



Brandon M. Scott
Mayor

Fiscal 2024 Recommended Budget

Live Baltimore

Annie Milli, Executive Director

June 5, 2023

Fiscal 2024 Agency Overview

Agency Mission

- Live Baltimore's intended impact is to grow Baltimore City's population, by assisting current and prospective residents and by celebrating Baltimore as a great place to live, in order to create and sustain an equitable and thriving local economy. **Live Baltimore's name and mission are synonymous: We promote living in Baltimore City.**

Fiscal 2024 Goals

- Launch new creative assets (ads, testimonial videos, and photography) with a robust multimedia campaign that gains more than 15 million impressions from regional movers
- Leverage interest in our Buy Back the Block program to deliver outstanding customer service and expert advice to thousands more prospective homebuyers

Live Baltimore

Service 815
Live Baltimore

Live Baltimore

Pillar: Equitable Neighborhood Development

Service Number: 815

FY24 Rec. Budget: 1,152,790

Service Description: This service focuses on marketing Baltimore to residents by providing individuals with information on the City's 275+ neighborhoods, rental living options, homebuying incentive programs, historic tax credits, and more. The goal of the service is to attract people to Baltimore's neighborhoods and to help residents find a way to stay in the City.

Major Budget Items

The recommended funding maintains the current level of service.

Performance Measures

Measure	FY19 Actual	FY20 Actual	FY21 Actual	FY22 Target	FY22 Actual	FY23 Target	FY24 Target
# of attendees at Live Baltimore events	1,686	1,990	2,793	1,700	1,859	1,900	1,950
# of Live Baltimore customers who purchase a home in the City	1,236	942	1,380	1,200	1,787	1,250	1,250