



Live Baltimore FY22 Budget Presentation

Live Baltimore

Priority Outcome: Clean and Healthy Communities

Service Number: 815

Fiscal 2022 Recommended: \$606,663 (All Funds)

Service Description

As the only citywide organization dedicated to marketing Baltimore to residents, Live Baltimore annually provides thousands of individuals with information on the City’s 278 neighborhoods, rental living options, homebuying incentive programs, historic tax credits, and more. By attracting people to Baltimore’s neighborhoods and by helping residents find a way to stay in the City, Live Baltimore’s work is critical to Baltimore’s economy. Residents are responsible for generating more than 50 percent of the City’s general fund revenue and they support tens of thousands of jobs across multiple sectors. A growing and diverse population will lead to increased tax revenue, an expanding economy, and appropriate political representation for all of Baltimore’s citizens.

Major Budget Items

- The Fiscal 2022 recommended budget maintains the current level of support for Live Baltimore.

| Type | Performance Measure | FY17 Actual | FY18 Actual | FY19 Actual | FY20 Target | FY20 Actual | FY21 Target | FY22 Target |
|---------------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Output | # of attendees at Live Baltimore events | 1,312 | 1,589 | 1,686 | 1,600 | 1,990 | 1,650 | 1,700 |
| Effectiveness | % of neighborhoods in which Live Baltimore clients purchased homes | 75% | 79% | 79% | 76% | 80% | 76% | 76% |

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Thank you.

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