



WELCOME TO *Building The Future*

Dear Baltimore,

As we close out the year and step into a season of reflection, we welcome you to the fourth edition of Building the Future, WCRED's official newsletter. This journey—block by block, quarter by quarter—continues to be shaped by your voices, your stories, and your belief in what's possible for our city.

At WCRED, we hold firm to the idea that development is not just about buildings—it's about belonging. It's about creating spaces that speak to the strength, creativity, and legacy of the people who make Baltimore what it is. Our work is rooted in care, built with intention, and guided by the vision of a city where growth and equity go hand in hand.

This quarter, we're spotlighting the powerful progress happening across Baltimore—the initiatives, partnerships, and cultural moments that continue to shape our neighborhoods from the inside out. We remain focused on sustainable, community-led development and on telling the stories that too often go unheard.

Whether you've been walking with us since day one or are just discovering our work, thank you for being part of this movement. We're proud to stand with you as we close out one chapter and lay the groundwork for what's next.

Here's to a future rooted in purpose—and built together.
—The WCRED Team



Inside This Edition

Latest news, trends and insights free resources, and more.

Keep Reading!

Add To Your Calendar

Baltimore Winter Restaurant Week

Jan 23-Feb 1

Mardi Gras Crawl (21+)

Feb 7

BEYA/UMBC STEM Career Fair

Feb 13-14

Black History Month Parade

Feb 16

CIAA Basketball Tournament

Feb 24-28



Spotlight On Our Projects

GROUNDWORK, GRIT, AND WHAT COMES NEXT

At WCRED, we've always believed that real estate development is a long game—one grounded in purpose, patience, and people. For us, it's never just about what gets built; it's about how we build, who we build with, and why the work matters.

Since the announcement of our grant award, we've been fully engaged in the behind-the-scenes efforts that make true community-centered development possible. We've spent this past quarter doing what matters most at this stage: strengthening our relationships with key stakeholders and aligning with community voices. These moments are where intentional projects begin to take shape. We remain focused on developing projects that are rooted in community, and creating lasting change far beyond its footprint.

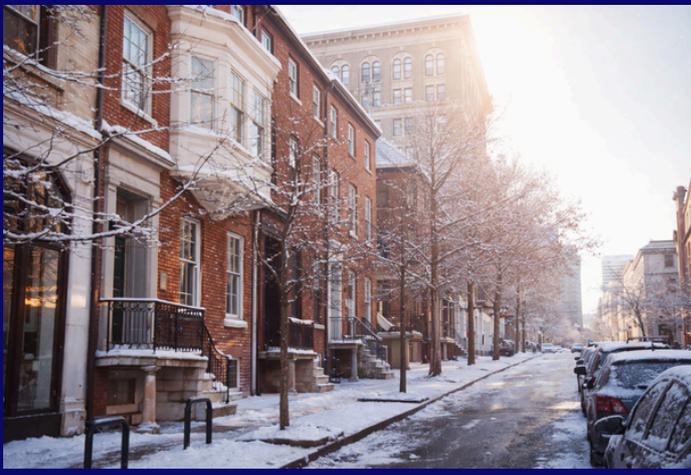
As a women-led firm committed to the future of Baltimore, we know that progress often starts with deep listening and deliberate action. And we know that what rises from this first project will reflect more than a vision—it will reflect a collective will to do things differently.

We're grateful to walk this path with you. Your support continues to fuel us, and we can't wait to share what's next as momentum builds into 2026.



“Before the walls go up, the real work begins—listening, aligning, and laying the foundation for something that reflects Baltimore’s strength and soul.”

- WCRED, LLC



2026 Outlook: Five Equitable Development Trends Reshaping Baltimore

As 2025 closes, WCRED looks ahead to the trends shaping Baltimore's development landscape. The most impactful projects of 2026 won't just build structures—they'll build equity. Here are five shifts that will redefine how inclusive, sustainable development gets done in our city.

1. The Return of "Missing Middle" Housing

Baltimore is re-embracing small-scale multifamily housing—duplexes, triplexes, townhomes—that add density without disrupting neighborhood character. This gentle density model increases affordability and unlocks new homeownership pathways, especially for first-time buyers and legacy residents.

2. Climate Resilience as a Standard

Green building is no longer optional. In 2026, sustainable design will be a core expectation. Projects will prioritize stormwater infrastructure, energy-efficient systems, and resilient materials—not only to meet public health and climate goals, but to de-risk assets for long-term investors.

3. Hyper-Local Public-Private Partnerships

Expect to see more site-specific partnerships between developers, land trusts, and mission-aligned financial institutions. These hyper-local alliances ensure capital stays rooted in the community, fostering trust, shared ownership, and scalable impact.

4. Adaptive Reuse Reimagined

Baltimore's vacant schools, warehouses, and historic buildings are ripe for revival. Adaptive reuse will take center stage in 2026, breathing new life into underutilized properties and preserving the city's architectural legacy while addressing housing and community space needs.

5. PropTech With a Purpose

Technology in development is shifting from convenience to accountability. New tools are improving community engagement, simplifying affordable housing access, and tracking impact metrics. PropTech is becoming a vital tool for transparency and trust in equitable development.

What This Means for 2026

These five trends signal a new era for Baltimore—one where collaboration, sustainability, and equity guide investment and design. At WCRED, these values are already embedded in our work. We believe in building with—not over—communities.

To learn more or explore partnership opportunities, visit wcredllc.com or contact us at info@wcredllc.com.



The Double Bottom Line: Why Women-Led Real Estate Delivers for Baltimore

For years, real estate has been framed as a choice: serve the community or serve the bottom line. At WCREd, we reject that dichotomy. As a women-led, minority-owned development firm, we are proving that equitable development in Baltimore is not only good for neighborhoods—it's a financially sound, de-risked investment strategy.

A Community-Centered Process

Our model begins with relationships. WCREd's approach is rooted in collaboration, empathy, and shared vision. Community engagement isn't an afterthought—it's foundational. We build with communities, not over them.

This listen-first process leads to:

- Greater neighborhood trust
- Projects that reflect local priorities
- Inclusive developments that generate long-term value for residents

Smarter Investment Returns

The same values that guide our partnerships also drive performance. Our community-first approach leads to:

- Reduced Risk: Fewer delays, less pushback, smoother entitlements
- Uncovered Value: Access to underinvested neighborhoods with high potential
- Stability: Community-supported developments have stronger long-term performance

Investors and financial partners benefit from our ability to combine strong financials with proven social impact.

Purpose Built Into the Pro-Forma

Our development model tracks financial and community impact side by side. We ask:

- How many local or minority-owned contractors are employed?
- Are we creating new paths to homeownership?
- Will the project strengthen the existing neighborhood?

We don't separate impact from investment—we measure both. This dual focus is the future of real estate in Baltimore.

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Q4 Spotlight: Honoring the Baltimore Partners Advancing Our Neighborhoods

As 2025 comes to a close, WCRED is proud to spotlight two Baltimore-based partners helping shape a more equitable future for our neighborhoods: the Latino Economic Development Center (LEDC) and Imagine Think Tank. Their work in capital access and strategic development is clearing paths for mission-driven developers like us across the city.

LEDC & the POWER Initiative: Investing in Women Developers

In early 2025, WCRED was honored to receive a \$25,000 grant from LEDC's POWER (Prioritizing Our Women's Economic Rise) initiative—a program designed to equip Black and Latina women with the capital and support to lead neighborhood redevelopment.

This investment allowed us to move critical projects forward and demonstrated that women-led development firms are essential to Baltimore's growth. POWER is more than a funding source—it's a movement reshaping the city's investment landscape.

Imagine Think Tank: Equipping Leaders with Strategy

This summer, WCRED was invited to complete the Imagine Think Tank's Imagination Incubator, a cohort-based program providing technical training, market analysis tools, and strategic mentorship for emerging developers.

The program promises to strengthened our ability to scale impact, pursue public-private partnerships, and refine our approach to affordable housing. In a sector where passion must be paired with precision, this type of strategic support is vital for long-term success.

A Shared Vision for Inclusive Development

Real change in Baltimore requires collective effort. WCRED builds in partnership—with communities, with mission-aligned organizations, and with those investing in long-term, sustainable solutions. LEDC and Imagine Think Tank embody the values that will carry equitable development forward into 2026 and beyond.

We invite our partners, peers, and neighbors to learn more about their work, and to continue supporting the ecosystem that makes inclusive housing possible.

To connect with WCRED or explore opportunities to collaborate, visit wcredllc.com or email us at info@wcredllc.com.



Community Care, Baltimore Style

Across Baltimore this past Thanksgiving, local nonprofits and community leaders hosted giveaways with meals, groceries, and essentials—wrapping support around families when it mattered most. Proof that our city's greatest resource is its people.

Source: <https://afro.com/thanksgiving-community-giveaways-baltimore/>



Discover Baltimore

CELEBRATING OUR CITY'S HEART AND SOUL

In every season, Baltimore reveals something new—and something timeless. Discover Baltimore is where we honor the stories, spaces, and people who give this city its soul.

This quarter, we're taking a moment to reflect on the spirit of the city —through the music echoing from corner festivals, the resilience in our neighborhoods, and the quiet strength of everyday leaders making moves behind the scenes. From beloved landmarks to local businesses and block-by-block brilliance, Baltimore continues to prove that community is its greatest asset.

Whether you're bundling up for a walk through Druid Hill Park or catching a holiday performance at the BMA, this city has something special to offer.

So come explore with us. This season, we're celebrating the people and places that remind us why we love calling Baltimore home.



Maryland Science Center: Winter Games

Bundle up and head to the Inner Harbor for Winter Games at the Maryland Science Center on Saturday, Feb. 7 (12–4 PM). Expect hands-on STEM fun, interactive challenges, and family-friendly activities that make learning feel like play. A perfect weekend outing for curious minds of all ages.

👉 Learn more: <https://www.waterfrontpartnership.org/events-calendar/maryland-science-center-winter-games>

City Schools Shoutout: Nominate a Teacher of the Year

Know an educator who goes above and beyond for Baltimore students? Teacher of the Year nominations are now open—a simple way to spotlight excellence in our city's classrooms.

Deadline: Feb. 6, 2026.



👉 LEARN MORE:
[HTTPS://WWW.BALTIMORECITYSCHOOLS.ORG/PAGE/TEACHER-OF-THE-YEAR](https://www.baltimorecityschools.org/page/teacher-of-the-year)



Let's Keep In Touch

Thank you for reading the fourth edition of *Building the Future*. As we close out the year, we're filled with gratitude—for the conversations sparked, the partnerships strengthened, and the progress made across Baltimore.

Here at WCRED, our commitment to community-first development remains unwavering. Every plan we sketch, every meeting we hold, and every story we share is in service of something greater: a more equitable, inclusive, and inspired city. 2025 was a year of foundation – listening, aligning, and laying the groundwork for what's to come.

As we look ahead to 2026, we're more focused than ever on turning vision into reality—step by step, block by block.

Follow WCRED on Instagram, Facebook, and LinkedIn to stay connected, share ideas, and join the movement to build a stronger Baltimore—from the inside out.

Thank you for your continued support. Your presence in this journey matters more than you know.

Here's to the next chapter—purposefully built, and boldly Baltimore.

For more in-depth updates, feel free to visit our website at wcredllc.com.
Let's build a brighter future together!