

Maryland Arts and Entertainment District Survey Analysis FY 2020

Prepared for
Maryland State Arts Council

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1.0 Executive Summary

The Maryland State Arts Council (MSAC) manages the State of Maryland’s Arts and Entertainment District (A&E District) program. The purpose of the program is to “help develop and promote community involvement, tourism, and revitalization through tax-related incentives that attract artists, arts organizations, and other creative enterprises to towns and cities across the state.”¹ Each A&E District has unique economic development goals and priorities, which can include producing or facilitating events, attracting new businesses or developers, encouraging artists to locate and/or sell artworks in the district’s boundaries, or a combination of strategies.

Each year, MSAC distributes an annual report for each district to complete, highlighting the activities undertaken within these districts for the past fiscal year (FY).

MSAC tasked the Regional Economic Studies Institute (RESI) of Towson University with analyzing the data collected from the annual report. To achieve the project objective, RESI collated and analyzed the survey results in a comprehensive report of all 28 districts for FY 2020. It is important to note that all data are self-reported by the A&E Districts.

RESI’s analysis of the survey data includes the following:

- There were a total of:
 - 246 new or completed capital projects;
 - 82 new retailers;
 - 70 new businesses;
 - 62 new restaurants; and
 - 30 new organizations.
- Despite various business closures, the number of new openings was great enough to net:
 - 14 retailers;
 - 40 businesses;
 - 9 restaurants; and
 - 24 organizations.
- Challenges that Maryland’s A&E Districts faced generally fall into categories such as COVID-19 related, funding/fundraising, staffing, administrative issues, marketing/awareness, infrastructure, community support, socioeconomics, affordability, and “other.”
- Combined, the 826 events and 139 festivals combined attracted nearly 1.6 million attendees.
- Maryland’s A&E Districts reported that there are 607 enterprises within their borders, including performance venues, galleries/co-ops, arts education organizations, art suppliers/services, arts organizations, museums, and “other” enterprises.

¹ “Arts & Entertainment Districts,” Maryland State Arts Council, accessed June 30, 2021, <https://www.msac.org/programs/arts-entertainment-districts>.

- Maryland’s A&E Districts reported that 289 works of public art are available for visitors to enjoy.
- Thirteen districts reported that they have housing specifically for artists, with 1,285 total units available.
- Sixteen districts maintain artist registries and have 1,314 registered artists; overall, the 28 districts estimate that there are 5,339 artists working and creating within their boundaries.
- Businesses within the A&E Districts take advantage of the Admissions and Amusement Tax abatement, as well as property tax credits. Other incentives that districts reported include façade improvement, loans, grants, other tax abatements/credits, and non-financial incentives.
- Two districts received national funding, totaling \$20,500.
- Twenty-seven districts reported receiving funding from MSAC, totaling \$512,505.
- Other reported state funding came from the following sources:
 - Keep Maryland Beautiful—\$6,500;
 - Department of Housing and Community Development (DHCD) —\$151,500;
 - Main Street—\$25,000;
 - Baltimore Regional Neighborhood Initiative (BRNI) —\$16,155;
 - Maryland Heritage Areas Authority (MHAA) —\$105,000;
 - Maryland Department of Natural Resources (DNR) —\$175,000;
 - Critical Areas Grant—\$1,500;
 - Community Legacy Grant—\$25,000;
 - Maryland Humanities Cares—\$5,150;
 - Maryland State Aid for Police Protection—\$13,246; and
 - County Cultural Arts Board—\$10,250.
- Local funding awards, often from arts councils or municipalities, totaled roughly \$1.3 million.
- Districts also received operational and in-kind support, valued at \$640,450 and \$693,442, respectively.
- Some of the overarching goals of the A&E Districts include the following:
 - Use both traditional and modern marketing channels to increase awareness;
 - Conduct more frequent outreach with current stakeholders and build relationships with new ones, particularly in underrepresented communities;
 - Engage more with the public;
 - Hire to fill empty positions;
 - Facilitate feasible and sustainable projects;
 - Support those that have been impacted by the COVID-19 pandemic;
 - Diversify funding sources;
 - Expand artistic diversity; and
 - Establish more public art.
- To achieve these goals, districts have developed work plans with actionable steps.
- Technical assistance that districts request from MSAC, excluding funding, are often related to professional development, marketing, and responses to COVID-19.

2.0 Introduction

The Maryland State Arts Council (MSAC) manages the State of Maryland’s Arts and Entertainment District (A&E District) program. The purpose of the program is to “to develop, promote, and support diverse artistic and cultural centers in communities across Maryland that preserve a sense of place, provide unique local experiences, attract tourism, and spur economic revitalization and neighborhood pride.”² Each A&E District has unique economic development goals and priorities, which can include producing or facilitating events, attracting new businesses or developers, encouraging artists to locate and/or sell artworks in the district’s boundaries, or a combination of strategies.

Each year, MSAC distributes an annual report for each district to complete, highlighting activities undertaken within these districts for the past fiscal year (FY).

MSAC sought an analysis of the data from the annual reports completed for FY 2020. The Regional Economic Studies Institute (RESI) of Towson University tabulated and analyzed this data to provide MSAC with a comprehensive survey analysis for FY 2020. The data captured in the analysis are self-reported by the individual A&E Districts; as such, some figures may be overestimated or underestimated.

Where applicable, the analysis presents data regarding the number and percentage of respondents for each answer choice for multiple-choice questions. In cases where questions were open ended, RESI reported which respondents replied with similar answers and/or presented a sample of direct quotes collected.

FY 2020 was an unprecedented year for A&E districts. In March of 2020, Maryland confirmed its first case of COVID-19 and remained under stay-at-home orders, social distancing protocols, and other safety measures for the last quarter of the fiscal year. Since then, various social distancing guidelines, mask mandates, and stay-at-home orders have been placed on Maryland residents to slow the spread of the deadly virus.³⁴ These protective measures had devastating effects on the economy. In response to the pandemic, MSAC has provided emergency grants, resources, and programs to support the arts and A&E Districts in the state.⁵

² “Arts & Entertainment Districts,” Maryland State Arts Council, accessed June 30, 2021, <https://www.msac.org/programs/arts-entertainment-districts>.

³ “Maryland Reports 157 New COVID-19 Cases; Now More Than 1,200 Confirmed Cases In National Capital Region,” The Office of Governor Larry Hogan, published March 26th, 2020, accessed June 30, 2021, <https://governor.maryland.gov/2020/03/26/maryland-reports-157-new-covid-19-cases-now-more-than-1200-confirmed-cases-in-national-capital-region/>.

⁴ State of Maryland Executive Order 20-03-30-01, “AMENDING AND RESTATING THE ORDER OF MARCH 23, 2020, PROHIBITING LARGE GATHERINGS AND EVENTS AND CLOSING SENIOR CENTERS, AND ALL NON-ESSENTIAL BUSINESSES AND OTHER ESTABLISHMENTS, AND ADDITIONALLY REQUIRING ALL PERSONS TO STAY AT HOME,” <https://governor.maryland.gov/wp-content/uploads/2020/03/Gatherings-FOURTH-AMENDED-3.30.20.pdf>.

⁵ “MSAC COVID-19 State of Emergency Statement and Resources,” Maryland State Arts Council, accessed June 30, 2021, <https://www.msac.org/news/msac-covid-19-state-emergency-statement-resources-0>.

3.0 Survey Analysis

Each of the 28 A&E Districts within Maryland during FY 2020 received and completed the annual report. MSAC provided these reports to RESI, who then collated and analyzed them. The sections below detail the results. Please note that totals may not sum due to rounding.

3.1 FY 2020 Accomplishments

In the annual report, districts were asked to highlight various accomplishments during FY 2020, including: new capital projects initiated or completed during the fiscal year; new retailers, businesses, and restaurants that opened; and new organizations that located in the district.

Figure 1: New Entities by District, FY 2020

District	Capital Projects		Retail		Businesses		Restaurants		Organizations	
	#	%	#	%	#	%	#	%	#	%
Annapolis	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bel Air	0	0.0%	2	2.4%	6	8.6%	1	1.6%	0	0.0%
Berlin	1	0.4%	3	3.7%	1	1.4%	0	0.0%	0	0.0%
Bethesda	6	2.4%	5	6.1%	7	10.0%	8	12.9%	5	16.7%
Bromo	21	8.5%	3	3.7%	3	4.3%	0	0.0%	3	10.0%
Cambridge	1	0.4%	0	0.0%	1	1.4%	1	1.6%	0	0.0%
Chestertown	10	4.1%	6	7.3%	1	1.4%	3	4.8%	1	3.3%
Crisfield	0	0.0%	2	2.4%	0	0.0%	1	1.6%	0	0.0%
Cumberland	28	11.4%	4	4.9%	5	7.1%	2	3.2%	8	26.7%
Denton	0	0.0%	3	3.7%	0	0.0%	2	3.2%	0	0.0%
Easton	1	0.4%	4	4.9%	9	12.9%	5	8.1%	0	0.0%
Elkton	1	0.4%	1	1.2%	1	1.4%	0	0.0%	0	0.0%
Frederick	3	1.2%	8	9.8%	7	10.0%	7	11.3%	0	0.0%
Frostburg	2	0.8%	2	2.4%	1	1.4%	1	1.6%	0	0.0%
Gateway	5	2.0%	3	3.7%	2	2.9%	1	1.6%	3	10.0%
Grantsville	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hagerstown	57	23.2%	3	3.7%	1	1.4%	3	4.8%	0	0.0%
Havre de Grace	10	4.1%	4	4.9%	1	1.4%	3	4.8%	0	0.0%
Highlandtown	28	11.4%	3	3.7%	4	5.7%	1	1.6%	0	0.0%
Leonardtwn	6	2.4%	4	4.9%	6	8.6%	4	6.5%	2	6.7%
Oakland	0	0.0%	2	2.4%	0	0.0%	2	3.2%	0	0.0%
Pennsylvania Ave.	11	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury	13	5.3%	2	2.4%	8	11.4%	2	3.2%	1	3.3%
Silver Spring	20	8.1%	9	11.0%	4	5.7%	4	6.5%	3	10.0%
Snow Hill	1	0.4%	1	1.2%	0	0.0%	2	3.2%	0	0.0%
Station North	7	2.8%	0	0.0%	1	1.4%	3	4.8%	0	0.0%
Stevensville	2	0.8%	6	7.3%	0	0.0%	1	1.6%	0	0.0%
Wheaton	10	4.1%	2	2.4%	1	1.4%	5	8.1%	4	13.3%
Total	246	100%	82	100%	70	100%	62	100%	30	100%

Sources: Maryland A&E Districts, MSAC, RESI

Maryland's 28 A&E districts reported a total of 246 newly initiated or completed capital projects and the opening of 244 entities during FY 2020. The most openings were seen in retail entity openings and the least in organizations. Between all of the districts, Bethesda had the most entity openings during FY 2020 with 25, and Frederick followed closely with 22 openings. Only three districts — Annapolis, Grantsville, and Pennsylvania Ave. — had zero entity openings during the year.

Maryland A&E districts reported the initiation or completion of 246 capital projects during FY 2020. Hagerstown reported the most newly initiated and completed capital projects during FY 2020 with 57 projects. Five districts — Bel Air, Crisfield, Denton, Grantsville, and Oakland — did not report any initiations or completions of capital projects.

Maryland A&E districts reported the opening of 82 new retail stores during FY 2020, the largest increase out of the four entity types. With nine retail store openings, Silver Spring had the most retail openings out of all of the districts followed closely by Frederick with eight. Five districts — Annapolis, Cambridge, Grantsville, Pennsylvania Ave. and Station North — reported zero retail store openings during FY 2020.

A&E districts reported 70 new business openings during FY 2020. Easton had the largest number with nine businesses opening in the district followed by Salisbury with eight. Eight A&E districts — Annapolis, Crisfield, Denton, Grantsville, Oakland, Pennsylvania Ave., Snow Hill, and Stevensville — reported zero new business openings.

Also during FY 2020, A&E districts reported the opening of 62 new restaurants. Bethesda had eight restaurants open, the most out of the 28 districts. Frederick had the second-most restaurant openings at seven. Six districts — Annapolis, Berlin, Bromo, Elkton, Grantsville, and Pennsylvania Ave. — did not report any new restaurant openings.

Lastly, Maryland A&E districts reported 30 new organizations during FY2020, the lowest number of new openings between the four different entity types. Cumberland's new organizations made up nearly 27.0 percent (8 openings) of all organization openings in the 28 districts. Bethesda had the second-most organization openings at five. Approximately 67.9 percent of all A&E districts reported that no new organizations opened during FY 2020.

3.2 Closings

While there were many businesses that opened in FY 2020, some businesses also closed. Figure 2 presents closures by type of business in by district.

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Figure 2: Closures by District, FY 2020

District	Retail		Businesses		Restaurants		Organizations	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Annapolis	0	0.0%	0	0.0%	2	3.8%	0	0.0%
Bel Air	5	7.4%	2	6.7%	1	1.9%	0	0.0%
Berlin	3	4.4%	0	0.0%	1	1.9%	0	0.0%
Bethesda	4	5.9%	2	6.7%	12	22.6%	0	0.0%
Bromo	1	1.5%	0	0.0%	0	0.0%	2	33.3%
Cambridge	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Chestertown	4	5.9%	0	0.0%	0	0.0%	0	0.0%
Crisfield	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Cumberland	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Denton	1	1.5%	0	0.0%	0	0.0%	0	0.0%
Easton	1	1.5%	2	6.7%	0	0.0%	0	0.0%
Elkton	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Frederick	13	19.1%	4	13.3%	10	18.9%	1	16.7%
Frostburg	0	0.0%	1	3.3%	0	0.0%	0	0.0%
Gateway	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grantsville	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hagerstown	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Havre de Grace	2	2.9%	3	10.0%	0	0.0%	0	0.0%
Highlandtown	9	13.2%	0	0.0%	1	1.9%	1	16.7%
Leonardtwn	5	7.4%	1	3.3%	3	5.7%	0	0.0%
Oakland	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pennsylvania Ave.	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury	6	8.8%	10	33.3%	1	1.9%	2	33.3%
Silver Spring	5	7.4%	2	6.7%	9	17.0%	0	0.0%
Snow Hill	3	4.4%	1	3.3%	1	1.9%	0	0.0%
Station North	0	0.0%	0	0.0%	1	1.9%	0	0.0%
Stevensville	2	2.9%	1	3.3%	1	1.9%	0	0.0%
Wheaton	3	4.4%	1	3.3%	6	11.3%	0	0.0%
Total	68	100.0%	30	100.0%	53	100.0%	6	100.0%

Sources: Maryland A&E Districts, MSAC, RESI

During FY 2020, the 28 A&E districts reported a total of 157 entity closures, concentrated in retail closures. Frederick experienced the largest number of closures with 28 total, followed by Salisbury with 19. Only four districts—Gateway, Grantsville, Oakland, and Pennsylvania Ave. —reported zero closures during the year.

Maryland A&E districts reported the closure of 68 retail stores during FY 2020. Frederick reported the largest number at 13 closures, followed by Highlandtown at nine. Eleven districts — Annapolis, Cambridge, Crisfield, Elkton, Frostburg, Gateway, Grantsville, Hagerstown, Oakland, Pennsylvania Ave. and Station North—reported zero retail closures.

A&E districts reported the closure of 30 businesses during FY 2020. Salisbury reported the largest number of business closures at ten closures. No other district reported more than four business closures during FY 2020. More than half of all districts, or 16 districts —Annapolis, Berlin, Bromo, Cambridge, Chestertown, Crisfield, Cumberland, Denton, Elkton, Gateway, Grantsville, Hagerstown, Highlandtown, Oakland, Pennsylvania Ave. and Station North — reported zero business closures.

During FY 2020, Maryland A&E districts reported the closure of 53 restaurants. Bethesda reported the largest number with twelve restaurant closures, followed by Frederick with ten reported restaurant closures. Eleven districts—Bromo, Chestertown, Cumberland, Denton, Easton, Frostburg, Gateway, Grantsville, Havre de Grace, Oakland, Pennsylvania Ave.— reported zero restaurant closures.

Lastly, A&E districts reported the closure of 6 organizations during FY 2020. No district reported more than two organization closures. Bromo and Salisbury both reported two closures while Frederick and Highlandtown both reported one closure. The other 24 districts all reported zero organization closures.

Figure 3 compares the openings and closures presented in Figure 1 and Figure 2. Overall, more entities opened in A&E Districts than closed in FY 2020.

Figure 3: Net Changes by Entity Type by District, FY 2020

District	Net			
	Retail	Businesses	Restaurants	Organizations
Annapolis	0	0	-2	0
Bel Air	-3	4	0	0
Berlin	0	1	-1	0
Bethesda	1	5	-4	5
Bromo	2	3	0	1
Cambridge	0	1	0	0
Chestertown	2	1	3	1
Crisfield	2	0	0	0
Cumberland	3	5	2	8
Denton	2	0	2	0
Easton	3	7	5	0
Elkton	1	1	-1	0
Frederick	-5	3	-3	-1
Frostburg	2	0	1	0
Gateway	3	2	1	3
Grantsville	0	0	0	0
Hagerstown	3	1	2	0
Havre de Grace	2	-2	3	0
Highlandtown	-6	4	0	-1
Leonardtown	-1	5	1	2
Oakland	2	0	2	0
Pennsylvania Ave.	0	0	0	0
Salisbury	-4	-2	1	-1
Silver Spring	4	2	-5	3
Snow Hill	-2	-1	1	0
Station North	0	1	2	0
Stevensville	4	-1	0	0
Wheaton	-1	0	-1	4
Total	14	40	9	24

Sources: Maryland A&E Districts, MSAC, RESI

Despite the economic shutdown in the last quarter of FY 2020, resulting from the COVID-19 pandemic, Maryland's A&E districts experienced an overall net gain of 87 entities during FY 2020. The districts that experienced the largest net losses, Salisbury and Frederick, still only saw six net closures. The closures in these two districts were concentrated in retail entities. The Cumberland A&E district experienced the largest net gain in entities during FY 2020, with only one retail entity closing and 19 entities openings. Easton followed close behind Cumberland with a net gain of 15 entities, mainly concentrated in businesses.

3.3 FY 2020 Challenges

A&E districts were asked to provide a narrative overview of the challenges they faced during FY 2020. Figure 4 below sorts the main challenges faced by the districts from most common to least. Please note that most districts faced more than one challenge during the year and for that reason, the percentages will not add up to 100.0 percent.

Figure 4: District Challenges, FY 2020

Challenge Type	Number of Districts	Percent of Districts
COVID-19 related	27	96.4%
Funding Opportunities/Fundraising	10	35.7%
Other	8	28.6%
Staffing	6	21.4%
Administrative issues	4	14.3%
Marketing/Awareness	4	14.3%
Infrastructure	3	10.7%
Community Support	3	10.7%
Socioeconomics	2	7.1%
Affordability	1	3.6%

Sources: Maryland A&E Districts, MSAC, RESI

All but one district reported that the COVID-19 pandemic presented challenges to their operations. Many business closures were reported in Figure 2 above, and in the narratives many districts claimed that those unprecedented closures were a result of the pandemic. Districts also reported that many planned in-person events and festivals had to be cancelled because of the danger that COVID-19 posed. Many of the ten districts that reported funding and fundraising related challenges stated that those were a result of increased spending to keep businesses afloat during this time.

There were eight districts that reported challenges that did not fall under one of the nine categories and were therefore placed in “Other.” Of those challenges that fell under “Other,” three involved the inability to effectively communicate information about tax benefits to potential arts related entities and two regarded natural disasters that caused damage to storefronts.

3.4 District Events and Festivals in FY 2020

A&E districts provided details on events and festivals that took place during FY 2020 to RESI for analysis. Please note, not all districts were able to provide all of the information requested; N/A (not applicable) appears in instances of missing information. Events and festivals that did not take place during FY 2020 were excluded and any entry provided as an event and as festival was only counted as a festival. Finally, due to rounding, percentages may not appear to add up to 100.0 percent. A&E district events from FY 2020 are detailed below in Figure 5.

Figure 5: Events by District, FY 2020

A&E District	Events	Percent	Attendance
Annapolis	8	1.0%	36,600
Bel Air	48	5.8%	46,985
Berlin	11	1.3%	13,350
Bethesda	12	1.5%	22,450
Bromo	17	2.1%	175
Cambridge	16	1.9%	N/A
Chestertown	10	1.2%	15,170
Crisfield	17	2.1%	3,485
Cumberland	6	0.7%	2,175
Denton	7	0.8%	2,150
Easton	7	0.8%	8,500
Elkton	14	1.7%	8,280
Frederick	9	1.1%	230,150
Frostburg	20	2.4%	12,150
Gateway	121	14.6%	N/A
Grantsville	21	2.5%	1,142
Hagerstown	13	1.6%	172,172
Havre de Grace	12	1.5%	64,130
Highlandtown	25	3.0%	11,008
Leonardtwn	20	2.4%	13,765
Oakland	28	3.4%	1,346
Pennsylvania Ave.	1	0.1%	45
Salisbury	30	3.6%	34,018
Silver Spring	154	18.6%	28,465
Snow Hill	1	0.1%	2,000
Station North	162	19.6%	6,906
Stevensville	9	1.1%	2,110
Wheaton	27	3.3%	8,815
Total	826	100.0%	747,542

Sources: Maryland A&E Districts, MSAC, RESI

During FY 2020, approximately 826 events took place in the A&E districts, attracting an estimated 747,542 attendees in total. Both of these figures are most likely undervalued because some events did not have attendance approximations and two districts were unable to provide event information.⁶ Station North held almost 20.0 percent of all of the A&E district events (162 events) in FY 2020. However, Frederick attracted the most attendees to their nine

⁶ The following A&E districts were unable to provide attendance numbers for all of their events: Annapolis, Bel Air, Berlin, Bethesda, Bromo, Elkton, Frederick, Grantsville, Havre de Grace, Oakland, Salisbury, and Station North.

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events, totaling to approximately 230,150 individuals. Many districts had to cancel or postpone events once social distancing guidelines were implemented in Maryland due to the COVID-19 pandemic.

The pandemic also impacted the district’s festivals, effectively canceling any festival usually planned in the spring (March-June). Figure 6 below shows details of the festivals that occurred in A&E Districts during FY 2020.

Figure 6: Festivals by District, FY 2020

A&E District	Festivals	Percent	Attendance
Annapolis	3	2.2%	65,000
Bel Air	7	5.0%	61,077
Berlin	3	2.2%	12,000
Bethesda	2	1.4%	55,000
Bromo	2	1.4%	16,500
Cambridge	4	2.9%	N/A
Chestertown	5	3.6%	9,600
Crisfield	3	2.2%	8,300
Cumberland	4	2.9%	1,050
Denton	0	0.0%	0
Easton	6	4.3%	32,600
Elkton	3	2.2%	4,104
Frederick	0	0.0%	0
Frostburg	7	5.0%	6,100
Gateway	2	1.4%	3,500
Grantsville	3	2.2%	4,430
Hagerstown	3	2.2%	11,100
Havre de Grace	3	2.2%	16,000
Highlandtown	2	1.4%	9,000
Leonardtwn	5	3.6%	16,875
Oakland	10	7.2%	64,950
Pennsylvania Ave.	0	0.0%	0
Salisbury	1	0.7%	105,000
Silver Spring	33	23.7%	159,550
Snow Hill	7	5.0%	3,400
Station North	15	10.8%	177,189
Stevensville	1	0.7%	2,100
Wheaton	5	3.6%	5,700
Total	139	100.0%	850,125

Sources: Maryland A&E Districts, MSAC, RESI

During FY 2020, A&E districts held approximately 139 festivals with a total of approximately 850,125 attendees. Similar to the district events, these numbers may be lower than the actual totals because not all districts could approximate the attendance for all of their events.⁷ Silver Spring held the most festivals during FY 2020 (23.7 percent of all festivals). However, Station North had the largest number of total attendees to their 15 festivals (177,189 attendees).

3.5 District Assets

Maryland's A&E Districts feature a variety of creative and cultural assets, such as performance venues, galleries/co-ops, arts education organizations, arts organizations, and museums, for visitors to enjoy. Figure 7 presents the number of reported enterprises by district for FY 2020.

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⁷ Silver Spring was unable to provide information on festivals during FY 2020. The following districts were not able to provide all or any attendance information: Annapolis, Cambridge, Chestertown, Frostburg, Station North, and Wheaton.

Figure 7: Enterprises by District, FY 2020

District	Count	Percent
Annapolis	36	5.9%
Bel Air	11	1.8%
Berlin	12	2.0%
Bethesda	30	4.9%
Bromo	25	4.1%
Cambridge	1	0.2%
Chestertown	15	2.5%
Crisfield	5	0.8%
Cumberland	17	2.8%
Denton	8	1.3%
Easton	6	1.0%
Elkton	17	2.8%
Frederick	52	8.6%
Frostburg	21	3.5%
Gateway	55	9.1%
Grantsville	11	1.8%
Hagerstown	9	1.5%
Havre de Grace	32	5.3%
Highlandtown	11	1.8%
Leonardtwn	18	3.0%
Oakland	21	3.5%
Pennsylvania Ave.	8	1.3%
Salisbury	20	3.3%
Silver Spring	64	10.5%
Snow Hill	8	1.3%
Station North	58	9.6%
Stevensville	7	1.2%
Wheaton	29	4.8%
Total	607	100.0%

Sources: Maryland A&E Districts, MSAC, RESI

As seen above, there were 607 enterprises within the 28 A&E Districts. With 64, Silver Spring reported the highest number of enterprises, while Station North in Baltimore City reported the second-highest number of 58. Both districts are in urban areas.

Figure 8 contains additional information on the types of enterprises located around the state.

Figure 8: Enterprises by Type, FY 2020

Enterprise Type	Count	Percent
Performance Venues	152	25.0%
Galleries/Co-ops	143	23.6%
Arts Education Organizations	82	13.5%
Art Suppliers/Services	79	13.0%
Arts Organizations	72	11.9%
Museums	39	6.4%
Other	40	6.6%
Total	607	100.0%

Sources: Maryland A&E Districts, MSAC, RESI

As seen above, the plurality of enterprises, 152 or 25.0 percent of the total, were performance venues. In addition to traditional theaters, examples of performance venues included stage areas in cafés, bars, and restaurants, as well as outdoor stages.

Districts also provided information on the art works that are publicly accessible within their borders, found in Figure 9.

Figure 9: Public Art by District, FY 2020

District	Public Art Works
Annapolis	0
Bel Air	23
Berlin	0
Bethesda	0
Bromo	0
Cambridge	0
Chestertown	1
Crisfield	0
Cumberland	0
Denton	0
Easton	0
Elkton	8
Frederick	16
Frostburg	2
Gateway	78
Grantsville	1
Hagerstown	6
Havre de Grace	44
Highlandtown	0
Leonardtwn	7
Oakland	5
Pennsylvania Ave.	0
Salisbury	10
Silver Spring	62
Snow Hill	0
Station North	4
Stevensville	0
Wheaton	22
Total	289

Sources: Maryland A&E Districts, MSAC, RESI

Maryland’s A&E Districts reported that there are 289 pieces of art available to the public within their districts. Silver Spring reported the highest total, at 62 works. Examples of public art include murals, sculptures, and statues.

Some districts contain housing that is specifically designed or designated for artists. These buildings may contain specialized infrastructure (for example, gallery space or a sprung floor for dance) and/or be financially accessible. Figure 10 illustrates which districts have housing available for artists, and if so, how many units are available.

Figure 10: Artist Housing by District, FY 2020

District	Housing?	Buildings/Complexes	Units
Annapolis	No	--	--
Bel Air	No	--	--
Berlin	No	--	--
Bethesda	No	--	--
Bromo	Yes	6	255
Cambridge	No	--	--
Chestertown	No	--	--
Crisfield	No	--	--
Cumberland	No	--	--
Denton	Yes	1	1
Easton	No	--	--
Elkton	No	--	--
Frederick	No	--	--
Frostburg	No	--	--
Gateway	Yes	3	100
Grantsville	Yes	1	2
Hagerstown	Yes	1	4
Havre de Grace	Yes	1	
Highlandtown	Yes	1	8
Leonardtwn	Yes	10	70
Oakland	No	--	--
Pennsylvania Ave.	No	--	--
Salisbury	Yes	2	50
Silver Spring	Yes	4	232
Snow Hill	Yes	3	3
Station North	Yes	5	219
Stevensville	No	--	--
Wheaton	Yes	6	341
Total	13	44	1,285

Sources: Maryland A&E Districts, MSAC, RESI

As shown in Figure 10, 13 districts reported that artist housing is available. The 44 buildings or complexes in these districts contain an estimated 1,285 units. Leonardtown reported 10 buildings or complexes, the largest number of any district, while Wheaton reported largest number of units, at 341.

Districts also provided information regarding occupancy rates for various types of real estate within their borders, presented in Figure 11.

Figure 11: Occupancy Rate by Real Estate Type by District, FY 2020

District	Storefront/ Commercial	Residential	Industrial/ Manufacturing	Mixed Use
Annapolis	90.0%	98.0%	100.0%	90.0%
Bel Air	90.0%	99.0%	0.0%	90.0%
Berlin	100.0%	100.0%	0.0%	75.0%
Bethesda	80.0%	90.0%	0.0%	85.0%
Bromo	97.1%	89.7%	0.0%	90.5%
Cambridge	--	--	--	--
Chestertown	98.0%	99.0%	--	95.0%
Crisfield	52.0%	75.0%	80.0%	50.0%
Cumberland	65.0%	90.0%	90.0%	70.0%
Denton	95.0%	98.0%	0.0%	85.0%
Easton	90.0%	100.0%	60.0%	80.0%
Elkton	93.0%	90.0%	0.0%	95.0%
Frederick	90.0%	97.0%	97.0%	83.0%
Frostburg	85.0%	95.0%	0.0%	85.0%
Gateway	87.0%	100.0%	90.0%	86.0%
Grantsville	25.0%	70.0%	0.0%	5.0%
Hagerstown	0.0%	0.0%	0.0%	0.0%
Havre de Grace	98.0%	95.0%	50.0%	90.0%
Highlandtown	93.0%	97.5%	90.0%	95.0%
Leonardtwn	90.0%	90.0%	0.0%	95.0%
Oakland	35.0%	60.0%	0.0%	5.0%
Pennsylvania Ave.	55.0%	65.0%	0.0%	60.0%
Salisbury	90.0%	96.0%	0.0%	82.0%
Silver Spring	93.0%	96.0%	97.0%	91.0%
Snow Hill	71.0%	5.0%	0.0%	7.0%
Station North	73.0%	87.0%	82.0%	74.0%
Stevensville	96.0%	98.0%	0.0%	75.0%
Wheaton	97.0%	90.0%	0.0%	77.0%

Sources: Maryland A&E Districts, MSAC, RESI

For districts that provided data, occupancy rates vary significantly. While some districts are near or at capacity, other districts have significant space available for new opportunities.

3.6 Benefit Information

The A&E District program provides opportunities and incentives for artists and businesses located within the districts.

Figure 12 notes which districts have artist registries, the number of artists registered in FY 2020, and whether or not the district has a relocation program.

Figure 12: Registered Artists by District, FY 2020

District	Registry?	Artists Registered in FY 2020	Relocation
Annapolis	No	--	No
Bel Air	Yes	13	No
Berlin	Yes	0	No
Bethesda	No	--	No
Bromo	No	--	No
Cambridge	No	--	No
Chestertown	No	--	No
Crisfield	Yes	10	No
Cumberland	No	--	No
Denton	Yes	2	Yes
Easton	No	--	No
Elkton	Yes	0	No
Frederick	Yes	50	No
Frostburg	Yes	16	No
Gateway	Yes	0	No
Grantsville	No	--	No
Hagerstown	No	--	No
Havre de Grace	Yes	11	No
Highlandtown	Yes	0	No
Leonardtwn	Yes	13	No
Oakland	Yes	0	No
Pennsylvania Ave.	No	--	No
Salisbury	No	--	No
Silver Spring	Yes	0	No
Snow Hill	Yes	0	No
Station North	No	--	No
Stevensville	Yes	0	No
Wheaton	Yes	0	Yes
Total	16	115	2

Sources: Maryland A&E Districts, MSAC, RESI

As seen above, the majority of districts maintain an artist registry, and 115 artists were reported to have registered in FY 2020. Frederick reported the largest number of registrations in FY 2020, at 50 artists. Interestingly, the two districts that have artist relocation programs, Denton and Wheaton, had few if any artists register during the time period.

Regardless of whether or not a district maintains a registry, districts were asked to estimate the number of artists working within their borders. These estimates are presented in Figure 13.

Figure 13: Estimated Artists by District, FY 2020

District	Estimated Artists
Annapolis	300
Bel Air	114
Berlin	17
Bethesda	1,000
Bromo	250
Cambridge	--
Chestertown	15
Crisfield	119
Cumberland	15
Denton	240
Easton	80
Elkton	350
Frederick	850
Frostburg	75
Gateway	690
Grantsville	18
Hagerstown	0
Havre de Grace	50
Highlandtown	75
Leonardtwn	121
Oakland	85
Pennsylvania Ave.	50
Salisbury	95
Silver Spring	150
Snow Hill	15
Station North	325
Stevensville	150
Wheaton	90
Total	5,339

Sources: Maryland A&E Districts, MSAC, RESI

Statewide, Maryland’s A&E Districts estimated that they have approximately 5,339 artists working in their districts. Bethesda and Frederick reported the largest number of artists, at 1,000 and 850 respectively.

Businesses in Maryland’s A&E Districts can access unique tax incentives. Figure 14 presents the number of businesses utilizing tax incentives in FY 2020.

Figure 14: Businesses' Tax Incentive Utilization by District, FY 2020

District	Admissions and Amusement Tax Abatement		Property Tax Credit	
	Count	Percent	Count	Percent
Annapolis	2	10.5%	0	0.0%
Bel Air	0	0.0%	0	0.0%
Berlin	0	0.0%	0	0.0%
Bethesda	2	10.5%	0	0.0%
Bromo	3	15.8%	0	0.0%
Cambridge	0	0.0%	0	0.0%
Chestertown	0	0.0%	0	0.0%
Crisfield	0	0.0%	0	0.0%
Cumberland	0	0.0%	0	0.0%
Denton	0	0.0%	0	0.0%
Easton	0	0.0%	0	0.0%
Elkton	0	0.0%	0	0.0%
Frederick	0	0.0%	0	0.0%
Frostburg	0	0.0%	0	0.0%
Gateway	3	15.8%	1	100.0%
Grantsville	1	5.3%	0	0.0%
Hagerstown	0	0.0%	0	0.0%
Havre de Grace	0	0.0%	0	0.0%
Highlandtown	0	0.0%	0	0.0%
Leonardtown	2	10.5%	0	0.0%
Oakland	1	5.3%	0	0.0%
Pennsylvania Ave.	0	0.0%	0	0.0%
Salisbury	2	10.5%	0	0.0%
Silver Spring	2	10.5%	0	0.0%
Snow Hill	0	0.0%	0	0.0%
Station North	0	0.0%	0	0.0%
Stevensville	0	0.0%	0	0.0%
Wheaton	1	5.3%	0	0.0%
Total	19	100.0%	1	100.0%

Sources: Maryland A&E Districts, MSAC, RESI

As seen in Figure 14, 19 businesses in 10 of the state's A&E districts used an Admission and Amusement Tax Abatement in FY 2020. The largest number of businesses utilizing these programs was seen in Bromo and Gateway, at three businesses each. Only one business, also located in Gateway, was reported to have used a property tax credit.

In addition to tax credits, districts have other financial and nonfinancial resources available for use. Information regarding these other types of incentives is presented in Figure 15.

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Figure 15: Incentives Reported by A&E District, FY 2020

District	Other	Façade?	Loan?	Other tax credit/abatement?	Grants	Other	Nonfinancial
Annapolis	No						
Bel Air	Yes	X	X	X	X		
Berlin	Yes	X					X
Bethesda	Yes						
Bromo	Yes					X	
Cambridge	No						
Chestertown	Yes	X				X	X
Crisfield	Yes	X		X	X	X	
Cumberland	Yes		X	X	X		X
Denton	Yes		X				X
Easton	Yes						X
Elkton	Yes	X	X			X	X
Frederick	Yes			X			
Frostburg	Yes			X		X	
Gateway	Yes	X		X			
Grantsville	Yes	X		X	X		X
Hagerstown	Yes	X	X		X	X	
Havre de Grace	Yes	X		X		X	
Highlandtown	Yes					X	
Leonardtwn	Yes	X					
Oakland	Yes			X	X	X	
Pennsylvania Ave.	Yes			X		X	
Salisbury	Yes	X	X	X		X	
Silver Spring	Yes			X			X
Snow Hill	Yes		X		X	X	
Station North	Yes	X					X
Stevensville	No				X	X	
Wheaton	Yes			X		X	X
Total	25	12	7	13	8	14	10

Sources: Maryland A&E Districts, MSAC, RESI

The majority of districts, 25 out of 28, reported utilizing other incentives. Of the defined incentive types, other tax credits/abatements were the most commonly used. Examples of these programs include historic preservation tax credits, local property tax credits for arts-related spaces, and tax credits for sustainable communities.

Districts use a variety of communication tools to share information with their communities, which was particularly important in FY 2020 due to the start of the COVID-19 pandemic. Information regarding communication tools can be found below.

Figure 16: Use of Communication Tools, FY 2020

Communication Tool	Number of Districts	Percent of Districts
Facebook	28	100.0%
Website	28	100.0%
Online Events Calendar	18	64.3%
Instagram	17	60.7%
Artist Registry	16	57.1%
Twitter	14	50.0%
Other	8	28.6%

Sources: Maryland A&E Districts, MSAC, RESI

As seen in Figure 16 above, all districts use Facebook and have a website. The majority of districts also use an online events calendar, Instagram, and an artist registry.

3.7 Public Funding

A&E Districts reported their national, MSAC, other State of Maryland agency, and local public funding along with any in-kind support received during FY 2020. Figures Figure 17 through Figure 22 outline the district’s funding by source, type, and amount. Figure 17 below shows the A&E district’s national funding.

Figure 17: A&E Districts Receiving National Funding, FY 2020

A&E District	National Funding Type	Amount
Chestertown	National Endowment for the Arts	\$10,000
Pennsylvania Ave.	Masto Foundation Trust	\$10,500
Total		\$20,500

Sources: Maryland A&E Districts, MSAC, RESI

Only two A&E districts received national funding during FY 2020; Chestertown and Pennsylvania Avenue. Chestertown received funding from the National Endowment for the Arts, a federal agency tasked with supporting arts opportunities in the states.⁸ Pennsylvania Avenue received funding from the Masto Foundation Trust, a family foundation that promotes equity and diversity.⁹ The total amount of national funding received by A&E districts in FY 2020 amounted to \$20,500, \$19,500 less than in FY 2019.

Figure 18 below outlines A&E district funding from MSAC.

⁸ “About,” National Endowment for the Arts, accessed June 30, 2021, <https://www.arts.gov/about>.

⁹ “Our Mission,” The Masto Foundation, accessed June 30, 2021, <https://mastofoundation.org/what-we-do>.

Figure 18: A&E Districts Receiving Funding from MSAC, FY 2020

MSAC Funding Type	District	Amount
Operating Support	Annapolis	\$15,000
	Bel Air	\$15,000
	Berlin	\$15,000
	Bethesda	\$15,000
	Bromo	\$15,000
	Cambridge	\$15,000
	Chestertown	\$15,000
	Crisfield	\$15,000
	Cumberland	\$15,000
	Denton	\$15,000
	Easton	\$15,000
	Elkton	\$15,000
	Frederick	\$15,000
	Frostburg	\$15,000
	Gateway	\$15,000
	Grantsville	\$15,000
	Hagerstown	\$15,000
	Havre de Grace	\$15,000
	Highlandtown	\$15,000
	Leonardtown	\$15,000
Oakland	\$15,000	
Pennsylvania Ave.	\$15,000	
Salisbury	\$15,000	
Silver Spring	\$15,000	
Snow Hill	\$15,000	
Station North	\$15,000	
Wheaton	\$15,000	
Technical Assistance	Annapolis	\$2,500
	Bromo	\$2,500
	Chestertown	\$2,400
	Crisfield	\$2,500
	Cumberland	\$2,500
	Elkton	\$2,500
	Frostburg	\$2,500
	Grantsville	\$2,500
	Highlandtown	\$2,496
	Leonardtown	\$990
	Oakland	\$2,500
	Pennsylvania Ave.	\$2,500
	Silver Spring	\$2,500
	Station North	\$2,500
Hagerstown	\$10,000	

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MSAC Funding Type	District	Amount
Grants for Organizations	Havre de Grace	\$8,629
	Crisfield	\$7,065
Public Art	Denton	\$5,000
	Snow Hill	\$3,425
	Wheaton	\$5,000
	Crisfield	\$15,000
Emergency Grant	Pennsylvania Ave.	\$5,000
	Silver Spring	\$10,000
	Station North	\$5,000
Total		\$512,505

Sources: Maryland A&E Districts, MSAC, RESI

All A&E districts except Stevensville received \$15,000 in MSAC operating support grants, an increase of \$5,000 from FY 2019's average operating support grant amount. This year, two districts received emergency funding related to the COVID-19 pandemic: Pennsylvania Ave. and Silver Spring. Funding from MSAC in FY 2020 amounted to nearly \$513,000. State funding not from MSAC is included in Figure 19 below.

Figure 19: A&E Districts Receiving Other State Funding, FY 2020

State Funding Type	District	Amount
Keep Maryland Beautiful	Crisfield	\$5,000
	Frostburg	\$1,500
Department of Housing and Community Development (DHCD)	Crisfield	\$25,000
	Frostburg	\$26,500
	Highlandtown	\$100,000
Main Street	Denton	\$25,000
Baltimore Regional Neighborhood Initiative (BRNI)	Highlandtown	\$16,155
Maryland Heritage Areas Authority (MHAA)	Frostburg	\$2,500
	Leonardtwn	\$100,000
Maryland Department of Natural Resources (DNR)	Leonardtwn	\$175,000
Critical Areas Grant	Leonardtwn	\$1,500
Community Legacy Grant	Leonardtwn	\$25,000
Maryland Humanities Cares	Pennsylvania Avenue	\$5,150
Maryland State Aid for Police Protection	Leonardtwn	\$13,246
County Cultural Arts Board	Havre de Grace	\$10,250
Total		\$531,801

Sources: Maryland A&E Districts, MSAC, RESI

Leonardtwn received the most funding from other state sources in FY 2020, totaling to over \$310,000. The largest single grant amount came from the Maryland DNR and totaled \$175,000 for a waterway improvement project in Leonardtown. The second largest funding source was

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the Maryland DHCD, supporting three districts and providing over \$150,000. In FY 2020 A&E districts received almost \$532,000 in other state funding.

Figure 20 below breaks down local funding sources and amounts for the A&E districts.

Figure 20: A&E Districts Receiving Local Funding, FY 2020

District	Local Funding Type	Amount
Annapolis	City of Annapolis	\$15,000
	Arts Council of Anne Arundel County	\$4,000
	BGE	\$15,000
	Inner West Street Association	\$10,000
Bel Air	Harford County Cultural Arts Board	\$3,320
Berlin	Worcester County Arts Council	\$1,800
Bromo	BOPA - Neighborhood Lights	\$5,000
Crisfield	Community Foundation of the Eastern Shore Handy Grant	\$5,065
	Community Foundation of the Eastern Shore (CFES) Emergency Grants	\$4,000
Denton	Individual Fund Raising for Public Art	\$6,150
Easton	Town of Easton	\$150,000
Elkton	Town of Elkton	\$30,000
Frostburg	Passages of the Western Potomac Heritage Area	\$5,000
	City of Frostburg	\$45,000
Grantsville	Town of Grantsville	\$3,000
Havre de Grace	City of Havre de Grace	\$50,000
	Harford County Tourism Award	\$15,000
Highlandtown	Healthy Neighborhoods Block Projects	\$9,719
	Baltimore National Heritage Area Art Walk	\$4,893
	BDC Façade Improvement Grant	\$30,000
Leonardtwn	Commissioners of Leonardtown	\$10,000
	St. Mary's Arts Council Arts Development Grants	\$4,100
Oakland	Town of Oakland	\$8,000
Pennsylvania Ave.	Department of Planning	\$51,200
	Baltimore Development Corporation	\$10,000
	Baltimore Community Foundation	\$45,000
	T. Rowe Price	\$90,000
Salisbury	Community Catalyst Grant	\$40,000
	City of Salisbury	\$148,500
	Community Foundation of the Eastern Shore	\$2,500
Silver Spring	The Chaney Foundation	\$10,000
	Montgomery County Government	\$250,000
Snow Hill	Town of Snow Hill	\$5,000
Station North	Department of Planning	\$50,000
	Baltimore City Arts Funding	\$50,000
Stevensville	Queen Anne's County Economic & Tourism Development	\$1,850

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District	Local Funding Type	Amount
Wheaton	Montgomery County Government	\$130,000
Total		\$1,318,097

Sources: Maryland A&E Districts, MSAC, RESI

A&E districts combined received over \$1.3 million in local funding in FY 2020, almost tripling the total funding received in FY 2019. The largest single grant and largest grant amount received by a single district went to Silver Spring from the Montgomery County Government and amounted to \$250,000. Pennsylvania Avenue received the second-most in local funding at \$236,200 spread between five separate sources.

Figure 21 below shows the districts that received operating support during FY 2020.

Figure 21: A&E Districts Receiving Operating Support, FY 2020

District	Provider	Amount
Annapolis	City of Annapolis	\$15,000
	Arts Council of Anne Arundel County	\$4,000
	BGE	\$10,000
	Inner West Street Association	\$10,000
Easton	Town of Easton	\$90,000
Frostburg	City of Frostburg	\$45,000
Grantsville	Town of Grantsville	\$3,000
Havre de Grace	City of Havre de Grace	\$50,000
	Harford County Tourism Award	\$15,000
Leonardtown	Commissioners of Leonardtown	\$10,000
	St. Mary's Arts Council Arts Development Grants	\$4,100
Oakland	Town of Oakland	\$8,000
Pennsylvania Avenue	Department of Planning	\$50,000
	T. Rowe Price	\$10,000
	Community Catalyst Grant	\$40,000
Salisbury	City of Salisbury	\$94,500
Station North	Department of Planning	\$50,000
Stevensville	Queen Anne's County Economic & Tourism Development	\$1,850
Wheaton	Montgomery County Government	\$130,000
Total		\$640,450

Sources: Maryland A&E Districts, MSAC, RESI

Twelve of the 28 A&E districts received local operating support amounting to \$640,450 in FY 2020. The Montgomery County Government provided the single largest grant in the amount of \$130,000 to Wheaton. The district with the second-most funding was Pennsylvania Avenue, with \$100,000 from three grants.

The final funding-related figure below, Figure 22, outlines the in-kind support received by the districts in FY 2020.

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Figure 22: A&E Districts Receiving In-Kind Support, FY 2020

District	Provider	Type	Amount
Bel Air	Town of Bel Air	Staff salary	\$12,344
	Town of Bel Air	Office space and services	\$3,000
	Town of Bel Air	Staff for events	\$6,000
	Town of Bel Air	Marketing	\$4,899
	Town of Bel Air	Web hosting	\$947
Berlin	Town of Berlin	Office and storage space	\$7,500
	Town of Berlin Welcome Center	Local featured artists gallery	\$2,400
	Town of Berlin	Staff time	\$10,000
Bromo	Downtown Partnership of Baltimore	Staff salary	\$60,000
Chestertown	Town of Chestertown	Office, utilities, portion of manager's salary	\$17,500
Crisfield	City of Crisfield	Use of Corbin Studio & Gallery	\$12,000
	City of Crisfield	Utilities at Corbin Studio & Gallery	\$8,000
	City of Crisfield	A&E district insurance	\$1,802
Denton	Town of Denton	Administrative and office support	\$15,000
Elkton	Margie Blystone	Volunteer A&E chairman	\$39,000
	Town of Elkton	Office space, police & public works	\$60,000
Grantsville	Garrett County Arts Council Inc.	Administrative support	\$1,000
	Town of Grantsville	Meeting space	\$500
	Garrett County Arts Council Inc.	Office space	\$500
Havre de Grace	City of Havre de Grace	Tourism and marketing	\$3,000
	City of Havre de Grace	Staff support	\$20,000
Highlandtown	Creative Alliance	Staff time	\$50,000
	Southeast CDC	Staff time	\$50,000
Leonardtown	Commissioners of Leonardtown	Staff support, office space & supplies, A&E district major events	\$50,000
	Leonardtown Business Association	Funding and volunteers	\$15,000
Oakland	Garrett County Arts Council Inc.	Administrative support	\$1,000
	Garrett County Arts Council Inc.	Office space	\$1,000
Salisbury	City of Salisbury	Office space	\$7,200

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District	Provider	Type	Amount
	City of Salisbury	Event support	\$45,000
	PKS Accounting	Professional services	\$4,000
	Dicarlo Digital Copy Center	Printing	\$1,500
	WMDT-47 ABC	Advertising	\$7,500
	Robinson's Family of Businesses	Printing	\$3,500
	Kacey Martin	Graphic design	\$4,000
	PAC-14	Promo videos	\$2,000
Silver Spring	Montgomery County Government	Office	\$10,000
Snow Hill	Town of Snow Hill	Public works support	\$10,000
Station North	Baker Foundation	Estimated carry-over for programming	\$10,500
	France Merrick Foundation	Estimated carry-over for capital improvements	\$30,000
	Johns Hopkins University	Intern stipend	\$3,600
	Miscellaneous	Estimated carry-over for operating income	\$10,000
	CBP	Operating budget	\$30,000
	Johns Hopkins University	Operating budget	\$20,000
Stevensville	Queen Anne's County Economic & Tourism Development	Administrative support	\$25,000
	Nancy Cook (Chair-Partial Year)	Administrative support	\$1,500
	Dominic DiGiovine (Chair/Vice Chair)	Administrative support	\$3,750
	Lucy Kruse (Vice Chair/Secretary-Partial Year)	Administrative support	\$1,250
	Joan McWilliams (Secretary-Partial year)	Minutes	\$750
Wheaton	Montgomery County Government	Office	\$10,000
Total			\$693,442

Sources: Maryland A&E Districts, MSAC, RESI

A&E districts can receive in-kind support from the community in addition to government funding. The types of in-kind support mainly include staff, operating, office, event, and miscellaneous support. In FY 2020, 18 of the 28 districts were able to provide estimates of the in-kind support they received, this totaled to approximately \$693,442. Since these are only estimations and ten of the districts were unable to provide approximations, their combined value may be underestimated. Another note to mention is that due to rounding, the sum of the funding may not exactly equal the final total value.

3.8 FY 2020 Goals and Work Plan

Districts provided narratives regarding their goals and plans to help attain them. Some of the overarching and interrelated goals of the A&E Districts include the following:

- Use both traditional and modern marketing channels to increase awareness;
- Conduct more frequent outreach with current stakeholders and build relationships with new ones, particularly in underrepresented communities;
- Engage more with the public;
- Hire to fill empty positions;
- Facilitate feasible and sustainable projects;
- Support those that have been impacted by the COVID-19 pandemic;
- Diversify funding sources;
- Expand artistic diversity; and
- Establish more public art.

To meet these goals, each district has a work plan. A sample of such work plans includes the following action steps:

- Create a “comprehensive package of tools and resources to foster small business development and support the expansion of creative entrepreneurs and art organizations by offering grants and loans.”
- “Support and implement promotional endeavors, such as art walks, public realm improvements, and artist retention and expansion needs.”
- “Creating trackable urls for the public art projects so we can track how many views each gets.”
- “Creating a brochure to be handed out to art schools, universities and other platforms used to attract artists.”
- “Escalating the visibility of the arts and communicating the value of arts.”
- “Build the financial capacity of the arts community through broadening and diversifying public and private sources with appropriate planning and oversight.”
- “Produce events in underserved areas”
- “Take each week one of a time, respond to the needs of our community, and help support the arts and businesses.”
- “We will listen to the voices of our community and we will attempt to adapt to any events or activities they would like to see.”
- “We will be hiring local photographers to help document the work and events throughout the district to be used for larger marketing initiatives moving forward.”

- “Branch out and work with new arts organizations and efforts.”

3.9 MSAC Technical Assistance

Districts were asked to provide narratives regarding the types of technical assistance, other than funding, that would benefit them. While each district has unique needs, various trends emerged. Figure 23 summarizes these findings. Please note that districts may have discussed multiple types of assistance, so percentages calculated from total number of districts and will not sum to 100 percent.

Figure 23: Types of Technical Assistance Requested by Districts in FY 2020

Technical Assistance	Districts	Percent of Districts
PD/Training Opportunities	15	53.6%
Marketing/Market Research	11	39.3%
COVID and Virtual Resources	6	21.4%
Networking Opportunities	5	17.9%
Financial and Administrative Assistance	4	14.3%
Working Groups	4	14.3%
Community Engagement Resources	3	10.7%
Ecommerce Resources	2	7.1%
Other	5	17.9%

Maryland A&E Districts, MSAC, RESI

As seen above, the majority of districts requested additional professional development (PD) and/or training opportunities. Topics of interest include but are not limited to diversity, equity, and inclusion; trainings tailored to board members; strategic planning; and data management. Despite the common themes amongst the districts, five districts suggested technical assistance that could not be otherwise categorized. One particularly inventive suggestion involves creating a “find the A&E District” scavenger hunt to help districts network and learn about each other.

4.0 Conclusion

Despite the unexpected end of the fiscal year due to the pandemic, Maryland’s A&E Districts provided a variety of creative and cultural enrichment for Maryland residents and visitors. These opportunities improve quality of life and support the livelihoods of artists, local businesses, and communities.

5.0 References

Maryland State Arts Council. "Arts & Entertainment Districts."

<https://www.msac.org/programs/arts-entertainment-districts>.

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National Endowment for the Arts. "About." <https://www.arts.gov/about>.

The Office of Governor Larry Hogan. "Maryland Reports 157 New COVID-19 Cases; Now More Than 1,200 Confirmed Cases In National Capital Region." March 26th, 2020.

<https://governor.maryland.gov/2020/03/26/maryland-reports-157-new-covid-19-cases-now-more-than-1200-confirmed-cases-in-national-capital-region/>.

State of Maryland Executive Order 20-03-30-01. "AMENDING AND RESTATING THE ORDER OF MARCH 23, 2020, PROHIBITING LARGE GATHERINGS AND EVENTS AND CLOSING SENIOR CENTERS, AND ALL NON-ESSENTIAL BUSINESSES AND OTHER ESTABLISHMENTS, AND ADDITIONALLY REQUIRING ALL PERSONS TO STAY AT HOME."

<https://governor.maryland.gov/wp-content/uploads/2020/03/Gatherings-FOURTH-AMENDED-3.30.20.pdf>.

Appendix A—A&E District Annual Report for FY 2020

[Placeholder for FY 2020 Annual Report]

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Appendix B—Data Limitations

Please note that data come from annual reports that each A&E District is required to submit to MSAC. Since these documents contain self-reported data, some information may be inconsistent between districts and/or under- or over-counted.

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