

Events, Art, Culture, and Film

Priority Outcome: Equitable Neighborhood Development

Service Number: 824

Fiscal 2022 Recommended Budget: \$2,532,656

Service Description

The Baltimore Office of Promotion and the Arts (BOPA) serves as Baltimore’s arts council, events center, and film office. BOPA produces events and festivals, administers grants, manages arts education and public art programs, provides film production support, and oversees facilities. BOPA leverages the City’s investment to fundraise additional funding for arts and cultural activities and programs for both City residents and visitors each year. The activities and programs generate significant economic impact annually for the City of Baltimore, and bolster Baltimore’s image as an attractive place to live, work, and play.

Major Budget Items

- The recommended budget maintains the current level of service.
- The recommended budget maintains support for the Creative Baltimore Fund, which awards funding to both organizations and individual artists selected by an independent panel and administered by the Baltimore City Arts Council, a division of BOPA.

Type	Performance Measure	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Target	FY20 Actual	FY21 Target	FY22 Target
Outcome	Economic Impact to the City (in millions)	\$313.2M	\$288.4M	\$173.8M	\$190.0M	\$101.4M	\$210.0M	\$176.4M
Outcome	% of Community Statistical Areas with access to BOPA services	N/A	N/A	N/A	N/A	98%	100%	100%

Bromo Seltzer Arts Tower

Priority Outcome: Equitable Neighborhood Development

Service Number: 828

Fiscal 2022 Recommended Budget: \$102,405

Service Description

The Emerson Bromo Seltzer Tower is a historic landmark listed on the National Register of Historic Places since 1973. The Tower provides working space for local artists and opens its doors to the community as a place where creativity is celebrated and shared. The Tower was donated to the City on the condition that it would be preserved. In 2006, the City entered a perpetually renewing contractual agreement with a third party LLC developed for the Bromo Tower to fund the utilities and maintenance of the Tower.

Major Budget Items

- The recommended budget maintains the current level of service.

Type	Performance Measure	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Target	FY20 Actual	FY21 Target	FY22 Target
Efficiency	% of space rented	69%	72%	75%	80%	78%	80%	85%
Output	Annual event attendance	10,250	10,578	14,700	15,000	3,272	15,000	16,500