

# **BALTIMORE OFFICE OF PROMOTION & THE ARTS**



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Baltimore Office of Promotion & The Arts (BOPA) is a 501(c)(3) nonprofit organization that supports arts and culture for the benefit of all people in Baltimore. We connect creatives to the resources they need to thrive, promote the city as a destination for creativity and culture nationwide, and produce cultural events in partnership with the City of Baltimore and the State of Maryland. We are an independent organization serving as the city's arts council and film office.

# ABOUT US



# EXECUTIVE SUMMARY



2021... what a year! As a society, we rolled with a lot of punches...

the pandemic, politics, climate change, racial reckoning, and so much more. While the year brought unexpected challenges and changes for everyone, including Baltimore Office of Promotion and The Arts (BOPA) it also tested our collective strength.

Like the artists and organizations we support, BOPA made difficult decisions and implemented necessary changes. In the process, we proved our resilience as an organization and we thrived. To maintain our mission of providing Baltimore's creative community with much needed support and programming, BOPA learned to be flexible in the face of COVID-19 surges and restrictions. By the end of the year, we continued to produce signature programs and events, welcomed nearly 10,000 visitors to our arts and tourism facilities, and awarded over a half million dollars to artists and arts organizations in grants, prizes, and stipends.

While continuing to serve our creative community, BOPA started the hard process of looking inward, assessing our positives and negatives, and challenging ourselves to forge a new way forward. Although the process of reimagining who we are is ongoing, we are excited about what the future holds for BOPA. We cannot wait to unveil our plans later in 2022.

BOPA is proud of the work we have accomplished in 2020/2021, and we look forward to serving Baltimore's creative community in new and innovative ways in 2022.

Sincerely,

Donna Drew Sawyer  
CEO, Baltimore Office of Promotion & The Arts (BOPA)

# LEADERSHIP LETTER

Dear BOPA Supporters,

2021 was a year of transition, change and altered states of existence for both Baltimore Office of Promotion & The Arts (BOPA) and the global community. Fallout from the pandemic reshaped our programming, events, and staff. It also provided an opportunity for reflection about who we are as an organization.

In 2021, BOPA began to reinvent itself and forge a fresh new intentional way to fulfill our commitment to Baltimore's citizens. We launched our very first strategic planning process, initiating our evolution into the 21st century organization Baltimore and its creative community needs BOPA to be.

Although reimagining who we are is an ongoing process, the seeds of change are sown and starting to bear fruit. We are excited about what the future holds and look forward to unveiling the new BOPA for 2022 and beyond!

Sincerely,



Anana Kambon  
FY21 Board Chair, Baltimore Office of Promotion & The Arts





# **BOPA'S IMPACT BY THE NUMBERS**



## SONDHEIM ART PRIZE

**244 artists**

from across the region  
competed for  
**\$25,000**  
in prize money

## ART IN AUGUST AUG. 21-30, 2020

Unable to produce Artscape due to the pandemic, BOPA hosted this virtual celebration of the arts.

**75 creatives** sold work at The Artscape Online Artists' Market

**5 artists** engaged in outdoor pop up exhibitions

**11 emerging artists** participated in the B2020 Virtual Exhibition.

BOPA hosted **4 weekly** artists talks in the Virtual Artist Café.

## I AM CREATIVE & I COUNT!

**72,674** people engaged in a "targeted campaign to engage the creative community to participate in the National census".

## FREE FALL BALTIMORE

**OCT. 1-31, 2020**

**50 arts organizations**

throughout Baltimore presented free, virtual arts & cultural events in celebration of Arts & Humanities month. **\$45,000** in grants were awarded.

## SOCIETY'S CAGE

**OCT. 19-30, 2020**

**11 days** = The length of time that the traveling public art installation Society's Cage was in Baltimore educating visitors about the Black American experience.

## OPEN STUDIO TOUR

**OCT. 24 & 25, 2020**

**64 studios** participated

## SCHOLASTIC ART & WRITING AWARDS

The Scholastic Art & Writing Awards is the nation's longest-running and most prestigious creative teen recognition program for students in grades 7-12.

**3600 MD middle and high school students** submitted work

**590 students** won prizes

## ART@WORK

**Employed 1 artist**

and **10 Baltimore City Youth** apprentices through Youthworks

## MURAL PROGRAM

**5 murals** added to the more than

**250 murals** across Baltimore



**CREATIVE BALTIMORE FUND**

**\$236,000 awarded** to  
**41 Baltimore cultural organizations** and  
**5 individual artists**

**COMMUNITIES THRIVE ORGANIZATIONAL PROJECT**

**\$65,000 awarded** to  
**11 organizations**

**MUNICIPAL ART SOCIETY OF BALTIMORE ARTIST TRAVEL PRIZE**

**\$6,000 awarded** to artists Schroeder Cherry and Hoesy Corona to travel to Brazil and Mexico

**ARTS IN ACTION**

**12 teaching artists and arts education organizations** received  
**\$53,000** grants for student art programs and projects





## TOP OF THE WORLD

Despite being closed to public for 7 months

**11,582 visitors**  
**27 group tours**



## BROMO SELTZER ART TOWER

Closed to public the entire fiscal year

**14 artists-in-residence** including a free studio awarded to a new MICA graduate

**316 visitors** during Bromo A&E Arts District art walk



## CLOISTERS

Gathering number limits made events prohibitive for 6 months of the year

**32 weddings**  
**7 events**



## SCHOOL 33

**6 artists-in-residence**

# BALTIMORE FARMERS' MARKET

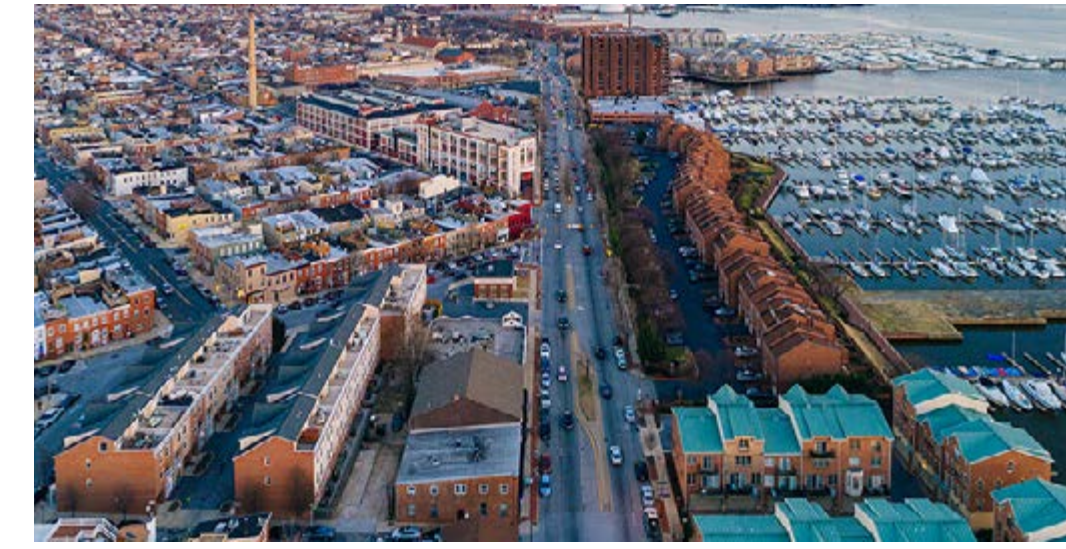


**73,000**  
**Shoppers**

**36 Farms**  
**34 Food Vendors**  
**10 Bazaar Vendors**

**31%** of [promotionandarts.org](http://promotionandarts.org) page views were to the Baltimore Farmers' Market & Bazaar landing page

# BALTIMORE FILM OFFICE



**85 productions** chose Baltimore as the location for their projects.

**Projects include:** films; regional and national commercials; documentaries; web-series; PSA's; and independent, student, and short films. Creating an estimated economic impact of over

**\$69,000,000**

Larger screen productions include Lifetime Network's "**Safe Space,**" a Disney/FX pilot, "**The Spook Who Sat by the Door,**" and HBO's "**We Own This City.**"

## NEWSLETTERS

BOPA Weekly Newsletter

**42,691** total readers in FY21

BOPA Artist Connection Newsletter

**69.4%** open rate

Baltimore Farmers' Market & Bazaar Newsletter

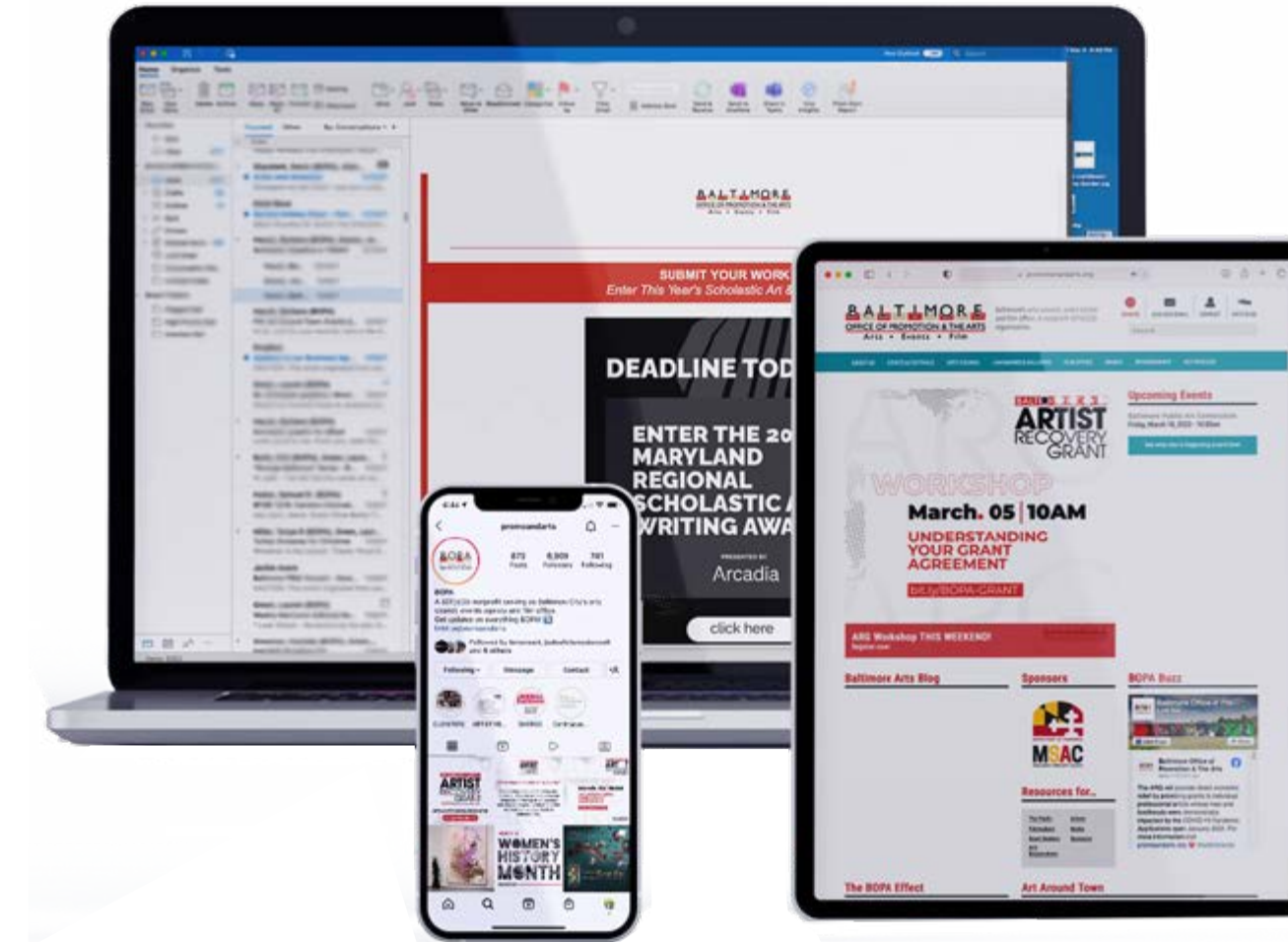
**587** clicks of the 5 issues in FY21

## EMAIL

**671, 764** emails sent

**19% open rate** (+4% from FY20)

Netted **3,863** new contacts



## SOCIAL MEDIA

**745,101** impressions

**29,313** engagements

**+2.7%** in total audience across all platforms

## WEBSITE

**101,302** users

**87%** were new users

## SPONSORSHIPS

**6 corporate sponsorships** raised **\$72,000** to fund BOPA programs

## DONORS

**37 individual donors** pledged **\$6,310**

## PHILANTHROPIC/CORPORATE GRANTS

**\$571,386** was secured from **14 grants**

## PARTNERSHIPS

**\$2,597,583** raised from **9 organizational partnerships**

## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors  
Baltimore Office of Promotion & The Arts, Inc. and  
Baltimore Festival of the Arts, Inc.

We have audited the accompanying combined financial statements of Baltimore Office of Promotion & The Arts, Inc. and Baltimore Festival of the Arts, Inc. (collectively referred to as the Organization), which comprise the combined statements of financial position as of June 30, 2021 and 2020, the combined related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the combined financial statements.

### MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these combined financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.

### AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on these combined financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the combined financial statements are free of material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the combined financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the combined financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the combined financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant estimates made by

management, as well as evaluating the overall presentation of the combined financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### OPINION

In our opinion, the combined financial statements referred to above present fairly, in all material respects, the financial position of Baltimore Office of Promotion & The Arts, Inc. and Baltimore Festival of the Arts, Inc. as of June 30, 2021 and 2020, and the changes in its net assets and cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### REPORT ON COMBINING INFORMATION

Our audit was conducted for the purpose of forming an opinion on the combined financial statements as a whole. The combining statements of financial position and activities are presented for purposes of additional analysis of the combined financial statements rather than to present the financial position and results of operating of the individual organizations and is not a required part of the combined financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the combined financial statements. The combining information has been subjected to the auditing procedures applied in the audit of the combined financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the combined financial statements or to the combined financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the combining information is fairly stated in all material respects in relation to the combined financial statements as a whole.

*SC&H Attest Services, P.C.*

January 26, 2022

# BALTIMORE OFFICE OF PROMOTION & THE ARTS, INC. AND BALTIMORE FESTIVAL OF THE ARTS, INC.

## Combined Statements of Financial Position

As of June 30,	2021	2020
<b>Assets</b>		
Cash and cash equivalents	\$ 478,125	\$ 431,370
Accounts receivable, net	167,526	283,584
Investments	1,442,641	1,170,008
Due from affiliates	352,437	313,430
Prepaid expenses	31,369	31,541
Property and equipment, net	554,776	628,022
Deposits	13,090	13,090
<b>Total Assets</b>	<b>\$ 3,039,964</b>	<b>\$ 2,871,045</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Line of credit	\$ 200,000	\$ 400,000
Paycheck Protection Program deferred income (Note 10)	-	127,446
Accounts payable and accrued expenses	378,876	292,299
Accrued payroll and compensated leave	208,949	232,247
Deferred revenue	446,021	373,829
Deferred rent	22,689	52,744
Deposits	3,000	4,250
Capital lease obligations	32,846	42,921
<b>Total Liabilities</b>	<b>1,292,381</b>	<b>1,525,736</b>
<b>Commitments and Contingencies (Note 9)</b>		
<b>Net Assets</b>		
Without donor restrictions	997,266	455,750
With donor restrictions	750,317	889,559
<b>Total Net Assets</b>	<b>1,747,583</b>	<b>1,345,309</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 3,039,964</b>	<b>\$ 2,871,045</b>

The accompanying notes are an integral part of these combined financial statements.

## Combined Statement of Activities For the Year Ended June 30, 2021 (with Comparative Totals for June 30, 2020)

	Without donor restrictions	With donor restrictions	Total 2021	Total 2020
<b>Revenues</b>				
Government	\$ 218,254	\$ 2,836,941	\$ 3,055,195	\$ 4,056,845
Sponsorship	80,851	6,579	87,430	1,508,769
Fee for service	118,193	262,410	380,603	976,997
Philanthropic	36,792	182,040	218,832	655,828
Investment income, net	271,143	-	271,143	51,834
Other income	15,250	-	15,250	17,064
Net assets released from restrictions	3,427,212	(3,427,212)	-	-
<b>Total Revenues</b>	<b>4,167,695</b>	<b>(139,242)</b>	<b>4,028,453</b>	<b>7,267,337</b>
<b>Expenses</b>				
<b>Program Services</b>				
Cultural affairs & communication	1,516,556	-	1,516,556	2,063,800
Artscape	-	-	-	937,626
Festival & events	482,465	-	482,465	485,687
Attraction & facilities	517,855	-	517,855	655,511
Light City Baltimore	-	-	-	1,948,019
Film office	209,448	-	209,448	215,276
<b>Total Program Services</b>	<b>2,726,324</b>	<b>-</b>	<b>2,726,324</b>	<b>6,305,919</b>
<b>Support Services</b>				
Administration	1,123,941	-	1,123,941	1,610,511
Fundraising	522,460	-	522,460	449,772
<b>Total Support Services</b>	<b>1,646,401</b>	<b>-</b>	<b>1,646,401</b>	<b>2,060,283</b>
<b>Total Expenses</b>	<b>4,372,725</b>	<b>-</b>	<b>4,372,725</b>	<b>8,366,202</b>
<b>Other Income</b>				
Paycheck Protection Program (Note 10)	746,546	-	746,546	561,109
<b>Change in Net Assets</b>	<b>541,516</b>	<b>(139,242)</b>	<b>402,274</b>	<b>(537,756)</b>
<b>Net Assets, Beginning of Year</b>	<b>455,750</b>	<b>889,559</b>	<b>1,345,309</b>	<b>1,883,065</b>
<b>Net Assets, End of Year</b>	<b>\$ 997,266</b>	<b>\$ 750,317</b>	<b>\$ 1,747,583</b>	<b>\$ 1,345,309</b>

The accompanying notes are an integral part of this combined financial statement.

## **EXECUTIVE**

### *Chief Executive Officer*

Donna Drew Sawyer

### *Chief Financial Officer*

Brian Wentz

### *Chief Marketing & Programming Officer*

Tonya R. Miller Hall

### *Deputy Director, Administration*

Randi Norris

## **ADMINISTRATION AND OPERATION**

### *Executive Assistant*

Lanece Taylor

### *Sr. Staff Accountant*

Tamara Robinson

### *Director of Human Resources*

Ja-Mel Johnson

## **ATTRACTIONS AND ARTIST STUDIOS**

Bromo Seltzer Arts Tower, School 33 Art Center, Top of the World Observation Level, and The Cloisters

### *Director of Facilities*

Annie Applegarth

### *Senior Manager of Facilities*

Eliza Kurtz

### *Senior Facilities Administrator*

Crisean Snowden

### *Assistant Facilities Administrator*

Tommy Jackson

### *Assistant Facilities Administrator*

Perri Beierley-Bowers

## **ARTS & PROGRAMMING**

Arts Council, Arts Education and Public Art

### *Director of the Arts Council*

Jocquelyn Downs

### *Assistant Director of the Arts Council*

Christopher Brooks

### *Public Art and Curation Manager*

Kirk Shannon Butts

### *Prizes and Competitions Manager*

Lou Joseph

### *Arts Education Specialist*

Jeanne Collins

### *Arts Council Program Coordinator*

Devin Shacklett

## **COMMUNICATIONS AND MARKETING**

### *Director of Marketing & Communications*

Lauren Green

### *Social Media Manager*

Dora Carroll

### *Communications Manager*

Barbara Hauck

### *Visual Content Manager*

Jade McDonnell

## **COMMUNITY ENGAGEMENT**

Events and Festivals

### *Farmers' Market & Bazaar Manager*

Samuel Hanson

### *Special Events Coordinator*

Sam Huber

## **FILM OFFICE**

### *Director of Baltimore Film Office*

Debbie Donaldson Dorsey

### *Baltimore Film Office, Logistics Associate*

Francis Carmen

## **SPONSORSHIP AND SUPPORT**

Corporate & Foundation Support, and Individual Giving

### *Grants Manager*

Sarah Gibbons

### *Senior Development Officer – Corporate Sponsorship*

Bob Sicard

### *Development Administrator*

Madden Henning

# **BOPA** **BOARD OF DIRECTORS**

**Anana Kambon - Board Chair**  
Kambon Executive Professional Strategies

**Michael Shecter - Board Vice President**  
Guppy Management Services

**E. Scott Johnson -Board Secretary**  
Baker, Donelson, Bearman, Caldwell  
& Berkowitz, PC

**Jack Lewin - Treasurer**  
Administrative Vice President  
M&T Bank

**Sandra Gibson**  
Executive Director,  
Maryland Film Festival

**Thomas Crawford**  
Market President  
OceanFirst Bank

**Heidi M. Daniel**  
President & CEO  
Enoch Pratt Free Library

**Michael Davenport**  
Manager, Community Affairs  
BGE

**Brian Lyles**  
SeKON Enterprise, Inc

**Franklin McNeil, Jr.**  
Vice President/Community  
Consultant at PNC Bank

**Paula Rome**  
Retired

**Laurie Rush**  
On-Track Solutions

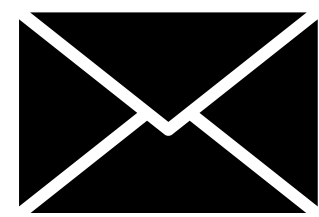


Baltimore Office of Promotion & The Arts (BOPA) is undergoing change... **BIG change**. The organization is experiencing an evolution that promises to invigorate the creative community in Baltimore. Coming next year, you can expect a whole new organization with a **bold, new look, new address**, and a daring schedule of **ambitious programming** that will knock your socks off. Most importantly, art and the creatives who create it are the #1 focus of the new BOPA.

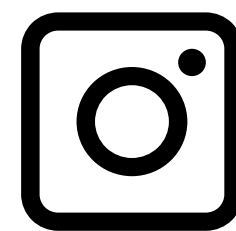
We are excited about the new direction of BOPA, and we can't wait to share our plans with you. **So please stay tuned!**



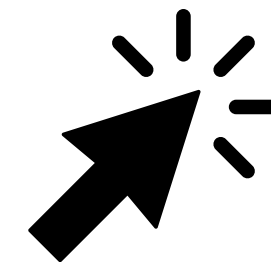
# STAY CONNECTED



**SIGN UP FOR OUR  
NEWS LETTERS**



**FOLLOW US ON IG**



**VISIT OUR  
WEBSITE**



**SUPPORT OUR  
CAUSE**



THANK YOU TO OUR SUPPORTERS, PARTNERS, AND SPONSORS FOR YOUR UNWAVERING DEDICATION TO ***THE ART AND CULTURE OF BALTIMORE!***



**2021  
ANNUAL  
REPORT**