



MADE IN BALTIMORE

PROGRAM OVERVIEW

Prepared for Milano Circolare 2024



Interior of our
2021 Holiday Pop-Up Store

MADE IN BALTIMORE

We are the local brand initiative for the City of Baltimore

MIB supports a network of over 350 makers and manufacturers, retailers, and makerspaces in Baltimore City.

Our mission is to develop markets for locally made goods. We do this in three primary ways:

- ★ Marketing & Promotion of members
- ★ Business development training for creative entrepreneurs
- ★ Research & Policy Development to support urban Manufacturing and buying local



Why MADE IN BALTIMORE ?

★ Reason #1: Create a more equitable economy

Manufacturing jobs are on-ramps to the middle class; supporting women and minority-owned businesses addresses past inequity



Personal Best Ceramics,
Home-Run Accelerator Showcase, 2021



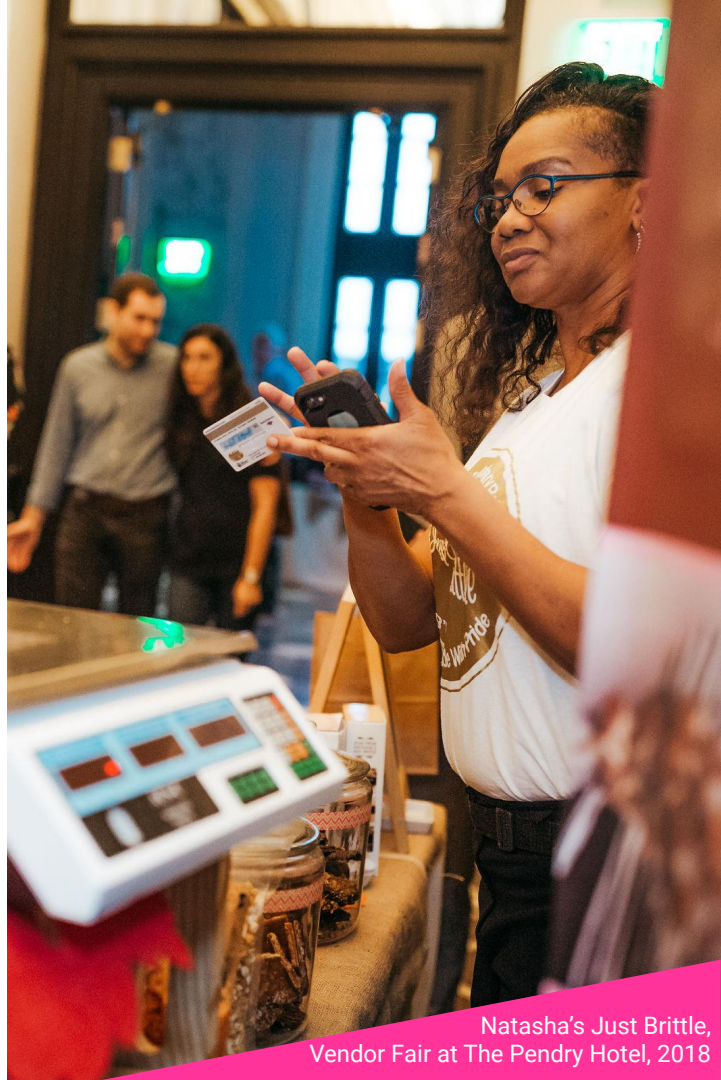
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★ Reason #2:
Re-invest consumer \$\$\$ locally

Keeping our consumer spend in the city creates more jobs, builds generational wealth, and addresses vacancy



Natasha's Just Brittle,
Vendor Fair at The Pendry Hotel, 2018



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★ Reason #3:
Address commercial & industrial vacancy

Re-occupying vacant buildings brings life and jobs back to our neighborhoods

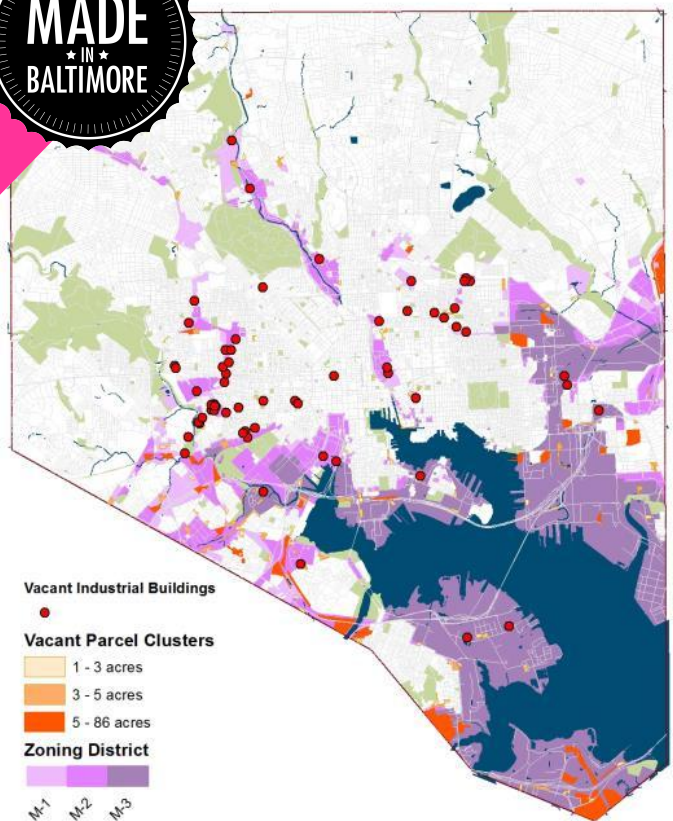


Eigenbrot Brewery, vacant since 2008

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Our Origin Story



Vacant Industrial Buildings



Vacant Parcel Clusters

- 1 - 3 acres
- 3 - 5 acres
- 5 - 86 acres

Zoning District

- M-1
- M-2
- M-3

0 3,000 6,000 12,000 18,000 24,000 Feet

Data Source: Baltimore City Planning Department, 2014

ORIGIN STORY

2014: Industrial Opportunity Project

A study undertaken at the Baltimore City Department of Planning to identify vacant industrial areas for re-use.

Interior of our
2021 Holiday Pop-Up Store



ORIGIN STORY

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2015: First Pop-Up Store

Two-month storefront featuring 70 local businesses

Interior of our
2015 Pop-Up Store



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Two-month storefront featuring 70 local businesses

2016: Fundraising

First major funding came from the U.S. Department of Commerce, Economic Development Agency

Initial grant from EDA required local match, assembled through cash and in-kind support



Program launch party
at Brick and Board, Summer 2017

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2017: Program Launch

Program began with business certification process and online directory



MIB Today

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MIB TODAY

★ Team of Six

- Executive Director
- Asst. Director of Marketing
- Marketing Coordinator (PTE)
- Program Manager
- Retail Manager
- Retail Associate (PTE)

★ Program of the Baltimore Development Corporation

Housed in Baltimore City's economic development agency, division of Business and Neighborhood Development.

★ 350+ Member Businesses

Small Manufacturers, Retailers, and Makerspaces



Retail Manager
Randy Lewis on skates



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77%
Woman-Owned
Businesses

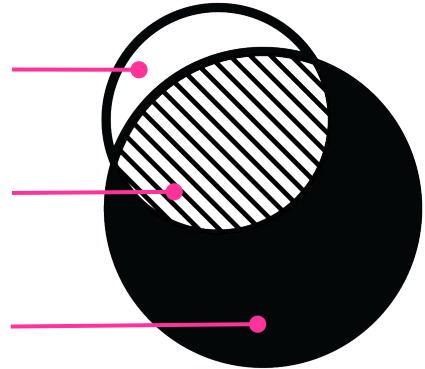
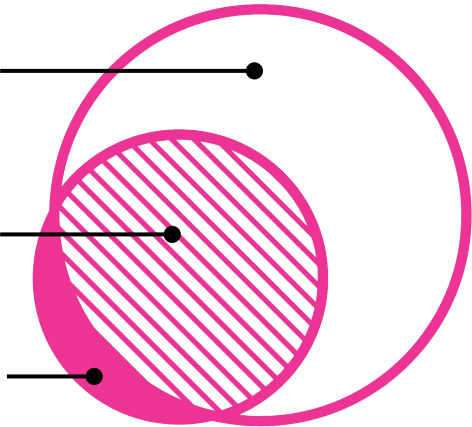
34%
Businesses Owned
by Black Women

39%
Black-Owned
Businesses

25%
Man-Owned
Businesses

18%
Businesses Owned
by White Men

54%
White-Owned
Businesses



3%
Veteran-Owned
Businesses



15%
LGBTQIA+ Owned
Businesses



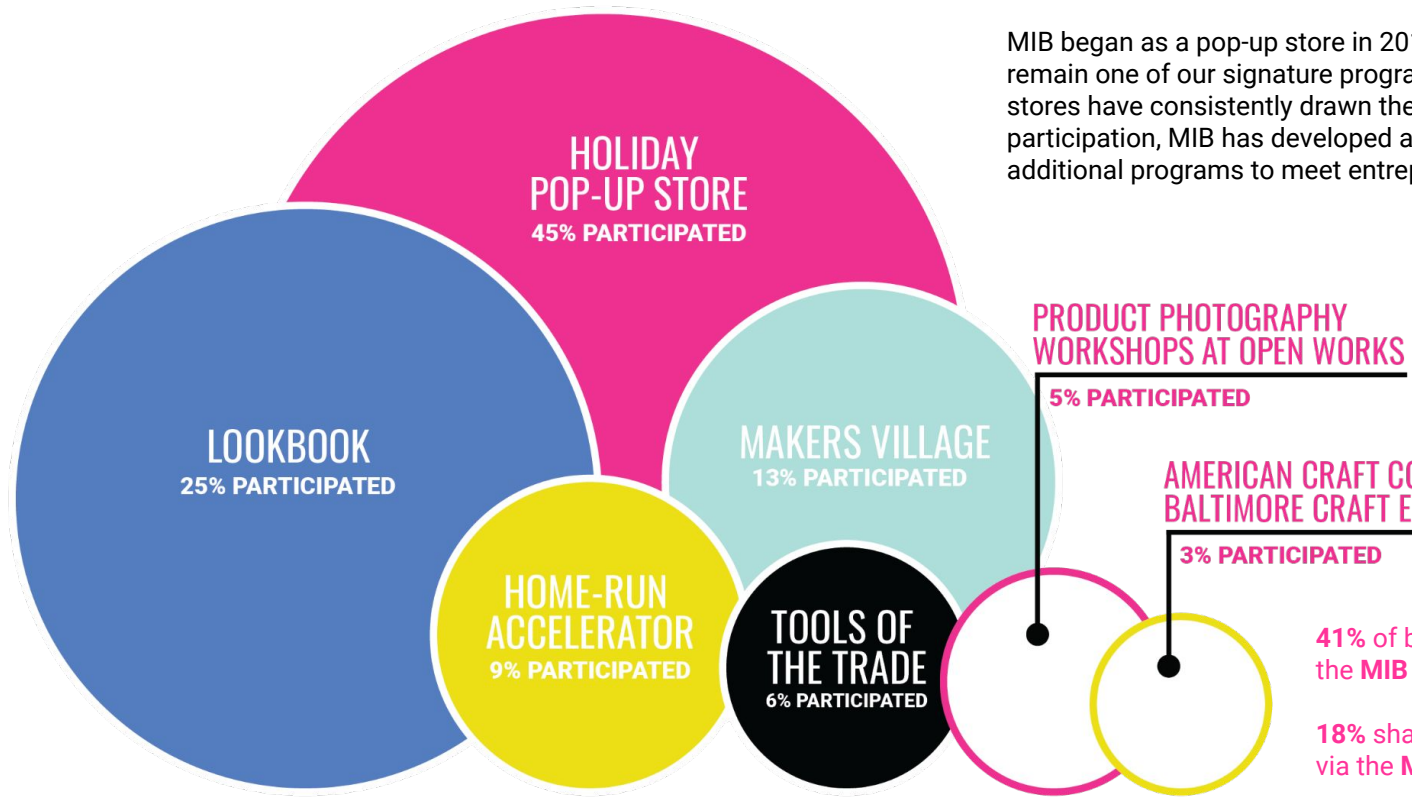
1%
Non-Binary-Owned
Businesses



PEOPLE



MIB PROGRAMS



Beyond Pop-Ups, MIB's Expanded Programming

MIB began as a pop-up store in 2015, and pop-ups remain one of our signature programs. While pop-up stores have consistently drawn the most member participation, MIB has developed a variety of additional programs to meet entrepreneurs' needs.

41% of businesses use the **MIB newsletter**.

18% shared member news via the **Member News Form**



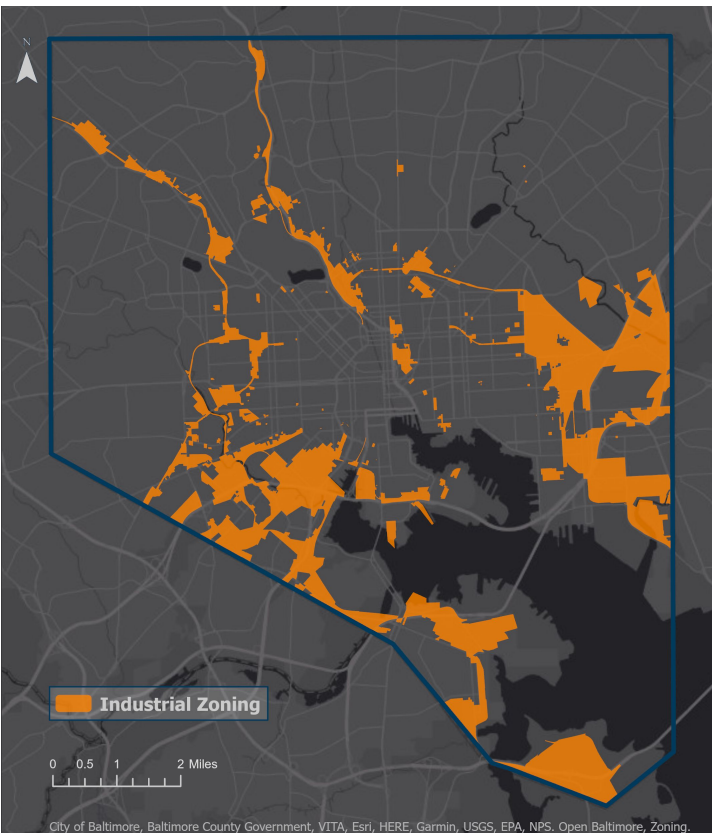
The Home-Run Accelerator Showcase at Rash Field



MIB TODAY

★ 2022 Zoning Amendment:

- Allow light-industrial uses in commercial districts
Food Processing: Light
Art Studio: Industrial



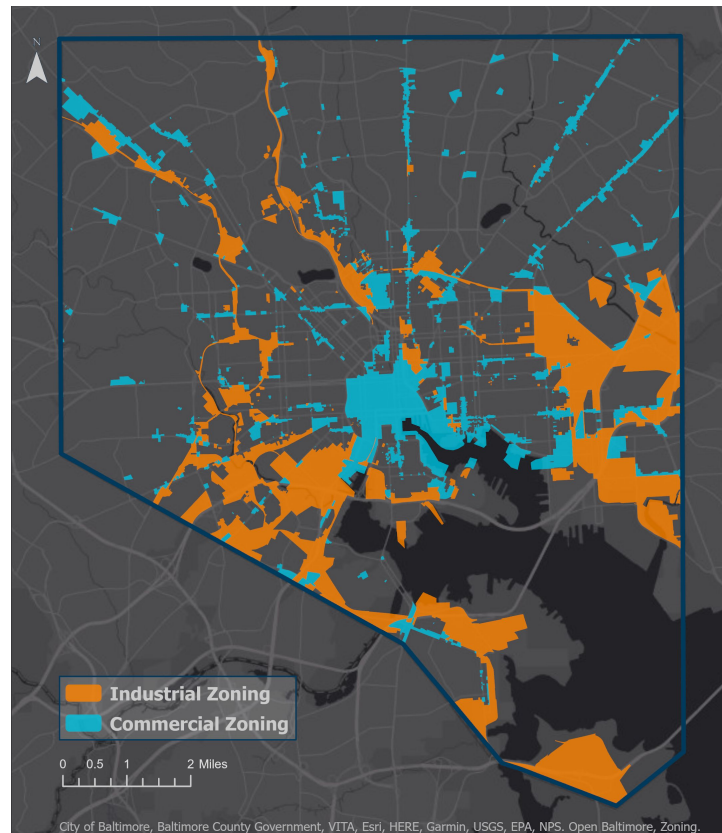
Map showing I-1, I-2, I-MU1, I-MU2 zoned land in Baltimore City



MIB TODAY

★ 2022 Zoning Amendment:

- Allow light-industrial uses in commercial districts
Food Processing: Light
Art Studio: Industrial
- **The result: more space for makers**



City of Baltimore, Baltimore County Government, VITA, Esri, HERE, Garmin, USGS, EPA, NPS, Open Baltimore, Zoning.

Map showing I-1, I-2, I-MU1, I-MU2, and C 1-5 zoned land in Baltimore City



Questions or Comments?
Contact Andy Cook
andy@madeinbaltimore.org

Learn more about MIB businesses and programs at
www.madeinbaltimore.org

Made In Baltimore is a program of



Baltimore
Development Corporation