

## THE DAILY RECORD

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### *Campaign aims to attract 3K residents to city*

By: Adam Bednar Daily Record Business Writer September 14, 2016

Central Baltimore Partnership, with technical and financial assistance from Johns Hopkins University, is launching a marketing campaign to help achieve a goal of attracting 3,000 new households to nearly a dozen city neighborhoods.



Submitted rendering of the bus wraps planned for the 'Explore the Core' campaign.

On Saturday the nonprofit, which describes its mission as “to galvanize a renaissance of Central Baltimore,” is scheduled to officially kickoff the “Central Baltimore-Explore the Core” campaign. The event will feature “party bus stops” starting at 9 a.m. at the 32nd Street Farmers Market before traveling to Remington, Barclay and Charles Village.

“[The] overarching [message] is to celebrate and tell the stories of all the good things that are here and are happening here,” said Ellen Janes, executive director of the Central Baltimore Partnership.

The marketing campaign aims to promote the Abell; Barclay; Charles North; Charles Village; Greenmount West; Harwood; Oakenshawe; Old Goucher; Remington; Wyman Park, and Waverly Main Street neighborhoods.

“Central Baltimore-Explore the Core” is an outgrowth of the Homewood Community Partners Initiative backed by anchor institutions such as Johns Hopkins University, Maryland Institute College of Art and the University of Baltimore, as well as nonprofits and community groups that want to bolster these neighborhoods, roughly located between Station North and Johns Hopkins University’s Homewood Campus.

One of the goals of the initiative is to attract 3,000 new households to these communities over a 10-year period.

In 2012, Hopkins announced plans to invest \$10 million in communities surrounding the college’s Homewood campus over five years with the intent of leveraging \$60 million in private investment and to spark \$1 billion in capital projects. Andrew Frank, special adviser to Johns Hopkins University President Ronald Daniels on economic development, estimated \$7 million has already been spent and about \$35 million leveraged.

Although these communities have not experienced the same level of development as Baltimore’s waterfront neighborhoods there has been a boost in growth in recent years. Private investment in the area is highlighted by Armada Hoffer and Beatty Development’s \$65 million mixed-use Nine East 33rd project and Seawall Development’s mixed-use \$40 million Remington Row development.

The marketing campaign has two phases, the first of which involves raising awareness by putting campaign logos on two university buses and putting decals in the windows of buses and banners on construction projects. Eventually the program will move into promoting events, and there’s some radio advertising planned.

Frank said determining the success of this marketing campaign will be fairly straightforward.

“The path for more people to call central Baltimore home is to raise awareness of and demand for growing number of places to live, invest and have fun in the 10 neighborhoods. The ambition is that the campaign lives on the websites of partner non-profits and neighborhood associations or as a banner on a construction projects or as coasters at a local eatery,” Frank wrote in an email.

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