



Branding and Marketing in the Historic Pigtown Business District

Pigtown Main Street
Baltimore, Maryland



Historic Pigtown – a neighborhood in Baltimore, MD – has developed unique strategies for marketing its Main Street Initiative. “We are fortunate to have a great name and a great history to work with,” said Kim Lane, Executive Director of Pigtown Main Street. “We’re a healthy middle neighborhood and have unique policies in place, in collaboration with our businesses, community associations, agencies and other partners.” Pigtown’s

innovative marketing and branding strategies have increasingly changed the public perspective on the neighborhood and has had broad impacts throughout the community.

Promoting Pigtown

Pigtown is a historic neighborhood of Baltimore, Maryland, that earned its name in the late 1800s because of its proximity to the railway that delivered pigs that were herded through the streets on their way to the slaughterhouse. For a few decades starting in the 1970s, Historic Pigtown was renamed Washington Village because a local community organization and some residents thought the name “Pigtown” sounded negative. They felt that Washington Village would be more attractive to potential buyers and renters, but in 2012, when a Main Street initiative began in the area, they decided to return to the historic Pigtown identity, with great results. The Main Street initiative is part of [Main Street America](#), a national initiative that focuses on helping communities strengthen the commercial core, or the downtown district, through revitalization strategies.

The Main Street initiative decided to focus on promoting Pigtown as a lively, fun place to live and work and created a new image for the neighborhood complete with a logo, color palette and host of community events. Pigtown Main Street began coordinating with businesses to schedule neighborhood events and sought out newspaper and television coverage. The unique name

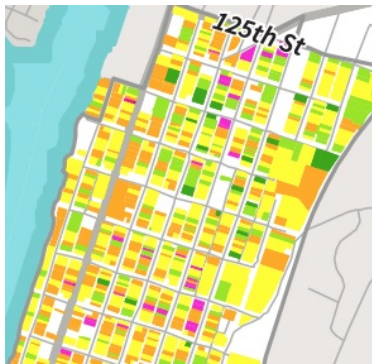
and history of the neighborhood led to multiple innovative ideas and strategies for promoting the area.

[READ ON.](#)

Learn the Pigtown Shuffle!



Upcoming Free Webinars



FIELD SURVEY SCORE	CONDITION
VERY HEALTHY 1	EXCEPTIONAL <i>Active, ongoing investment is readily apparent; the property exhibits clear pride of ownership.</i>
2	ABOVE AVERAGE <i>The property looks cared-for and well maintained.</i>
3	AVERAGE <i>The property is adequately maintained, but attention to detail and pride of ownership are not apparent.</i>
4	DECLINING <i>The property is slipping and the impact of deferred maintenance is becoming visible.</i>
VERY UNHEALTHY 5	DISTRESSED <i>There are numerous signs of long-term neglect; visual cues are very negative.</i>

TOMORROW: A Practical Method for Assessing the Physical Conditions of Every Property in Your Middle Neighborhood -- and Exciting Ways to Put the Data into Action

Thursday, October 28 | 12:00-1:30 pm Eastern [REGISTER HERE](#)

The tools we have today to analyze data make it possible to learn things that can completely reshape how we deploy scarce resources to strengthen our middle neighborhoods. But sometimes we still need to collect and feed timely building conditions data into the system to reveal new insights.

czb is an urban planning firm with experience across 40 states working for a range of nonprofit, municipal, philanthropic, and the clients. The core of their work is in neighborhoods of older, urban cities. Over the last two decades they have systemized a process for routinely assessing building conditions of *entire cities* for their clients, and then leveraging that data to help clients make strategic intervention decisions with scarce resources.

In this practical, 90-minute webinar you will learn why current building condition data is important to strategy, a methodology for efficiently collecting reliable data at low cost, including recruiting and training volunteers and paid college students, and how to link data collection not just to strategy but resident leadership development as well. It is not as hard as you may think, and the rewards are considerable.

czb staff will also share some of the fascinating ways they've used this data with maps,

charts, and new program design. Finally, you can engage with our speakers around the best ways to implement a neighborhood-level assessment.

Speakers:

Charles Buki, Founder and President, czbLLC

Peter Lombardi, Director of Revitalization Planning, czbLLC

Moderator:

Marcia Nedland, Principal, Fall Creek Consultants and Organizer, Middle Neighborhoods Community of Practice

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**FREE Webinar:
Institutional and Foreign
Investors in Middle
Neighborhoods**

**November 16
12:00-1:30pm Eastern**

REGISTER HERE

Across the nation, investors are outcompeting prospective homebuyers with cash, no-contingency offers. The worst of them rent properties with few if any investments in maintenance and repairs, and collect the cash flow and depreciation as they erode neighborhood confidence and housing values. Even the best of them -those who want to provide a quality rental product for moderate- to middle-income households- can buy so much real estate in one neighborhood that they control the market and shut out homebuyers.

In this webinar, practitioners in Cleveland and South Euclid, Ohio, will share how they find and track investors and the strategies they use to combat their influence on neighborhoods.

Speakers:

Timothy Kobie, PhD, Business Process Analyst, City of Cleveland, Ohio

Jayne Lucas-Bauer, Neighborhood Development Project Manager, Old Brooklyn CDC

Sally Martin, Housing Director, City of South Euclid, Ohio

Jeff Verespej, Executive Director, Old Brooklyn CDC

Moderator:

Marcia Nedland, Organizer, Middle Neighborhoods Community of Practice

RECORDINGS NOW AVAILABLE
**Investing in the Future: Realizing the
Opportunity of Middle Neighborhoods**

On August 25, hundreds of people attended sessions in the NeighborWorks Training Institute Virtual Symposium devoted to middle neighborhoods. High points included a keynote address by Professor Mary Pattillo on the importance of middle neighborhoods in general, and Black middle neighborhoods in particular, based on her book *Black Picket Fences*. A lively breakout session on engaging residents was co-led by two neighborhood residents from Pocatello, Idaho and Shaker Heights, Ohio. Other breakouts focused on Black middle neighborhoods, a study of middle neighborhoods in six Southwestern cities, and a discussion of volatile homeownership markets

during the COVID pandemic.

Visit the Investing in the Future: Realizing the Opportunity of Middle Neighborhoods YouTube channel to access all Symposium recordings or click below for individual sessions:

Advance Sessions:

Workshop: Middle Neighborhoods 101

Marcia Nedland, *Fall Creek Consultants and Middle Neighborhoods Community of Practice*

Roundtable Discussion: Rebuilding From Strength as a Strategy to Safeguard Middle Neighborhoods in Detroit

Ira Goldstein, *Policy Solutions at Reinvestment Fund*

Roundtable Discussion: Demographics and Characteristics of Middle Neighborhoods in Select Legacy Cities

Wendy Jackson, *The Kresge Foundation*

Symposium Day Sessions:

About Middle Neighborhoods Video

Opportunity, Connection, and Belonging: The Critical Role of Middle Neighborhoods

Mary Pattillo, *Harold Washington Professor of Sociology and African American Studies, Northwestern University*

Continuing the Conversation: Reflections on the Importance of Middle Neighborhoods

Gloria Ramón, *National Community Stabilization Trust*

Marietta Rodriguez, *NeighborWorks America*

John O'Callaghan, *Atlanta Neighborhood Development Partnership*

Middle Neighborhoods Trends and Strategies Video

Breakout – Middle Neighborhood Trends in the Desert Southwest

Marcia Nedland, *Fall Creek Consultants and Middle Neighborhoods Community of Practice*

Alan Mallach, *Center for Community Progress*

Lori Schwarz, *City of Plano, Texas*

Breakout – The Past, Present, and Future of Black Middle Neighborhoods

Deborah Moore, *Neighborhood Strategy and Planning, Neighborhood Housing Services of Chicago, Illinois*

Lisa Potts, *Cornerstone Corporation and Project Director, Community Mental Health Services, St. Louis Mental Health Board, St. Louis, Missouri*

Kyasha Tyson, *Community and Economic Development for Councilwoman Cherelle L. Parker, Ninth Council District, Philadelphia, Pennsylvania*

Sherita Smith, *Grandmont Rosedale Development Corporation, Detroit, Michigan*

Breakout – [Re]Knitting the Social Fabric in Middle Neighborhoods: A Creative Brainstorming Clinic

Sarah Parmenter, *Community Building & Engagement, NeighborWorks America*

Kamla Lewis, *Neighborhood Revitalization, City of Shaker Heights, Ohio*

Sonia Winlock, *Moreland Neighborhood Resident Leader, Shaker Heights, Ohio*

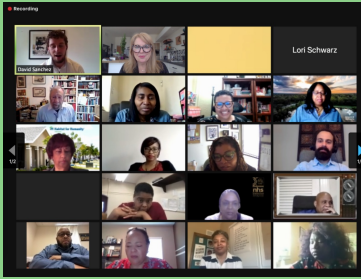
Catherine McCarthy, *NeighborWorks Pocatello*

Sarah Jackson, *College Neighborhood Association and Board Member, NeighborWorks Pocatello*

Thinking Big About the Future of Middle Neighborhoods

Jason Powers, *Middle Neighborhoods, City of Cleveland, Ohio*

Nelson Beckford, *Neighborhood Revitalization & Engagement, The Cleveland Foundation*



Recent Webinar Recordings

[Leveraging the Power of Real Estate Professionals for Middle Neighborhood Success](#) August 2, 2021 with **Tracy Gosson**, Sagesse Inc, **Jody Landers**, Berkshire Hathaway Home Services/Pen-Fed Realty, **Annie Milli**, Live Baltimore

[How the Main Street America Approach Can Help You Reposition Middle Neighborhood Business Districts for Success](#), June 10, 2021 with **Norma Ramirez de Miess**, Main Street America, **Kim Lane**, Pigtown Main Street, **Paul Taylor**, Mayor's Office of Minority and Women Owned Businesses, **Diana Schwartz**, River District Association and **Earl Reynolds**, Deputy City Manager of Danville, VA

[Resolving Heirs' Property Issues to Protect Middle Neighborhood Stability and Intergenerational Wealth](#), Thursday, April 29, 2021 with **Shakisha A. Morgan**, The Griffin Firm, PLLC, **Jennifer Connell**, Legal Aid of Northwest Texas and **John Kern**, Maryland Volunteer Lawyers Service

[Saving Commercial Districts – Strategies for Supporting Small-Scale Manufacturing to Create Jobs and Revitalize Small Business Centers](#), February 23, 2021 with Ilana Preuss of Recast City.

Webinars are co-sponsored by the [Middle Neighborhoods Community of Practice](#), the [National Community Stabilization Trust](#), and [NeighborWorks America](#).

In the News + Resources

Please [send us](#) links to articles about your work in middle neighborhoods or topics relevant to middle neighborhoods.

['You shouldn't just let them go without a fight': Why the U.S. can't lose its Black middle-class neighborhoods](#), Morningstar/Marketwatch, by Andrea Riquier, October 1, 2021.

[What we talk about when we talk about gentrification: The worst problems are in the neighborhoods that aren't gentrifying](#), vox.com, by [Jerusalem Demsas](#) Sep 5, 2021.



CoP Reports + Action Items

Out and About: We had requests for three custom webinars on middle neighborhoods, which we gladly delivered! Please let us know if you'd like one for your staff, board, network, community. The three we did recently include:

1. **LISC Newark:** Middle Neighborhoods and Developers, Black Middle Neighborhoods, Middle Neighborhoods, September 30. This webinar was designed for an audience of emerging developers of single and multifamily housing in northern New Jersey. Panelists included **Denitra Braham, Bel-Air Edison Neighborhoods Inc.;** **Nedra Sims Fears, Greater Chatham**

Initiative; Alan Mallach, Center for Community Progress; and Marcia Nedland, Middle Neighborhoods CoP. Thanks to our hosts and our panelists, and to the organizer of the event, **Deborah Boatright**.

2. **National Housing Resource Council (NHRC):** Middle Neighborhoods for Housing Counselors, October 7. This webinar had an audience of housing counselors from across the nation who are part of NHRC's member network. We talked about the benefits of middle neighborhoods to first time homebuyers and strategies at work in Baltimore, MD and Lincoln, NE to attract position middle neighborhoods as an attractive option to homebuyer education and counseling clients. Panelists included **Denitra Braham, Bel-Air Edison Neighborhoods Inc.; Charlie Wesche, NeighborWorks Lincoln;** and **Marcia Nedland**.
3. **ESL Charitable Foundation:** Middle Neighborhoods 101, October 12. We were invited to talk about middle neighborhoods with the Foundation's Board of Directors and selected staff. Our liaison for this session was none other than **Senior Community Impact Relationship Manager Eric Van Dusen**, longtime member of the CoP and creator of the famed Half Bath Program for the Triangle Neighborhood of Rochester when he was with NeighborWorks Rochester. Marcia Nedland spoke with this group. Exciting news: one of Eric's coworkers at the Foundation is Malik Evans, who won the Democratic primary for Mayor and is expected to be voted in as the next Mayor of Rochester on November 4.

CoP Listserv: Don't forget to use our listserv, MiddleNeighborhoodsCoP@googlegroups.com to share announcements, news articles, questions and the like. If you are in the CoP, you are already a member of the listserv. If you are not a CoP member, but would like to join the listserv, email us.

Actions You Can Take to Grow and Support the CoP

1. Join and participate in the Listserv, MiddleNeighborhoodsCoP@googlegroups.com. This is the most direct way for CoP members to interact with each other. Share your questions and successes.
2. Submit an article, news item, or resource idea for the newsletter to [Marcia](#).
3. Host a Middle Neighborhoods 101 webinar for people in your organization or community to help them learn about middle neighborhoods and launch a discussion on local opportunities. [We](#) will help you plan this and deliver the webinar with you.
4. Submit an idea for a webinar or case study topic to [Ann](#).
5. Convene (virtually until in-person meetings are advisable) with other CoP members in your region to discuss a particular issue, or to start creating a regional action agenda. [Marcia](#) can help you contact your peers and plan your convening.
6. We can also help you convene a group of CoP members by interest rather than geography. Past convenings have included city government representatives.
7. Represent middle neighborhoods in local policy discussions. [We'll](#) share some talking points.
8. Propose and conduct a session on middle neighborhoods for conferences and other convenings or groups you participate in. [We'll](#) help with the proposal, recruiting panelists, planning, etc.