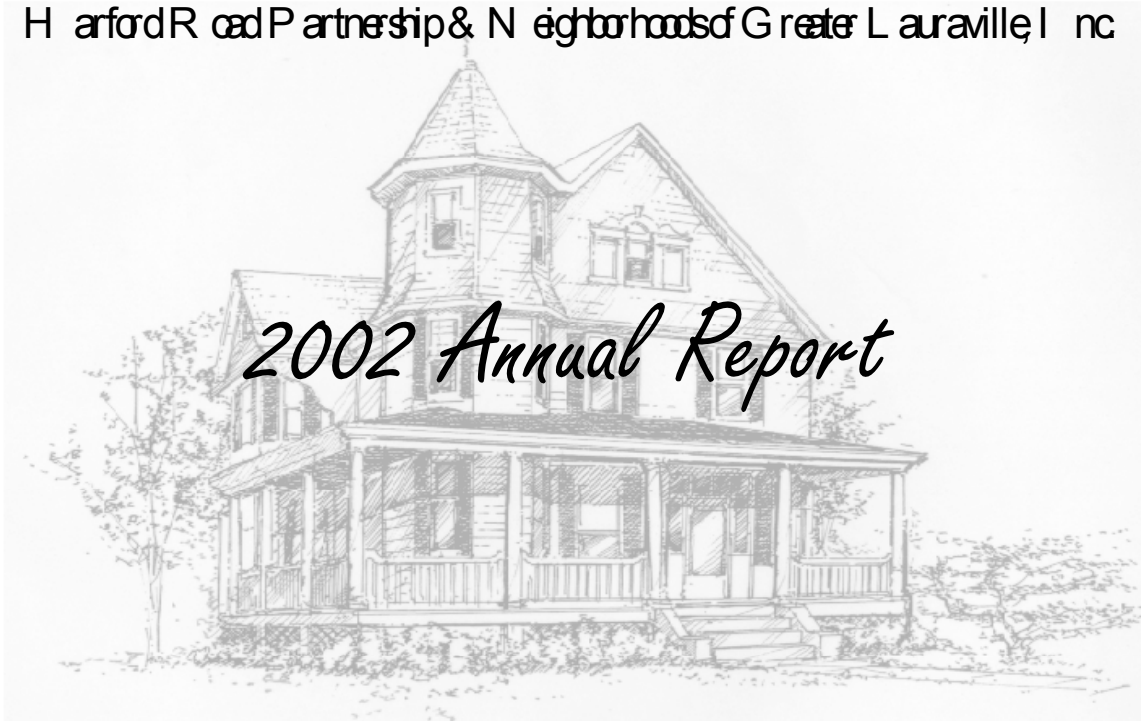


H arford R oad Partnership & N eighborhoods of G reater L auraville, I nc



Letter From The President

Dear friends and neighbors:

On behalf of the Board of Directors and staff of the Harford Road Partnership/Neighborhoods of Greater Lauraville, Inc. (NOGLI), I am pleased to share with you this Annual Report covering our activity in 2002. It was a year both of “staying the course” and “new directions.”

On the one hand, our mission and activities to strengthen the fabric of residential Greater Lauraville stayed right on target. Our staff has conducted a very successful marketing campaign, attracting homebuyers locally, from the Washington DC area, and from across the country. We developed a waiting list of potential buyers, especially for “high end” homes here. We continued our work with Slavic Federal Savings Bank and the Abell Foundation to provide inexpensive home improvement loans to homeowners. We worked hard to strengthen our relationship with the City on code enforcement.

On the other hand, we went through a big change with the merger of NOGLI and the Harford Road Partnership. As a result, we now have responsibility for commercial redevelopment as well as residential. This is a great opportunity because successful commercial development efforts can strengthen our residential areas and vice versa. Since the merger, we have worked to build positive relationships between local businesses and residents. Our staff has undertaken an intense campaign to redevelop the Rite-Aid property and other key commercial sites. We also worked hard with the Community Review Panel to develop meaningful amendments to the Harford Road Urban Renewal Ordinance.

Another element of new directions was the interest shown last year by other Northeast Baltimore neighborhood associations in possibly joining NOGLI. We took this as an endorsement of the work we have been doing. We also recognized that, if we move forward to integrate additional neighborhoods, we could become much stronger, but would also face new challenges. So our Board developed a set of principles and criteria for adding neighborhoods. While we have made no decisions at this point, we continue to discuss the possibilities with interested neighborhood associations.

I want to take this opportunity to thank all Board members for their commitment to improving the quality of life in our neighborhoods. And I must say that it is a privilege to work with a staff that demonstrates such terrific energy, commitment, ingenuity, and willingness to sacrifice for the community.

Bob Seidel
President

Harford Road Partnership/Neighborhoods of Greater Lauraville, Inc.

Organizational Information

History-

The Harford Road Partnership (*HARP*) was founded in 1995 by community activists to address the decline of the commercial corridor. Similarly, the community associations of Arcadia, Beverly Hills, Lauraville, Moravia-Walther, Morgan Park and Waltherson came together to start the Neighborhoods of Greater Lauraville (*NOGLI*) to deal with residential issues.

In September of 2001, HARP's board approached NOGLI about merging the two organizations. After careful consideration by both boards and with the backing of all of our community associations, we moved forward with the merger. With our newly combined board of directors and a revitalized spirit that harkens back to the early days of HARP, we are once again poised to be a model community development corporation.

Mission-

The Harford Road Partnership (HARP)/Neighborhoods of Greater Lauraville (*NOGLI*) is a joint project of the six northeast Baltimore City communities of Arcadia, Beverly Hills, Lauraville, Moravia-Walther, Morgan Park & Waltherson and endeavors to improve the quality of life for residents of the Greater Lauraville area by promoting and marketing both the residential and commercial areas to prospective buyers and businesses, providing comprehensive homeownership counseling, augmenting community efforts at more effective housing and commercial code enforcement, and working to improve landlord/tenant relations.

Goals & Objectives-

HARP/NOGLI is an effort to develop strategies and resources for Baltimore middle-class neighborhoods that have, in recent years, been considered "too good" for government attention. These neighborhoods are not in need of massive renewal, but are showing vulnerabilities. Our approach derives many elements from successful models used in other cities, most notably Battle Creek, Michigan's Healthy Communities Initiative. The four key elements of this program:

- Provide resources to finance home ownership as a tool to develop resident leaders, build homeowners' assets and raise housing standards;
- Lend money at attractive rates for property improvements to increase good repair and maintenance standards and to involve a broad base of current residents;
- Organize proactively to build the social fabric, identify new leadership and enhance and promote our neighborhoods' positive image; and
- Convert negative conditions to sustainable community assets by involving neighborhood institutions fully in neighborhood renewal.

2002 Accomplishments

MARKETING

- Maintained & updated www.greaterlauraville.com/www.nogli.com web site
- Maintained the NOGLI List Serve which e-mails weekly updates on local events and happenings
- Established the NOGLI NewBuyers e-mail list to notify potential buyers of new listings
- Designed & printed NOGLI brochures & marketing materials
- Translated NOGLI marketing brochure into Spanish
- Designed & Implemented NOGLI marketing campaign for both Baltimore & Washington markets
- Had booth at the 2002 Greater Baltimore Board of Realtor Convention
- Had booth at the 2002 Lauraville Improvement Association Annual Fair
- Operated the NOGLI housing counseling program
- Networked with local housing counselors
- Began working with the Lauraville Business Association & others to establish a “Welcome to the Neighborhood” package of discounts and specials
- Partnered with the Lauraville Business Association on projects to increase LBA membership
- Held numerous realtor in-office workshops
- Partnered with the Mass Transit Administration to use donated MARC Train passes to entice DC area buyers to purchase in Greater Lauraville

BUSINESS DEVELOPMENT

- Merged with the Harford Road Partnership
- Helped bring new businesses into the neighborhood
 - 🏠 Joe’s Record Paradise– 5001 Harford Rd
 - 🏠 Dry Cleaner– 4718 Harford Rd.—Opening Soon
 - 🏠 Baltimore Reed Repair-4307 Harford Rd– Opening soon
 - 🏠 Casa Caraban– African hair braiding– 4607 Harford Rd
 - 🏠 L & C Florist– 4817 Harford Rd
 - 🏠 Wexler’s Produce– a fresh fruit & vegetable stand– 4834 Harford Rd– opening soon
- Worked with the businesses & communities to amend the Harford Road Urban Renewal Plan
- Worked with the Lauraville Business Association (*LBA*) to help expand membership
- Began offering free web site design to local businesses
 - 🏠 www.forster-plumbing.com
 - 🏠 www.fsamoco.com
- Developed a Business Development & Commercial Marketing Plan
- Developed, printed & sent informational packages about the Rite Aid to various chain restaurants, book stores, office supply, etc concerns
- Developed, printed & sent informational packages about the Rite Aid and three other NOGLI area properties to various commercial & business brokers

- Worked with LBA and the Northeast Business Alliance (*NEBA*) on marketing and business development strategies for the Harford & Belair Road corridors.
- Worked with the City on code enforcement and the enforcement of the Harford Road Urban Renewal Ordinance
- Helped close out the Harford Road Façade Improvement Loans
- Worked with stakeholders and coordinated steering committee for the Harford Road Streetscape project

RESIDENTIAL DEVELOPMENT

- Our web site helped numerous sellers advertise and sell their homes.
- Our marketing materials (*free property brochures, web site, etc*) helped numerous realtors market and sell NOGLI area properties
- May 2002 NOGLI area sales were 27.31% higher than in 2001
- May 2002 NOGLI area sales were 27.30% higher than the rest of zip codes 21214/21206
- June 2002 NOGLI area sales were 32.40% higher than in 2001
- June 2002 NOGLI area sales were 14.69% higher than the rest of zip codes 21214/21206
- In 2002, the number of upper-end properties (\$125k+) increased by 300%
- Established the Greater Lauraville Home Improvement Loan in a partnership with Slavic Federal & the Abell Foundation
- Began the development of Greater Lauraville intervention activities (*the purchase, rehab and sale of distressed property in the area*)
- Secured developmental funding commitments from both private and non-profit sources
- Sought partnership with St Ambrose Housing regarding the purchase of HUD homes & others
- Met with DHCD/housing to establish more effective housing violation notice procedures

2002 Income & Expenses

HARP/NOGLI Profit and Loss January through December 2002

	<u>Jan - Dec '02</u>
Ordinary Income/Expense	
Income	
DHCD	3,888.94
Baysox Fundraiser	348.00
Grants	25,190.00
C D B G	29,775.54
Individual Donors	425.00
Board Member Donation	150.00
Community Assn. Donors	1,375.00
Neighborhood Business Donors	2,011.77
Government Grants	46,017.90
Transfer	954.29
Interest Income	135.67
Total Income	110,272.11
Expense	
Wages	31,249.92
Employee Benefit Expenses	3,775.14
Planning Consultant	27,999.00
Rent	5,400.00
Accounting	2,334.84
Insurance	3,155.51
Utilities	1,443.42
Telephone	1,641.84
Maintenance	627.29
Office Supplies	923.64
Postage	919.90
Office Equipment Bot.	284.44
Office Equipment Lease	586.32
Printing/Publishing	15,400.43
Travel	1,684.76
Professional Fees	849.41
Legal Fees	600.00
Meetings	527.81
Seminars/Training	229.00
Licenses and Permits	225.00
Dues and Subscriptions	100.00
Bank Service Charges	8.00
Other Taxes	12.49
Miscellaneous	2,611.86
Fundraising Expense	450.00
Program Expenses	3,223.50
Total Expense	106,263.52
Net Ordinary Income	4,008.59
Net Income	4,008.59

Donors

Enterprise Foundation	Arcadia Improvement Association
Slavie Federal Savings Bank	Waltherson Improvement Association
State DHCD	Forster Plumbing
Baltimore City	John Dugan
Knott Foundation	Lynn Shuppel
Baltimore Community Foundation	Buzz Merrick
Safeway	Robert Seidel

2002 Board of Directors

Officers

Robert Seidel- President
George Frazier- Vice President
Mike Bishop- Vice President
Mark Millspaugh- Secretary
Mailene Kelly- Treasurer

Community Representatives

ARCADIA- Mark Millspaugh
BEVERLY HILLS- Mailene Kelly
LAURAVILLE- Robert Seidel
MORAVIA-WALTHER- Lisa Smith
MORGAN PARK- Osborne Dixon

At Large

Linda Doughty- HARBEL
Jack Weber- LBA
Patricia Zimmerman- Slavia Federal

2002 Staff

Jeff Sattler- Executive Director
Lauren Voos- Planning Consultant

2002 Volunteers

Mark Millspaugh- board member
Mailene Kelly- board member
Robert Seidel- board member
Brenda Pridgen- board member
Lisa Smith- board member
Osborne Dixon- board member
Jack Weber- board member
George Frazier- board member
Pat Zimmerman- board member
Michael Bishop- board member
James Swetlick- board member
Dave Miller- board member
Melvin Knight- board member
Lynn Shuppel- board member
Linda Torbit- board member
Kelly Powers Schwartz
David Penney
Jody Landers
Paul Voos
Charles Devaud
The Wilson Family
Leslie Miller
Carl & Jane Zeman

COMMUNITY REVIEW PANEL

Wesley Blickenstaff
Elizabeth Elliott
Anthony Mezatasta
George Frazier
Joanne Hobbs
JoAnn Trach Tongson
Bob Baxter
Linda Doughty
Dorothy Stone
Betty Lyle
Patty Tonkins
James Swetlick
Dave Desmarais

HARFORD ROAD STREETSCAPE

STEERING COMMITTEE

Christine Muldowney
Marian Gillis
Kathy Rogers
Kathy Horner
Dave Desmarais
Beth Otter
Joe Washington
Rich Marsiglia
JoAnn Trach Tongson

Partners

Enterprise Foundation
Slavie Federal Savings Bank
The Abell Foundation

HARBEL

Lauraville Business Association

State of Maryland Department of Housing & Community Development

Baltimore City Department of Housing & Community Development

Baltimore Community Foundation

The Marion & Henry J. Knott Foundation

The Haven
Safeway



LRAVILLI BUISSN ASSOCIATION

