

The New Greater Baltimore

Great Today and Going Forward



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President & CEO

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Presentation Summary

- Economic Alliance mission
- What's New about Greater Baltimore
- Key drivers of regional economy
- Regional economic indicators and rankings update
- Going forward



A partnership of business, government
and higher education...

...promoting Greater Baltimore as the
market of choice for new / expanding
businesses and investment





- Transition to knowledge-based economy
- Regional economic growth “surge” from 2000 to 2007
- Positioned today as Top Performing Metro

21st Century: New Peers



Economic Indicators

| Per Capita Income Growth Among the 25 Largest US Metro Areas 2000 to 2008 | | |
|---|------------------|----------------|
| Rank | Metro Area | Percent Growth |
| 1 | BALTIMORE | 42.2% |
| 2 | Houston | 41.7% |
| 3 | Miami | 39.9% |
| 4 | Pittsburgh | 39.9% |
| 5 | Washington D.C. | 38.9% |
| 6 | San Diego | 38.7% |
| 7 | Los Angeles | 38.2% |
| 8 | Philadelphia | 37.8% |
| 9 | New York | 35.8% |
| 10 | Seattle | 33.7% |
| 11 | Boston | 32.8% |
| | United States | 32.6% |
| 12 | St. Louis | 32.6% |
| 13 | Minneapolis | 29.9% |
| 14 | Chicago | 29.8% |
| 15 | Tampa | 28.8% |
| 16 | San Francisco | 27.7% |
| 17 | Cincinnati | 27.2% |
| 18 | Riverside | 27.2% |
| 19 | Cleveland | 26.0% |
| 20 | Denver | 25.5% |
| 21 | Dallas | 24.8% |
| 22 | Portland | 22.8% |
| 23 | Phoenix | 22.3% |
| 24 | Detroit | 16.9% |
| 25 | Atlanta | 13.7% |

High Income Growth

- Greater Baltimore #1

High Personal Income

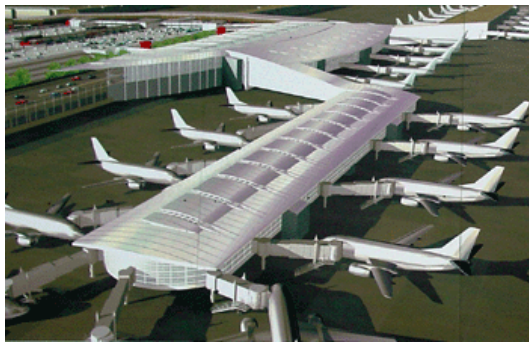
- Greater Baltimore #9

MD #1 Richest in 2008

- \$70,545 Median Income

| Per Capita Income Among the 25 Largest US Metro Areas 2008 | | |
|--|------------------|-----------------|
| Rank | Metro Area | \$ |
| 1 | San Francisco | \$61,747 |
| 2 | Washington D.C. | \$56,510 |
| 3 | Boston | \$55,023 |
| 4 | New York | \$54,222 |
| 5 | Seattle | \$50,471 |
| 6 | Houston | \$48,259 |
| 7 | Minneapolis | \$47,863 |
| 8 | Denver | \$47,510 |
| 9 | BALTIMORE | \$47,333 |
| 10 | Philadelphia | \$46,954 |
| 11 | San Diego | \$45,488 |
| 12 | Chicago | \$45,328 |
| 13 | Miami | \$43,709 |
| 14 | Los Angeles | \$42,916 |
| 15 | Pittsburgh | \$42,819 |
| 16 | Dallas | \$42,392 |
| 17 | St. Louis | \$41,323 |
| 18 | Cleveland | \$39,857 |
| 19 | Detroit | \$39,806 |
| | United States | \$39,582 |
| 20 | Portland | \$39,436 |
| 21 | Cincinnati | \$38,766 |
| 22 | Atlanta | \$37,655 |
| 23 | Tampa | \$36,918 |
| 24 | Phoenix | \$34,675 |
| 25 | Riverside | \$29,016 |

\$ Billions in Investments



BWI Airport



Port of Baltimore
#1 Roll-on, Roll-Off



Aberdeen Proving Ground



Fort Meade



Johns Hopkins University
#1 US Research Institution

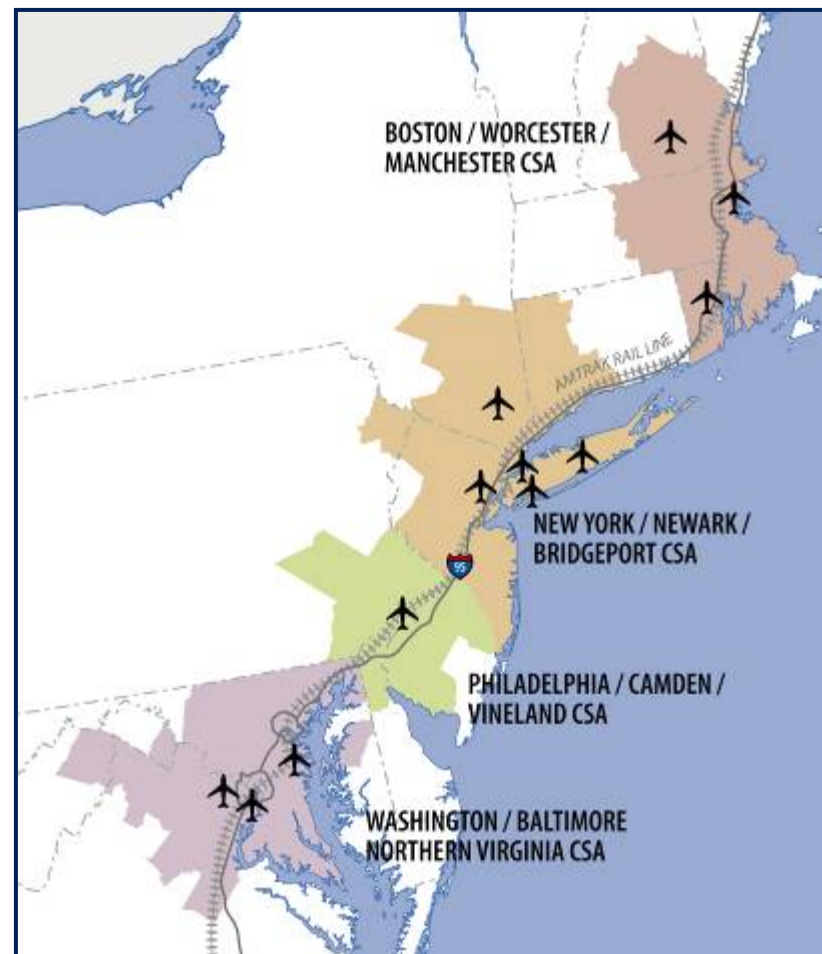


University of Maryland
and BioPark

Well-Connected Region

Travel Time to Northeast Cities

| From Baltimore to | Duration |
|------------------------------|-----------------|
| Washington, D.C. | 35 min |
| Philadelphia | 1 hr |
| New York | 2 hrs 15 min |



\$9 billion in investment since 2000

| Top US Downtowns (2008) | | | |
|-------------------------|------------------|--------------------------------|-----------------------------|
| Rank | City | 1-Mile Radius Population | #HH Earning \$75,000+ |
| 1 | New York | 171,657 | 57,601 |
| 2 | San Francisco | 105,194 | 13,044 |
| 3 | Chicago | 74,509 | 22,518 |
| 4 | Philadelphia | 63,569 | 10,624 |
| 5 | Los Angeles | 58,812 | 2,204 |
| 6 | Seattle | 52,336 | 6,084 |
| 7 | Baltimore | 39,983 | 4,116 |
| 8 | Boston | 38,040 | 9,664 |
| 9 | San Diego | 32,948 | 3,925 |
| 10 | Denver | 32,004 | 3,668 |



Strengthening Business Base



#1 Education System

| Quality Counts: State Education Systems | | |
|--|---------------|-------|
| Rank | State | Score |
| 1 | MARYLAND | 87.5 |
| 2 | New York | 84.0 |
| 3 | Massachusetts | 82.5 |
| 4 | Virginia | 82.3 |
| 5 | Ohio | 81.2 |
| | US Average | 75.9 |

Source: Education Week, January 2010

Maryland:

- #1 in AP Test Scores

Greater Baltimore:

- #4 Best Place to Educate Your Children, *Forbes*

- #5 Best Metro Public Schools, *Expansion Management*

#1 for Bachelor's Degrees

| Bachelor's Degree or Higher Ranked among 25 Largest Metros (2008) | | |
|---|--------------------------|--------------------|
| Rank | CSA/MSA | Percent of Pop. |
| 1 | Washington-Baltimore CSA | 42.0 |
| 2 | San Francisco | 41.3 |
| 3 | Denver | 38.6 |
| 4 | Boston | 37.4 |
| 5 | Minneapolis | 36.3 |
| 6 | New York | 35.3 |
| 7 | Seattle | 34.9 |
| 8 | Baltimore MSA | 34.3 |
| 9 | Atlanta | 33.6 |
| 10 | Portland MSA | 32.9 |
| | United States | 27.7 |

#1 for Advanced Degrees

| Advanced Degree Ranked among 25 Largest Metros (2008) | | |
|---|--------------------------|--------------------|
| Rank | CSA/MSA | Percent of Pop. |
| 1 | Washington-Baltimore CSA | 19.1 |
| 2 | San Francisco | 16.6 |
| 3 | Boston | 15.6 |
| 4 | Baltimore MSA | 14.6 |
| 5 | New York | 14.6 |
| 6 | Denver | 13.7 |
| 7 | Seattle | 12.4 |
| 8 | Chicago | 12.3 |
| 9 | Philadelphia | 12.1 |
| 10 | Minneapolis | 11.7 |
| | United States | 10.2 |





Aberdeen Proving Ground



Fort George G. Meade

- APG and Ft. Meade become global centers of defense IT, communications and electronics
- Adds multiple HQ commands to Region and multi-billion \$ technology platform(s)
- Moves Complete by 2011
- 13,000+ High-End Government Jobs; projected 20,000+ Contractor Jobs (avg salaries > \$80,000)
- More than \$4 billion in capital and infrastructure improvements at each installation
- **Next wave = Cyber Security Initiative... estimated to cost \$40+ billion**

Greater Baltimore Industry Base

- High concentrations of employment in high paying industries
- Professional, Scientific and Technical Services sector very diverse employer mix
- Manufacturing still plays a role but less employment intense

| Industry Employment Concentration 2008 | |
|---|-----------------|
| Industry | Index US=1.0 |
| High Concentration | |
| Federal Government | 2.66 |
| Education* | 1.78 |
| State Government | 1.44 |
| Prof., Scientific & Tech Services | 1.42 |
| Finance-Securities & Commodities | 1.29 |
| Health Care | 1.16 |
| Average Concentration | |
| Construction/Natural Resources | 1.07 |
| Transportation & Utilities | 1.04 |
| Financial Activities | 1.01 |
| Wholesale Trade | 0.97 |
| Retail Trade | 0.96 |
| Below Average Concentration | |
| Leisure/Hospitality | 0.90 |
| Information | 0.81 |
| Local Government | 0.80 |
| Manufacturing | 0.54 |

#2 in Total IT Employment

| Employment IT Occupations (2007) | | |
|-------------------------------------|-----------------------------------|----------------|
| Rank | CSA/MSA | Total |
| 1 | New York-Np. NJ-CT CSA CSA | 333,280 |
| 2 | Washington-Baltimore CSA | 269,770 |
| 3 | San Francisco-San JoseCSA | 193,140 |
| 4 | Los Angeles-Riverside CSA | 169,870 |
| 5 | Boston-Manchester CSA | 149,542 |
| 6 | Chicago CSA | 136,320 |
| 7 | Dallas-Fort Worth CSA | 116,620 |
| | Baltimore-Central Maryland | 101,480 |
| 8 | Seattle CSA | 98,260 |
| 9 | Philadelphia CSA | 92,400 |
| 10 | Atlanta CSA | 84,462 |

#1 in IT Concentration

| Employment IT Occupations (2007) | | |
|-------------------------------------|-----------------------------------|-------------|
| Rank | CSA/MSA | LQ |
| 1 | Washington-Baltimore CSA | 2.39 |
| 2 | Raleigh-Durham CSA | 2.19 |
| 3 | San Francisco-San Jose CSA | 2.08 |
| 4 | Seattle CSA | 1.94 |
| 5 | Denver-Boulder CSA | 1.77 |
| | Baltimore-Central Maryland | 1.66 |
| 6 | Boston-Manchester CSA | 1.62 |
| 7 | Minneapolis-St. Paul CSA | 1.48 |
| 8 | Dallas-Fort Worth CSA | 1.46 |
| | Baltimore MSA | 1.36 |

Top US IT Markets

Large IT employment and high concentration

San Fran-San Jose
(Silicon Valley)

193,140
IT Workers

Concentration
2.08

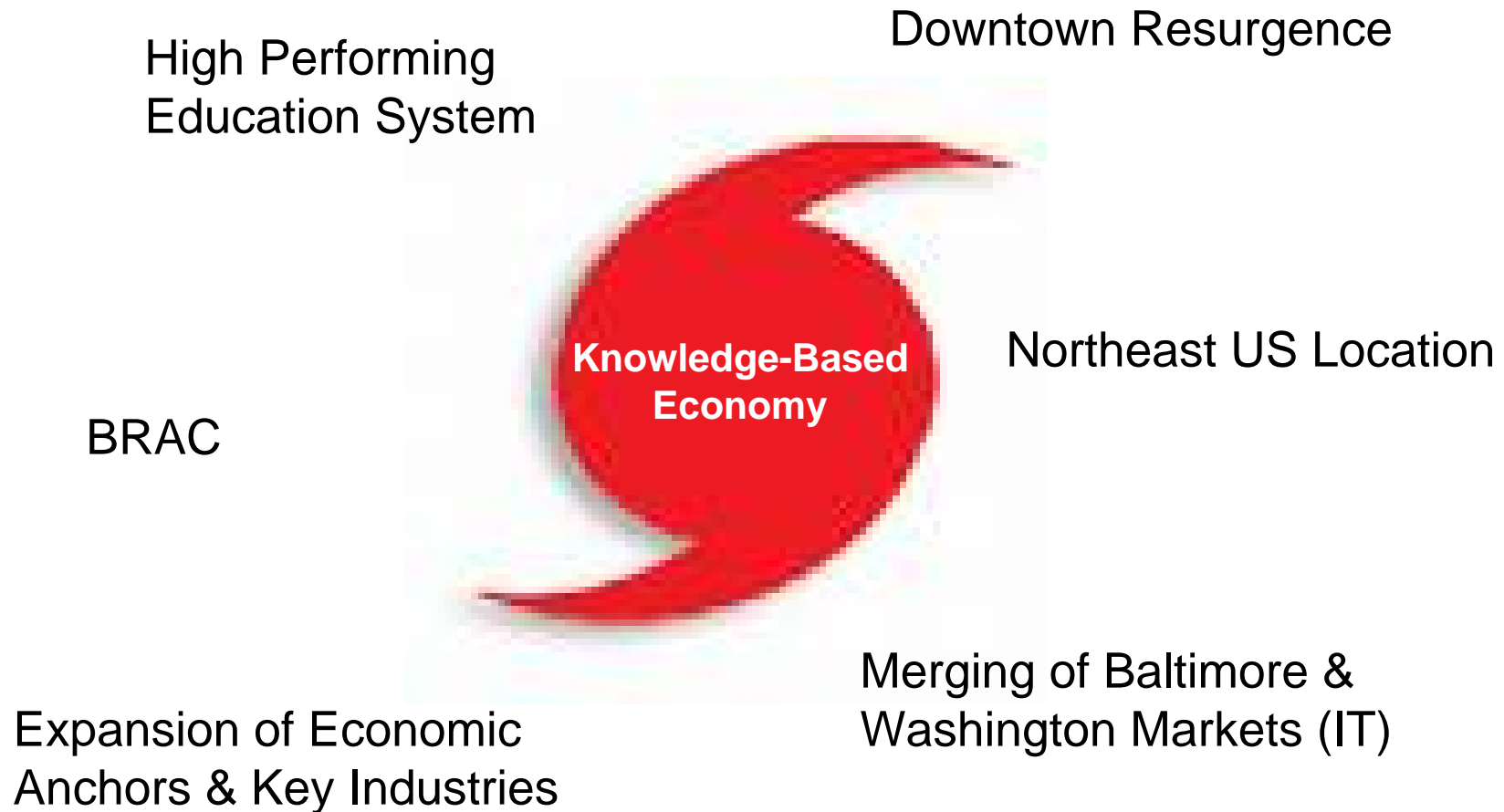


Washington-Baltimore

269,770
IT Workers

Concentration
2.39

Perfect Storm: Quality of Living & Market Value



Lower unemployment rate

- Greater Washington #1
- Greater Baltimore #5

| Unemployment Rate Among the 25 Largest US Metro Areas November 2008 & November 2009 | | | |
|---|------------------|------------|------------|
| Rank | Metro Area | 2009 (p) | 2008 |
| 1 | Washington, D.C. | 6.1 | 4.3 |
| 2 | Denver | 6.8 | 5.6 |
| 3 | Minneapolis | 7.0 | 5.6 |
| 4 | Pittsburgh | 7.5 | 5.4 |
| 5 | Baltimore | 7.7 | 5.4 |
| 5 | Boston | 7.7 | 5.3 |
| 7 | Dallas | 7.9 | 5.6 |
| 8 | Phoenix | 8.1 | 5.7 |
| 9 | Houston | 8.2 | 5.4 |
| 10 | Philadelphia | 8.5 | 5.9 |
| 11 | Seattle | 8.8 | 5.7 |
| 12 | New York | 8.9 | 6.0 |
| 13 | Cleveland | 9.0 | 6.6 |
| | US | 9.4 | 6.5 |
| 14 | Cincinnati | 9.5 | 6.2 |
| 15 | St. Louis | 9.9 | 7.1 |
| 16 | Atlanta | 10.1 | 7.0 |
| 17 | Chicago | 10.3 | 6.4 |
| 18 | San Diego | 10.3 | 6.9 |
| 19 | San Francisco | 10.3 | 6.6 |
| 20 | Miami | 10.6 | 6.6 |
| 21 | Portland | 10.8 | 7.1 |
| 22 | Los Angeles | 11.5 | 8.2 |
| 23 | Tampa | 12.3 | 7.9 |
| 24 | Riverside | 14.2 | 9.7 |
| 25 | Detroit | 15.4 | 9.8 |

Relatively low home price declines

| Median Home Price Among the 25 Largest US Metro Areas 2008 III to 2009 III | | |
|--|------------------|--------------------|
| Rank | Metro Area | % Change 1 Year |
| 1 | Denver | 1.8% |
| 2 | Pittsburgh | 1.5% |
| 3 | Houston | 0.2% |
| 4 | Dallas | 0.2% |
| 5 | Cleveland | -0.5% |
| 6 | Washington, D.C. | -2.5% |
| 7 | Cincinnati | -3.2% |
| 8 | San Diego | -3.3% |
| 9 | St. Louis | -4.4% |
| 10 | Philadelphia | -5.6% |
| 11 | Baltimore | -6.5% |
| 12 | Boston | -7.0% |
| 13 | Seattle | -8.1% |
| 14 | Minneapolis | -9.9% |
| | US Average | -11.2% |
| 15 | Los Angeles | -11.5% |
| 16 | Portland | -12.2% |
| 17 | San Francisco | -12.6% |
| 18 | New York-No. NJ | -14.1% |
| 19 | Atlanta | -14.5% |
| 20 | Chicago | -16.2% |
| 21 | Tampa | -20.8% |
| 22 | Phoenix | -22.9% |
| 23 | Miami | -24.6% |
| 24 | Riverside, CA | -26.0% |
| - | Detroit | n/a |

Economic Indicators

Baltimore housing
value holding

| Median Home Price Among the 25 Largest US Metro Areas 3rd Quarter, 2009 | | |
|---|------------------|------------------|
| Rank | Metro Area | Median Price |
| 1 | San Francisco | \$538,100 |
| 2 | New York-No. NJ | \$389,100 |
| 3 | San Diego | \$378,100 |
| 4 | Boston | \$348,000 |
| 5 | Los Angeles | \$345,600 |
| 6 | Washington, D.C. | \$324,700 |
| 7 | Seattle | \$321,500 |
| 8 | Baltimore | \$261,100 |
| 9 | Portland | \$244,500 |
| 10 | Denver | \$229,100 |
| 11 | Philadelphia | \$227,500 |
| 12 | Miami | \$217,000 |
| 13 | Chicago | \$210,100 |
| 14 | Minneapolis | \$184,800 |
| | US Average | \$177,900 |
| 15 | Riverside, CA | \$168,100 |
| 16 | Houston | \$160,600 |
| 17 | Dallas | \$150,500 |
| 18 | Phoenix | \$142,700 |
| 19 | Tampa | \$137,400 |
| 20 | St. Louis | \$136,400 |
| 21 | Cincinnati | \$131,700 |
| 22 | Atlanta | \$129,400 |
| 23 | Pittsburgh | \$124,600 |
| 24 | Cleveland | \$115,800 |
| | Detroit | n/a |


| Median Home Price Among the 25 Largest US Metro Areas 2006 | | |
|--|-----------------------|------------------|
| Rank | Metro Area | Median Price |
| 1 | San Francisco | \$752,800 |
| 2 | San Diego | \$601,800 |
| 3 | Los Angeles | \$584,800 |
| 4 | New York-No. NJ | \$469,300 |
| 5 | Washington, D.C. | \$431,000 |
| 6 | Boston | \$402,200 |
| 7 | Riverside, CA | \$400,700 |
| 8 | Miami-Fort Lauderdale | \$371,200 |
| 9 | Seattle | \$361,200 |
| 10 | Baltimore | \$279,900 |
| 11 | Portland | \$280,800 |
| 12 | Chicago | \$273,500 |
| 13 | Phoenix | \$268,200 |
| 14 | Denver | \$249,500 |
| 15 | Minneapolis | \$232,300 |
| 16 | Philadelphia | \$230,200 |
| 17 | Tampa-St. Petersburg | \$228,900 |
| | US Average | \$221,900 |
| 18 | Atlanta | \$171,800 |
| 19 | Detroit | \$151,700 |
| 20 | Dallas-Fort Worth | \$149,500 |
| 21 | Houston | \$149,100 |
| 22 | St. Louis | \$148,400 |
| 23 | Cincinnati | \$143,200 |
| 24 | Cleveland | \$134,400 |
| 25 | Pittsburgh | \$116,100 |

The McGraw-Hill Companies October, 2008

BusinessWeek

Best Cities for Riding Out a Recession

| Rank | Metro |
|----------|------------------|
| 1 | Arlington |
| 2 | Washington, D.C. |
| 3 | Durham, N.C. |
| 4 | Madison |
| 5 | Boston |
| 6 | Pittsburgh |
| 7 | Baltimore |
| 8 | Baton Rouge |
| 9 | New Orleans |
| 10 | Philadelphia |



Forbes

January 5, 2009

Best Cities for Jobs

| Rank | Metro Area |
|----------|------------------|
| 1 | Madison, WI |
| 2 | Washington, D.C. |
| 3 | Boston |
| 4 | Richmond, VA |
| 5 | Milwaukee |
| 6 | Pittsburgh |
| 7 | Baltimore |
| 8 | Seattle |
| 9 | Houston |
| 10 | Dallas |

Best Cities to Get Ahead and Ride Out the Recession

| Rank | Metro |
|----------|-----------------------------|
| 1 | Houston |
| 2 | Dallas |
| 3 | Minneapolis |
| 4 | Pittsburgh |
| 5 | Boston |
| 6 | Washington-Baltimore |
| 7 | Austin |
| 8 | St. Louis |
| 9 | Kansas City |
| 10 | New York |

Some recent rankings include:

| Unemployed Individuals Per Advertised Job | | |
|--|------------------|----------------|
| Rank | Metro Area | Person/ Job |
| 1 | Washington | 1.87 |
| 2 | San Jose | 2.68 |
| 3 | BALTIMORE | 2.91 |
| 4 | Boston | 3.11 |
| 5 | New York | 3.35 |
| 8 | Denver | 3.81 |
| 9 | San Antonio | 3.84 |
| 10 | Austin | 4.30 |

| Best Cities for Recent College Grads | |
|---|------------------|
| Rank | Metro Area |
| 1 | Indianapolis |
| 2 | Philadelphia |
| 3 | Baltimore |
| 4 | Cincinnati |
| 5 | Cleveland |
| 6 | New York |
| 7 | Phoenix |
| 8 | Denver |
| 9 | Chicago |
| 10 | San Antonio |

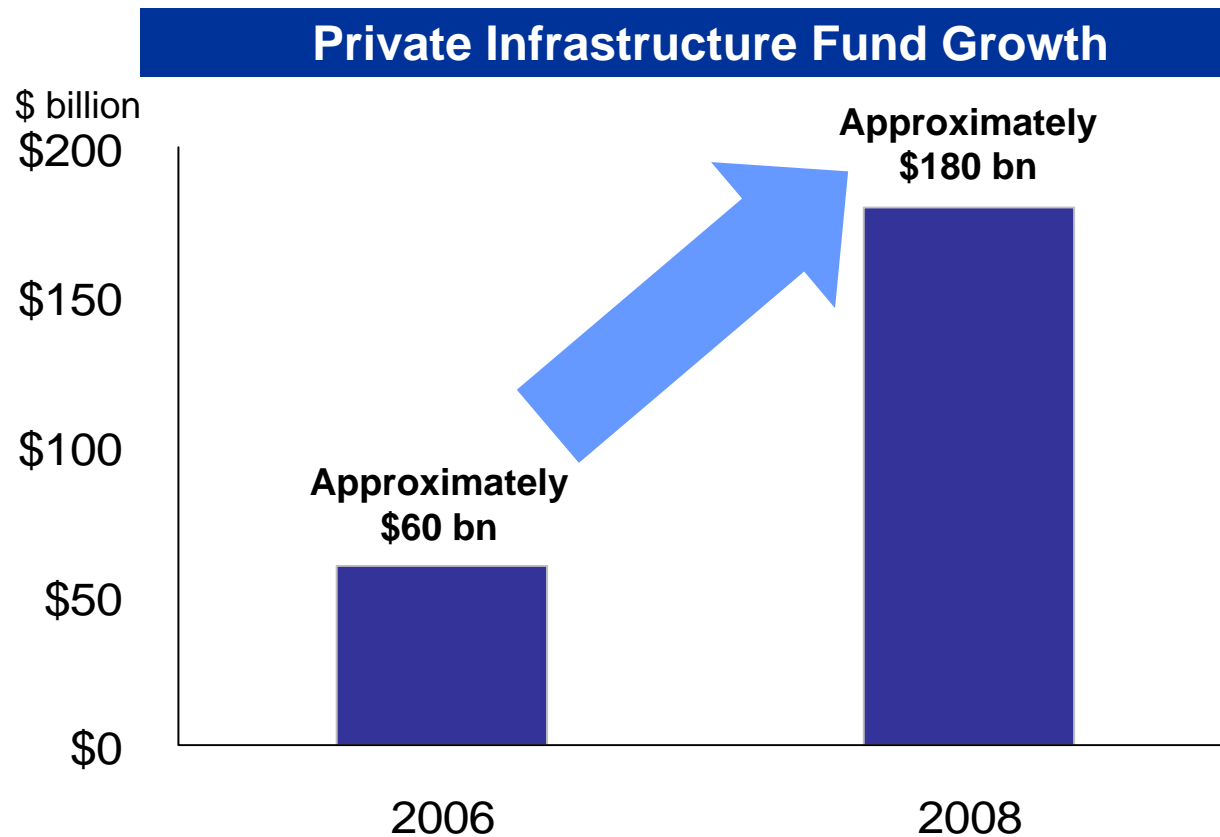
| Top Cities for a Fresh Start 2009 | |
|--------------------------------------|-----------------------------|
| Rank | Metro Area |
| 1 | Austin |
| 2 | Dallas |
| 3 | Charlotte |
| 4 | Denver |
| 5 | Columbus |
| 6 | Indianapolis |
| 7 | Baltimore-Washington |
| 8 | Atlanta |
| 9 | Oklahoma City |
| 10 | Houston |



- Public-private partnerships
 - Infrastructure
- Support innovation & entrepreneurship
 - Workforce, education & culture
- Foster small business growth
- Sustain and enhance quality of life
- Promote positive image and “competitiveness”
 - Important in attracting business, investment and talent

Private Capital Available for Infrastructure Investments

- The total equity capital committed to infrastructure is in excess of \$180 billion
- Dedicated funds available for infrastructure have tripled from 2006 to 2008
- The total equity capital available to invest in US infrastructure is likely to grow substantially





- 8,500 Computer Science & Engineering degrees awarded annually in Washington-Baltimore...
...plus, Penn State, Virginia Tech and Univ. of Delaware
- 1,500 bio and life science degrees awarded
- Unique and challenging work attracts talent...
...as does high quality of life and reasonable cost of living
- Retaining talent is equally important

Great Launching Pad

| Top Five Early State US VCs | | |
|-----------------------------|----------------------------------|------------------|
| Rank | VC Firm | Location |
| 1 | Maryland Tedco | Baltimore |
| 2 | Draper Fisher Jurveston | California |
| 3 | Ben Franklin SE PA | Philadelphia |
| 4 | Innovation Works, Inc. | Pittsburgh |
| 5 | New Enterprise Associates | Baltimore |

Quick Fact:

- Over 40% of all US VC investment goes to firms located in the Northeast US Corridor



Home to the NBIA outstanding US Incubator Client for 4 consecutive years from 2006 to 2009 – a first.



NBIA US Incubator Innovation Award in 2003, 2004 and 2007.



Breakthroughs



Baltimore: Four in a Row!
NBIA US Incubator Client of the Year



Entrepreneurial Climate

Hot Cities for Entrepreneurs (among 25 largest metros)

| Rank | Metro |
|------|-----------------------------|
| 1 | Phoenix |
| 2 | Washington-Baltimore |
| 3 | Chicago |
| 4 | Houston |
| 5 | Cincinnati |
| 6 | Dallas |
| 7 | Denver |
| 8 | San Diego |
| 9 | Atlanta |
| 10 | St. Louis |

SBIR Awards (2007)

| US Rank | State | Dollars Awarded |
|---------|-----------------|----------------------|
| 1 | California | \$415,698,563 |
| 2 | Massachusetts | \$277,575,983 |
| 3 | Maryland | \$113,599,253 |
| 4 | Virginia | \$111,459,615 |
| 5 | New York | \$99,760,156 |
| 6 | Texas | \$89,646,772 |
| 7 | Colorado | \$88,906,493 |
| 8 | Pennsylvania | \$71,769,199 |
| 9 | Ohio | \$71,230,736 |
| 10 | New Jersey | \$60,477,187 |

Welcome to the New Greater Baltimore!



Economic Alliance of
GREATER BALTIMORE | Economic
Development

www.greaterbaltimore.org
http://twitter.com/Econ_Alliance