



STRATEGIC PLAN OVERVIEW

JULY 2021 – JUNE 2026



The Town of Bel Air was designated as an Arts and Entertainment District by the State of Maryland in 2011 with an aim to develop, promote and support diverse artistic and cultural activities for the community; to preserve a sense of place; and to provide unique local experiences to support economic vitality.



The Bel Air Arts and Entertainment District (A&E District) encompasses 98 acres of the historic downtown corridor throughout which events are planned and held by a variety of organizations throughout the year. The A&E District promotes events for partner organizations, serves as a central reporting source for all arts related events information, and offers tax incentives to artists and arts-related businesses.



Offerings within the district include performing arts, visual arts, literary arts, traditional arts, media arts, and other events, programs, and installations, including public art. From gallery exhibits to concerts, theater and dance performances to holiday and cultural events, the A&E District is home to diverse artistic and cultural activities, many of which are free. Tax incentives offered to businesses and creators encourage the growth of arts and cultural offerings within the A&E District. And strong partnerships with arts and culture-focused organizations, businesses, and artists have led to the expansion of programs throughout the A&E District.



As part of its redesignation process in 2021, the A&E District created a five-year Strategic Plan, covering the period of July 2021 through June 2026, in order to establish its priorities for this five-year period, and guide its engagement with the businesses, organizations, and individuals who live, work, create in, and visit the A&E District.

The Strategic Plan focuses on

- Creating and supporting more arts and entertainment programming within the A&E District, including public art installations
- Improving communication and collaboration with Key Stakeholders to further build their understanding and development of, and engagement in, A&E District offerings
- Making the Bel Air A&E District a vibrant and unique community for residents, visitors, businesses and creators

The Bel Air Arts and Entertainment District is a state-designated geographic location that is designed to promote and enhance arts and entertainment offerings and opportunities which drive economic activity, vitality and growth.

The mission of the Bel Air Arts and Entertainment District is to promote and enhance arts and entertainment offerings and opportunities to create a unique and vibrant community where people and businesses want to live, work and play.

The vision of the Bel Air Arts and Entertainment District is a community where arts and entertainment offerings are available and accessible to community members, visitors, businesses and organizations, and are central to the economic vitality of the District.

Strategies

1. Deepen relationships with current Key Stakeholders, and identify and engage with new Key Stakeholders in order to increase collaboration in developing and implementing events, exhibits, and programs
2. Improve and expand communications, promotions, and marketing efforts in order to reach a wider, more diverse audience, and improve understanding of the existence, purpose, and benefits of the Bel Air A&E District
3. Create more opportunities for collaboration between different stakeholders in order to enable the creation and expansion of arts and entertainment events and programs
4. Provide support for and publicity of existing and new arts and entertainment offerings, including events, programs, and public art installations in order to draw a wider, more diverse audience to the A&E District

GOALS	OBJECTIVES
<p>Goal 1: Residents of, businesses within, and visitors to the Bel Air A&E District have greater awareness of events, exhibits, programs, and incentives within the A&E District, and know where to look to get this information</p>	<p>1.1 Improve communication with and among community members, businesses, partner organizations, artists, and visitors about A&E District offerings, events, programs, and incentives</p> <p>1.2 Increase audience size through improved and widened communications efforts</p> <p>1.3 Create more frequent, higher quality, and more accessible content promoting offerings and incentives within the A&E District</p> <p>1.4 Identify and engage in new and more effective communication channels</p>
<p>Goal 2: A greater number of arts and entertainment events, programs, performances, and exhibits are provided within the A&E District which appeal to and draw increased engagement from community members, visitors, creators, organizations, and businesses in the A&E District</p>	<p>2.1 Facilitate partnerships/networking opportunities between businesses/organizations and creators to increase offerings in the A&E District</p> <p>2.2 Build understanding of community preferences for events, programs, performances and exhibits</p> <p>2.3 More widely share information about funding, incentives, and other opportunities for development/offering of cultural and arts events and programs with creators, businesses, and organizational partners</p>
<p>Goal 3: Additional public art installations are provided within the Bel Air A&E District, and the community has more opportunity and incentive to engage in public art</p>	<p>3.1 Work with and support partners to expand temporary public art installations within the A&E District</p> <p>3.2 Work with and support partners to expand permanent public art installations within the A&E District</p> <p>3.3 Better raise awareness of existing and new public art installations</p>

For additional information, or a copy of the full Strategic Plan, please contact economicdevelopment@belairmd.org or call 410-838-0584