



# BALTIMORE HOMECOMING

## 2019 Event Summary & Recap

### Mission

Baltimore Homecoming aims to build an alumni network of Baltimore's most accomplished alumni from around the U.S., reconnect them with Baltimore, and foster new investments, partnerships and philanthropy in the city.

### Background

Baltimore Homecoming (BHC) is a 501c3 non-profit organization founded in 2017. BHC held the first Homecoming in October 2018 and the second Homecoming this past October 16th-18th. For the event, we welcomed back high-profile speakers and guests from around the U.S. and more than 100 alumni from the worlds of finance, technology, entertainment, sports, and media.



### Four Steps to Drive Investment in Baltimore

#### 1. Bring alumni back to Baltimore

Baltimore Homecoming aims to develop a vast network of Baltimore alumni supportive of the city. To achieve this goal, Homecoming works to attract accomplished alumni to attend Baltimore Homecoming through the development of creative programming, the recruitment of high-profile speakers, securing unique venues, and showcasing memorable performances.

#### 2. Showcase the diverse, vibrant Baltimore community

When alumni are back in town – it's a limited time engagement. In the span of less than three full days, Baltimore Homecoming must endeavor to give alumni the depth and breadth of the real Baltimore through a variety of lenses and perspectives. Baltimore is so much more than narrow national narratives may have you conclude.

#### 3. Provide concrete opportunities for philanthropy, investment & partnership

Over the course of Baltimore Homecoming, we provide dozens of concrete, specific opportunities for alumni to give back to Baltimore. Leaders of nonprofits highlight ongoing fundraising campaigns, entrepreneurs offer the chance to finance new businesses, developers showcase real estate investment opportunities, and foundations and institutions review neighborhood revitalization efforts.

#### 4. Nudge alumni along the path of engagement

Baltimore Homecoming's ultimate goal is to motivate those in attendance to get actively involved in support of a person, organization or business that piques their interest. To that end, Homecoming works diligently after the event concludes and throughout the year communicating with alumni, facilitating connections, supporting burgeoning partnerships and encouraging investment.



# Step 1: Bring alumni back to Baltimore



To build Homecoming's alumni network, the Homecoming team partners with dozens of Baltimore area public and private high schools and universities. Our **school partners** help identify alumni within their networks who might be interested in reconnecting with Baltimore. Their partnership provides Homecoming a warm connection with which to communicate with alumni. This year, we added **outreach partners** like The Associated and the NFLPA to tap alumni through other channels beyond their alma maters. Partner organizations co-hosted shoulder events around Homecoming for their constituent groups to meet up while in town. Additionally, we capture the attention of many invitees with our creative physical invitation - this year, a nostalgic viewfinder customized with images from last year's event.



**Entertainment** this year varied from incredible performances by the now-famous Cardinal Shehan School Choir, to the Twilighters marching band, the Western High School Concert Choir, Friends School Fiddle Club, and Baltimore School for the Arts.



Baltimore Homecoming is housed in a variety of **venues**, from brand-new construction to renovated & repurposed historic spaces to signify the reimagining of the city.



Director **Barry Levinson** remembers fondly many of his acclaimed movies where he used his hometown as his backdrop.



SoulCycle CEO **Melanie Whelan**, Food Network Star **Duff Goldman**, Emmy Award-Winning talk show host **Mario Armstrong**, Actor **Lance Reddick**, and WNBA All-star **Angel McCoughtry** put on display the unique and diverse level of talent Baltimore has produced. **Mike Rowe** encouraged alumni to tell their Baltimore stories wherever they call home now.



# Step 2: Showcase the diverse, vibrant Baltimore community



Baltimore alumni had the opportunity to experience one of four **field trips** that focused on creative neighborhood economies, workforce development, the confluence of innovation, investment and community development, and the arts. These immersive experiences allowed alumni to hear, experience, and create connections with local Baltimoreans doing superlative work in real time.



Congressman John Sarbanes, Baltimore Police Commissioner Michael Harrison, Senator Barbara Mikulski, and Mayor Bernard C. “Jack” Young made sure that alumni returning to the city heard and saw for themselves the work being done at a local, city, and state level to fuel Baltimore’s continued resurgence.



**BALTIMORE HOMECOMING**  
**Field Trips**  
 revitalizing East Baltimore  
 taking center stage:  
 where we stand  
 A new vision for  
 southwest Baltimore  
 Baltimore's creative  
 neighborhood economy

For the second year in a row, **Homecoming Hero Awards**, presented by T. Rowe Price, was one of the most popular sessions of the entire event. These Heroes work in a variety of spaces to address longstanding issues in creative and innovative ways. They each addressed the full Homecoming audience and had the B&O Railroad Museum buzzing about their work.



# Step 3: Provide opportunities for philanthropy, investment & partnership



New this year, Baltimore Homecoming hosted the **Real Estate Investment Program** at Brown Advisory with the goal of driving investment to a range of real estate projects from across the city. The program featured seven different developers and other speakers who gave an overview of the city's current landscape.



There's no way for people to make lasting connections without there being time carved out expressly for **networking & conversation**. The Baltimore Exchange, Homecoming Celebration and After Party allowed for attendees – local and alumni – to explore common interests and ideas in an informal, unstructured environment.

**The Crab Tank Startup Pitch Competition**, sponsored by M&T Bank was developed in direct response to alumni interest in the Baltimore startup scene. Forty-eight companies applied, and five were selected to pitch in front of the Homecoming audience. The audience was actively engaged through a poll accessed by phone to determine the People's Choice winner alongside the celebrity panel of judges grand prize winner.



# Step 4: Nudge alumni along the path of engagement

The three-day Baltimore Homecoming event showcased the doers, innovators, creators and leaders of this city in a variety of ways. From social impact, to economic investment, to real estate opportunities - Homecoming attendees were inundated with places they could potentially plug in to Baltimore and support something they find interesting.

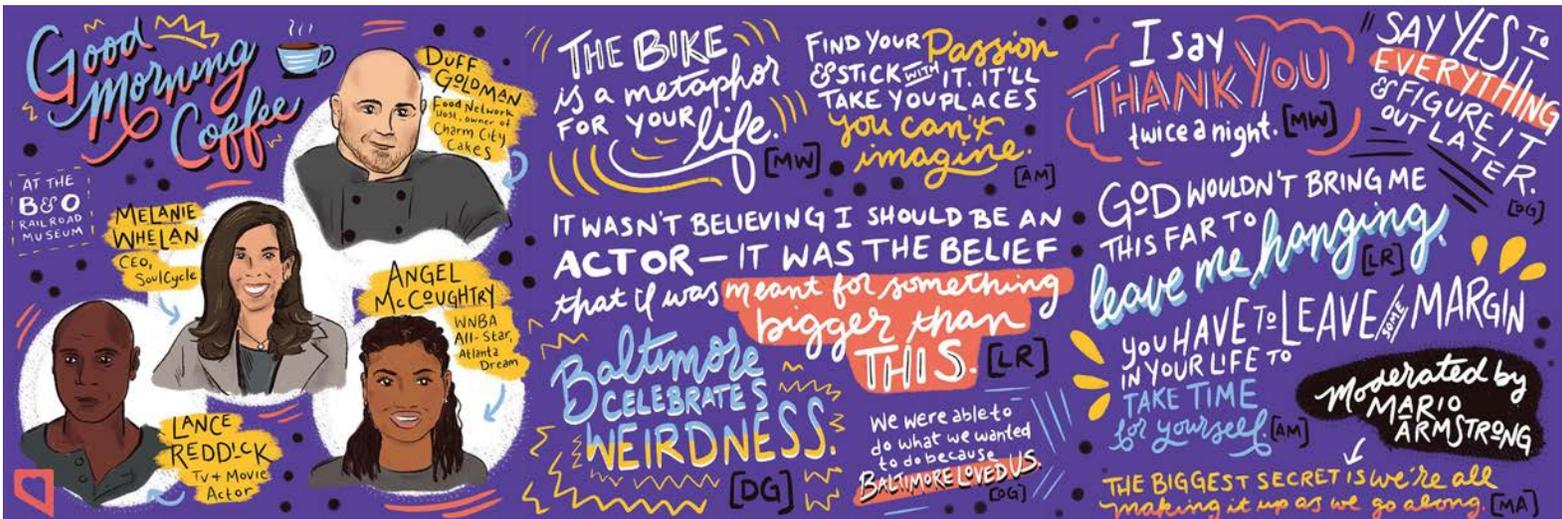
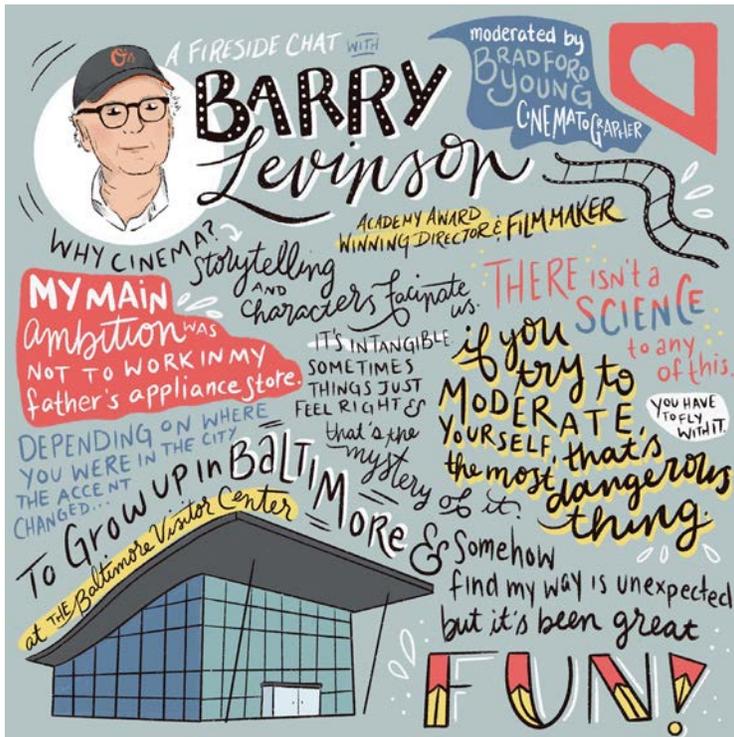
But now the event is over. The alumni have returned home, and those leaders, innovators, creators, and doers have likewise returned to doing exemplary work pushing their organizations and Baltimore forward.

How does Baltimore Homecoming ensure that **momentum** carries over from the event, that the positive feelings from mid-October become concrete forms of support, and that we continue to grow the network of alumni?

- Ongoing, targeted individual alumni communication
- Facilitation of partnerships and connections between participants
- Cultivation of new alumni through regional Homecoming events (NYC, LA, DC)

The uniqueness of Baltimore Homecoming is that the event doesn't dictate or direct involvement - rather it illuminates avenues for connection and investment.

We look forward to facilitating connections, to building more Baltimore stories and sharing those stories with you.



# Thank you to our 2019 Sponsors



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## Press Coverage

