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Live Baltimore Home Center Celebrates 10 Years of Promoting Baltimore City's 225 Neighborhoods

Attracting thousands of residents to homeownership and rental opportunities in the City

BALTIMORE – Few attendees from town hall meetings in 1996 could imagine their desire for an organization to create strategies to retain and increase Baltimore City's residential base would result in the creation of the Live Baltimore Home Center. Now, ten years after the organization officially formed, City leaders and City lovers are celebrating the success of this nationally recognized, independent nonprofit organization committed to promoting the benefits of Baltimore City living.

On Thursday, November 29th, Live Baltimore will celebrate its 10th anniversary and noteworthy growth with a reception at Geppi's Entertainment Museum from 6pm to 8 pm at 301 W. Camden Street in downtown Baltimore. The celebration will recognize Live Baltimore's supporters, including foundation funders, private businesses, community partners, board members and volunteers.

"So much has positively changed in the City of Baltimore over the last decade. Our city of neighborhoods is being recognized as such, and prospective residents are drawn to our sense of place," said Anna Custer, Live Baltimore Executive Director. "It's gratifying to see the City grow and we recognize it's the result of everyone coming together to make it happen. That's why we're excited to celebrate the impact Live Baltimore has made in that effort."

Live Baltimore touches thousands of lives each year with its proactive marketing efforts. From the twice-annual "Buying into Baltimore Homebuying Fair and Neighborhood Tours" (commonly referred to as the "Trolley Tour") to regional distribution of the *City Living Resource Guide* relocation magazine to the Home Center storefront open to the public six days a week on historic Charles Street to an information-packed website, Live Baltimore is also known for its cheeky and sometimes irreverent approach advertising campaigns. The organization is in the middle of a third creative campaign to win over DC residents to Charm City with a "Get in on it" theme, while they are also executing a residential relocation strategy to convert BRAC (Base Realignment and Closure) relocatees into Baltimore City residents.

"This anniversary is a significant milestone for the City and for the Live Baltimore Home Center organization," said Jon M. Laria, Board President. "Over the past ten years, Live Baltimore has devel-

oped into an outstanding resource for individuals planning to rent or purchase homes in Baltimore. The tenth anniversary is also a great time to share our vision of Live Baltimore for the next decade.”

Raising the awareness of the City’s assets has also been part of Live Baltimore’s mission. Its award-winning website attracts close to a half-million unique visitors annually. Additionally, the organization has also trained more than 1600 real estate agents on “Selling Baltimore City” through its continuing education partnership with the Greater Baltimore Board of Realtors that began in 2001 and continues to this day.

The organization’s work has also contributed to many positive real estate trends throughout the decade. Since the organization was founded in 1997, home sale prices in Baltimore City have risen 205-percent. The twice-annual “Buying into Baltimore” Homebuying Fair and Neighborhood Tour events, created by the organization in 1998, has resulted in more than 750 people receiving \$3,000 awards to purchase their homes. The DC outreach campaign can be credited with turning around a negative migration trend, with the City witnessing a positive net-migration of DC metro residents to Baltimore since the campaign began in 2002. And in 2006, the City’s population rose by nearly 900 residents, reversing a multi-decades downward trend.

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About Live Baltimore

The Live Baltimore Home Center is a nationally recognized, independent nonprofit organization committed to promoting the benefits of Baltimore City Living. Each year, Live Baltimore provides thousands of individuals with special events and information on more than 225 city neighborhoods, rental living options, homebuying incentive programs, and historic tax credits. For more information, call Live Baltimore at 410-637-3750 or visit www.LiveBaltimore.com. *Ready to get in on it? We’re in on it!*