

# 2021 Year in Review

**\$539,000** Raised  
from Grants, Events, Sponsorships & Membership



**\$280,000**

raised from Bel Air Downtown Alliance events held in 2021



**\$194,113**

**MD-SERI grant funds**  
distributed to 39 local businesses during COVID



**\$150,000**  
**community legacy**

grant completed new co-working space to include Alliance office suite



**\$199,120**  
**in total funded**

to local businesses



**\$400,000**  
**in grants received**

including \$150,000 for co-working space at 5 N main



WorkAlli at 5 N Main

**90% complete**

3 Leased offices  
Conference room for rent  
4 drop-in desks



**\$9k**



Raised thru Membership



**KEEP MD BEAUTIFUL**

**\$5k**

For Planting Trees in North End of Town

**PPP LOAN**

**\$27k**

Second Round

Second PPP Loan was received and forgiven

Another round of funding available to downtown businesses

**Facade Improvement**

**\$35k**

**Harford Tourism Grant**

**\$40k**

Helped to fund Music on Main and events in downtown

Maryland Technical Assistance Grant

**TAG Grant**  
**\$15k**

From the State



Over

**\$5k**

**Tips from events**  
donated to local non-profits



## Now Open

### 10 new businesses

- CoffeeBar
- Therapeutic Massage
- LBMB
- Joseph T Salon
- Kindred Spirits Vintage
- Mannequin on Main
- Tracey Properties
- Offline Footwear and Vintage
- Julie Marindin Attorney at Law
- Access Benefits Community Services

### Congratulations

to REB Records & Ferrari Frame moving to Main Street from Armory Marketplace



### Volunteers

Thank you to all our dedicated volunteers for all you do that make our events possible.

## Events



Bel Air  
Christmas  
Parade & Tree  
Lighting

## Initiatives

### Music on Main

16 high definition speakers have been installed on Main Street and are playing music on evenings and weekends.



### Paint the Town *Pink*



During the month of October we support the Kaufman Cancer Center by creating initiatives to raise money and awareness.

### Wayfinding

We donated \$20,000 to the Town of Bel Air for municipal lot Wayfinding Signage.



### Sgt. Alfred B. Hilton Mural



We were one of the largest donors to the mural painted by Jack Pabis commemorating SGT Alfred B. Hilton at his namesake Memorial American Legion Post 55.

## Staff

Jenny Falcone has been promoted as the new Executive Director.

## Partnerships



Thank You!

2021 has been a year of change, growth and transition. Like many, we have faced challenges after Covid-19 but through adversity comes strength and resilience. We look forward to another year of success and the positive direction we are headed.