

# 2023 *Annual Review*

 Bel Air Downtown Alliance  
LIVE, WORK, AND PLAY IN DOWNTOWN BEL AIR, MD

## Raised

Through Grants,  
Events, Sponsorships  
and Memberships

MORE THAN

# \$582k

## Received

Awarded  
**\$50k**

**Main Street  
Improvement Program**  
towards clean-up efforts and  
Visual Marketing initiatives

Awarded  
**\$25k**

**American Water  
Charitable Foundation**  
for Shamrock Park Playground  
renovation

Received  
**\$100k**

**Harford County  
Tourism Grant**  
partnership with Ladew Gardens

## Given

**Building  
Improvement  
Funds** distributed to local businesses

# \$20k

from Events  
Donated to  
Non-Profits

# \$10k

# 14 *Welcome!* new businesses

- M&T Bank (new location)
- Das Bierhalle
- UBY, LLC
- Cozy Cookies
- Movement Mortgage, LLC
- Life Matters Wellness
- Ashore Alterations
- Manna Life Health & Wellness
- Twisted Roots Rare & Common Plants
- Pilates For You
- Really Beautiful Faces
- The Harvard Antiques Gallery
- The Grazing Room

## Partnerships

**Bel Air**  
MARYLAND



Maryland  
Nonprofits  
Accredited

# Programs & Initiatives



## NEW WEBSITE

Updated and modern look and feel with even more features and capabilities, including the GIS map of downtown and the ability to use more video content.



## DRONE PHOTOGRAPHY

Professional Photography & Videography of Downtown Bel Air as well as events.



## HOMETOWN HEROES

Since 2011 our Hometown Heroes Banner Program honors and pays tribute to our military veterans. The current round of banners will be displayed through 2026.



## CLEAN-UP DAY

The Alliance hosted two Bel Air Clean-up days, the second drawing 300 volunteers total and gathering over 500 pounds of trash.

## DOWNTOWN KIOSKS & BROCHURES

Updated the kiosks with new maps and QR codes and included printed downtown brochures that were also distributed to downtown businesses.



## Downtown Safety

Completion of safety initiatives for downtown parking garage (security cameras)-grant funding for this project came from Community Safety Works DHCD.

# Our Events



BEL AIR  
COMMUNITY YARD SALE &  
**FLEA MARKET**  
expanded to two  
dates in 2023



## New Events >



Bi-annual clean-up  
event held in  
downtown Bel Air

Bel Air's Premiere  
Speakeasy debuted  
in September 2023



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