

Building Opportunity, Leadership, and Diversity.



ANNUAL REPORT | 2024

**BALTIMORE
PENINSULA**
PARTNERSHIP

FROM THE EXECUTIVE DIRECTOR

Welcome



As the Executive Director of the Baltimore Peninsula Partnership, (BPP) and an enthusiastic champion of our city, I'm thrilled to help make Baltimore—specifically Baltimore Peninsula—a destination people are excited to call home, visit, and invest in.

Baltimore Peninsula has truly come into its own as the city's newest and safest neighborhood. This year, we cheered on the opening of several fantastic retail spots, including the flagship Under Armour store, Clyde's Restaurant Group with Rye Street Tavern and celebrated new neighbors moving into the Walker 28 Locke Landing residential community. These milestones reflect the vibrant and thriving spirit of our district.

Safety and cleanliness are at the heart of what we do. With 24/7 security keeping our streets safe and our clean and green initiatives beautifying every corner, we're proud to make Baltimore Peninsula a welcoming and cheerful place. Picture this: blooming flowers lining the walkways, twinkling holiday lights bringing festive cheer, and an atmosphere that's inviting every day of the year. We have two new public parks: Elijah Park Playground and Rye Street Park. And let's not forget our fur friends either—we opened Baltimore Pawinsula Temporary Dog Park as a free neighborhood amenity. That's the magic we're creating together.

Our 2024 event season was nothing short of spectacular. We hosted a summer full of fun with movie nights, salsa dancing, yoga sessions, the ever-fun Tides and Vibes series, and the "Oysters, Blues, and Brews" festival. Seasonal celebrations brought our community closer than ever—from a spooktacular Halloween event that delighted over 1,500 children

to 12 days of joyful holiday programming featuring poetry nights, movie screenings, salsa dancing, and even a lively bar crawl.

Looking ahead, we're doubling down on our mission to close inequity gaps through thoughtful community events and programs. We welcomed the new Cherry Route of the Charm City Circulator in June—now the second most ridden route—providing free, reliable transit that connects people across our city. From engagement opportunities to partnerships that channel resources into underserved communities, we're building a future where everyone has a chance to thrive. Baltimore Peninsula is more than just a neighborhood—it's a place where diversity is celebrated, opportunities abound, and everyone is welcome.

And this is just the beginning! As Baltimore Peninsula continues to grow, so will our efforts to welcome you—whether you're visiting for a day, moving in as a neighbor, or joining the workforce here. We want every experience to leave you energized and ready to become a cheerleader for our amazing city.

A handwritten signature in black ink that reads "Claudia Jolin". The signature is fluid and cursive, with a large loop at the end.

CLAUDIA JOLIN
EXECUTIVE DIRECTOR
OF BALTIMORE PENINSULA
PARTNERSHIP

WHO WE ARE

VISION:

The Baltimore Peninsula Partnership envisions a vibrant, inclusive waterfront community where businesses, residents, and visitors thrive in a clean, safe, and dynamic urban environment. We strive to be a model of collaboration, sustainability, innovation and inclusion, enhancing quality of life for all.

MISSION:

Our mission is to elevate Baltimore Peninsula by providing unique experiences and programming in a safe and well-maintained district.

GUIDING PRINCIPLES

The Baltimore Peninsula Partnership will:



Maintain clean, safe and green public spaces for all members of the community



Encourage collaboration between residents and businesses to create meaningful engagements



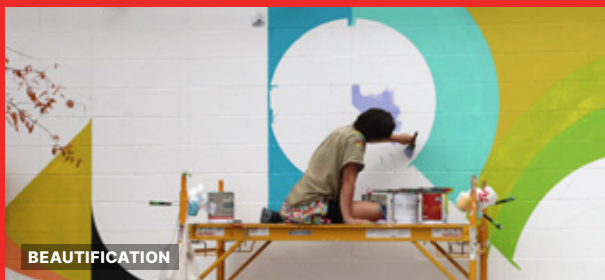
Respond quickly to stakeholder and customer needs



Respect the waterfront and natural amenities within the neighborhood



WATERFRONT ENGAGEMENT



BEAUTIFICATION



HOSPITALITY

ABOUT BALTIMORE PENINSULA

- Baltimore Peninsula is a 235-acre redevelopment project envisioned by Under Armour founder Kevin Plank to turn a former industrial port into an economic engine for Baltimore City through the creation of a vibrant, activated neighborhood.
- It's being co-developed by MAG Partners and MacFarlane Partners and features investments from Kevin Plank's Sagamore Ventures and Goldman Sachs Urban Investment Group.

“ Our community-focused investments ensure that the neighborhoods around us reap benefits from what we’re building, and our partnerships with local artists, makers, and non profit organizations continue to create meaningful connections and opportunities for growth. ”

MARYANNE GILMAN
FOUNDER AND CEO OF MAG PARTNERS

KEVIN PLANK
PRINCIPAL AND CEO OF SAGAMORE VENTURES

- Baltimore Peninsula is committed to supporting local small businesses and entrepreneurs in the South Baltimore region and the city as a whole. The development team is dedicated to creating a purpose-driven, sustainable Impact Community powered by diversity and committed to creating opportunities for all.
- Through Baltimore Peninsula's memorandum of understanding (MOU) with the City, the team has already delivered \$21 million in funding to support Baltimore City and South Baltimore communities, \$134 million committed in contracts to Baltimore City-certified MBE/WBE firms; and more than 50% of newly hired construction employees are Baltimore City residents.
- In 2016, Baltimore Peninsula signed a historic Community Benefits Agreement (CBA) signed in 2016 with the South Baltimore 6 (SB6) communities with a value in excess of \$130 million.
- Since then, Baltimore Peninsula and the SB6 created the SB7 Coalition – a 501(c)(3) nonprofit entity with responsibility for administering the CBA and represents a unique conjoining of developers and community leaders from the surrounding South Baltimore neighborhoods.
- Through close partnership, SB7 aims to empower and strengthen communities and prevent displacement while at the same time attracting new residents. By 2026, SB7 will have received a total of \$20 million from Baltimore Peninsula's community benefits agreement.
- Through Baltimore City Ordinance, the Port Covington Community Benefits District was established in May 2020. Since then, PCCBD has been doing business as Baltimore Peninsula Partnership. Historically, BPP was created by developers and property owners committed to achieving the district's full potential as a premier and vibrant destination through:
 - Providing supplemental services to keep the streets and sidewalks clean, upgrade the aesthetic appearance of the district, and make people feel welcomed and safe
 - Promoting and fostering an energetic and thriving business climate in the area
 - Serving as the voice and advocate for the district
- Due to successful initial development, activation, and the hiring of BPP's first ever Executive Director, BPP prepared our first volume strategic plan to layout the steps necessary to transition the roles of the CBD to BPP that were being managed and administered by the developer.



LOCUST POINT/FEDERAL HILL



SCHUSTER BUILDING

Swann Park

IMPACT VILLAGE

CITY GARAGE
SCIENCE & TECHNOLOGY CENTER



Dog Park

Elijah's Park

Rye Street Park

SAGAMORE SPIRIT

RYE STREET
Tavern

The Lawn

Kayak Ramp

Port Covington Marina

Baltimore Cruise Port



The Pier

West Covington Park



Under Armour
Brand House

Baltimore Yacht Basin

HANOVER ST. BRIDGE

BALTIMORE PENINSULA PARTNERSHIP

- Community Benefits District Area
- Parks
- Activation Spaces
- Residential
- Retail/Residential
- Office/Retail
- Future

THE STRATEGIC PLAN



In 2024, following the appointment of the first Executive Director of BPP, one of the first priorities was the creation of a comprehensive strategic plan to guide the organization's development.

To achieve this, we engaged Margrave Strategies, a Maryland-based firm with extensive experience in innovative strategic consulting that provides a comprehensive array of economic development, real estate development, planning and visioning services to institutions, business and other groups throughout Maryland and the mid-Atlantic.

Together, BPP and Margrave Strategies developed an inaugural volume of the strategic plan, establishing a framework to shape the organization's vision, priorities, and operations for years to come. That document serves as the foundation for all future strategic plans, setting a precedent for thoughtful, data-driven planning and adaptive leadership.

A strategic plan is a roadmap that outlines an organization's goals, priorities, and the actions required to achieve them within a specific timeframe. For a newly formed Business Improvement District (BID) or Community Benefits District (CBD) like BPP, the strategic plan is particularly crucial. It provides a unified vision for stakeholders, clarifies operational priorities, and creates accountability mechanisms to ensure the organization delivers measurable benefits to the community.

For the Baltimore Peninsula Partnership, the strategic plan is essential in its formative years to build trust with stakeholders, establish credibility, and ensure the organization operates with transparency and effectiveness.

STRATEGIC PLAN PURPOSE

The purpose of this inaugural strategic plan is to:

1

Provide a Clear Vision: Articulate the goals and aspirations of BPP as a leader in urban management and placemaking.

2

Operational Priorities: Identify the core areas of focus—cleanliness, safety, placemaking, events, and economic development—that will define the first five years of operations.

3

Promote Stakeholder Engagement: Ensure that property owners, businesses, and residents are actively involved in shaping and supporting BPP's initiatives.

4

Establish a Framework for Growth: Create a foundation for future planning that adapts to changing conditions and opportunities in the district.

FOUNDATIONAL PRIORITIES

BPP has identified **cleanliness and maintenance**, **events and programming**, **safety and hospitality**, **placemaking**, and **economic development** as its foundational priorities. These priorities reflect the fundamental needs of the Baltimore Peninsula neighborhood and the organization's commitment to fostering a vibrant, clean, and thriving community.

As a means of assigning budget to priority efforts, an additional priority within this strategic plan will include **administration & operations**.

As a newly formed BID, BPP acknowledges that its resources are currently limited, which necessitates a phased approach to achieving its goals. While all focus areas are integral to the district's success, not all activities can be implemented to their fullest extent during the BID's initial years. Instead, BPP will prioritize foundational activities while setting aspirational goals for the future as resources and capacity grow.



EVENTS OF 2024



We love a good event—big ones, small ones, live bands, DJs, networking, themed gatherings, outdoor experiences, foodie-focused celebrations, and more. Events aren't just marketing; they create opportunities for our neighbors to engage with Baltimore Peninsula in ways they might not have otherwise.

For example, events like Wellness on the Waterfront, Salsa Night, and Tides and Vibes have brought together residents and visitors alike, turning the Peninsula into a vibrant hub of activity. Oysters, Blues, and Brews highlighted local flavors and live music, while our outdoor movie nights and our Halloween celebration created magical moments for families. We even opened the dog park with a community celebration and wrapped up the year with the 12 Days of Holiday Remix, making the season extra special.

By transforming our waterfront spaces into dynamic event venues, we've welcomed fitness enthusiasts, music lovers, foodies, pet owners, and neighbors from all over to experience the energy and excitement that makes Baltimore Peninsula unique. And you all must have loved it—because time and time again, we've seen over 40,000 people show up this year, proving that this is a place where community thrives.

WELLNESS ON THE WATERFRONT YOGA AND BOOTCAMP

Held regularly at Baltimore Peninsula, the Wellness on the Waterfront series offers free yoga and bootcamp sessions. These events promote health and wellness among residents and visitors, providing an opportunity to exercise with scenic waterfront views. The sessions have been popular, with many participants joining to enhance their fitness routines.

SUNSET SALSA

Every Wednesday, Salsa Now hosted FREE Latin Dancing lessons and music on the pier at Port Covington Marina.

TIDES AND VIBES

FREE family-friendly fun on the waterfront including educational activities, crafts, games, and more! Children designed their own fishing lure and created aquatic ink prints. They watched and learned cooking techniques for preparing the Bay's bounty. They worked on their fishing skills, got a new rods, and learned how to filet fish and shuck oysters. And of course, enjoyed a mobile bar and local food trucks featuring delicious Chesapeake cuisine.



MOVIE NIGHTS



HALLOWEEN



BALTIMORE PAWINSULA DOG PARK



ELIJAH'S PARK DEDICATION

OYSTERS BLUES AND BREWS

On September 7, 2024, the 2nd Oyster Blues and Brews Festival took place at Baltimore Peninsula, attracting seafood lovers and music enthusiasts. The festival featured oysters, seafood dishes, cold beer, local vendors, and live blues music. Family-friendly activities included free youth fishing and shoreline clean-up opportunities. The event was well-attended, contributing to the vibrant community atmosphere.

MOVIE NIGHTS

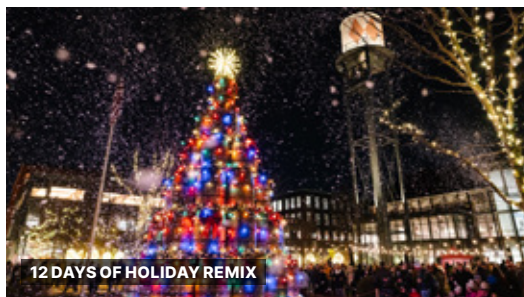
Baltimore Peninsula's Outdoor Movie Nights have become a staple of the summer season, offering family-friendly films under the stars. These events provide a relaxed environment for families and friends to gather, with food trucks and vendors enhancing the experience. The movie nights have been popular, drawing significant crowds throughout the season.

HALLOWEEN

Baltimore Peninsula's Halloween celebration offers a festive environment with activities such as trick-or-treating, costume contests, and themed decorations. The event caters to families and individuals seeking a safe and enjoyable way to celebrate the holiday. With over 1000 attendees, the Halloween festivities will be a staple event for years to come.

12 DAYS OF HOLIDAY REMIX

Over the course of 12 days, the community enjoyed a mix of activities that brought the spirit of the season to life. From invigorating fitness classes like Yuletide Yoga and Jingle Bell Boot Camp, to cozy gatherings like a poetry showcase and a holiday movie screening, there was something for everyone. Attendees sipped and savored the season with a merry cocktail crawl, gathered with loved ones at the dazzling annual Sagamore Tree Lighting, and salsa danced with Santa to get into the spirit of the season.



12 DAYS OF HOLIDAY REMIX

Big Wins

BALTIMORE PAWINSULA TEMPORARY DOG PARK OPENING

The opening of the temporary dog park, dubbed "Baltimore Pawinsula," provided a dedicated space for dog owners to bring their pets for exercise and socialization. The grand opening event was in partnership with Molly's Dog Care, which included activities for pets and their owners, fostering a sense of community among pet lovers. The dog park has since become a popular spot for residents and their furry friends.

ELIJAH'S PARK DEDICATION

Elijah's Park at Baltimore Peninsula was dedicated to honor the legacy of the late U.S. Representative Elijah Cummings, a champion for justice and a beloved leader in Baltimore. The park serves as a space for reflection and community gathering, celebrating his lifelong commitment to equity, public service, and the people of Baltimore. Featuring green spaces and thoughtful design elements, the park provides residents and visitors with a meaningful place to connect and be inspired by Cummings' enduring impact. The park is proudly maintained by the Baltimore Peninsula Partnership, ensuring it remains a vibrant and welcoming space for the community.

MARKETING AND COMMUNICATIONS

In partnership with the developer, Baltimore Peninsula Partnership worked to elevate the district's profile, ensuring that every milestone captured attention and reinforced the neighborhood's momentum. Together, we drove strategic marketing and PR efforts that positioned Baltimore Peninsula as a destination for business, culture, and community—resulting in major 2024 wins.

The highly anticipated arrivals of **Slutty Vegan**, **Vessel**, **Little Wing**, and the return of **Rye Street Tavern** generated widespread excitement, while the dedication of **Elijah's Park** reinforced our commitment to vibrant public spaces. The **Baltimore Yacht Basin sale** sparked interest in the future of our waterfront, and the **Under Armour global HQ opening** made headlines as a transformative moment for the district.

Leasing announcements for **Slurp Noodle Bar**, **Daily Grind**, **Inspire Nail**, **M&T**, **Molly's Dog Care**, **Urbano**, and **Live-K** demonstrated strong market confidence, each adding to the district's growing appeal. Events like the **Annual Dragon Boat Tournament** and

the **Baltimore Peninsula Summer Series** kept energy high, drawing enthusiastic crowds and media attention. Meanwhile, **CFG Bank's move-in** underscored Baltimore Peninsula's rising status as a business hub.

Capping off a year of momentum, **The New York Times** recognized Baltimore as one of the **Best Places to Visit in 2024**, further elevating the city's and Baltimore Peninsula's national visibility. Through coordinated storytelling and engagement, **Baltimore Peninsula Partnership and MAG Partners** ensured that each milestone resonated, reinforcing the neighborhood as a dynamic and thriving destination.

SOCIAL MEDIA



IMPRESSIONS

3,692,054



PIECES OF COVERAGE

272



AUDIENCE

5.74B

combined total of
publication-wide audience
figures for all outlets
featuring coverage



MEDIA

100+
press hits



LADY BRION, MARYLAND'S
11TH POET LAUREATE



KEVIN PLANK AND MARYANNE GILMARTIN AT
THE GRAND OPENING OF RYE STREET TAVERN



CHENIRE CARTER AND CLAUDIA JOLIN WITH WJZ 13'S
MIANA MASSEY, PROMOTING THE HALLOWEEN.



ERIC BROWN AND ALI PAPPAS WITH MOLLY'S DOG CARE
HOSTING HOLIDAY PUPPY PARTY AT BALTIMORE PAWINSULA.



CLUB VOLO SUMMER SEASON
OF PICKLEBALL.



PINKY COLE HAYES CUTTING THE RIBBON
AT SLUTTY VEGAN'S GRAND OPENING.

CLEAN & GREEN



Cleanliness and maintenance are the cornerstones of creating an incredible neighborhood. A clean, well-maintained environment fosters a sense of pride and ownership among residents, visitors, and businesses, while also enhancing the overall perception of the area.

Streets free of litter, vibrant landscaping, and graffiti-free surfaces convey a message that the community is cared for and valued, making people feel safer and more secure in their surroundings. Research has shown that clean and orderly public spaces can deter crime by discouraging neglect and reinforcing social norms of respect and stewardship. Furthermore, a neighborhood that prioritizes cleanliness and upkeep not only attracts investment and engagement but also cultivates a welcoming atmosphere where people are inspired to connect,

thrive, and take pride in their community. Cleanliness is more than just an aesthetic—it is a critical component of building a vibrant, safe, and desirable place to live, work, and visit.

BPP manages its cleanliness and maintenance needs through the use of a third-party contractor specializing in providing comprehensive services. This arrangement has allowed for effective management of these essential tasks.

HIGHLIGHTS

- **31.5 Tons of trash** 21 (30-yard) dumpsters were removed. Average weight per dumpster was 3,000 lbs.
- **12 tons of recycling** was removed and taken to the recycling center in 2024.
- **1,250 lbs. of metal/ scrap** was pulled from the water and collected throughout the site.
- **1,650 yards of mulch** was installed throughout the year.
- **Installed over 14,000 flowers** during the seasonal rotations.
- **1,140 lbs. of dog poop**
- **500 yards of playmat** is on site for the doggies
- C&C employees combined spent a total of over **22,000 hours** doing various jobs around the Peninsula.
- We planted over **900 plants** and over **2 acres** of new grass.
- **19.2 tons of brush/ driftwood** in 2024: 16 (30-yard) dumpsters were removed. Average weight per 2,000 lbs.

SAFETY & HOSPITALITY

While Baltimore Police Department (BPD) maintains public safety citywide, Baltimore Peninsula hosts 24/7 private security for added protection. As the area grows, ensuring a secure, welcoming environment is essential.

Private security complements BPD, addressing unique challenges with frequent patrols, rapid response, and proactive crime deterrence. These services enhance safety while fostering community engagement.

Key Security Functions:

- **Security Patrols:** Visible presence deters crime and responds to incidents
- **Armed & Unarmed Guards:** Strategic placement for surveillance and public assistance.
- **Supervision & Coordination:** Oversees operations, liaises with law enforcement.
- **Real-Time Camera Monitoring:** Supports swift incident response.
- **Technology-Enabled Response:** Ensures rapid communication with authorities.

Scan to
download
the app



The Baltimore Peninsula Public Safety Portal gives the community direct access to our team. Users can report via app any activity that our team will investigate.



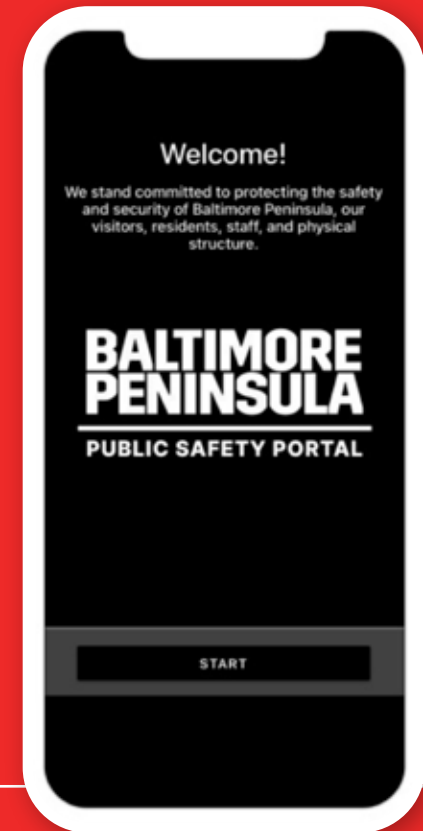
CHECKPOINTS SCANNED
125,000



COURTESY ASSISTANCES
251



ESCORT/ SAFETY WALKS
108

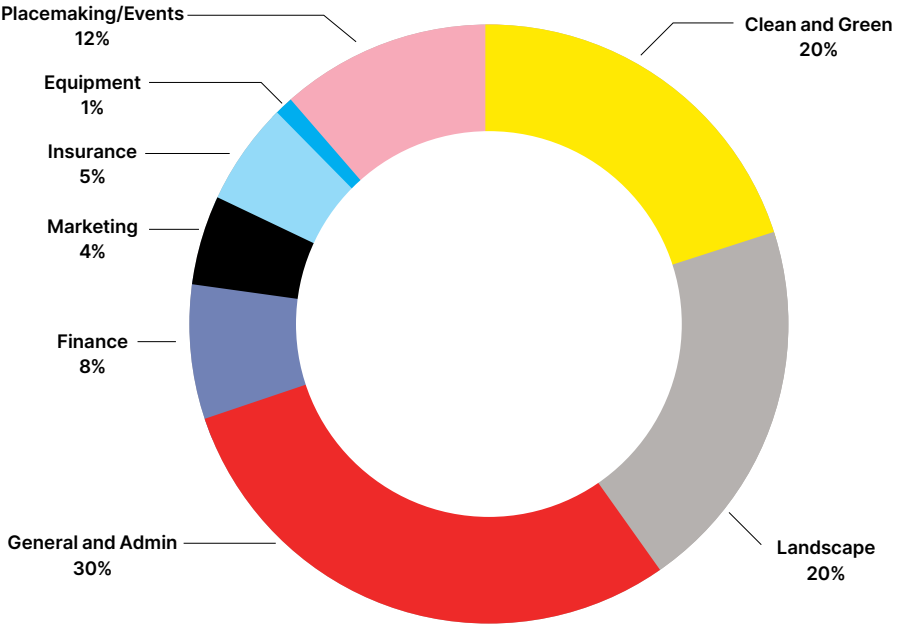


FINANCIAL SUMMARY

The **Baltimore City Board of Estimates** has the authority to approve the annual financial plans and surcharge tax rates for the Port Covington Community Benefits District Management Authority, doing business as Baltimore Peninsula Partnership. The BPP's proposed 12-month budget through Fiscal 2025 establishes a surcharge rate for taxable commercial properties located within BPP's boundaries at \$.19 per \$100 of assessed value. In addition to the property surcharge tax, BPP is also authorized to impose a surcharge on public utilities. The proposed budget will maintain the rate at \$.19 per \$100 of assessed value. A review of BPP's Fiscal 2025 Financial Plan for the Port Covington Community Benefits district with reassessed values indicates overall revenues of \$706,967 over the 12-month period. The proposed budget through Fiscal 2025 includes \$706,967 in surcharge tax revenue. The operating Pro Forma for this period estimates \$706,688 in total expenses, which results in a surplus of \$279.



ELIJAH'S PARK DEDICATION WITH MAYOR BRANDON SCOTT, COMPTROLLER BILL HENRY, DIRECTOR REGINALD MOORE AND CHENIRE CARTER



USES

Clean and Green	\$140,000.00
Landscape	\$145,000.00
General and Admin	\$209,653.00
Finance	\$53,450.00
Marketing	\$32,000.00
Insurance	\$36,810.00
Equipment	\$5,775.00
Placemaking/Events	\$84,000.00
Total Expenses	\$706,688.00
Surplus	\$279.00

ORGANIZATIONAL STRUCTURE

The BPP is funded through Business Improvement District (BID) receipts, which provide the financial foundation for its operations and initiatives. The Partnership oversees two distinct entities to fulfill its mission: a 501(c)(6) organization that enables lobbying and advocacy efforts, and a 501(c)(3) the nonprofit organization. Both entities are managed by the BPP Executive Director and staff, ensuring seamless coordination across all activities. Oversight is provided by a board composed of diverse stakeholders, ensuring accountability and alignment with the district’s strategic goals.



BOARD MEMBERS

CHAIR
Rob Boidock
MAG Partners

VICE CHAIR
Jennifer Hearn
MAG Partners

Alan Robinson
Baltimore Mayor's Office

Ryan Norwood
Sagamore Spirit

Brendan Tizard
Sagamore Ventures

Eric Costello
Baltimore City Council

Carly Eutsler
Nick's Fish House

Matt Brown
South Duvall

Zac Blanchard
Baltimore City Council

Zach Boyda
Resident, CFG Bank

Ryan Watts
Bozzuto

Phylicia Porter
Baltimore City Council

Laurie Davidow
MAG Partners

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