

Mission

The Bel Air Downtown Alliance is a non-profit community development organization whose mission is to mobilize stakeholders to invest in Bel Air's neighborhoods, economy, and quality of life.

Vision

We envision Bel Air's future as a sustainable community in which people live, work, and play. We attract and welcome diverse neighborhoods where our parks, schools, and commercial centers are vibrant assets that enrich our quality of life. Our success is based on strong collaborations with our government and economic partners.

Values

The Bel Air Downtown Alliance is guided by the following values:

INNOVATION

The Bel Air Downtown Alliance welcomes innovation and investment that strengthens the economic health and quality of life of Bel Air.

HERITAGE

Bel Air has a rich historical legacy as a place and a people; the town's central location has earned it the county seat and the slogan "Heart of Harford". Bel Air takes pride in its rich agricultural traditions and its community spirit.

DIVERSITY

Diversity of all kinds – be it racial, ethnic, economic, religion, or other – adds vibrancy to our town and strengthens Bel Air as a community.

QUALITY

Promoting Bel Air as a place to live, work, and play. As an Arts and Entertainment District, we foster opportunities to enjoy and participate in the arts; hosting special events like the Maryland State BBQ Bash makes Bel Air a premier tourism destination.

OPPORTUNITY

The chance to succeed by contributing to society, working hard, living in a safe, stable neighborhood, obtaining a quality education, and building wealth through economic empowerment.

WALKABILITY

A walkable historic downtown is integral to Bel Air's identity.

SUSTAINABILITY

Creating a cleaner, greener Bel Air benefits residents, neighborhoods, and the environment.

ENGAGEMENT

Downtown Bel Air is strongest when its residents and businesses provide input and invest resources as volunteers and stakeholders in the community's future.

PARTNERSHIP

Consistently build relationships with county and local government. Creating a synergy with the Town of Bel Air in all goals and activities to benefit downtown Bel Air, its businesses, and its residents. Maximize combined talents of non-profit, businesses, and community leaders for the common good.

COMMITTEE GOALS

<h3>Design</h3> <p>Encourage retention and enhancements to Bel Air's small town charm by supporting improvements to its physical appearances; economic development based in historic preservation; sustainable development activities; and other public improvements. Our actions are aligned with the Bel Air Comprehensive Plan goals and objectives.</p>	<h3>Promotion</h3> <p>Contributes to a positive image of Downtown Bel Air by building awareness of its unique characteristics among shoppers, residents, tourists, investors, businesses, and others; and encouraging them to take advantage through retail promotions, special events, and other programs.</p>	<h3>Organization</h3> <p>Concentrates on building cooperation and participation among groups and individuals with a stake in Downtown Bel Air's economic viability: bankers, property owners, town and county officials, merchants, professionals, residents, civic groups, historOrg ties, schools, consumers, real estate agents, local media, etc.</p>	<h3>Economic Vitality</h3> <p>Works to strengthen the economic base of Downtown Bel Air by diversifying it. Activities include helping existing businesses expand, recruiting new businesses to provide a balanced commercial mix, converting unused space into productive property, and sharpening the competitiveness of downtown merchants.</p>	<h3>Events</h3> <p>Works closely with the Alliance staff members to create and maintain strong events to benefit the Bel Air community and raise funds for the Bel Air Downtown Alliance.</p>
<p>Develop projects to enhance downtown Bel Air as a destination</p>	<p>Brand the organization</p>	<p>Strengthen/increase partnerships and relationships</p>	<p>Plan projects through the Town of Bel Air's Economic and Community Development Commission and the Town of Bel Air's Economic Development Office</p>	<p>Assist Alliance staff with planning of special events</p>
<ul style="list-style-type: none"> - Support Bel Air Arts and Entertainment District program - Partner with Harford Mutual to build pocket park on Bond Street - Streamline downtown banner and decoration schedule - Hone the details of 'Music on Main' program 	<ul style="list-style-type: none"> - Create new website <p>Create business promotion and special advertising projects</p> <ul style="list-style-type: none"> - Promote new co-working space-WorkAlli - Create campaign to educate the community of the Bel Air Downtown Alliance - Work with retailers and businesses on innovative advertisement initiatives - Promote downtown in the Baltimore region 	<ul style="list-style-type: none"> - Expand Town of Bel Air partnership - Increase support from private foundations and donors <p>Grow membership by 25%</p> <ul style="list-style-type: none"> - Connect different members of the community to create symbiotic relationships - Grow networking opportunities for members, Increase member to member benefits 	<ul style="list-style-type: none"> - Address safety and traffic issues - Promote the use of the parking garage - Provide marketing of parking options in downtown 	<ul style="list-style-type: none"> • Create strong volunteer base • Reform and Manage volunteer training procedures • Evaluate existing events and brainstorm potential new events
<p>Work with the Town to continually develop the aesthetic character of downtown</p>	<p>Collaborate with the Town to streamline experiences</p>	<p>Improve the organization's operational framework</p>	<p>Attract new businesses</p>	<p>Host special events that make Bel Air a premier tourism destination</p>
<ul style="list-style-type: none"> - Support Green Design measures in downtown - Support the walkability of downtown with the connection of Ma & Pa Trail - Enhance the experience of downtown using all five senses - Support enhancements and streetscape improvements to Bond Street and "areas off of Main" 	<ul style="list-style-type: none"> - Build interactive map of downtown for tourists combined with print materials - Develop processes to support incoming businesses 	<ul style="list-style-type: none"> - Update/streamline policy documents to align with Maryland Nonprofit's certification framework - Institute Board governance procedures 	<p>Retain existing businesses through incentives</p> <ul style="list-style-type: none"> - Facilitate Facade Improvement Program - Create building Interior Improvement Program - Research other Main Street Programs for fresh ideas 	<ul style="list-style-type: none"> • Partner with Visit Harford • Evaluate MD State BBQ Bash for growth and impact • Obtain tourism funding through Harford County Office of the Community & Economic Development • Restructure existing events to increase viability and revenue • Work with stakeholders to enhance existing events