

**BRINGING**

**BACK**

**BALTIMORE**

**Bank of America®**







# OVERVIEW

In the aftermath of Baltimore's 2015 riots, decades of neighborhood neglect was plastered in the headlines for the world to see. More than 200 businesses were damaged, in addition to the already run down storefronts. In neighborhoods like Greenmount West and Bolton Hill, spirits were broken along with windows, local businesses were destroyed.

Rebuilding these low-income communities would take a serious investment of time and capital. Bank of America saw the immense potential in providing CDFI loans to projects across underserved areas of Baltimore. These diverse projects range from residential developments for artists, to green improvements for old buildings.

*Bringing Back Baltimore* will profile a neighborhood that has been impacted by CDFI loans on multiple levels. We'll meet business owners whose lives have been changed by CDFI loans. We'll hear from and community leaders who've experienced the impact of CDFI loans. And most importantly, we'll immerse the audience in the vibrant fabric of Baltimore's one-of-a-kind culture.





“THE PEOPLE, IN MY  
ESTIMATION,  
ARE THE GEMS,  
THE HIDDEN TREASURES  
OF THIS CITY.”





# VIDEO ELEMENTS

## INTERVIEWS

Interviews with local community members of all ages will give perspective on how far the neighborhood has come because of Bank of America's investments. Leaders of community organizations will share their passionate perspectives. We'll meet the actual mayor of Baltimore, Catherine Pugh, as well as the 'mayor' of the block, Mr. Manny. Emotional comeback stories, uplifting tales of triumph and inspiring interviews will make *Bringing Back Baltimore* a sharable, positive peek into Baltimore's revitalization made possible Bank of America's CDFI loans.





# VIDEO ELEMENTS

## VERITE

There's nothing better than witnessing a plan in action. This authentic, documentary-style footage will highlight the real-world impact of CDFI loans by Bank of America. We'll visit a CDFI success story, as well as a local business in the process of rebuilding with CDFI funds. We'll show the significant impact energy-efficient retrofits can have in historic buildings. We'll tour an artist's housing unit funded by Bank of America, and witness them creating in the spaces designed just for them. We'll spend time with a family-run business, joining them at home in the same neighborhood where they work.

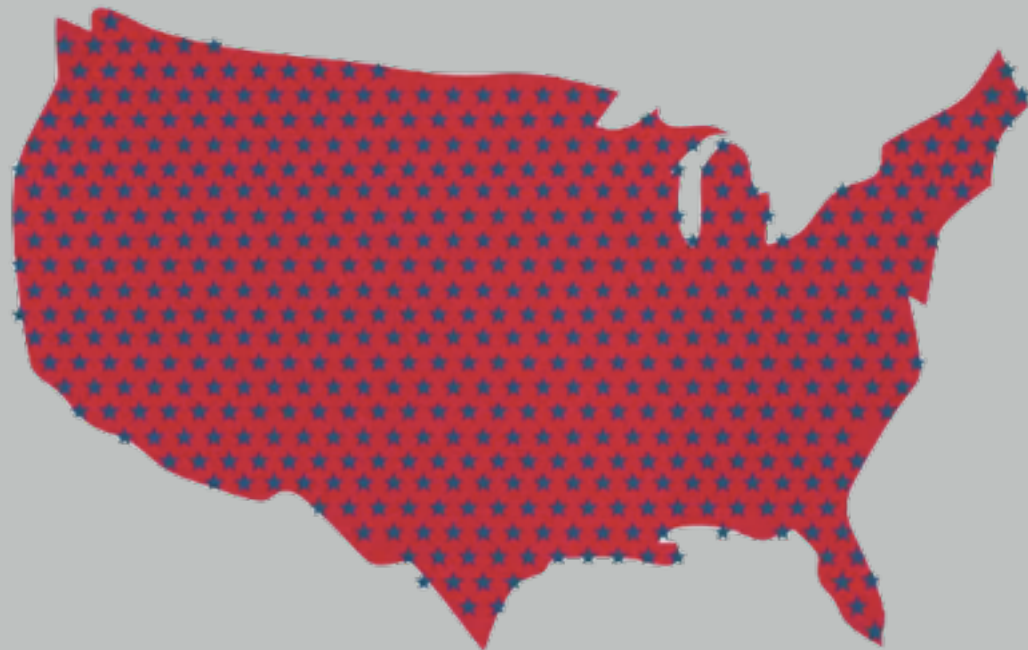




# VIDEO ELEMENTS

## GRAPHICS

Statistics and expository information will be setup using motion graphic elements. We'll use charts, moving words and visual representations to clarify complex issues and data. Graphics will provide succinct data in an upbeat and engaging manner.





More than half of Greenmount West's residential properties were abandoned between the 1960s and 2000, drug-fueled crime dominated the streets. In recent years economic development has created a rapidly revitalizing neighborhood, rich in diversity.

In 2002 it became the first area in the city to receive the state designation as an arts and entertainment district, making the Station North area a hot-spot for young professionals who embraced Greenmount West's new bars, restaurants and music venues.

In 2010, Baltimore sold 29 empty buildings and 50 vacant lots in the Oliver and Greenmount West neighborhoods. This effort to revitalize the neighborhoods made it a new home to many young artists and commuters. "Greenmount West is changing, and that's a good thing," says one community leader. East Oliver Street, now the site of new and renovated townhouses, a tool library, a makerspace, the year-old Baltimore Design School for students in grades six through nine, and City Arts, an apartment building with 69 affordable-housing units for local artists.

# POTENTIAL NEIGHBORHOOD OLIVER AND GREENMOUNT WEST





# POTENTIAL NEIGHBORHOOD

## REMINGTON

Remington is an original Baltimore streetcar suburb. This North Baltimore neighborhood was once filled with abandoned homes owned by absentee investors. Now in the midst of a major resurgence, new residents and businesses are flocking to the neighborhood. The real estate was affordable and its location near downtown, the generation moving to Remington stayed committed to urban living. Currently best known as a quirky, relaxed community of old timers, artists, musicians, professionals and students. Residents enjoy a variety of great restaurants and entertainment options, ample parks and green space, and a variety of different living arrangements, from tiny rowhouses to large loft apartments.

North Avenue in the adjacent Station North community has provided Remington with a nightlife zone. 25th Street is where locals go to shop during the day. People enjoy the presence of interspersed small business trades — auto mechanics, roofers, music recording studios and a custom motorcycle garage. And for all of Remington's commercial and industrial footprint, the place enjoys a distinct village-like atmosphere helped along by small streets that foster intimacy.





# POTENTIAL NEIGHBORHOOD HOWARD PARK

There's no waterfront glitter and high-rise sparkle in Howard Park, the redevelopment going on here has been under-the-radar. Combined a population that is 40 senior citizens, a recent infusion of drugs, crime, and absentee landlords—the prospect of losing Howard Park becomes all too real. On Maine Avenue a former crack house is now home to a Muslim family. Maine Avenue is referred to as Islamic Way, not completely Islamic, but there is a concentration of Muslims on this street. The houses here are beautiful, or they're in the process of being redone. "Seeing a substantial number of Muslims scared some folks in the neighborhood," says an old-timer. "After all, it's been a long time since Howard Park experienced this degree of change."

Large single family homes with equally large back and front yards are ideal for families and entertaining friends. It's ideal to raise and maintain multi-generational households. Howard Park has walking paths, public golf course, both public and private schools and small shops which support the casual country-like lifestyle of its urban residents.





# POTENTIAL NEIGHBORHOOD EAGER PARK/MIDDLE EAST

To the chagrin of many old-timers, the Baltimore neighborhood of 'Middle East' is now referred to as Eager Park. This historic neighborhood in central Baltimore spent four decades as one of the worst neighborhoods in the country. The area is currently undergoing a huge revitalization leading to the development of many new homes and businesses. When the revitalization began in 2001, the Middle East was in the midst of a public health crisis. It had the state's highest infant mortality rate and owned the city's highest crime rate. Eight out of 10 neighborhood homes were empty.

John's Hopkin's University has been primarily responsible for the 88-acre neighborhood's \$1.8 billion facelift just north of Hopkins' downtown hospital. At the heart of the neighborhood is the new Eager Park, a six-acre park modeled after New York's Bryant Park. It hosts a weekly farmers market, outdoor movies, and concerts and many other neighborhood events. The neighborhood is also home to the Henderson-Hopkins Elementary/Middle School, the first new school in Baltimore in 25 years, which will be run by the Johns Hopkins School of Education with cooperation with Morgan State University.





# EXAMPLE CHARACTERS

44-year-old West Baltimore resident Richard May is four years deep into a campaign to transform a swath of the city where vacant buildings are commonplace and median incomes are below \$30,000 into an “innovation district” with sleek office buildings, new apartments, restaurants, parks and other amenities targeting thousands of current, and new, inhabitants.

Katrina Foster grew up in Baltimore and earned a Master’s in school administration at Johns Hopkins before becoming principal Henderson Hopkins School in Eager Park.



Ed Rutkowski grew up in East Baltimore and now runs a community development corporation there. He thinks the Johns Hopkins redevelopment will succeed, but “shouldn’t become a model for other cities.”





# EXAMPLE CHARACTERS



“We could see things in these buildings that others couldn’t. And I think being naive was somehow an asset, and people telling me I couldn’t do it probably made me more resilient. I certainly didn’t know how much this was going to mean to anybody else. I thought it would be a space for us and then I might have a gallery. How could I have anticipated all of this?”—Stewart Watson, artist

“I’m really, really encouraged about the number of businesses who want to be in Baltimore to be part of the solution.”—David Rajowski, 2nd generation immigrant.



“Any time you have 50 years of really zero investment at scale in an entire side of the city, there’s a lot of distrust on the ground. But when you look at an entire side of a city that doesn’t have access to growth aspects of the economy, we can’t win as a city until we provide opportunities for everyone.”—Salli Martin, community leader





# EXAMPLE LOCATIONS



## THE AMERICAN BREWERY BUILDING

Located in Broadway East, this victorian landmark was rescued in 2008 after a lengthy period of abandonment. The restoration of the American Brewery boosted the outlook of the neighborhood. Humanim, a community organization that serves individuals with disabilities, owns and runs the old brew house. While the community has one of the city's highest unemployment rates, it now has a proud tower where qualified people get the training to get a job. A popular as a community gathering place, Businesses also rent the artfully repurposed grain silos and fermenting tank areas for workshops.

## R. HOUSE

Over the past two years, R.House assembled a group of ten chefs transforming the old Anderson Body Shop into a 350-seat food hall with roll-up garage doors, booth & bierhall tables and an incredible neighborhood bar at the center of it all. This is a neighborhood living room, kitchen, office, and hangout spot, your Located in Remington, Baltimore's destination for artists, entrepreneurs, nonprofits, makers, and innovators.





# EXAMPLE LOCATIONS



## THE BALTIMORE FOOD HUB

The Baltimore Food Hub is a 3.5-acre campus located in East Baltimore. Incorporating the old Eastern Pumping Station, The Baltimore Food Hub has the goal of promoting local and regional foods. This shared kitchen space is so much more. It's a place where entrepreneurs can collaborate, food businesses can scale up, and neighbors can learn what it takes to make a career in the kitchen. The Baltimore Food Hub is bringing new life to a disinvested neighborhood, providing opportunities for microenterprise, job creation, and community education.

## THE CENTER THEATRE

After nearly a decade of vacancy, the Center Theater was renovated to house a joint film program by Johns Hopkins University and Maryland Institution College of Art as well as office space. The historic building, constructed in 1913, has been transformed into a mixed-use, multi-tenant commercial property.





## Example videos

<https://vimeo.com/55291249>

<https://vimeo.com/55291247>

[https://www.youtube.com/watch?  
v=Vh5LNiYYfWY](https://www.youtube.com/watch?v=Vh5LNiYYfWY)