

Fiscal Year: 2025

Application ID

2025-40390

Application Type

Arts and Entertainment District Annual Report

Organization Information

Organization Name: Town of Bel Air

Address:

39 N Hickory Ave
Bel Air, MD
21014

Phone: 410-838-0584

County: Harford

DUNS Number: 018050393

Unique Entity Identifier (UEI): FTMJANK7M2P5

Website: <http://www.belairartsandentertainment.org/>

Organization's Founding Year

2010

Organization Social Media Sites/Handles

Include any social media links such as YouTube, Facebook, Twitter, Instagram, Other

Facebook, Instagram

Facebook Page

Include a link for your Facebook page

<https://www.facebook.com/BelAirArts/>

Instagram Page

Include a link for your Instagram page

<https://www.instagram.com/belairartsandentertainment/>

Contact Information

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City: Bel Air

State: MD

Zip Code: 21014-3256

District Primary Contact Person

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Board Chair/Management Team Chair

Name

Angela Robertson

Title

Director of Economic Development

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Annual Report

ANSWER ALL QUESTIONS AS THEY PERTAIN TO THE REPORTING PERIOD: JULY 1, 2024 - JUNE 30, 2025

District Name

Town of Bel Air Arts & Entertainment District

Website

<https://www.belairartsandentertainment.org>

DISTRICT OVERVIEW

Provide a narrative overview of your district's accomplishments during the reporting period.

Overall, this response should illustrate district accomplishments within the reporting period. Refer to the list below and include brief descriptions for any items that pertain to your district.

- new initiatives (e.g. strategic planning, marketing campaigns, funding secured, management changes, partnerships/collaborations, signage, etc.)
- significant events and festivals occurring within the district
- new public art projects within the district
- new capital projects within the district
- new or significant retailers, businesses, and restaurants within the district
- activities of significant arts organizations or arts-related businesses
- changes in district management and staffing

In addition, please reference the district's goals listed in Section VIII of your previous year's annual report, reporting on district progress toward the stated goals and any new plans or goals developed or implemented since the last report. MSAC uses these two responses to inform program development, report to State officials, and provide technical assistance to districts. The A&E Districts Program Advisory Committee also reviews these and other parts of this report to select Outstanding Achievement awardees.

The Bel Air Arts and Entertainment District continued to make progress achieving the goals on its annual task list during the reporting period. Having a strategic plan in place has provided our Advisory Board with a framework for setting annual tasks pertaining to our three goals as outlined in the plan.

Our first goal, which prescribes that residents, businesses within and visitors to the Bel Air A&E District have a greater awareness of events, exhibits, programs, and incentives within the District and know where to look for information. Tasks completed to help us achieve this goal in FY25 included the continued utilization of the A&E District website, a monthly newsletter, organic and paid posts on social media, print and digital advertising, and attendance at public events.

The Bel Air A&E District's website is a user-friendly resource with an up-to-date calendar of events within the District. In FY25, In the Spotlight featured information regarding specific events within the District. The newly created GIS-based Historic Walking Tour was added, which provides 45-minute and 60-minute scenic walks showcasing the architecture of 25 historic locations in Bel Air.

The monthly A&E District newsletter continues to be a resource delivered directly to the inboxes of subscribers. The newsletter is distributed digitally through Constant Contact, highlighting events in the District monthly. Staff participates in local events to gain subscribers to the newsletter, which is posted on social media and on the Town of Bel Air website to attract new subscribers. In FY25, the newsletter grew to 1,025 subscribers from 734 subscribers in FY24.

The A&E District continued to utilize Facebook and Instagram to promote events and disseminate information to the community via social media. In FY25, the A&E District Instagram page grew to 1,203 followers from 1,068 in FY24. Our A&E District Facebook page grew to 5,300 followers in FY25 from 4,900 in FY24.

The A&E District continued utilization of paid posts to promote events and initiatives to an audience that would not normally receive our social media posts organically. MSAC funding provided for the cost of paid posts promoting the Lifelong Learning Series, the Family Fun Series, Merry Tuba Christmas, ballroom dance lessons, and the Public Art Tour alongside the Historic Walking Tour.

MSAC funding provided for the cost of publication advertising to reach residents within the A&E District, greater Bel Air, Harford County, and surrounding counties. In FY25, print and digital publication

advertisements promoted events and initiatives such as Authors and Artists, Christmas in Bel Air, the Lifelong Learning Series, the Family Fun Series, the Town Bel Air Kite Festival, the Summer Concert Series, ballroom dance lessons, the Bel Air A&E District, and the Public Art Tour and Historic Walking Tour. MSAC funding provided for the professional design and printing of an A-frame sign promoting the Public Art Tour and Historic Walking Tour at our Visitors' Center and the professional design of a printed brochure featuring the Historic Walking Tour, which is available at our Visitors' Center and at events.

In FY25, staff set up a branded table at several well-attended local events to provide giveaways, a printed calendar of events, and an opportunity for community members to subscribe to the newsletter and obtain information about arts initiatives and incentives for artists who create in the District.

The second goal outlined in our strategic plan is to provide a greater number of arts and entertainment events, programs, performances, and exhibits within the A&E District that appeal to and draw increased engagement from the community and visitors to the District.

Examples of events and programs that have increased attendance and engagement include events planned during Arts Across Harford, held September 13-30, 2024. The Living History performance with Colleen Webster as Georgia O'Keeffe was a compelling draw to the Bel Air Armory with 143 people attending the free event sponsored by the Bel Air Cultural Arts Commission (CAC). MSAC funding provided sponsorship for musician Tom Fogarty to perform during the opening reception for Arts Across Harford, held at the Bel Air Armory in conjunction with the Harford Plein Air Festival Gallery. This event attracted 500 attendees between September 13-15, 2024.

The CAC sponsored the Ain't Misbehavin' Big Band performance at the Bel Air Armory. This fourth appearance at the Armory featuring big band music and dancing attracted 105 attendees. The CAC also sponsored a new event in FY25, a line dancing class taught by Disco Sistas / Brothas & Company at the Bel Air Armory attracting 65 attendees.

In FY25, the CAC presented its first annual "Bel Air Spring Art Exhibition" in partnership with the Bel Air Branch of the Harford County Public Library and Harford County Public Schools. The exhibit featured artwork by students at Homestead-Wakefield Elementary School, Bel Air Elementary School, Bel Air Middle School, and Bel Air High School and was displayed in the library's exhibit room throughout the month of May, attracting 672 visitors.

The CAC also supports our goal of bringing a greater number of events to the District by providing rental cost sponsorships to local nonprofits seeking to bring arts events to the Bel Air Armory. In FY25, the CAC provided Armory rental sponsorships to the Authors & Artists Holiday Gift Sale with 688 attendees, the Ballet Chesapeake abridged performance of The Nutcracker with 395 attendees, and Take a Chance on Art (an art lottery fundraiser in support of Harford Artists Association) with 90 attendees.

MSAC funding supported the Lifelong Learning Series in partnership with the Bel Air Armory. The Lifelong Learning Series presented two sessions featuring the First Ladies of the Blues: Ella Fitzgerald & Billie Holiday in the fall and two sessions of Make 'Em Laugh: A Musical Lecture Series in the spring, attracting a total of 115 attendees. The Lifelong Learning Series is geared toward retirees with Monday morning sessions. Twenty-five percent of the Town of Bel Air population are independent, active seniors on or approaching retirement. MSAC funding also supported The Family Fun Series in partnership with the Bel Air Armory. The series featured three free one-hour sessions with music, theatre, and a circus show, attracting 279 attendees in total.

The A&E District provided sponsorship for Merry Tuba Christmas, an annual event celebrating those who play, teach, and compose music for instruments in the tuba family. This event attracted 300 attendees.

MSAC funding supported the cost of instructor fees for eight drop-in workshops at Harford Artists Association, attracting 63 attendees in total. Several workshops were filled beyond capacity, resulting in the addition of a second workshop on the same day. MSAC funding supported the sponsorship of musicians at Winter Wonderland, a seasonal celebration that attracted 10,000 people to the A&E District over the course of three Saturdays beginning on Small Business Saturday.

The Bel Air Town Derby returned to the District for the third year in FY25. With 26 derby cars sponsored by local businesses, the race attracted 1,200 attendees.

In FY25, two new events were introduced in the District. The Harford Artists Gallery hosted a Family Fun Day. MSAC funding provided sponsorship for Pam the Kindersinger to entertain children at the festival, which attracted 49 attendees. MSAC funding also provided sponsorship for a free Business of Art workshop for artists in the A&E District. Cindy Cisneros, certified Creativity Coach and professional artist, presented a workshop on the topic of creating a business plan for artists, which attracted 8 attendees.

The third goal outlined in our strategic plan is to provide additional public art installations within the A&E District and to provide the community with more opportunity to engage with public art.

In FY25, funding was obtained through a grant from Hello Harford County MD to create a GIS-based, self-guided Historic Walking Tour, showcasing the town's architectural heritage and significant historic locations. The tour is enriched by an audio component providing engaging narrative about the historic properties. The Historic Walking Tour is marketed with the Public Art Tour, as each illustrate the Town of Bel Air's culture that values tradition, vibrancy, and civic pride.

The community is encouraged to engage with public art with brochures and rack cards promoting the Public Art Tour, which includes more than 40 pieces of public art available in a two-mile, self-guided walk and short drive through Bel Air. The rack cards and brochures are distributed at local arts events and are

on display at the Visitors' Center. The Public Art Tour and Historic Walking Tour were featured in print advertising in Harford's Heart, the Susquehanna Symphony Orchestra program, the Bel Air Town Derby program, and social media advertising.

The Bel Air Cultural Arts Commission utilized their funding to provide two new art installations in FY25. The CAC purchased a sculpture from Cricket Forge in Durham, NC to be installed in Alice Anne Park in FY26. The CAC also commissioned the construction of a Little Free Art Gallery, which was installed in Armory Marketplace to provide a location for the community to share free art in the same concept as the Little Free Library.

Provide a narrative overview of challenges that the district faced during the reporting period.

One of the challenges we face as an A&E District is the difficulty entailed in navigating changes on social media. While staff capacity increased with the addition of a new A&E District manager in FY24, it continues to be challenging to find valuable training that will enhance the ability to create and edit quality video content and reels that will engage a social media audience while platform algorithms continue to decrease organic reach. In addition, it is challenging to create impactful social media content when so many events in the District are created and managed by partner organizations without the presence of A&E District staff. There are a wide variety of events and engaged audiences for those events in the Bel Air A&E District, but it can be a challenge to convey the energy and vibrancy of that arts scene with video content, which makes a greater impact than photo content on channels such as Instagram.

The lack of vacancies and affordable lease rates continued to be a challenge in terms of attracting more arts-related businesses to open their doors in the A&E District. In FY25, the cost of square footage continued to pose challenges to bringing arts-related and more retail businesses into the A&E District.

An additional challenge is found in offering free events to the public and having lower than anticipated attendance. While offering free community events helps us fulfill our mission, attendees who reserve free tickets often do not attend. We find that more than 50% of reserved tickets consistently go unused.

Let us know what type of technical assistance MSAC could provide beyond funding that would serve to strengthen your district.

- One-hour professional development training sessions offered mid-week during daytime hours (Fridays are difficult due to preparation for weekend events) would continue to be a welcome means of increasing and obtaining knowledge of relevant topics such as social media, marketing, community buy-in and involvement.
- Hosting professional development opportunities with guest speakers who provide case studies from other cities and towns illustrating how they have built their districts.
- Hosting an in-person day-long gathering that is specific to A&E District Managers. The Arts Summit does not provide this same value as it is intended for a much broader audience with potentially different goals.
- Continued virtual opportunities for professional development and grant application training and information will provide invaluable opportunities for staff to achieve the goals that provide the framework for the Strategic Plan of the A&E District.

CAPITAL PROJECTS

How many capital projects were initiated, in process, or completed in the district during the reporting period? If none, enter 0.

0

Provide a list of all capital projects initiated, in process, or completed within the district during the reporting period. Include A&E District projects as well as those undertaken in the district by other organizations, developers, or enterprises.

Instructions: Include the name or address, CP type (see below), and phase at the end of the reporting period (see below) of each project in the following format:

Project Name/Address; CP type; Number of Units; Phase
Project Name/Address; CP type; Number of Units; Phase
Etc...

CP Type: Residential, Commercial, Mixed-Use, Industrial, Artist Housing; Other (include as many as pertain)
Phase: Initiated, In Process, Completed

N/A

OPENINGS

How many new retailers opened in the district during the reporting period? If none, enter 0.

5

Provide a list of all retailers that opened in the district during the reporting period. For the purposes of this report, retailers include businesses that sell goods, whether arts-related or not.

Instructions: Include each retailer's name, industry (see below), and if available the number of full and part-time jobs employed by the retailer in the following format:

Retailer Name; Retailer Industry; #FT; #PT

Retailer Name; Retailer Industry; #FT; #PT

Etc...

Retailer Industry: General, Specialty (e.g. art supplies, sporting goods, books, music), Clothing, Food/Beverage, Health (e.g. drug stores), Other.

Little Haven on Main; Specialty; 2 FT

Texture and Tuft; Specialty; 1 FT

Chocolate Moonshine; Specialty; 2 FT, 12 PT

Wild Bill's Apparel; Specialty; 1 FT, 6 PT

B. Fabulous; Clothing; 4 PT

How many new businesses opened in the district during the reporting period? If none, enter 0.

4

Provide a list of all businesses (other than retailers and restaurants) that opened in the district during the reporting period.

Instructions: Include each business' name, industry (see below), and if available the number of full and part-time jobs employed by the business in the following format:

Business Name; Business Industry; #FT; #PT

Business Name; Business Industry; #FT; #PT

Etc...

Business Industry: Accommodations (e.g. hotels, b&bs, etc.), Arts-Related, Attraction (specify Museum, Historical Site, Amusement, etc.), Education, Financial, Fitness, Medical, Real Estate, Other.

Coherence Mental Health & Wellness; Other; 1 FT, 2 PT

Organic Lawns; Other; 7 FT

Harford Bank; Financial; 5 FT

Advanced Chiropractic; Other; 2 FT

How many new restaurants opened in the district during the reporting period? If none, enter 0.

1

Provide a list of all restaurants that opened in the district during the reporting period.

Instructions: Include each restaurant's name, whether it provides full, counter, or bar service, and if available the number of full and part-time jobs employed by the restaurant in the following format:

Restaurant Name; Full/Counter/Bar; #FT; #PT

Restaurant Name; Full/Counter/Bar; #FT; #PT

Etc...

Z Vault: Full; 2 FT; 13 PT

How many organizations newly located in the district during the reporting period? If none, enter 0.

0

Provide a list of all organizations that opened a physical office or space in the district during the reporting period. Organizations may include not-for-profit arts or service organizations and any other organizations not included in any of the categories above.

Instructions: Include each organization’s name, type (see below) and if available the number of full and part-time jobs employed by the organization in the following format:

Organization Name; Org Type; #FT; #PT
 Organization Name; Org Type; #FT; #PT
 Etc...

Org type: Arts-Related, Not-For-Profit, Community, Other (include all types that pertain)

N/A

CLOSINGS

How many retailers closed in the district during the reporting period? If none, enter 0.

4

Provide a list of all retailers that closed in the district during the reporting period. For the purposes of this report, retailers include businesses that sell goods, whether arts-related or not.

Instructions: Include each retailer’s name, industry (see below) and if available the number of full and part-time jobs lost because of the retailer’s closing in the following format:

Retailer Name; Retailer Industry; #FT; #PT
 Retailer Name; Retailer Industry; #FT; #PT
 Etc...

Retailer Industry: General, Specialty (e.g. art supplies, sporting goods, books, music), Clothing, Food/Beverage, Health (e.g. drug stores), Other.

The Fabulous Shamrock; Specialty; 4 PT
 B. Fabulous; Clothing; 4 PT
 Tommy's on Main; Specialty; 1 FT, 3 PT
 You Make Scents Candles; Specialty; 1 FT, 1 PT

How many businesses closed in the district during the reporting period? If none, enter 0.

1

Provide a list of all businesses (other than retailers and restaurants) that closed in the district during the reporting period.

Instructions: Include each business' name, industry (see below), and if available the number of full and part-time jobs lost because of the business' closing in the following format:

Business Name; Business Industry; #FT; #PT

Business Name; Business Industry; #FT; #PT

Etc...

Business Industry: Accommodations (e.g. hotels, b&bs, etc.), Arts-Related, Attraction (specify Museum, Historical Site, Amusement, etc.), Education, Financial, Fitness, Medical, Real Estate, Other.

7-Eleven; Other; Unknown

How many restaurants closed in the district during the reporting period? If none, enter 0.

1

Provide a list of all restaurants that closed in the district during the reporting period.

Include each restaurant's name, whether it provided full, counter, or bar service, and if available the number of full and part-time jobs lost because of the restaurant's closing in the following format:

Restaurant Name; Full/Counter/Bar; #FT; #PT

Restaurant Name; Full/Counter/Bar; #FT; #PT

Etc...

Z Vault; Full; Unknown

How many organizations closed or moved outside the district during the reporting period? If none, enter 0.

0

Provide a list of all organizations that closed a physical office or space in the district during the reporting period. Organizations may include not-for-profit arts or service organizations and any other organizations not included in any of the categories above.

Include each organization's name, type (see below) and if available the number of full and part-time jobs lost because of the organization's closing in the following format:

Organization Name; Org Type; #FT; #PT
Organization Name; Org Type; #FT; #PT
Etc...

Org type: Arts-Related, Not-For-Profit, Community, Other (include all that pertain)

N/A

DISTRICT EVENTS AND FESTIVALS

How many events occurred within the district during the reporting period?

1430

Provide a list of all public events that occurred within the district during the reporting period. Include events presented by district management as well those presented by other organizations or enterprises.

Include the event's name, date(s), number of occurrences during the reporting period, estimated total attendance (total for all occurrences during the reporting period), and event type (see below). Mark with an asterisk (*) events that took place for the first time during the reporting period. Please use the following formats:

For new events:

*Event Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type
*Event Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type
Etc...

For reoccurring/annual events:

Event Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type
Event Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type
Etc...

Event Type: Community, Culture, Film, Fine Art, Food, Holiday, Performing Arts, Other

Bel Air 4th of July Parade; 7/4/24; 1 occurrence; 20,000 attendees; Community
 Bel Air 4th of July Fireworks; 7/4/24; 1 occurrence; 30,000 attendees; Community
 Open House at Hays House; 7/4/24, 7/28/24, 8/25/24, 9/15/24, 11/23/24, 12/8/24, 2/23/25, 3/9/25, 3/23/25, 4/6/25, 5/4/25, 6/8/25, 6/22/25; 13 occurrences; 732 attendees; Culture
 *Bel Air 150 Time Capsule Ceremony; 7/4/24; 1 occurrence; 400 attendees; Community
 First Fridays; 7/5/24, 8/2/24, 9/6/24, 10/4/24, 5/2/25, 6/6/25; 6 occurrences; 18,000 attendees; Community
 Summer Concert Series; 7/14/24, 7/21/24, 7/28/24, 8/4/24, 8/11/24, 8/18/24, 6/1/25, 6/8/25, 6/14/25, 6/22/25, 6/29/25; 11 occurrences; 2,750 attendees; Performing Arts
 Historical Society Genealogy Workshops; 7/17/23, 10/14/23, 1/10/24, 3/13/24, 5/8/24; 5 occurrences; 32 attendees; Culture
 Summer Movie Night; 7/19/24, 8/16/24; 6/21/25; 3 occurrences; 1,500 attendees; Community
 Harford Artist Opening Receptions; 7/13/24, 9/7/24, 11/16/24, 1/25/25, 3/22/25, 5/17/25; 6 occurrences; 459 attendees; Fine Art
 Harford Artists Workshops; 47 occurrences; 282 attendees; Fine Art
 *Book Fair at Bel Air; 8/10/24; 1 occurrence; 1,298 attendees; Community
 Historical Society Lecture: Black Churches in Harford County; 8/13/24; 1 occurrence; 244 attendees; Culture
 Belle Aire Market; 7/14/24, 8/2/24, 9/8/24, 10/20/24, 5/11/25, 6/8/25; 6 occurrences; 6,000 attendees; Fine Art
 Bel Air Community Yard Sale & Flea Market; 8/25/24, 5/25/25; 2 occurrences; 1,500 attendees; Community
 Harford Plein Air Gallery; 9/13/24, 9/14/24, 9/15/24; 3 occurrences; 500 attendees; Fine Art
 Fall Dance Lessons; 9/16/24, 9/23/24, 9/30/24, 10/7/24, 10/14/24, 10/21/24, 10/28/24, 11/4/24, 11/11/24, 11/18/24, 11/25/24, 12/2/24; 12 occurrences; 75 attendees; Community
 Living History with Colleen Webster as Georgia O' Keeffe; 9/17/24; 1 occurrence; 143 attendees; Performing Arts
 Historical Society Annual Dinner: Alisa Dupuy as Adrienne de Lafayette; 9/22/24; 1 occurrence; 64 attendees; Culture
 EWA Wrestling; 9/28/24, 2/8/25, 3/22/25; 3 occurrences; 525 attendees; Community
 Connecting with Loved Ones with Medium Debbie Wojciechowski; 10/1/24, 4/2/25; 2 occurrences; 305 attendees; Community
 Armory Lifelong Learning Series: The First Ladies of Jazz; 10/21/24, 10/28/24; 2 occurrences; 50 attendees; Community
 Historical Society Speaker Series; 10/10/23, 2/6/24, 4/13/24, 6/1/24; 4 occurrences; 636 attendees; Culture

Susquehanna Symphony Orchestra "Awaken"; 10/12/24; 1 occurrence; 349 attendees; Performing Arts
 Chess Tournament; 10/12/24, 10/13/24; 2 occurrences; 100 attendees; Community
 *Workshop Blitz Day at Harford Artists; 10/13/24; 1 occurrence; 57 attendees; Fine Art
 Bel Air Haunts & History; 10/19/24, 10/20/24; 2 occurrences; 90 attendees; Community
 Harford Artists Family Fun Day; 10/20/24; 1 occurrence; 49 attendees; Fine Art
 Harford Artists Halloween Bash; 10/26/24; 1 occurrence; 52 attendees; Community
 Trick or Treating in Downtown Bel Air; 10/26/24; 1 occurrence; 1,000 attendees; Community
 Authors & Artists Holiday Gift Sale; 11/1/24; 1 occurrence; 688 attendees; Fine Art
 Historical Society Annual Lecture; Lafayette in Harford County; 11/09/24; 1 occurrence; 98 attendees; Culture
 Bel Air Drama Company's PUFFS!; 11/14/24, 11/15/24, 11/16/24; 3 occurrences; 896 attendees; Performing Arts
 Belle Aire Holiday Market; 11/30/24, 12/7/24, 12/14/24, 12/21/24; 4 occurrences; 2,000; Community
 "Spirits of Christmas Past" Historical Society Christmas Candlelight Tour; 11/29/24, 11/30/24, 12/13/24, 12/14/24, 12/20/24, 12/21/24, 12/27/24, 12/28/24; 8 occurrences; 80 attendees; Community
 Winter Wonderland in Bel Air; 11/30/24, 12/7/24, 12/14/24; 3 occurrences; 10,000 attendees; Community
 Winter Wonderland Train Garden; 11/29/24, 11/30/24, 12/6/24, 12/7/24, 12/8/24, 12/13/24, 12/14/24, 12/20/24, 12/21/24; 9 occurrences; 6,038 attendees; Community (just outside A&E District)
 Artists Sunday at Harford Artists; 12/1/25; 1 occurrence; 31 attendees; Fine Art
 Susquehanna Symphony Orchestra "A Holiday of Drummers Drumming"; 12/7/24; 1 occurrence; 767 attendees; Performing Arts
 Bel Air Christmas Parade; 12/8/24; 1 occurrence; 5,000 attendees; Community
 Ballet Chesapeake Nutcracker Sweets; 12/5/24, 12/6/25; 3 occurrence; 395 attendees; Performing Arts
 Winter Wonderland Holiday Market; 12/7/24; 1 occurrence; 500 attendees; Community
 *Christkindlmarkt; 12/7/24; 1 occurrence; 5,000 attendees; Community (just outside A&E District)
 Bel Air Community Band; 12/15/24, 5/5/24; 2 occurrences; 600 attendees; Performing Arts
 Harford Artists Holiday Open House; 12/15/25; 1 occurrence; 20 attendees; Fine Art
 Rejoice: A Choral Celebration; 12/15/25; 1 occurrence; 350 attendees; Performing Arts (just outside A&E District)
 *A Magical Motown Christmas; 12/15/25; 1 occurrence; 225 attendees; Performing Arts
 Bel Air Drama Company's Breakfast with Santa; 12/21/24; 1 occurrence; 485 attendees; Community
 *Menorah in the Park; 12/25/24; 1 occurrence; 100 attendees; Community
 Paranormal Night at the Historical Society; 1/18/25, 4/12/25; 2 occurrences; 64 attendees; Community
 Historical Society Lecture: Icy Winters on the Chesapeake; 1/21/25; 1 occurrence; 332 attendees; Culture
 Historical Society Lecture: Ma & Pa Railroad Comes to Harford; 2/8/25; 1 occurrence; 80 attendees; Culture
 Armory Family Fun Series; 2/17/25, 2/24/25, 3/9/25; 3 occurrences; 279 attendees; Performing Arts

*Winter Dance Lessons; 2/24/25, 3/3/25, 3/10/25, 3/17/25, 3/24/25, 3/31/25; 6 occurrences; 51 attendees; Community

Merry Tuba Christmas; 12/15/24; 1 occurrence; 300 attendees; Performing Arts

Chocolate, Brew & Wine Tour; 3/1/25; 1 occurrence; 350 attendees; Food

Susquehanna Symphony Orchestra "The Gift of Melody – Darkness & Light"; 3/9/25; 1 occurrence; 452 attendees; Performing Arts

Harford Education Foundation Art Showcase; 3/15/25; 1 occurrence; 150 attendees; Fine Art

*Historical Society Bush Declaration Anniversary Celebration; 3/22/25; 1 occurrence; 219 attendees; Culture

*Historical Society Passport to History; 3/22/25, 3/23/25; 2 occurrences; 482 attendees; Culture

Ain't Misbehavin' Big Band; 3/26/25; 1 occurrence 105 attendees; Performing Arts

Take a Chance on Art; 3/29/25; 1 occurrence; 90 attendees; Fine Art

Spring Dance Lessons; 4/1/24, 4/8/24, 4/15/24, 4/22/24, 4/29/24, 5/5/24; 6 occurrences; 38 attendees; Community

Bel Air Drama Company's Charlie & the Chocolate Factory; 4/3/25, 4/4/25, 4/5/25; 3 occurrences; 1,425 attendees; Performing Arts

Dunnigan's: Bel Air's Premiere Speakeasy; 4/5/25; 1 occurrence; 160 attendees; Community

*Fly Dance Fitness; 4/9/25, 4/16/25, 4/23/25, 4/30/25, 5/7/25, 5/14/25, 5/21/25, 5/28/25, 6/4/25, 6/11/25, 6/18/25, 6/25/25; 12 occurrences; 206 attendees; Community

*Disco Sistas / Brothas Line Dancing; 4/22/25; 1 occurrence; 65 attendees; Community

*Spring Fine Art Market; 4/26/25; 1 occurrence; 394 attendees; Fine Art

Historical Society Lecture: How to Research Your Historic Property; 4/26/25; 1 occurrence; 42 attendees; Culture

Circus on Ice; 4/27/25; 2 occurrences, 415 attendees; Performing Arts

*Bel Air Spring Student Art Exhibit at the Bel Air Library; 5/1/25 – 5/31/25; 1 occurrence; 672 attendees; Fine Art

*The Business of Art Lecture: Crafting a Business Plan for Artists; 5/3/25; 1 occurrence; 8 attendees; Community

Teatime Around the World; 5/3/25; 1 occurrence; 265 attendees; Culture

Armory Lifelong Learning Series: Make 'Em Laugh; 5/6/25, 5/13/25; 2 occurrences; 65 attendees; Community

Bel Air Garden Mart; 5/9/25; 1 occurrence; 300 attendees; Community

Historical Society Lecture: Land Surveying in Harford & Beyond; 5/13/25; 1 occurrence; 39 attendees; Culture

Susquehanna Symphony Orchestra "Across the Pond and Out of the World"; 5/17/25; 1 occurrence; 364 attendees; Performing Arts

Bel Air Town Derby; 5/18/25; 1 occurrence; 1,200 attendees; Community

Bel Air Library; 1,187 occurrences; 144,876 attendees including virtual; Community

How many festivals occurred within the district during the reporting period?

4

Provide a list of all public festivals that occurred within the district during the reporting period. Include festivals presented by district management as well those presented by other organizations or enterprises.

Include the festival's name, date(s), number of occurrences during the reporting period, estimated total attendance (total for all occurrences during the reporting period), and festival type (see below). Mark with an asterisk (*) festivals that were presented for the first time during the reporting period. Please use the following formats:

For new festivals:

*Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type

*Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type

Etc...

For reoccurring/annual festivals:

Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type

Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type

Etc...

Festival Type: Community, Culture, Film, Fine Art, Food, Holiday, Performing Arts, Other

Bel Air Festival for the Arts; 9/15/24; 10,000 attendees; Fine Art

Harford County Wine Festival; 9/28/24; 1 occurrence; 2,800 attendees; Food

BBQ Bash; 10/13/24; 1 occurrence; 20,000 attendees; Food

Kite Festival; 4/13/25; 1 occurrence; 3,000 attendees; Community

DISTRICT ASSETS

Provide a list of all arts-related enterprises within the district by type. Note: For those organizations that perform, exhibit, or provide services outside of the district, only include attendance that occurs within the district in your estimate.

Enter each enterprise once under the appropriate enterprise type. Omit any types that do not apply. Enter an enterprise under "Other" if it does not fit any of the first seven types.

Enterprise Types: Galleries/Co-ops; Performance Venues; Museums; Arts Organizations; Arts Education Organizations; Public Art Pieces; Art Suppliers/Services; Other

For each type, include the name and annual attendance/patronage/visitation of each enterprise in the following format:

Galleries/Co-ops

Name; Estimated Total Annual Attendance/Patronage/Visitation

Name; Estimated Total Annual Attendance/Patronage/Visitation

Etc...

Performance Venues

Name; Estimated Total Annual Attendance/Patronage/Visitation

Name; Estimated Total Annual Attendance/Patronage/Visitation

Etc...

ETC...

Galleries / Co Ops:

The Gallery of Harford Artists

Performance Venues:

Bel Air High School

Bel Air Armory

Shamrock Park

Rockfield Park

Armory Park

Museums:

Harford County Historical Society

Hays House Museum

Arts Organizations:

Harford Artists Association

Art Education:

Bel Air Dance Academy

Bel Air Arts Academy

Provide a list of housing in the district that is built for or marketed to artists. Include affordable housing and any explanatory information as necessary.

Include name or address, type (see below) and number of units in the following format:

Name/Address; Housing Type; Number of Units
Name/Address; Housing Type; Number of Units
Etc.

Housing Type: Artist; Affordable; Market-rate; Apartment; Condominium; Other (include all that pertain)

N/A

OCCUPANCY RATE

Estimate the percentage of occupied real estate at the end of the current reporting period for each type of building stock in the district. If not applicable, enter N/A.

Storefront/Commerical

90%

Residential

99%

Industrial/Manufacturing

0%

Mixed Use

Mixed Use is defined as a combination of land uses on the same site. Occupancy for this report can be estimated based on information from local real estate or licensing offices or best estimates based on district manager knowledge of the district.

90%

DISTRICT BENEFIT INFORMATION

Does the district maintain an artist registry?

No

Estimate the total number of artists working in the district.

This estimate should include all registered artists (if the district maintains a registry) and an estimate of all artists regularly working within the district during the reporting period.

150

Does the district have an artist relocation program?

No

**How many businesses in the district take advantage of the Admission and Amusement Tax abatement?
If none, enter 0.**

0

Provide a list all businesses taking advantage of the abatement.

N/A

How many property tax credits were applied for during the reporting period?

0

Provide a list of property addresses for which property tax credits applications were submitted.

To confirm whether or not a construction project applied for A&E property tax credits, contact the tax office for your county, city, or town. County contact information can be found [here](#). Contact the Program Director for help finding this information.

N/A

Other than the A&E tax incentives, list all additional incentives available in the district.

List all incentives available within the district that are offered by state, county, or local government, by business groups, or through designations that overlap the A&E District.

Building Improvement Program
 Historic Preservation Tax Credits
 Project Restore through the Department of Housing & Community Development
 Sponsorships available to support arts-related events and public art projects through Cultural Arts Commission.

Communication tools

Check all that apply

Facebook, Website, Instagram, On-line events calendar, Other

Please Specify

Monthly newsletter; printed events calendar; and printed collateral at kiosks, Visitors' Center, and booths at events

DISTRICT FUNDING

REPORT FUNDING APPLIED FOR OR RECEIVED FOR DISTRICT PROJECTS OR OPERATIONS ONLY

Federal/National Funding

Agency or Funder	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)	Notes
	Please Select	\$0.00	
		\$0.00	

MSAC Funding

MSAC Program	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)	Notes
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MSAC	Operating Support	\$17,453.70
		\$17,453.70

Other State Funding

Department or Funder	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)	Notes
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Local Funding

Entity or Funder	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)	Notes
Town of Bel Air Cultural Arts Commission Public Art Projects/Sponsorships	Project Support	\$2,560.42	
Town of Bel Air Cultural Arts Commission Marketing, Events & Misc. Support	Operating Support	\$5,726.59	
Town of Bel Air Economic Development Marketing	Operating Support	\$453.21	
Town of Bel Air Economic Development Web Hosting & Services	Operating Support	\$307.32	
		\$9,047.54	

In-Kind

Entity	Description of Support	Estimated Value	Notes
Town of Bel Air	Staff Salary	\$21,232.50	
Town of Bel Air	Office Spaces & Support	\$1,200.00	
Town of Bel Air	Police & DPW Staff for Events	\$70,232.47	
		\$92,664.97	

Electronic Signatures

The name typed in the "Signature" box below is authorized to sign this Maryland State Arts Council application on behalf of the applicant and certifies that all information contained in this report is true and accurate. Checking this box verifies that the applicant agrees to complete and submit this report by electronic means, including the use of an electronic signature.

Authorizing Official Signature

Catherine Butrim