



## GBA 2007-2008 Annual Summary

March, 2008 (Fiscal year: March 1, 2007 - February 29, 2008)

### GBA Business Promotion

- **The Govanstowne Community Guide and Business Directory** –The two-year directory was coordinated and published in 2006, and since the budget restricted costly direct mailing, they continued to be distributed by GBA members and community volunteers through 2007.
- **Baltimore Main Streets** – GBA members participate in Main Streets meetings, seminars and conferences. As a Main Street Affiliate, we benefited from marketing and promotion efforts. GBA has recently applied for full Main Streets status, but competition is stiff for only two openings.
- **Miracles on Main Street (MOMS)** – Main Street promotion during the holiday season included free parking, gift basket raffle/prizes. GBA provided holiday decorations on streetlights and a decorated community tree at the Bellona Triangle.
- **GBA Gazette** –The GBA Gazette newsletter has been electronically sent to those we have e-mail addresses for, in hopes that it is posted on community websites. For cost savings, it is not type-set. When important information needs to get to all GBA businesses, it is printed and direct mailed.
- **GBA Website** –The GBA website is promoted to increase communication. Due to budget constraints, it was only updated once this past year.
- **GBA Business Acknowledgments** – Awards and/or ‘businesses in the news’ were acknowledged at meetings, minutes and newsletters, to help promote the achievements of our GBA members.
- **Enterprise Zone (EZ) Expansion** – GBA promoted this Baltimore Development Corporation (BDC) program that allows benefits for GBA businesses. In 2007, two additional businesses took advantage of this benefit, and we hope to promote the benefits, so that many more will take advantage of it.
- **Improving RBDL Income and Collection Efforts** – GBA continued to work with BDC and the City to increase the RBDL collection efforts. After updating business lists, abating old businesses, contacting businesses about outstanding payments, collections are up, but more effort is still needed. BDC now presents a detailed report of past due accounts with each RBDL check to GBA.

### GBA Improvement Projects along York Road

- **Façade Improvements** – GBA promoted the BDC FIG program and assisted GBA businesses with applications; GBA applied for, and was awarded, State grant funding from the **Community Legacy** and the **Neighborhood BusinessWorks** programs. GBA also initiated the GBA Façade Facelift Program that could be used to match the BDC grant, paying up to 90% of qualified projects. In 2007, five applications were submitted.
- **Code Enforcement Efforts** – GBA worked with the City Code Inspector to educate businesses regarding local code responsibilities and improvement opportunities.
- **Main Street Architectural Services** – GBA promoted this Baltimore Main Streets service available to GBA businesses at no cost to the businesses. In 2007, two businesses took advantage of this service.
- **York Road Yuletide Fundraising Event** – GBA coordinated a community holiday event, including music, food, and tree lighting.
- **Bellona Triangle and Tunbridge Planter** – GBA continues to maintain these common area gardens. The Bellona Triangle was installed with grant funding. This past year, we replaced many plants that did not survive the first tough season.

- **York Road Streetscape** – In 2007, a second portion of the Streetscape Project (blocks 5500-5700 York Road, extended up to Northern Parkway) was finally completed. (*History: In 1995, GBA applied for a grant to fund the design/engineering phase I, which was awarded in 1996, and the Conceptual Master Streetscape Master Plan and Report was prepared. In 1998, the Conceptual Master Streetscape Master Plan Phase II: Revitalization Plan was prepared and submitted to the City. GBA collaborated with YRP in 2004 to continue the streetscape efforts between the previous areas, and the YRP Master Streetscape Plan was prepared and issued.*) The GBA has been working toward a City commitment for the final phase south of Woodbourne.
- **Curran Memorial Renovation** – GBA continues to coordinate the renovation of the existing Curran Memorial tower at York/Woodbourne to become a new clock tower, working with GEDCO, community members and the Curran family. In 2007, the existing tower was removed, thanks to the Dept. of Transportation, and construction signs were made thanks to Loyola College. The new tower is currently being fabricated, and we expect a 2008 installation and dedication ceremony. Project is still pending fund raising; contributions welcome!

### **Crime Control Efforts**

- **Security Cameras** - GBA and the community requested additional cameras (w/o blue light) along York Road. BDC has offered to finance the installation of 3-4 monitored cameras, and the installation is currently being negotiated.
- **Northern District Police Services** - GBA promoted the Northern District's offer to visit businesses and homes to review potential security risks, as well as the anonymous Crime Watch Program.

### **GBA Outreach**

- **Business / Residential Relations** - GBA works with the community on projects of mutual interest. Trash issues and more effective trash collection continue to be a priority, as well as Code enforcement issues; GBA coordinated landscape maintenance projects, York Road holiday decorations and the third annual holiday event for the community.
- **Improving Communication** – E-mail addresses were requested, to increase the e-mail distribution for Gazette, Meeting Notices, Crime Alerts from Northern District, etc., including surrounding neighborhoods. We currently have e-mail communication for almost half of the businesses, and are working to increase that, for better/faster business outreach and cost savings (mailings are an expensive use of our RBDL funds).

### **Community Financial Donations**

- **SAX** - Sponsorship of a Govans area youth to attend the Summer Activity Extraordinaire: Summer Music and Dance Camp (SAX) on the Loyola campus.

Business Surveys were distributed again this year to all businesses in order to get member information and their priorities. The information received helps the GBA spend our RBDL income per GBA membership wishes.