

Bel Air Cultural Arts Commission

FY21 Annual Report

Event Participation and Sponsorship:

Plein Air Festival Quick Draw

The CAC sponsored the \$750 First Prize for the Maryland Center for the Arts Quick Draw event during their Plein Air Festival. The prize is awarded to an individual artist for their work completed during the two-hour event held in downtown Bel Air.

Armory Rental Sponsorship

The CAC sponsored a portion of the cost of the Armory rental for Ballet Chesapeake's performances of the Nutcracker geared toward pre-school children.

Belle Aire Market Musicians

A sponsorship to the Bel Air Downtown Alliance paid for musicians for the Belle Aire Market during May and June. This event draws hundreds of people to downtown Bel Air for an artisan market on the second Sunday of each month, April – November.

Public Art Projects:

Barn Quilt Mural "Sweet Nectar"

Located on the north side of the building at The Mill of Bel Air, CAC sponsored the mural "Sweet Nectar" which is part of the Visit Harford Barn Quilt Trail and is the only location on the trail within the municipality limits.

Sergeant Alfred B. Hilton Memorial Mural

CAC has worked with the American Legion Post 55 since 2019 to bring a mural honoring Sergeant Alfred B. Hilton to Post 55 on Bond Street. As the only Medal of Honor recipient from Harford County, this mural will draw attention to an important piece of history. It will also contribute toward beautification of Bond Street and add a different style of mural to our public art collection.

Public Art Tour

A two-mile public art walk to view approximately 20 pieces of public art was launched in April 2019 and has been promoted using a link to a static pdf on our website and through printed brochures available at the Visitor's Center. This year, the experience was taken to a new level with the launch of a GIS story map that includes photos and descriptions of 38 pieces of public art throughout the Town of Bel Air. The new map, which is housed on the A&E website, has created an elevated experience for residents and visitors that sets Bel Air apart from other districts in Maryland. CAC partnered with the A&E District to support the design and implementation of the newly created tour and its website.

Marketing:

CAC created Public Art Sponsorship and Performing Art Sponsorship Applications and Guidelines that are posted to the CAC page of the Town website for organizations interested in bringing performances or public art to Bel Air.

Staff continues to distribute the rack card for marketing the work of the CAC. The rack card has been distributed at local arts meetings and is on display at the Visitors Center. Staff has advertised CAC sponsored events and initiatives on social media through the A&E Facebook page and through the A&E website.

Meetings:

Staff virtually attended the Maryland Arts Summit and several A&E District Managers professional development sessions. Staff and members attended the virtual Maryland Arts Day to advocate for funding for the arts with our state legislature members.

