in this initiative moving forward. Attendees were encouraged to access these public-facing reports when they are published online in November 2025







## 08. Planting the Seed, Training, and Job Placement for STEM Job Candidates

Baltimore continued its focus on workforce development with Planting the Seed, Training, and Job Placement for STEM Job Candidates at Let's Go Baltimore. The workshop brought together IT HR leaders and hiring decision-makers to explore how the city is closing the tech gap and connecting over 4,000 career-ready graduates each year with Maryland's 15,000 unfilled tech positions. The session highlighted collaborative solutions to strengthen local workforces and showcased how investing in Baltimore's young tech talent helps build a stronger, more inclusive future.

## 09. Baltimore: A Music City

At Metro Gallery, leaders from across Baltimore's music industry gathered to explore what it would take for the city to be recognized as a world-class music hub. The discussion celebrated Baltimore's vibrant sound, creative energy, and the infrastructure needed to support artists and venues. From stronger community backing to innovative collaborations, the panel underscored how the city's music scene continues to drive its cultural identity and creative economy.



To build on this momentum, Baltimore is working with **Sound Music Cities**, a national consulting firm that helps cities strengthen their music ecosystems through data-driven insights. The firm's **Music Census** surveys local musicians, venues, promoters, and industry professionals to assess challenges and opportunities in areas like affordability, workforce development, and access to performance spaces. Baltimore's first Music Census reached some but not all music genres and adjacent stakeholders, so the city plans to launch a second, expanded survey with a broader network of stakeholders to capture a more comprehensive picture of Baltimore's dynamic and evolving music industry.



## 10. Catalyzing Growth for Black-Owned Small Businesses

Held at Stem & Vine, this lively happy hour celebrated Black-owned small businesses in Baltimore. Featuring Sporty Dog Creations, a Downtown RISE grant recipient, co-founder LaShauna Jones shared her company's plans for expansion and community investment. Guests enjoyed drinks and conversation while learning how small contributions can help fuel the growth of local, **Black-owned enterprises**.







### 11. Building Vibrant Local Economies: Lessons from Baltimore

Innovation Works led an interactive session at The Factory, inviting participants to explore what it takes to cultivate thriving neighborhood economies. Through real-world stories and group exercises, attendees examined strategies for supporting small businesses and community-driven revitalization, gaining practical insights into creating sustainable local growth.

### 12. EXCEL 2.0: Advancing Youth Entrepreneurship

At Coppin State University, leaders from CSU, the Annie E. Casey Foundation, and The Equity Brain Trust unveiled EXCEL 2.0—a next step in fostering youth entrepreneurship in Baltimore. The discussion focused on building data-driven systems, shared learning, and skill development to empower young innovators and strengthen pathways for future business leaders.

### 13. Entrepreneur City: Elevating Small Business Through Collaboration

At Enoch Pratt’s Southeast Anchor branch, members of the BASE Network shared insights from five years of collective work supporting Baltimore’s small businesses. Through engaging activities and dialogue, participants explored ways to overcome barriers to growth, expand resources, and strengthen collaboration across business support organizations.

### 14. Building Pathways Together: WNADA at The Mill

The Mill on North hosted WANADA’s closing happy hour, bringing together peers and partners to celebrate progress in advancing economic opportunity. Attendees enjoyed refreshments, connected with fellow changemakers, and reflected on new initiatives strengthening Baltimore’s innovation community and driving inclusive growth citywide.

### 15. An Evening with The Baltimorons Filmmaking Team

At Wide Angle Youth Media, filmmakers behind *The Baltimorons* shared stories from the set and insights into the creative process of independent filmmaking in Baltimore. Moderated by cinematographer Jon Bregel, the conversation highlighted collaboration, local pride, and the city’s growing reputation as a vibrant hub for storytelling and film production.

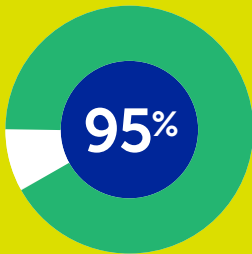


# PROGRESS TRACKING >>

In conjunction with the Summit, BDC also released the [2025 Baltimore Together Progress Report](#) along with updates to the Goals & Measures Table and [Implementation Matrix](#), which track the city’s progress toward equitable economic development goals.

These data overviews highlight achievements to date, measure key performance indicators, and outline next steps to ensure accountability and continued momentum across initiatives and partnerships.

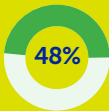
## Strategy Progress 2025



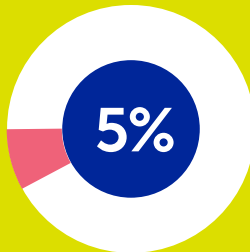
POSITIVE GAINS



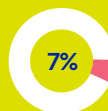
2024



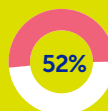
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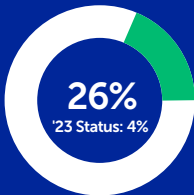
NEEDS ATTENTION



2024

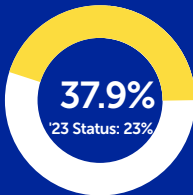


2023



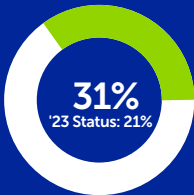
### COMPLETE

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.



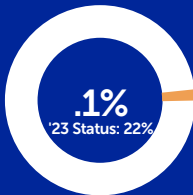
### SOME PROGRESS

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.



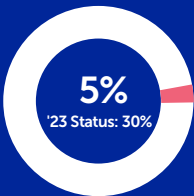
### POSITIVE PROGRESS

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.



# SUMMIT ECONOMIC IMPACT >>

We are committed to investing in a thriving and equitable Baltimore economy in all ways, including with spending directly related to the Baltimore Together Summit. Whenever possible we work with minority and woman-owned businesses.

## 84%

of all spending was invested directly back in Baltimore City

## 57%

of all spending was invested in minority or women-owned businesses

## 25

Unique Vendors

## 14

Minority-based vendors

## 21

City-based vendors

## 15

Unique Venues Across the City

## 100%

of food & beverage vendors are Baltimore City-based

## 57%

of food & beverage vendors are minority or woman owned

## 83%

of service providers were City-based

## 60%

of service providers were minority or woman-owned

## 100%

of venues were City-based



# MEDIA HIGHLIGHTS >>

This year's PR and marketing efforts generated strong momentum ahead of the Summit, with extensive pre-event coverage across TV, radio, digital, and print outlets. Highlights included interviews on WBAL-TV, Audacy's Spotlight on Maryland (airing across four stations), feature stories in the Baltimore Times and AFRO News, and a guest column by Otis Rolley in the Baltimore Business Journal. On Day One of the Summit,

WJZ's Around Town with Stephanie Douglas broadcast live from the event, featuring interviews with Otis and Fran Weld, a panelist speaker from the Canopy Team. In total, we secured 24 media placements across 16 unique outlets, reaching an estimated 6.5 million impressions across print, broadcast, and digital platforms, elevating visibility for Baltimore's economic development and reinforcing the city's progress and partnerships.

## Media

24

# of media pieces  
for the entire summit

16

of unique media outlets

2

Media sponsors

1

WBAL News Anchor,  
Emcess

923

Interactions

167

Clicks

45K

Social Media  
Impressions (+144%)

6.5M

Total Impressions

32

Social Media  
tags (Week  
of Summit)

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





# Media Highlights

## WJZ-TV Live Segments Spotlight 2025 Baltimore Together Summit

In two live Around Town segments, WJZ broadcast from the M&T Bank Exchange to kick off the 2025 Baltimore Together Summit. The coverage featured Otis Rolley, president and CEO of BDC, discussing the Summit's focus on inclusive economic growth and its lineup of breakout sessions. Fran Weld, CEO of Canopy Team, also joined the broadcast to share why her company chose Baltimore as its home and preview the panel where she was scheduled to participate that day. Both segments underscored Baltimore's momentum in driving innovation, investment, and partnership across the city's business community.

## Baltimore Business Journal Column Highlights Equitable Growth as Baltimore's Path Forward

The Baltimore Business Journal featured a guest column by Otis Rolley ahead of the 2025 Baltimore Together Summit, positioning him as a leading voice on equitable economic growth in Baltimore. In the piece, Rolley outlined how Baltimore Together is driving measurable progress toward increasing Black business ownership and building wealth across communities. The op-ed, which appeared in print and online, amplified the city's commitment to inclusive prosperity and set the stage for the Summit's theme of implementation and impact.

## Audacy "Spotlight on Maryland" Interview Helps BDC Reach New Audiences

Audacy's Spotlight on Maryland program featured an interview with Otis Rolley ahead of the 2025 Baltimore Together Summit. The conversation focused on how Baltimore is implementing the Baltimore Together plan to create equitable opportunities, support small and Black-owned businesses, and attract investment that benefits all residents. The segment aired across multiple stations, including 105.7 The Fan (WJZ), The Bet 1300 AM, Mix 106.5, and Today's 101.9, helping introduce the Summit and BDC's work to new audiences across Maryland.

## AFRO News: 4th Annual Baltimore Together Summit to Spotlight Economic Growth

The AFRO featured a preview by reporter Megan Sayles highlighting how the 2025 Baltimore Together Summit will celebrate economic progress and advance Baltimore's inclusive growth strategy. The story featured interviews with Otis Rolley and Innovation Works CEO Jay Nwachu, who discussed the city's shift toward equitable investment and neighborhood-based development. The coverage positioned the Summit as a key platform for collaboration and accountability in building Baltimore's economic future.

## WBAL-TV: Weekend Morning Interview Previews 2025 Baltimore Together Summit

WBAL-TV's Jennifer Franciotti interviewed BDC President and CEO Otis Rolley on the station's weekend morning program to preview the 2025 Baltimore Together Summit. Rolley discussed how the Summit brings together city leaders, business owners, and community partners to shape Baltimore's economic future, highlighting key breakout sessions and opportunities for collaboration throughout the week. The segment helped build anticipation ahead of the event and expanded awareness among viewers across the region.



# Links to all Media Coverage

Please see the links to all Summit coverage below, and a full recap of Baltimore Together mentions from 2025 [here](#).

WBAL-AM: [November 3rd 2025: Latest On Tariffs & Supreme Court; Trump Interview 60 Minutes; New Polls; Weekend Of Violence In The City; Shelonda Stokes](#)

WBAL-AM: [WBAL-AM 11/3/2025 10:47:45 PM](#)

Latin Opinion: [El 4º Baltimore Together: Una Visión de Progreso](#)

WJZ-BAL (CBS): [WJZ-BAL \(CBS\) 10/27/2025 9:34:23 AM](#)

WJZ-BAL (CBS): [WJZ-BAL \(CBS\) 10/27/2025 9:02:03 AM](#)

CBS News: [Around Town: Kicking off the 4th annual Baltimore Together Summit](#)

Baltimore Business Journal: [New BDC CEO: Baltimore must double down on equitable business growth](#)

Baltimore Business Journal (print): [Baltimore need equitable business growth](#)

The Baltimore Times: [Otis Rolley Returns Home to Lead Baltimore's Economic Renaissance](#)

The Baltimore Times (print): [Otis Rolley Returns Home to Lead Baltimore's Economic Renaissance](#)

AFRO News: [4th annual Baltimore Together Summit to spotlight strides in economic growth](#)

Audacy: [Spotlight On Maryland - Baltimore Development Corporation](#)

105.7 The Fan: [105.7 The Fan \(WJZ\) 10/19/2025 6:32:10 AM](#)

The Bet 1300 AM: [no file available]

Mix 106.5: [no file available]

Today's 101.9: [no file available]

WBAL: [Baltimore Together Summit offers connections to help city's economic future](#)

WBAL-BAL (NBC): [WBAL-BAL \(NBC\)](#)

[10/12/2025 7:22:59 AM](#)

Latin Opinion: [Baltimore Together Summit 2025: Uniendo voces para el futuro económico de la ciudad](#)

Latin Opinion (Print): [October Edition - no file available]

The Daily Record: [BDC opens registration for 4th annual Baltimore Together Summit](#)

CityBiz: [Registration Now Open For The BDC's 4th Annual Baltimore Together Summit](#)

i95 Business: [Registration Now Open for the BDC's 4th Annual Baltimore Together Summit](#)

Baltimore Fishbowl: [The Baltimore Together economic development summit is returning for its fourth year on Oct. 27 at the M&T Bank Exchange](#)



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