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**DOWNTOWN BALTIMORE GAINING POPULATION:
*Downtown seeing increases in the number of families, residents,
households; Higher Average Income, Per Capita Income***

The number of families living in Downtown Baltimore increased 12.4 percent between 2000 and 2010. That's a higher increase in families than was experienced in several other Downtowns, including Boston, New York, Pittsburgh, and Cincinnati.

In addition to the growth in families, the core of the Downtown area (census tract 401) experienced the highest population increase in Baltimore City between 2000 and 2010 (a 130% increase). Overall, the Downtown area (within a one-mile radius from Pratt and Light Streets) experienced a 13.6 percent population increase since 2000. Among the most populous Downtowns in the country, Downtown Baltimore had the sixth highest percentage population increase between 2009 and 2010.

"Anecdotally, we've been seeing more strollers and hearing from couples who are committed to raising their children in Downtown. Now we have the numbers to back up those observations," said Downtown Partnership President Kirby Fowler.

"Many people throughout the region perceive Downtown as a place for businesses and tourists but it is, in fact, one of the few areas in Baltimore City to gain population, and is one of the densest residential communities in the United States," Fowler said.

"Baltimore has seen a surge in the number of families not only moving Downtown, but families making the decision to stay and raise their families here," said Executive Director of the Downtown Baltimore Family Alliance, Heidi Vorrasi. "They are attracted to the local parks, the museums, the tight-knit communities, and the convenience of living in green, walkable neighborhoods."

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Among the top 25 Downtowns in the country, Baltimore currently has the 8th highest number of families living Downtown (5,485). The number of Downtown households also increased 14.8 percent between 2000 and 2010.

The per capita Income and average income of Downtown residents also experienced significant increases. The average household income Downtown increased 39.7 percent (to \$64,128) since 2000. That's the 4th highest percentage average income gain experienced among the top 25 Downtowns.

Per capita income Downtown increased from \$19,800 in 2000 to \$27,245 in 2010. That's a 37.6 percent increase, the sixth highest percentage increase experienced among the top 25 Downtowns.

Note: Data compiled based on U.S. Census Bureau 2000 and 2010 data, and Nielsen Claritas Demographics.

Downtown Partnership of Baltimore is a non-profit corporation creating a more vibrant Downtown community for businesses, property owners, residents, and employees. Through its many initiatives, Downtown Partnership improves Downtown's quality of life by increasing investment, retaining business, solving transportation challenges, improving parks and greenspace, and creating workforce development opportunities. For more than 25 years, these programs have been good for Downtown and good for Baltimore.

Propelled by the belief that thriving, connected families are key to vibrant communities, the Downtown Baltimore Family Alliance fosters and promotes family life in Baltimore's city center. As an independent, nonprofit alliance, we partner with local government, business, and nonprofit organizations to develop family-wise programs and policies, including initiatives for strong public schools and early childhood programs, enhanced public safety and environmental quality, and expanded recreational and cultural opportunities. We further endeavor to cultivate community by connecting families with one another and with the resources to take full advantage of life in downtown Baltimore.

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