

2020 YEAR REVIEW



Despite all the challenges that we have faced in 2020, the Bel Air Downtown Alliance remains a strong partner in our community. We have and will continue to support our mission of mobilizing stakeholders to invest in Bel Air's neighborhoods, economy, and quality of life.

New Businesses DOWNTOWN



10 NEW
BUSINESSES
OPENED
in Downtown Bel Air

Investments
\$6k
FUNDED
OVER
in Facade Improvements



- EXPLORORGANICS PLANT SHOP
- REALTY PLUS ASSOCIATES
- SORELLA SKINCARE & AESTHETICS
- FARMHOUSE ON MAIN
- HARFORD RETIREMENT PLANNERS
- WILLOW AND WAVES SALON
- SOUTHERN TRUST MORTGAGE
- LIVE RITE
- KERRY PARADIS PHOTOGRAPHY
- BELLA VITA SALON

Invested in a new roof for Willow and Waves Salon on Main Street



RAISED OVER
\$177,000
from events, memberships,
sponsors & grants

New Staff MEG GARDNER

1 NEW
EMPLOYEE
joined the Bel Air
Downtown Alliance



Meg is our new Project Coordinator and Jenny Falcone has been promoted to Interim Executive Director

Our Partners

Bel Air
MARYLAND



COVID-19

We provided and donated PPE supplies to local businesses.

ALLIANCE TECHNOLOGY GRANT

\$5K

We created and awarded this grant to 5 businesses to support them going to online platforms during COVID-19.

CANCELLED EVENTS



HELD EVENTS



New Event



We were able to hold many events while social distancing as COVID-19 restrictions evolved. Due to its successful season, an extra Belle Aire Market was added in November. A new Drive-In Movie series was added which received incredibly positive feedback from the community.

PPP \$29K

Payroll Protection Program funds awarded to support the Alliance.

\$25K NORI GRANT

Non-Prot Recovery Initiative. Awarded to help us support our initiatives.

Programs & Initiatives



WAYFINDING

We invested with the Town in new signage throughout downtown.



HOMETOWN HEROES

Our third Hometown Heroes Banner Program was installed and will be displayed during the 2020, 2021, and 2022 years.



PAINT THE TOWN

During the month of *Pink* October we supported the Kaufman Cancer Center by creating initiatives to raise cancer awareness.



WINTER WONDERLAND

We contributed \$10,000 and continue to partner with Winter Wonderland which has become its own non-profit organization and has expanded its displays from the Bel Air Armory to the Courthouse and beyond.



TRICK OR TREAT

Held at participating businesses in Downtown Bel Air.

MUSIC ON MAIN

Our initiative to bring year-round music to the streets of Downtown Bel Air will see the first phase completed by the end of 2020.

