



The Case for City Life

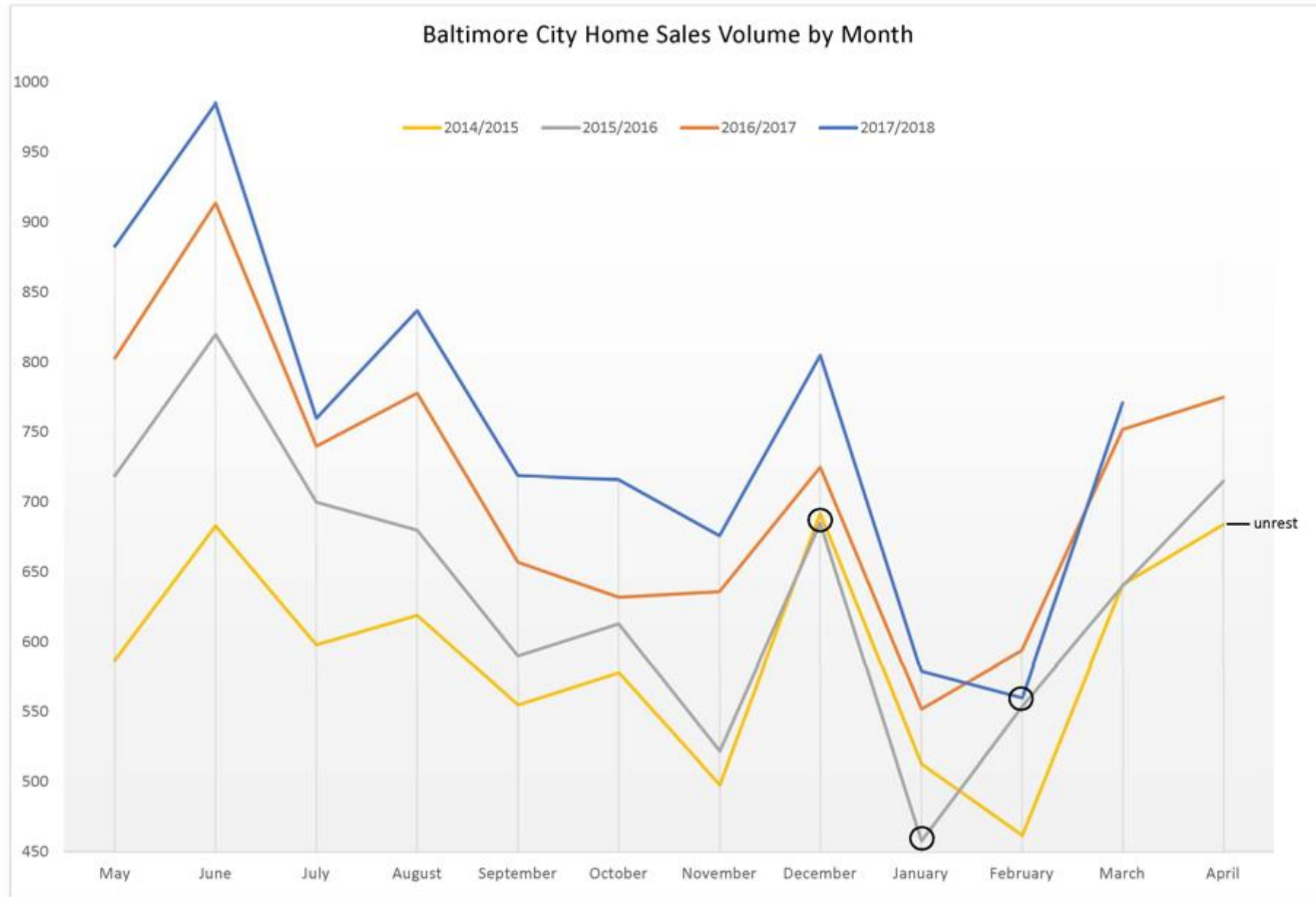
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OCTOBER 20, 2020



I love city life.
LIVE BALTIMORE



Data Source: MRIS

Courtesy of: Live Baltimore



Sales Volume

+59%

Baltimore City

2020 Home Sales

	Volume	Price	Speed	Financed	Standard
v. 2019	+9%	+6%	+5%	+7%	+8%
v. 3-Y Avg.	+2%	+9%	+1%	+9%	+1%

Market Strength Everywhere

- 245 neighborhoods
- 4% more than in 2010



Baltimore City

2020 Home Sales by Sub-Market

	Sub-1	Sub-2	Sub-3	Sub-4	Sub-5
Volume	+4%	+13%	+8%	+2%	+23%
Price	+4%	+2%	+7%	+20%	+17%
Speed	+5%	+12%	+11%	+9%	-20% (13 days)
Financed	+3%	+8%	+5%	—%	+16%
Standard	+4%	+14%	+10%	+16%	+12%

Baltimore's "Big 5" Benefits

How are they relevant now?

Affordability



Uniqueness



Convenience



Community



Identity





Affordability

Median Home Value

Location	Median Home Value
Baltimore City	\$156,400
Baltimore County	\$255,400
Washington D.C.	\$568,400
New York City	\$570,500
Seattle	\$605,200
San Francisco	\$1,009,500



Uniqueness Parks

- 43 neighborhoods
- Gwynns Falls Park:
 - Hunting Ridge, Edmondson Village
- Druid Hill Park:
 - Woodberry, Parkview/Woodbrook
- Herring Run Park
 - Arcadia, Belair-Edison

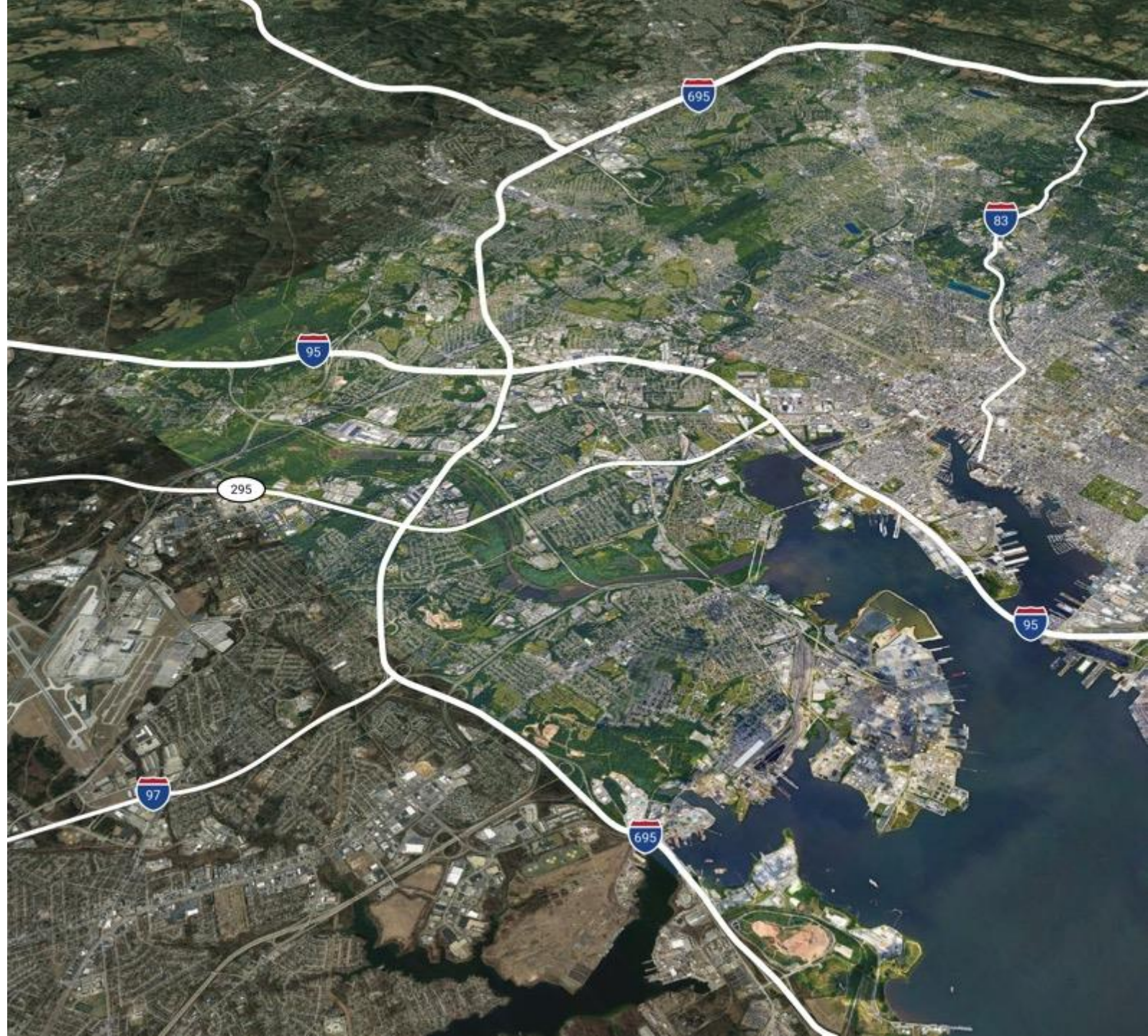




Convenience

Regional Proximity

- New York, NY: 189 MI
- Philadelphia, PA: 103 MI
- Washington, D.C: 36 MI
- Annapolis: 30 MI
- BWI Airport: 10 MI






Community Traditions

- Bolton Hill: Soup Night
- Original Northwood: Popsicle Playdates
- Dickeyville: 4th of July
- Arcadia: Ball Drop





”
I’m a city
person.
“

The Urban Gene



Identity

"I see myself as..."

- Tougher, more resilient
- More cultured, more cosmopolitan
- More open-minded, more accepting of differences
- "Part of the solution"



The Case for City Living: Stronger than Ever

How do we capitalize on this moment?

- Rethink economic priorities
 - Deprioritize commuters and tourists
- Invest in places where people live
 - Better fund "Main Streets," Arts & Entertainment Districts, parks, and other shared spaces
- Cultivate community
 - Support clean-ups, safely distanced outdoor activities, and "neighbors-helping-neighbors" initiatives
 - Continue to be welcoming to immigrants
- Celebrate shared identity
 - Champion our diversity, but act as one Baltimore

Q&A

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