



## **“Place-Making” and Re-Imagining the City of Baltimore: Creating Inclusive Economic Development through Real Estate Innovation**

**Wednesday, November 16<sup>th</sup> from 8:00am to 12:00pm**

**CITYGARAGE**

(101 W Dickman St, Baltimore)

[~Click Here to Register~](#)

***“A City that optimizes its human and real estate assets is a place primed for success”***

The most important decision in people's lives today is the “place” they choose to live. The City of Baltimore has the human capital, public and private real estate assets, and anchor institutions to optimize its future through real estate innovation and inclusive “place-making” strategies.

The Johns Hopkins Real Estate Alumni Forum and Carey Real Estate Club, SAP, and SVN invite you to join U.S. Congressman Elijah Cummings, Regional Director of the U.S. Economic Development Administration Linda Cruz-Carnall, MD Secretary of Commerce Mike Gill, MD Secretary of Housing and Community Development Kenneth Holt, and distinguished keynotes from Sagamore Development, The Cordish Companies, Wexford Science & Technology, Brookings Institute, and Johns Hopkins University for a half-day program on “blue ocean” strategies that will optimize public and private real estate assets to create inclusive economic development in Baltimore’s neighborhoods and the region.

Our challenge to academia, corporations, government leaders, and the community is: How can we elevate beyond prior actions in reimagining Baltimore’s undervalued urban neighborhoods as “Innovation Districts” with inclusive economic development, impact analytics, diversity, parity, and shared equity?

Baltimore is already a “place of innovation” with Johns Hopkins University and Health Systems, University of Maryland and UM Medical Systems, Alex. Brown, Legg Mason, Exelon, University of Baltimore (Law), Mercy Health, MICA, Horseshoe Casino, Under Armour, McCormick, MedStar, T. Rowe Price, LifeBridge, St. Agnes, and many other great enterprises. These irreplaceable anchor institutions position the City to present a very compelling story to the market about Baltimore’s future potential.

Unlocking Baltimore’s future economic development potential will be directly linked to how well we as key stakeholders collaborate on optimizing public and private real estate assets and human capital. This is the thesis for our Symposium and those who attend and participate will gain new perspectives on:

- Public and private real estate asset optimization: How reimagining real estate in undervalued neighborhoods as future Innovation Districts will stimulate more economic development, jobs, and attract new anchor institutions, entrepreneurs, residents, and stakeholders to Baltimore.
- “Place-Making” economic development and creating shared value through real estate innovation: How corporate, government, neighborhood stakeholders, and anchor institutions can develop new strategies that “close the gap” on an inclusive economy and human flourishing in our cities.
- JHU 21<sup>st</sup> Century Cities Initiative and JHU Carey CityLab implementation models for transforming urban neighborhoods (Jonestown Village, Baltimore and Penn Branch, DC) through collaboration with existing residents, businesses, and stakeholders.

A draft agenda of confirmed (C) and invited (I) keynotes and panelists is presented on the following page.



**“Place-Making” and Re-Imagining the City of Baltimore:  
Creating Inclusive Economic Development through Real Estate Innovation  
Wednesday, November 16<sup>th</sup> from 8:00am to 12:00pm**

**CITYGARAGE**

(101 W Dickman St, Baltimore)

[~Click Here to Register~](#)

**Welcoming Remarks (8:00 to 8:30am)**

U.S. Congressman Elijah Cummings (C)

Linda Cruz-Carnall, Regional Director, U.S. Economic Development Administration (C)

Kenneth Holt, Secretary of Housing & Community Development, State of Maryland (C)

Mike Gill, Secretary, Department of Commerce, State of Maryland (C)

Baltimore City Council President Jack Young (I), MD Delegate Brooke Lierman (C)

Glen L. Steinbach, Senior Associate Dean, Johns Hopkins Carey Business School (C)

**Place-Making & Transforming Undervalued Neighborhoods (8:45 to 10:15am)**

**Panelists:** Thomas Osha, Managing Director, Wexford Science + Technology (C)

Jennifer Vey, Co-Director, Bass Initiative on Innovation and Place-Making, Brookings (C)

Marc Weller, President, Sagamore Development (C)

Zed A. Smith, Chief Operating Officer, The Cordish Companies (C)

Lindsay Thompson, Ph.D., Associate Professor, Johns Hopkins Carey (C)

**Asset Optimization, Analytics, and Shared Value Outcomes for Cities (10:30 to Noon)**

**Panelists:** Tom Anderson, Global Product Owner, Real Estate Lifecycle Management, SAP (C)

Dr. Michael Casson, DSU Center for Economic Development & International Trade (C)

Linda Cruz-Carnall, Regional Director, U.S. Economic Development Administration (C)

Stephen Siegel, Executive Vice President, Sagamore Development (C)

Ernst Valery, President and Founder, EVI Investment Corp. (C)

**MC:** David J. Wilk, CRE, MAI, National Co-Chair, SVN & Adjunct Faculty, John Hopkins Carey