

1 Creating the Baltimore Region's first ever 10-Year Plan

GBC led the creation of a 10-year regional economic plan to identify high-growth industries and unify support for long-term priorities. We selected TIP Strategies from 13 local and national firms based on the firm's success in shaping economic strategies for major markets, including the Houston and Miami regions, as well as Montgomery County, Maryland. Over a 12-month period, TIP engaged more than 200 of GBC's partner organizations, toured the region's strategic economic development sites, and convened conversations with our county leaders.

All In | 2035 sets a dynamic and comprehensive vision for advancing regional economic opportunity, outlining a clear set of strategies for driving innovation and industry growth, creating vibrant, connected communities, and nurturing and retaining talent.

Key Highlights

- Identified creativity and culture, life sciences and predictive technologies, and logistics and light manufacturing as three opportunity growth sectors for the region.
- Identified strategies for further catalyzing major regional centers of employment opportunity, including Columbia Gateway, Aberdeen Proving Ground, Tradepoint Atlantic, and the Downtown Baltimore entertainment district.
- Identified regional and global markets where the Baltimore Region is best positioned to compete and attract investment.



2 Creation of the Baltimore Region "BOLD MOVES" Economic Brand

The release of the Bold Moves regional economic brand marked the culmination of nearly two years of dedicated work aimed at showcasing our region's economic opportunities and amplifying strategic regional priorities.

In launching this initiative, 23 global firms applied to partner with GBC. We selected Resonance, Ipsos, and Timbre Strategies to work with our 70-member steering committee to discover the unifying and connecting approach to telling our story.

The Baltimore Region can now leverage this brand to communicate an authentic, clear, and compelling message that presents the full scope of our region's strengths, untapped potential, and the progress we've made to tackle our most long-standing civic challenges.

Baltimore will always remain Charm City and the Greatest City in America in public memory. However, to attract the next generation of entrepreneurs and capital investment, we must make a case that builds on the **BOLD MOVES** our current entrepreneurs, artists, and institutions are making today.



"The launch of the Baltimore Region economic brand is a transformative step in elevating our region's profile. A strong, unified identity is key to attracting investment, fostering innovation, and driving sustainable growth. Built on two years of collaboration and data-driven insights, this initiative presents a compelling narrative of our region's talent, industries, and opportunities."

—Augie Chiasera

Co-Chair, Branding Steering Committee; President, Greater Baltimore Region, M&T Bank