



GBA 2007-2008 Annual Summary

March, 2007 (Fiscal year: March 1-February 31)

GBA Business Promotion

- **Improving RBDL Income and Collection Efforts** – A main priority, GBA and other business districts met with BDC and the City to try to increase the RBDL collection efforts, which had become minimal in recent years, seriously affecting our budget to promote our business district. GBA and BDC updated business information lists, abated old businesses, contacted businesses with outstanding payments – all in an effort toward better collections. BDC has done a great job responding to this issue, and now presents a detailed report of business payments with each check to GBA.
- **Improving Communication** – Business Surveys were distributed again this year to all businesses in order to get member information and their priorities. E-mail addresses were requested to increase the e-mail distribution for Gazette, Meeting Notices, Crime Alerts from Northern District, etc., including neighborhoods. (The collection of information will continue with BDC's gracious offer of assistance.)
- **GBA Gazette** – The GBA Gazette newsletter has been direct mailed to GBA business members and community leaders (and is electronically sent to those we have e-mail addresses for), in order to be posted on community websites. The Gazette was discontinued in December, due to budget constraints. (The Board is currently considering alternate, perhaps e-mail only, newsletter.)
- **GBA Website** – The GBA website is promoted to increase communication. Due to budget constraints, it was not updated regularly this past year. (The Board is considering the website to be a budget priority this upcoming fiscal year.)
- **The Govanstowne Community Guide and Business Directory** – The directory was coordinated and published. Since the budget restricted costly direct mailing, they were distributed by GBA members and community volunteers. (Many still available.)
- **GBA Business Acknowledgments** – Awards and/or 'businesses in the news' were acknowledged at meetings, minutes and newsletters, to help promote the achievements of our businesses.
- **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; GBA coordinated streetscape projects, York Road holiday decorations and the second annual holiday event for the community.
- **Baltimore Main Streets** – GBA members participate in Main Streets meetings, seminars and conferences. As a Main Street Affiliate, GBA businesses receive technical support and other benefits.
- **Miracles on Main Street** – Main Street promotion including free parking, gift basket raffle/prizes. GBA provided holiday decorations on streetlights and a decorated community Christmas tree.
- **York Road Yuletide Fundraising Event** – GBA coordinated a community holiday event, including music, food, and lighting of the Christmas.
- **Basketball Tournament Fundraising Event** – GBA coordinated this tournament event in July.
- **Façade Improvement Grant Program** – GBA promoted this BDC program and assisted GBA businesses with applications.
- **Main Street Architectural Services** – GBA promoted this Baltimore Main Streets service available to GBA businesses at no cost to the businesses.
- **Enterprise Zone (EZ) Expansion** – GBA promoted this Baltimore Development Corporation (BDC) program that allows benefits for GBA businesses; one (1) business participated, allowing a \$1000.00 tax credit for each future employee!

Crime Control Efforts

- **Security Cameras** - GBA supported the camera installation near Coldspring, and requested additional cameras (w/o blue light) along York Road. BDC has offered to finance the installation of 3-4 monitored cameras!
- **Northern District Police Services** - GBA promoted the Northern District's offer to visit businesses and homes to review potential security risks. GBA forwarded the e-mail Crime Alert notices from Northern District to businesses.

GBA Programs/Projects

- **GBA Membership Packages** – membership welcome packages were assembled and delivered to all new businesses.
- **Bellona Triangle** – GBA continues to maintain these gardens that we had installed with grant funding. This past year, we replaced many plants that did not survive the first season.
- **Parks & People Streetscape Greening** - GBA was awarded a Parks & People grant for colorful Fall planting of tree pits and gardens along York Road. The Adopt-A-Planter program was continued. We asked businesses and community leaders to assist, and many businesses signed up to maintain their plantings!
- **York Road Streetscape** – GBA Streetscape Phase Ib (blocks 5500-5700 York Road, extended up to Northern Parkway) is finally complete, pending illumination of lights. (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 issued.) The GBA has been working toward a City commitment for the final phase south of Woodbourne, which we understand will extend to 33rd Street.
- **GBA/CARES** – A joint venture program between GBA and the Civic and Religious Emergency Services, (CARES), which is a division of Govans Ecumenical Development Corporation (GEDCO). The youths were trained in resume preparation, interviewing, work ethics, etc. During the first part of the year, the youths were hired for jobs in the community. Due to budget constraints however, GBA was forced to cease funding the consistent weekly employment in the form of street cleaning, and the program has now been discontinued, until further notice.
- **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 Stadium Place project representatives, community members and the Curran family. Project is still pending fund raising, and we are getting closer to our goal - especially having received the NBW grant!

GBA Grant Writing - a busy, successful year!

- **Parks & People Grant** - GBA applied for a grant to plant tree pits and planting beds along York Road in the Fall, and we received \$750.00 for that beautification effort.
- **Maryland Community Legacy Grant** – GBA applied for a CL Grant, and was awarded a \$60,000.00 grant awarded for façade improvement and limited interior improvement projects! Application logistics pending state approval.
- **Maryland Neighborhood BusinessWorks Grant** – GBA applied for a NBW Grant, and was awarded a \$25,000.00 grant awarded for streetscape and façade improvement projects, including funding a portion of the Curran Memorial project! Application logistics pending state approval.

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.
- **St Paul's Jazz Band** – donation in gratitude for their Yuletide performance