

Baltimore Office of Promotion & The Arts (BOPA)

Priority Outcome: Equitable Neighborhood Development

Service Number: 824

Fiscal 2021 Recommended: 2,481,323

Service Description

The Baltimore Office of Promotion & 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 an additional \$6-\$7 million annually. The arts and cultural activities and programs supported by these funds serve approximately 1.5 million City residents and visitors each year, generate hundreds of millions of dollars in 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 funding would support free, city-wide arts events including Baltimore Book Festival, Artscape, and additional community and civic events, aiming to generate \$210M in economic impact in 2021.
- This service will fund various free arts programs, public art projects, and community engagement initiatives across the City.

Type	Performance Measure	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Target	FY21 Target
Outcome	Economic impact to the City of Baltimore	\$192M	\$313M	\$288M	\$174M	\$190M	\$210M
Output	Annual attendance (all events)	1.4M	1.5M	1.5M	1.1M	1.7M	1.8M

Bromo Seltzer Arts Tower (BSAT)

Priority Outcome: Equitable Neighborhood Development

Service Number: 828

Fiscal 2021 Recommended: 100,693

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 funding will maintain the current level of service.

Type	Performance Measure	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Target	FY21 Target
Efficiency	% of space rented	65%	69%	72%	75%	80%	80%
Output	Annual event attendance	8,526	10,250	10,578	14,700	15,000	16,000