

Maryland Arts and Entertainment District Survey Analysis FY 2021

Prepared for
The Maryland State Arts Council

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1.0 Executive Summary

The Maryland State Arts Council (MSAC) manages the State of Maryland’s Arts and Entertainment District (A&E District) program. The purpose of the program is to “help develop and promote community involvement, tourism, and revitalization through tax-related incentives that attract artists, arts organizations, and other creative enterprises to towns and cities across the state.”¹ Each A&E District has unique economic development goals and priorities, which can include producing or facilitating events, attracting new businesses or developers, encouraging artists to locate and/or sell artworks in the district’s boundaries, or a combination of strategies.

Each year, MSAC distributes an annual report for each district to complete, highlighting the activities undertaken within these districts for the past fiscal year (FY). MSAC tasked the Regional Economic Studies Institute (RESI) of Towson University with analyzing the data collected from the annual report. To achieve the project objective, RESI collated and analyzed the survey results in a comprehensive report of all A&E Districts for FY 2021. It is important to note that 28 out of 29 districts were analyzed, as Annapolis did not report data for FY 2021. It is also important to note that all data are self-reported by the A&E Districts.

RESI’s analysis of the survey data includes the following findings.

- There were a total of:
 - 252 new or completed capital projects,
 - 83 new retailers,
 - 85 new businesses,
 - 89 new restaurants, and
 - 19 new organizations.
- Despite various business closures, the number of new openings was great enough to net:
 - 38 retailers,
 - 27 businesses,
 - 11 restaurants, and
 - 14 organizations.
- Challenges that Maryland’s A&E Districts faced included, but were not limited to, funding/fundraising, staffing, administrative issues, marketing/awareness, infrastructure, community support, socioeconomics, affordability, and COVID-19 related issues.
- Altogether, the 28 reporting A&E districts held a combined 511 events and 42 festivals in FY 2021. These festivals and events attracted approximately 436,288 attendees.
- Maryland’s A&E Districts reported that there are 632 enterprises within their borders, including performance venues, galleries/co-ops, arts education organizations, art suppliers/services, arts organizations, museums, and “other” enterprises.

¹ “Arts & Entertainment Districts,” Maryland State Arts Council, accessed March 6, 2023, <https://www.msac.org/programs/arts-entertainment-districts>.

- Maryland’s A&E Districts reported that 242 works of public art are available for visitors to enjoy.
- Twelve districts reported that they have housing specifically for artists, with 1,130 total units available.
- Fifteen districts maintain artist registries and have 77 registered artists; overall, the 28 reporting districts estimate that there are 4,630 artists working and creating within their boundaries.
- Businesses within the A&E Districts take advantage of the Admissions and Amusement Tax abatement, as well as property tax credits. Other incentives that districts reported include façade improvement, loans, grants, other tax abatements/credits, and non-financial incentives.
- Three districts received national funding, totaling approximately \$0.3 million.
- Twenty-six districts reported receiving funding from MSAC, totaling \$0.6 million.
- Other reported State funding came from the following sources:
 - Maryland Heritage Areas Authority (MHAA) — \$35,765;
 - Maryland Department of Housing and Community Development (DHCD) — \$294,655;
 - Critical Areas Grant — \$1,500;
 - Maryland Department of General Services (DGS) — \$2,000;
 - Maryland Department of Natural Resources (DNR) — \$175,000; and
 - Maryland State Aid for Police Protection — \$13,175.
- Local funding awards, often from arts councils or municipalities, totaled roughly \$1.8 million.
- Districts also received operational and in-kind support, valued at \$1.2 million and \$0.6 million, respectively.
- Some of the overarching goals of the A&E Districts include the following:
 - Establish more public art;
 - Support local artists;
 - Expand the A&E District boundaries and market the A&E benefits;
 - Design or revamp websites to make them more accessible;
 - Implement comprehensive marketing plans;
 - Advocate policy matters that affect the local arts community;
 - Engage more with the public;
 - Initiate strategies to develop bylaws and make decisions regarding programs; and
 - Support those that have been impacted by the COVID-19 pandemic.
- Actionable steps to meet these goals included adding more artists to events, allocating grant funds to marketing and rebranding strategies, advocating to repurpose underused properties using art, and providing virtual programming for artist development workshops.

2.0 Introduction

The Maryland State Arts Council (MSAC) manages the State of Maryland’s Arts and Entertainment District (A&E District) program. The purpose of the program is to “to develop, promote, and support diverse artistic and cultural centers in communities across Maryland that preserve a sense of place, provide unique local experiences, attract tourism, and spur economic revitalization and neighborhood pride.”² Each A&E District has unique economic development goals and priorities, which can include producing or facilitating events, attracting new businesses or developers, encouraging artists to locate and/or sell artworks in the district’s boundaries, or a combination of strategies.

Each year, MSAC distributes an annual report for each district to complete, highlighting activities undertaken within these districts for the past fiscal year (FY). MSAC sought an analysis of the data from the annual reports completed for FY 2021. The Regional Economic Studies Institute (RESI) of Towson University tabulated and analyzed this data to provide MSAC with a comprehensive survey analysis for FY 2021. The data captured in the analysis are self-reported by the individual A&E Districts; as such, some figures may be overestimated or underestimated.

Where applicable, the analysis presents data regarding the number and percentage of respondents for each answer choice for multiple-choice questions. In cases where questions were open ended, RESI reported which respondents replied with similar answers and/or presented a sample of direct quotes collected.

FY 2021 presented another challenging year for the A&E Districts, with notable impacts carried over from FY 2020 caused by the pandemic. In March 2021—one year since Maryland’s first confirmed case of COVID-19—the state had confirmed over 400,000 cases and over 8,000 deaths related to COVID-19.³ In April 2021, Maryland’s outdoor mask mandate was lifted, allowing for more events and gatherings to take place.⁴ As COVID-19 positivity rates lowered and vaccination rates increased, non-essential businesses could reopen allowing indoor entertainment, while outdoor restrictions of professional sports, entertainment, and other art venues were removed.⁵ In July of 2021, Governor Hogan lifted the State of Emergency from Maryland, calling for the removal of emergency mandates. Following this, some regions began to experience spikes in COVID-19 cases which caused private businesses, along with state and municipal organizations, to begin mandating masks and proof of vaccination for workers and building occupants.

² “Arts & Entertainment Districts,” Maryland State Arts Council.

³ Greg Ng, Jenny Fulginiti, and Tramon Lucas, “COVID-19 in Maryland: A 2021 Timeline,” *WBALTV*, January 4, 2022, accessed March 6, 2023, <https://www.wbaltv.com/article/covid-19-in-maryland-2021-timeline/35169408>.

⁴ *Ibid.*

⁵ Bruce DePuyt, “Hogan Lifts Most Remaining COVID-19 Restrictions, Effective Saturday,” *Maryland Matters*, May 12, 2021, accessed March 6, 2023, <https://www.marylandmatters.org/2021/05/12/hogan-lifts-most-remaining-covid-19-restrictions-effective-saturday/>.

These protective measures had a myriad of impacts on the creative economy and caused a reduced demand for large scale events, and an increase in social distancing. Since the ease on restrictions, data sources suggest that “while arts and cultural industries have regained ground in 2021, they have not risen back to 2019 levels.”⁶ In response to the pandemic, MSAC has provided emergency grants, professional development, resources, and programs to support the arts and A&E Districts in the state.⁷

3.0 Survey Analysis

Of the 29 A&E Districts within Maryland that received the annual survey for FY 2021, 28 districts reported data. Since the Annapolis district did not provide a response to the FY 2021 A&E District survey, they were excluded from the analysis and show as ‘not reported’ (N/R) in figures. Though some of the data for the districts were incomplete, they still reported a significant amount of information, and therefore were included in the analysis. For this reason, RESI will refer to the information gained from the “28 reporting districts” rather than all 29 A&E Districts in this report. MSAC provided these reports to RESI, who then collated and analyzed them. The sections below detail these results. Please note that totals may not sum due to rounding.

3.1 FY 2021 Accomplishments

In the annual report, districts were asked to highlight various accomplishments during FY 2021, including: new capital projects initiated or completed during the fiscal year; new retailers, businesses, and restaurants that opened; and new organizations that located in the district.

⁶ “New Data Show Economic Impact of COVID-19 on Arts & Culture Sector,” National Endowment for the Arts, last modified March 15, 2022, accessed March 6, 2023, <https://www.arts.gov/news/press-releases/2022/new-data-show-economic-impact-covid-19-arts-culture-sector>.

⁷ “MSAC COVID-19 State of Emergency Statement and Resources,” Maryland State Arts Council, accessed March 6, 2023, <https://www.msac.org/news/msac-covid-19-state-emergency-statement-resources-0>.

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Figure 1: New Entities by District, FY 2021

A&E District	Capital Projects		Retail		Businesses		Restaurants		Organizations	
	#	%	#	%	#	%	#	%	#	%
Annapolis	N/R	N/R	N/R	N/R	N/R	N/R	N/R	N/R	N/R	N/R
Bel Air	1	0%	4	5%	5	6%	0	0%	0	0%
Berlin	3	1%	3	4%	1	1%	6	7%	1	5%
Bethesda	7	3%	9	11%	7	8%	8	9%	5	26%
Bromo	19	8%	3	4%	7	8%	0	0%	0	0%
Cambridge	1	0%	0	0%	0	0%	2	2%	0	0%
Catonsville	19	8%	4	5%	0	0%	2	2%	1	5%
Chestertown	5	2%	1	1%	2	2%	0	0%	0	0%
Crisfield	10	4%	1	1%	0	0%	2	2%	0	0%
Cumberland	26	10%	3	4%	8	9%	1	1%	1	5%
Denton	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Easton	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Elkton	0	0%	0	0%	0	0%	1	1%	0	0%
Frederick	14	6%	12	14%	5	6%	12	13%	0	0%
Frostburg	2	1%	1	1%	1	1%	1	1%	0	0%
Gateway	0	0%	0	0%	0	0%	0	0%	0	0%
Grantsville	1	0%	2	2%	0	0%	0	0%	0	0%
Hagerstown	37	15%	2	2%	12	14%	4	4%	1	5%
Havre de Grace	9	4%	6	7%	1	1%	3	3%	1	5%
Highlandtown	21	8%	7	8%	5	6%	9	10%	1	5%
Leonardtwn	7	3%	0	0%	4	5%	4	4%	1	5%
Oakland	3	1%	5	6%	5	6%	1	1%	0	0%
Pennsylvania Ave.	12	5%	0	0%	0	0%	0	0%	0	0%
Salisbury	11	4%	4	5%	13	15%	1	1%	2	11%
Silver Spring	23	9%	7	8%	7	8%	16	18%	1	5%
Snow Hill	4	2%	0	0%	1	1%	2	2%	1	5%
Station North	5	2%	1	1%	0	0%	2	2%	3	16%
Stevensville	3	1%	2	2%	1	1%	0	0%	0	0%
Wheaton	10	4%	6	7%	0	0%	12	13%	0	0%
Total	252	100%	83	100%	85	100%	89	100%	19	100%

Sources: Maryland A&E Districts, MSAC, RESI

The 28 reporting A&E districts had a total of 252 newly initiated or completed capital projects and 276 entities open during FY 2021. The most openings were seen for restaurants, while organizations had the fewest openings. Between all of the districts, Hagerstown had the most

entity openings during FY 2021 with 56, followed closely by Silver Spring with 54. Of all districts providing data, the Gateway District was the only district with no entity openings during the year. Two districts—Denton and Easton—did not report any data for this portion of the survey.

Maryland A&E Districts reported the initiation or completion of 252 capital projects during FY 2021. Hagerstown reported the most newly initiated and completed capital projects during FY 2021 with 37 projects. Four districts—Denton, Easton, Elkton, and Gateway—did not report any initiations or completions of capital projects.

Maryland A&E Districts reported the opening of 83 new retail stores during FY 2021. With 12 retail store openings, Frederick had the most retail openings out of all the districts, followed closely by Bethesda with nine. Six districts—Cambridge, Elkton, Gateway, Leonardtown, Pennsylvania Avenue, and Snow Hill—reported zero retail store openings during FY 2021.

A&E Districts reported 85 new business openings during FY 2021. Salisbury had the largest number with 13 businesses opening in the district, followed by Hagerstown with 12. Nine A&E Districts—Cambridge, Catonsville, Crisfield, Elkton, Gateway, Grantsville, Pennsylvania Avenue, Station North, and Wheaton—reported zero new business openings.

Also, during FY 2021, A&E Districts reported the opening of 89 new restaurants, the largest increase out of the four entity types. Silver Spring had 16 restaurants open, the most out of the 28 reporting districts. Frederick and Wheaton both had the second-most restaurant openings at 12. Seven districts—Bel Air, Bromo, Chestertown, Gateway, Grantsville, Pennsylvania Avenue, and Stevensville—did not report any new restaurant openings.

Lastly, Maryland A&E Districts reported 19 new organizations during FY 2021, the lowest number of new openings between the four different entity types. Bethesda's new organizations comprised 26.0 percent (five openings) of all organization openings in the 28 reporting districts. Station North had the second-most organization openings at three. Approximately 53.6 percent of all A&E Districts reported that no new organizations opened during FY 2021.

3.2 Closures and Net Gains

While there were many entities that opened in FY 2021, some also closed. Figure 2 presents closures by entity type and by district.

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Figure 2: Closures by District, FY 2021

A&E District	Retail		Businesses		Restaurants		Organizations	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Annapolis	N/R	N/R	N/R	N/R	N/R	N/R	N/R	N/R
Bel Air	1	2%	0	0%	0	0%	0	0%
Berlin	1	2%	0	0%	1	1%	0	0%
Bethesda	13	29%	29	50%	14	18%	0	0%
Bromo	3	7%	0	0%	1	1%	0	0%
Cambridge	1	2%	0	0%	1	1%	0	0%
Catonsville	0	0%	1	2%	1	1%	0	0%
Chestertown	1	2%	0	0%	0	0%	0	0%
Crisfield	0	0%	0	0%	1	1%	0	0%
Cumberland	0	0%	0	0%	0	0%	0	0%
Denton	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Easton	0	0%	0	0%	3	4%	0	0%
Elkton	0	0%	0	0%	0	0%	0	0%
Frederick	8	18%	4	7%	11	14%	0	0%
Frostburg	0	0%	0	0%	0	0%	0	0%
Gateway	0	0%	0	0%	1	1%	0	0%
Grantsville	1	2%	0	0%	0	0%	0	0%
Hagerstown	0	0%	0	0%	2	3%	0	0%
Havre de Grace	2	4%	0	0%	0	0%	0	0%
Highlandtown	1	2%	9	16%	4	5%	1	20%
Leonardtwn	0	0%	1	2%	2	3%	0	0%
Oakland	1	2%	0	0%	2	3%	0	0%
Pennsylvania Ave.	1	2%	0	0%	0	0%	1	20%
Salisbury	3	7%	6	10%	0	0%	3	60%
Silver Spring	4	9%	6	10%	19	25%	0	0%
Snow Hill	2	4%	0	0%	0	0%	0	0%
Station North	0	0%	0	0%	1	1%	0	0%
Stevensville	0	0%	0	0%	0	0%	0	0%
Wheaton	2	4%	2	3%	14	18%	0	0%
Total	45	100%	58	100%	78	100%	5	100%

Sources: Maryland A&E Districts, MSAC, RESI

During FY 2021, the 28 reporting A&E Districts saw a total of 186 entity closures, with the plurality being restaurant closures. Bethesda experienced the largest number of closures with 56 total, followed by Silver Spring with 29. Four districts—Cumberland, Elkton, Frostburg, and Stevensville—reported zero closures during the year. Denton did not report any data for this portion of the survey, while Easton only reported data on restaurant closings within the district.

Maryland A&E Districts reported the closure of 45 retail stores during FY 2021. Bethesda reported the largest number at thirteen closures, followed by Frederick at eight. Ten districts—Catonsville, Crisfield, Cumberland, Elkton, Frostburg, Gateway, Hagerstown, Leonardtown, Station North, and Stevensville—reported zero retail closures.

A&E Districts reported the closure of 58 businesses during FY 2021. Bethesda reported the largest number of business closures with 29. Behind Bethesda was Highlandtown, with nine business closures. Approximately 68.0 percent of the 28 reporting A&E Districts covered reported zero business closures.

During FY 2021, Maryland A&E Districts reported the closure of 78 restaurants. Silver Spring reported the largest number with 19 restaurant closures, followed by Bethesda and Wheaton with 14 reported restaurant closures respectively. Twelve districts—Bel Air, Chestertown, Cumberland, Denton, Elkton, Frostburg, Grantsville, Havre de Grace, Pennsylvania Avenue, Salisbury, Snow Hill, Stevensville—reported zero restaurant closures.

Lastly, there were three A&E Districts that reported the closure of five organizations during FY 2021. Salisbury reported three closures while Highlandtown and Pennsylvania Avenue both reported one closure. The other 25 districts all reported zero organization closures.

Figure 3 compares the openings and closures presented in Figure 1 and Figure 2. Overall, more entities opened in A&E Districts than closed in FY 2021.

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Figure 3: Net Changes by Entity Type by District, FY 2021

A&E District	Net				
	Retail	Businesses	Restaurants	Organizations	Total
Annapolis	N/R	N/R	N/R	N/R	N/R
Bel Air	3	5	0	0	8
Berlin	2	1	5	1	9
Bethesda	-4	-22	-6	5	-27
Bromo	0	7	-1	0	6
Cambridge	-1	0	1	0	0
Catonsville	4	-1	1	1	5
Chestertown	0	2	0	0	2
Crisfield	1	0	1	0	2
Cumberland	3	8	1	1	13
Denton	N/A	N/A	N/A	N/A	N/A
Easton	0	0	-3	0	-3
Elkton	0	0	1	0	1
Frederick	4	1	1	0	6
Frostburg	1	1	1	0	3
Gateway	0	0	-1	0	-1
Grantsville	1	0	0	0	1
Hagerstown	2	12	2	1	17
Havre de Grace	4	1	3	1	9
Highlandtown	6	-4	5	0	7
Leonardtwn	0	3	2	1	6
Oakland	4	5	-1	0	8
Pennsylvania Ave.	-1	0	0	-1	-2
Salisbury	1	7	1	-1	8
Silver Spring	3	1	-3	1	2
Snow Hill	-2	1	2	1	2
Station North	1	0	1	3	5
Stevensville	2	1	0	0	3
Wheaton	4	-2	-2	0	0
Total	38	27	11	14	90

Sources: Maryland A&E Districts, MSAC, RESI

Maryland's A&E Districts experienced an overall net gain of 90 entities during FY 2021. Bethesda saw 27 net closures, the largest net loss of the 28 reporting districts covered. The closures in this district were concentrated in business entities. The Hagerstown A&E District experienced the largest net gain of 17 entities during FY 2021, with two closings and 19 entity

openings. Cumberland followed behind Hagerstown with a net gain of 13 entities, mainly concentrated in businesses.

3.3 FY 2021 Challenges

A&E Districts were asked to provide a narrative overview of the challenges they faced during FY 2021. Figure 4 below sorts the main challenges faced by the districts from most common to least. Please note that most districts faced more than one challenge during the year and for that reason, the percentages will not sum to 100.0 percent.

Figure 4: A&E District Challenges, FY 2021

Challenge Type	Number of Districts	Percent of Districts
Socioeconomics	23	82.1%
COVID-19 related	9	32.1%
Staffing	9	32.1%
Affordability	7	25.0%
Funding Opportunities/Fundraising	6	21.4%
Administrative issues	2	7.1%
Infrastructure	2	7.1%
Other	1	3.6%
Marketing/Awareness	1	3.6%
Community Support	1	3.6%

Sources: Maryland A&E Districts, MSAC, RESI

Out of 28 reporting districts covered, 23 reported that socioeconomic conditions presented challenges to their operations. This challenge was mainly the result of the COVID-19 pandemic. Cancellation of events and festivals continued for the remainder of FY 2021, which impacted the funds typically raised through fundraiser events. Due to social distancing all gatherings had to be done outdoors and finding such space to re-open business was difficult. Additionally, travel restrictions significantly impacted tourism, and companies that relied on e-commerce pre-pandemic had funds frozen by the banking system to ensure they could cover or refund tickets or merchandise already sold. Still, freezing cash flow thwarted their ability to make payroll.

3.4 District Events and Festivals

A&E Districts provided RESI with details on events and festivals that took place during FY 2021 for analysis. Please note, not all districts were able to provide all the information requested; N/A (not applicable) appears in instances of missing information. Events and festivals that did not take place during FY 2021 were excluded, and any entry provided as an event and as festival was only counted as a festival. Finally, due to rounding, percentages may not appear to add up to 100.0 percent. A&E district events from FY 2021 are detailed below in Figure 5.

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Figure 5: Events by District, FY 2021

A&E District	Events	Percent	Attendance
Annapolis	N/R	N/R	N/R
Bel Air	39	7.6%	54,333
Berlin	4	0.8%	7,550
Bethesda	7	1.4%	5,460
Bromo	6	1.2%	1,085
Cambridge	0	0.0%	0
Catonsville	7	1.4%	4,143
Chestertown	14	2.7%	32,259
Crisfield	11	2.2%	782
Cumberland	5	1.0%	450
Denton	2	0.4%	235
Easton	2	0.4%	N/A
Elkton	17	3.3%	8,497
Frederick	7	1.4%	115,500
Frostburg	15	2.9%	9,876
Gateway	0	0.0%	0
Grantsville	3	0.6%	6,075
Hagerstown	19	3.7%	30,015
Havre de Grace	15	2.9%	33,040
Highlandtown	61	11.9%	15,536
Leonardtwn	18	3.5%	20,495
Oakland	9	1.8%	10,010
Pennsylvania Ave.	4	0.8%	865
Salisbury	22	4.3%	34,300
Silver Spring	122	23.9%	N/A
Snow Hill	5	1.0%	1,310
Station North	36	7.0%	5,517
Stevensville	13	2.5%	2,880
Wheaton	48	9.4%	N/A
Total	511	100.0%	400,213

Sources: Maryland A&E Districts, MSAC, RESI

During FY 2021, approximately 511 events took place in the A&E Districts, attracting an estimated 400,213 attendees in total. Both figures are most likely undervalued because some districts—Easton, Silver Spring, and Wheaton—were unable to provide attendance approximations. Silver Spring held almost 24 percent of all of the A&E district events (122 events) in FY 2021, however was unable to provide attendance figures. Frederick attracted the most estimated attendees to their seven events, totaling approximately 115,500 individuals.

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Many districts had to cancel or postpone events due to ongoing restrictions that were implemented in Maryland due to the COVID-19 pandemic. The pandemic also impacted the district's festivals, effectively canceling any festival usually planned in the spring (March-June) and reducing the number of festivals from 139 (FY 2020) to 42 (FY 2021). Figure 6 below shows details of the festivals that occurred in A&E Districts during FY 2021.

Figure 6: Festivals by District, FY 2021

A&E District	Festivals	Percent	Attendance
Annapolis	N/R	N/R	N/R
Bel Air	0	0.0%	0
Berlin	3	7.1%	8,000
Bethesda	0	0.0%	0
Bromo	0	0.0%	0
Cambridge	0	0.0%	0
Catonsville	0	0.0%	0
Chestertown	2	4.8%	400
Crisfield	2	4.8%	N/A
Cumberland	2	4.8%	450
Denton	2	4.8%	100
Easton	0	0.0%	0
Elkton	0	0.0%	0
Frederick	2	4.8%	N/A
Frostburg	0	0.0%	0
Gateway	1	2.4%	N/A
Grantsville	2	4.8%	2,800
Hagerstown	2	4.8%	1,230
Havre de Grace	1	2.4%	5,000
Highlandtown	3	7.1%	7,450
Leonardtwn	3	7.1%	4,200
Oakland	1	2.4%	3,000
Pennsylvania Ave.	1	2.4%	400
Salisbury	0	0.0%	0
Silver Spring	1	2.4%	N/A
Snow Hill	0	0.0%	0
Station North	11	26.2%	1,295
Stevensville	1	2.4%	1,500
Wheaton	2	4.8%	250
Total	42	100.0%	36,075

Sources: Maryland A&E Districts, MSAC, RESI

During FY 2021, A&E Districts held 42 festivals with a total of approximately 36,075 attendees. Similar to the district events, these numbers may be lower than the actual totals, as four districts—Crisfield, Frederick, Gateway, and Silver Spring—were unable to provide attendance approximations for the festivals held. Station North held the most festivals during FY 2021 (26.2 percent of all festivals). However, Berlin had the largest number of total attendees to their three festivals with 8,000 attendees.

3.5 A&E District Assets

Maryland's A&E Districts feature a variety of creative and cultural assets, such as performance venues, galleries/co-ops, arts education organizations, arts organizations, and museums for visitors to enjoy. Figure 7 presents the number of reported enterprises by district for FY 2021.

Figure 7: Enterprises by District, FY 2021

A&E District	Count	Percent
Annapolis	N/R	N/R
Bel Air	11	1.7%
Berlin	10	1.6%
Bethesda	32	5.1%
Bromo	30	4.7%
Cambridge	4	0.6%
Catonsville	27	4.3%
Chestertown	14	2.2%
Crisfield	5	0.8%
Cumberland	16	2.5%
Denton	13	2.1%
Easton	2	0.3%
Elkton	16	2.5%
Frederick	64	10.1%
Frostburg	17	2.7%
Gateway	61	9.7%
Grantsville	16	2.5%
Hagerstown	10	1.6%
Havre de Grace	26	4.1%
Highlandtown	17	2.7%
Leonardtwn	17	2.7%
Oakland	20	3.2%
Pennsylvania Ave.	8	1.3%
Salisbury	21	3.3%
Silver Spring	64	10.1%
Snow Hill	12	1.9%
Station North	57	9.0%
Stevensville	7	1.1%
Wheaton	35	5.5%
Total	632	100%

Sources: Maryland A&E Districts, MSAC, RESI

As seen above, there were 632 enterprises within the 28 reporting A&E Districts. With 64, Frederick and Silver Spring reported the highest number of enterprises, while the Gateway District followed with 61 reported enterprises.

Figure 8 contains additional information on the types of enterprises located around the state. As seen below, the plurality of enterprises were galleries and co-ops, accounting for 23.1

percent of all enterprises, followed by performance venues (21.2 percent) and arts organizations (20.3 percent).

Figure 8: Enterprises by Type, FY 2021

Enterprise Type	Count	Percent
Galleries/Co-ops	146	23.1%
Performance Venues	134	21.2%
Arts Organizations	128	20.3%
Art Suppliers/Services	72	11.4%
Arts Education Organizations	67	10.6%
Museums	43	6.8%
Other	42	6.6%
Total	632	100.0%

Sources: Maryland A&E Districts, MSAC, RESI

Districts also provided information on the art works that are publicly accessible within their borders, found in Figure 9. Maryland’s A&E Districts reported that there are 242 pieces of art available to the public within their districts. Silver Spring reported the highest total, at 78 works. Examples of public art include murals, sculptures, and statues.

Figure 9: Public Art by District, FY 2021

A&E District	Public Art Works
Annapolis	N/R
Bel Air	25
Berlin	4
Bethesda	0
Bromo	0
Cambridge	0
Catonsville	8
Chestertown	1
Crisfield	0
Cumberland	0
Denton	10
Easton	0
Elkton	9
Frederick	20
Frostburg	2
Gateway	0
Grantsville	1
Hagerstown	0
Havre de Grace	27
Highlandtown	0
Leonardtwn	8
Oakland	6
Pennsylvania Ave.	2
Salisbury	11
Silver Spring	78
Snow Hill	0
Station North	4
Stevensville	0
Wheaton	26
Total	242

Sources: Maryland A&E Districts, MSAC, RESI

Some districts contain housing that is specifically designed or designated for artists. These buildings may contain specialized infrastructure (for example, gallery space or a sprung floor for dance) and/or be financially accessible. Figure 10 illustrates which districts have housing available for artists, and if so, how many units are available.

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Figure 10: Artist Housing by District, FY 2021

A&E District	Housing?	Buildings/Complexes	Units
Annapolis	N/R	N/R	N/R
Bel Air	No	--	--
Berlin	No	--	--
Bethesda	Yes	1	--
Bromo	Yes	5	276
Cambridge	No	--	--
Catonsville	No	--	--
Chestertown	No	--	--
Crisfield	No	--	--
Cumberland	No	--	--
Denton	No	--	--
Easton	No	--	--
Elkton	No	--	--
Frederick	No	--	--
Frostburg	No	--	--
Gateway	Yes	3	100
Grantsville	Yes	2	2
Hagerstown	No	--	--
Havre de Grace	Yes	1	4
Highlandtown	Yes	1	8
Leonardtwn	Yes	11	72
Oakland	No	--	--
Pennsylvania Ave.	No	--	--
Salisbury	Yes	2	95
Silver Spring	Yes	4	232
Snow Hill	No	--	--
Station North	Yes	--	--
Stevensville	Yes	1	--
Wheaton	Yes	6	341
Total	12	27	1,130

Sources: Maryland A&E Districts, MSAC, RESI

As shown in Figure 10, 12 districts reported that artist housing is available. The 27 buildings or complexes in these districts contain an estimated 1,130 units. Leonardtown reported 11 buildings or complexes, the largest number of any district, while Wheaton reported largest number of units, at 341.

Districts also provided information regarding occupancy rates for various types of real estate within their borders, presented in Figure 11.

Figure 11: Occupancy Rate by Real Estate Type by District, FY 2021

A&E District	Storefront/ Commercial	Residential	Industrial/ Manufacturing	Mixed Use
Annapolis	N/R	N/R	N/R	N/R
Bel Air	92%	99%	0%	90%
Berlin	99%	100%	0%	90%
Bethesda	80%	85%	0%	80%
Bromo	96%	92%	0%	88%
Cambridge	80%	90%	N/A	100%
Catonsville	98%	97%	100%	100%
Chestertown	98%	99%	N/A	95%
Crisfield	52%	77%	80%	50%
Cumberland	75%	85%	85%	75%
Denton	N/A	N/A	N/A	N/A
Easton	N/A	N/A	N/A	N/A
Elkton	93%	90%	0%	95%
Frederick	90%	97%	97%	83%
Frostburg	80%	95%	0%	85%
Gateway	89%	100%	95%	89%
Grantsville	90%	70%	0%	5%
Hagerstown	77%	90%	100%	67%
Havre de Grace	98%	95%	50%	90%
Highlandtown	89%	98%	90%	95%
Leonardtwn	95%	95%	0%	95%
Oakland	65%	90%	0%	5%
Pennsylvania Ave.	55%	65%	0%	60%
Salisbury	92%	97%	0%	87%
Silver Spring	N/A	N/A	N/A	N/A
Snow Hill	74%	90%	0%	10%
Station North	15%	80%	0%	5%
Stevensville	75%	95%	0%	80%
Wheaton	92%	85%	0%	72%

Sources: Maryland A&E Districts, MSAC, RESI

For districts that provided data, occupancy rates vary significantly. While some districts are near or at capacity, other districts have significant space available for new opportunities.

3.6 Benefit Information

The A&E District program provides opportunities and incentives for artists and businesses located within the districts. Figure 12 shows which districts have artist registries, the number of artists registered in FY 2021, and whether or not the district has a relocation program.

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Figure 12: Registered Artists by District, FY 2021

A&E District	Registry?	Artist Registered in FY 2021	Relocation
Annapolis	N/R	N/R	N/R
Bel Air	No	-	No
Berlin	Yes	2	No
Bethesda	No	-	No
Bromo	No	-	No
Cambridge	No	-	No
Catonsville	No	-	No
Chestertown	No	-	No
Crisfield	Yes	0	No
Cumberland	No	-	No
Denton	Yes	-	No
Easton	No	-	No
Elkton	No	-	No
Frederick	Yes	16	No
Frostburg	Yes	18	No
Gateway	Yes	0	No
Grantsville	Yes	0	No
Hagerstown	No	-	No
Havre de Grace	Yes	22	No
Highlandtown	Yes	0	No
Leonardtwn	Yes	5	No
Oakland	Yes	6	No
Pennsylvania Ave.	N/A	N/A	No
Salisbury	No	-	No
Silver Spring	Yes	0	No
Snow Hill	Yes	3	No
Station North	No	-	No
Stevensville	Yes	5	No
Wheaton	Yes	0	Yes
Total	15	77	1

Sources: Maryland A&E Districts, MSAC, RESI

As seen above, the majority of districts maintain an artist registry, and 77 artists were reported to have registered in FY 2021. Havre de Grace reported the largest number of registrations in FY 2021, at 22 artists. Interestingly, Wheaton was the only district that had an artist relocation program, though it had zero artists register during the time period.

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Regardless of whether or not a district maintains a registry, districts were asked to estimate the number of artists working within their borders. These estimates are presented in Figure 13.

Figure 13: Estimated Artists by District, FY 2021

A&E District	Estimated Artists
Annapolis	N/R
Bel Air	150
Berlin	19
Bethesda	1,000
Bromo	200
Cambridge	-
Catonsville	35
Chestertown	15
Crisfield	119
Cumberland	15
Denton	15
Easton	115
Elkton	112
Frederick	850
Frostburg	100
Gateway	700
Grantsville	22
Hagerstown	150
Havre de Grace	75
Highlandtown	80
Leonardtwn	126
Oakland	10
Pennsylvania Ave.	0
Salisbury	130
Silver Spring	85
Snow Hill	10
Station North	300
Stevensville	117
Wheaton	80
Total	4,630

Sources: Maryland A&E Districts, MSAC, RESI

Statewide, Maryland’s A&E Districts estimated that they have approximately 4,630 artists working in their districts. Bethesda and Frederick reported the largest number of artists, at 1,000 and 850 respectively.

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Businesses in Maryland’s A&E Districts can access unique tax incentives. Figure 14 presents the number of businesses utilizing tax incentives in FY 2021.

Figure 14: Businesses’ Tax Incentive Utilization by District, FY 2021

A&E District	Admissions and Amusement Tax Abatement		Property Tax Credit	
	Count	Percent	Count	Percent
Annapolis	N/R	N/R	N/R	N/R
Bel Air	0	0%	0	0%
Berlin	0	0%	0	0%
Bethesda	2	9%	0	0%
Bromo	3	14%	0	0%
Cambridge	0	0%	0	0%
Catonsville	0	0%	2	29%
Chestertown	2	9%	0	0%
Crisfield	0	0%	0	0%
Cumberland	0	0%	2	29%
Denton	0	0%	0	0%
Easton	0	0%	0	0%
Elkton	0	0%	0	0%
Frederick	1	5%	3	43%
Frostburg	0	0%	0	0%
Gateway	3	14%	0	0%
Grantsville	0	0%	0	0%
Hagerstown	3	14%	0	0%
Havre de Grace	0	0%	0	0%
Highlandtown	0	0%	0	0%
Leonardtwn	2	9%	0	0%
Oakland	0	0%	0	0%
Pennsylvania Ave.	0	0%	0	0%
Salisbury	2	9%	0	0%
Silver Spring	2	9%	0	0%
Snow Hill	0	0%	0	0%
Station North	1	5%	0	0%
Stevensville	0	0%	0	0%
Wheaton	1	5%	0	0%
Total	22	100%	7	100%

Sources: Maryland A&E Districts, MSAC, RESI

As seen in Figure 14, 22 businesses in 11 of the state's A&E Districts used an Admission and Amusement Tax Abatement in FY 2021. The largest number of businesses utilizing these programs was seen in Bromo, Gateway, and Hagerstown at three businesses each. Only seven businesses, located in Catonsville, Cumberland, and Frederick, were reported to have used a property tax credit.

In addition to tax credits, districts have other financial and nonfinancial resources available for use. Information regarding these other types of incentives is presented in Figure 15.

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Figure 15: Incentives Reported by A&E District, FY 2021

A&E District	Other	Façade?	Loan?	Other Tax Credit/ Abatement?	Grants	Other	Nonfinancial
Annapolis	N/R	N/R	N/R	N/R	N/R	N/R	N/R
Bel Air	Yes	X			X	X	X
Berlin	Yes	X				X	X
Bethesda	Yes				X	X	X
Bromo	Yes			X			
Cambridge	Yes			X			
Catonsville	Yes		X	X	X	X	X
Chestertown	Yes		X	X	X	X	
Crisfield	Yes			X			
Cumberland	Yes		X	X			
Denton	No						
Easton	No						
Elkton	No						
Frederick	Yes	X		X	X		
Frostburg	Yes			X	X		X
Gateway	Yes	X		X			
Grantsville	Yes	X		X	X		X
Hagerstown	Yes		X	X	X	X	X
Havre de Grace	Yes	X		X		X	X
Highlandtown	Yes			X		X	
Leonardtwn	Yes						X
Oakland	Yes	X		X	X		X
Pennsylvania Ave.	No						
Salisbury	Yes	X	X	X			
Silver Spring	Yes			X		X	X
Snow Hill	Yes		X		X		
Station North	Yes	X		X		X	X
Stevensville	Yes				X		X
Wheaton	Yes			X		X	X
Total	24	9	6	18	11	11	14

Sources: Maryland A&E Districts, MSAC, RESI

Of the 28 reporting districts, 24 reported utilizing other incentives. Of the defined incentive types, other tax credits/abatements were the most commonly used. Examples of these programs include historic preservation tax credits, local property tax credits for arts-related spaces, and tax credits for sustainable communities.

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Districts use a variety of communication tools to share information with their communities, which was important during FY 2021 as the COVID-19 pandemic continued. Information regarding communication tools can be found below.

Figure 16: Use of Communication Tools, FY 2021

Communication Tool	Number of Districts	Percent of Districts
Facebook	28	100%
Website	27	96%
Online Events Calendar	20	71%
Instagram	20	71%
Artist Registry	15	54%
Twitter	10	36%
Other	7	25%

Sources: Maryland A&E Districts, MSAC, RESI

As seen in Figure 16 above, all reporting A&E Districts use Facebook. The majority of districts also have a website, online events calendar, Instagram, and an artist registry.

3.7 Public Funding

A&E Districts reported their national, MSAC, other State of Maryland agency, and local public funding along with any in-kind support received during FY 2021. Figures Figure 17 through Figure 22 outline districts' funding by source, type, and amount. Figure 17 below shows A&E Districts' national funding.

Figure 17: A&E Districts Receiving National or Federal Funding, FY 2021

Federal Funding Type	A&E District	Amount
Project Support	Berlin	\$244,443
	Havre de Grace	\$4,000
Operating Support	Frostburg	\$12,189
Total		\$260,632

Sources: Maryland A&E Districts, MSAC, RESI

Only three A&E Districts received national funding during FY 2021: Berlin, Havre de Grace, and Frostburg. Berlin received funding from the Department of Housing and Community Development, a federal agency that supports local government, non-profit organizations, community groups, and businesses to revitalize cities, towns, and neighborhoods across Maryland.⁸ Frostburg received funding from the Small Business Administration, while Havre de Grace received funding from an anonymous source. The total amount of national funding received by A&E Districts in FY 2021 amounted to \$260,632, significantly more than the \$20,500 obtained in FY 2020. Figure 18 below outlines A&E district funding from MSAC.

⁸ "Community Development," Department of Housing and Community Development, accessed January 17, 2023, <https://dhcd.maryland.gov/Communities/Pages/default.aspx>.

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Figure 18: A&E Districts Receiving Funding from MSAC, FY 2021

MSAC Funding Type	A&E District	Amount
Operating Support	Bel Air	\$13,425
	Bethesda	\$15,000
	Bromo	\$16,571
	Cambridge	\$13,425
	Catonsville	\$13,425
	Chestertown	\$28,525
	Crisfield	\$13,425
	Cumberland	\$13,425
	Denton	\$12,500
	Elkton	\$13,425
	Frostburg	\$13,425
	Gateway	\$13,425
	Grantsville	\$13,425
	Havre de Grace	\$13,425
	Highlandtown	\$13,475
	Leonardtwn	\$13,425
	Oakland	\$13,425
	Pennsylvania Ave.	\$16,571
	Salisbury	\$13,425
	Silver Spring	\$25,000
Snow Hill	\$13,425	
Station North	\$13,425	
Stevensville	\$29,996	
Technical Assistance	Chestertown	\$2,400
	Station North	\$2,000
	Cumberland	\$7,500
	Frostburg	\$500
Grants for Organizations	Hagerstown	\$6,288
Public Art	Chestertown	\$11,688
	Crisfield	\$4,800
	Frostburg	\$2,500
Project Support	Crisfield	\$2,000
	Frederick	\$13,425
Emergency Grant	Bel Air	\$14,878
	Bromo	\$15,000
	Cambridge	\$12,500
	Catonsville	\$15,000
	Chestertown	\$11,743
	Crisfield	\$15,000

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Grantsville	\$5,000
Highlandtown	\$10,000
Salisbury	\$26,250
Station North	\$21,525
Leonardtwn	\$4,931
Oakland	\$5,000
Wheaton	\$25,000
Total	\$593,941

Sources: Maryland A&E Districts, MSAC, RESI

Out of 28 reporting districts, 23 districts received between \$12,500 to \$29,996 in MSAC operating support grants. Stevensville received the highest grant of \$29,996, which is a significant increase from FY 2020's support grant for which they received none. This year, 13 districts received emergency funding related to the COVID-19 pandemic. Funding from MSAC in FY 2021 amounted to approximately \$0.6 million. State funding not from MSAC is included in Figure 19 below.

Figure 19: A&E Districts Receiving Other State Funding, FY 2021

State Funding Type	A&E District	Amount
Maryland Heritage Areas Authority (MHAA)	Bromo	\$26,250
	Catonsville	\$3,515
	Grantsville	\$2,000
	Leonardtwn	\$4,000
Maryland Department of Housing and Community Development (DHCD)	Frostburg	\$21,500
	Highlandtown	\$273,155
Critical Areas Grant	Leonardtwn	\$1,500
Maryland Department of General Services (DGS)	Station North	\$2,000
Maryland Department of Natural Resources (DNR)	Leonardtwn	\$175,000
Maryland State Aid for Police Protection	Leonardtwn	\$13,175
Total		\$522,095

Sources: Maryland A&E Districts, MSAC, RESI

Leonardtwn received the most funding from other State sources in FY 2021, totaling approximately \$193,675. The largest single grant amount came from the Maryland Department of Housing and Community Development (DHCD) and totaled \$294,655 between Frostburg and Highlandtown. The second-largest funding source was the Maryland Department of Natural Resources (DNR), supporting Leonardtown district with \$175,000. In total, FY 2021 A&E Districts received approximately \$522,095 in other State funding.

Figure 20 below breaks down local funding sources and amounts for the A&E Districts.

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Figure 20: A&E Districts Receiving Local Funding, FY 2021

A&E District	Local Funding Type	Amount	
Bromo	Baltimore City Dept of Planning (DOP)	\$50,000	
Catonsville	Baltimore County A&E Operating Support	\$150,000	
	Baltimore County Econ Dev Grant	\$28,050	
	Baltimore County Commercial Revitalization Grant	\$30,000	
	Catonsville Women's Giving Circle	\$3,000	
Crisfield	Crisfield American Legion	\$3,000	
Easton	Talbot Arts	\$7,200	
Elkton	Town of Elkton	\$30,000	
	Cecil County Tourism	\$200	
Frostburg	City of Frostburg	\$45,000	
Grantsville	Town of Grantsville	\$3,000	
Hagerstown	Washington County Arts Council	\$4,850	
Highlandtown	Baltimore City Dept of Planning (DOP)	\$50,000	
	Baltimore National Heritage Area: Art Walks	\$4,893	
	BDC Façade Improvement Grants	\$16,141	
	BDC Design for Distancing;	\$100,000	
Leonardtwn	FY21 Commissioners of Leonardtown	\$10,000	
	FY21 St. Mary's Arts Council Arts Dev	\$5,000	
Oakland	Town of Oakland	\$8,000	
	Planning Department	\$50,000	
	Jacob and Hilda Blaustein	\$20,000	
	Baltimore Community Foundation	\$69,000	
	Donation	\$10,000	
	Community Catalyst Grant	\$150,000	
	Baltimore Heritage Inc	\$9,491	
	Comcast	\$5,000	
	Leaders of a Beautiful Struggle	\$10,000	
	T. Rowe Price	\$22,000	
Pennsylvania Ave.	Change Elemental	\$5,000	
	Baltimore Development Corporation	\$72,950	
	BOPA	\$35,450	
	City of Salisbury	\$47,850	
	Chaney Foundation	\$7,500	
	Community Foundation of Eastern Shore	\$3,000	
	Earned Income	\$15,000	
	City of Salisbury	\$97,150	
	Silver Spring	Montgomery County Government	\$250,000
	Station North	Johns Hopkins University	\$110,000

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	PNC	\$10,000
	BB & T	\$2,500
	France-Merrick	\$6,500
	Baltimore City Dept of Planning (DOP)	\$50,000
	Johns Hopkins University	\$10,000
	Goldsekker Foundation	\$15,000
Stevensville	Queen Anne's County Arts Council - Emergency Funding	\$500
	Queen Anne's County Arts Council - Artoberfest support	\$500
Wheaton	Montgomery County Government	\$130,000
Total		\$1,762,725

Sources: Maryland A&E Districts, MSAC, RESI

A&E Districts combined received nearly \$1.8 million in local funding in FY 2021, increasing the total funding received in FY 2020 by almost half a million dollars. The largest single grant and largest grant amount received by a single district went to Silver Spring from the Montgomery County Government and amounted to \$250,000. Pennsylvania Avenue received the most in local funding at \$458,891, spread between 12 separate sources.

Figure 21 below shows the districts that received operating support during FY 2021.

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Figure 21: A&E Districts Receiving Operating Support, FY 2021

A&E District	Provider	Amount
Bromo	Baltimore City Dept of Planning (DOP)	\$50,000
Catonsville	Baltimore County A&E Operating Support	\$150,000
Frostburg	City of Frostburg	\$45,000
Grantsville	Town of Grantsville	\$3,000
Highlandtown	Baltimore City Dept of Planning (DOP)	\$50,000
Leonardtwn	FY21 Commissioners of Leonardtown	\$10,000
Oakland	Town of Oakland	\$8,000
	Planning Department	\$50,000
	Jacob and Hilda Blaustein	\$20,000
Pennsylvania Ave.	Baltimore Community Foundation	\$69,000
	Donation	\$10,000
	Community Catalyst Grant	\$150,000
Salisbury	City of Salisbury	\$97,150
Silver Spring	Montgomery County Government	\$250,000
	Baltimore City Dept of Planning (DOP)	\$50,000
	Johns Hopkins University	\$10,000
Station North	Goldsekker Foundation	\$15,000
Wheaton	Montgomery County Government	\$130,000
Total		\$1,167,150

Sources: Maryland A&E Districts, MSAC, RESI

Twelve of the 28 reporting A&E Districts received local operating support amounting to nearly \$1.2 million in FY 2021. The Montgomery County Government provided the single largest grant in the amount of \$250,000 to Silver Spring. The district with the most funding was Pennsylvania Avenue, with \$299,000 from five grants.

The final funding-related figure below, Figure 22, outlines the in-kind support received by the districts in FY 2021.

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Figure 22: A&E Districts Receiving In-Kind Support, FY 2021

A&E District	Provider	Type	Amount
Bel Air	Town of Bel Air	Staff salary	\$23,610.00
	Town of Bel Air	Office space and services	\$3,000.00
	Town of Bel Air	Police and DPW staff for events	\$6,000.00
	Town of Bel Air Economic Development	Marketing	\$2,339.03
	Town of Bel Air Economic Development	Web hosting and services	\$4,900.75
	Town of Bel Air Cultural Arts Commission	Public art sponsorships	\$3,350.00
	Town of Bel Air Cultural Arts Commission	Marketing and miscellaneous support	\$4,984.97
Bromo	Downtown Partnership of Baltimore	Salary and office support	\$60,000.00
Crisfield	City of Crisfield	Use of Corbin Studio & Gallery, 4 E. Main Street, Crisfield	\$12,000.00
	City of Crisfield	Utilities at Corbin Studio & Gallery	\$8,000.00
	City of Crisfield	Crisfield Arts & Entertainment District Project insurance	\$1,802.00
Cumberland	City of Cumberland Community Development	Administrative	\$500.00
Elkton	Margie Blystone	Volunteer A&E Chairman	\$18,000.00
	Town of Elkton	Office space, Police and Public Works for Events	\$50,000.00
Grantsville	Garrett County Arts Council Inc.	Administrative Support	\$1,000.00
Highlandtown	Creative Alliance	Staff time	\$50,000.00
	Southeast CDC	Staff time	\$50,000.00
Leonardtwn	Commissioners of Leonardtown	Staff support, office space and supplies, A&E district major events	\$50,000.00
	Leonardtwn Business Association	Funding and volunteers	\$15,000.00
Oakland	Garrett County Arts Council Inc.	Administrative support	\$1,000.00

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	City of Salisbury	Office space	\$10,000
	City of Salisbury	Event support	\$90,000
Salisbury	PKS Accounting	Professional services	\$5,000
	Minute Man Press	Printing	\$1,500
	WMDT 47-ABC	Advertising	\$10,000
	Kacey Martin	Professional services	\$4,000
	Volunteers	Volunteer support	\$5,000
Silver Spring	Montgomery County Government	Office	\$10,000
Snow Hill	Town of Snow Hill	In-kind, office, hourly manpower	\$10,000
Station North	Neighborhood Design Center	NDC Concept Planning	\$40,000
Stevensville	Queen Anne's County / Economic & Tourism Development	Administrative/programming support	\$25,000
	Historic Christ Church	Use of Hall for meeting	\$420
Total			\$576,407

Sources: Maryland A&E Districts, MSAC, RESI

A&E Districts can receive in-kind support from the community in addition to government funding. The types of in-kind support mainly include staff, operating, office, event, and miscellaneous support. In FY 2021, 14 of the 28 reporting districts were able to provide estimates of the in-kind support they received; this totaled to approximately \$576,407. Since these are only estimations and 14 of the districts were unable to provide approximations, their combined value may be underestimated. Once again please note that due to rounding, amounts may not sum to totals.

3.8 FY 2021 Goals and Work Plan

Districts provided narratives regarding their goals and plans to help attain them. Some of the overarching and interrelated goals of the A&E Districts include the following:

- Establish more public art,
- Support local artists,
- Expand the A&E District boundaries and market the A&E benefits,
- Design or revamp websites to make them more accessible,
- Implement comprehensive marketing plans,
- Advocate policy matters that affect the local arts community,
- Engage more with the public,
- Initiate strategies to develop bylaws and make decisions regarding programs, and
- Support those that have been impacted by the COVID-19 pandemic.

To meet these goals, each district has a work plan. A sample of such work plans includes the following action steps:

- “We will be focusing on public art and adding more art and artists to our events.”
- “Host more artist photoshoots for promotions” and “provide virtual programming for artist development workshops.”
- “Continue to work towards the goal of the concept and design of new banners, with a design incorporating the Black Lives Matter mural as the key part of the design.”
- Changing online membership portal to “make communications with members more efficient, allow for tailored messaging, and increase membership income.”
- “We hope to grow general awareness and commercial investment through education and partnership”
- “Utilize a portion of grant funds for marketing and rebranding strategy.”
- Incentives to advocate on “the importance of re-purposing underutilized properties via the arts.”
- “Renovation of deteriorated alleys, including paving, additional relocation of utilities, sidewalks and traffic calming and safety measures, electrical work and lighting, to enhance pedestrian access.”

- Hire “a consultant to work with the district to lay some organizational groundwork, perform some strategic planning, and provide recommendations/ perform an assessment of the program.”
- Focused marketing strategy to “help businesses, retail, the arts, and nonprofits to reopen post pandemic.”

3.9 MSAC Technical Assistance

Districts were asked to provide narratives regarding the types of technical assistance, other than funding, that would benefit them. While each district has unique needs, several trends emerged. Figure 23 summarizes these findings. Please note that because several districts discussed multiple types of assistance, percentages will not sum to 100 percent.

Figure 23: Types of Technical Assistance Requested by Districts, FY 2021

Technical Assistance	A&E Districts	Percent of Districts
PD/Training Opportunities	10	36%
Financial and Administrative Assistance	8	29%
Marketing/Market Research	6	21%
Networking Opportunities	6	21%
COVID and Virtual Resources	5	18%
Other	5	18%
Community Engagement Resources	3	11%
Working Groups	2	7%
Ecommerce Resources	1	4%

Sources: Maryland A&E Districts, MSAC, RESI

As seen above, ten districts requested additional professional development and/or training opportunities. Topics of interest include but are not limited to diversity, equity, and inclusion; data management; strategic planning; and programming. Several districts also reported that more networking opportunities between A&E district representatives would be beneficial, and that encouraging these interactions would be helpful in developing more effective efforts based on each districts’ strengths and weaknesses. Despite the common themes amongst the districts, five districts suggested technical assistance that could not be otherwise categorized. One district requested access to the resources of other A&E Districts to increase effectiveness of their efforts, while another district requested examples of other innovative arts programs that exist on a global scale. Additional technical assistance requests were made that did not fit in categories above such as assistance with best practices for reporting data to MSAC.

4.0 Conclusion

Despite the continuing effects of the COVID-19 pandemic in FY 2021, Maryland's A&E Districts provided a variety of creative and cultural enrichment for Maryland residents and visitors. These opportunities improve quality of life and support the livelihoods of artists, local businesses, and communities. Support of the arts sector has continued during these challenging times, with over \$12 million in emergency federal and state funds provided through 1,645 grants since the start of the pandemic.⁹

Continued investment efforts such as professional development offerings and other initiatives are ensuring a strong economic recovery for Maryland's A&E Districts. These responsive efforts have secured jobs, sustained artists, encouraged arts education, and opened virtual spaces—all of which enabled expressive artistic ability to continue. Additionally, these efforts ensured that millions of people were still exposed to art through the attendance of both in-person and virtual artistic events, despite the challenges of gathering restrictions.¹⁰

Communities in Maryland have persevered and been uplifted through activities and efforts driven by the art community. It is likely that the upward trajectory of impacts seen from the arts and entertainment industry will continue to be evident in the upcoming fiscal years as more festivals, venues, and events return. As the recovery from the COVID-19 pandemic continues, Maryland's A&E Districts will continue to be supported for the vital economic role that they play in the state's economy.

⁹ Maryland State Arts Council, "Annual Report FY21," 2, accessed March 3, 2023, <https://www.msac.org/sites/default/files/2021-10/AR21.pdf>.

¹⁰ Ibid.

5.0 References

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Appendix A—A&E District Annual Report for FY 2021

ARTS & ENTERTAINMENT DISTRICTS ANNUAL REPORT FY 2021

Organization Information

Organization Name:
Address:
Phone:
County:
DUNS Number:
Website:

Contact Information

Grant Contact Name:
Phone:
Email:
Address:
City:
State:
Zip Code:

District Primary Contact Person

Name:
Title:
Address:
City:
State:
Zip Code:
Phone:
Mobile:
Email:

Board Chair/Management Team Chair

Name:
Title:
Address:
City:
State:
Zip Code:
Phone:
Mobile:
Email:

ANNUAL REPORT

Answer All Questions as They Pertain to The Reporting Period: July 1, 2021 - June 30,2022

District Name:
Website:

A.1 District Overview

- A. Provide a narrative overview of your district's accomplishments during the reporting period.

Overall, this response should illustrate district accomplishments within the reporting period. Refer to the list below and include brief descriptions for any items that pertain to your district.

- new initiatives (e.g. strategic planning, marketing campaigns, funding secured, management changes, partnerships/collaborations, signage, etc.)*
- significant events and festivals occurring within the district*
- new public art projects within the district*
- new capital projects within the district*
- new or significant retailers, businesses, and restaurants within the district*

-activities of significant arts organizations or arts-related businesses

-changes in district management and staffing

In addition, please reference the district's goals listed in Section VIII of your previous year's annual report, reporting on district progress toward the stated goals and any new plans or goals developed or implemented since the last report. MSAC uses these two responses to inform program development, report to State officials, and provide technical assistance to districts. The A&E Districts Program Advisory Committee also reviews these and other parts of this report to select Outstanding Achievement awardees.

- B. Provide a narrative overview of challenges that the district faced during the reporting period.
- C. Let us know what type of technical assistance MSAC could provide beyond funding that would serve to strengthen your district.

A.2 Capital Projects

- A. How many capital projects were initiated, in process, or completed in the district during the reporting period? If none, enter 0.

Provide a list of all capital projects initiated, in process, or completed within the district during the reporting period. Include A&E District projects as well as those undertaken in the district by other organizations, developers, or enterprises.

Instructions: Include the name or address, CP type (see below), and phase at the end of the reporting period (see below) of each project in the following format:

Project Name/Address; CP type; Number of Units; Phase

Project Name/Address; CP type; Number of Units; Phase

Etc...

CP Type: Residential, Commercial, Mixed-Use, Industrial, Artist Housing; Other (include as many as pertain)

Phase: Initiated, In Process, Completed

A.3 Openings

- A. How many new retailers opened in the district during the reporting period? If none, enter 0.

Provide a list of all retailers that opened in the district during the reporting period. For the purposes of this report, retailers include businesses that sell goods, whether arts-related or not.

Instructions: Include each retailer's name, industry (see below), and if available the number of full and part-time jobs employed by the retailer in the following format:

Retailer Name; Retailer Industry; #FT; #PT

Retailer Name; Retailer Industry; #FT; #PT

Etc...

Retailer Industry: General, Specialty (e.g. art supplies, sporting goods, books, music), Clothing,

Food/Beverage, Health (e.g. drug stores), Other.

- B. How many new businesses opened in the district during the reporting period? If none, enter 0.
- C. Provide a list of all businesses (other than retailers and restaurants) that opened in the district during the reporting period.

Instructions: Include each business' name, industry (see below), and if available the number of full and part-time jobs employed by the business in the following format:

Business Name; Business Industry; #FT; #PT

Business Name; Business Industry; #FT; #PT

Etc...

Business Industry: Accommodations (e.g. hotels, b&bs, etc.), Arts-Related, Attraction (specify Museum, Historical Site, Amusement, etc.), Education,

Financial, Fitness, Medical, Real Estate, Other.

- D. How many new restaurants opened in the district during the reporting period? If none, enter 0.

Provide a list of all restaurants that opened in the district during the reporting period.

Instructions: Include each restaurant's name, whether it provides full, counter, or bar service, and if available the number of full and part-time jobs employed by the restaurant in the following format:

Restaurant Name; Full/Counter/Bar; #FT; #PT

Restaurant Name; Full/Counter/Bar; #FT; #PT

Etc...

- E. How many organizations newly located in the district during the reporting period? If none, enter 0.

Provide a list of all organizations that opened a physical office or space in the district during the reporting period. Organizations may include not-for-profit arts or service organizations and any other organizations not included in any of the categories above.

Instructions: Include each organization's name, type (see below) and if available the number of full and part-time jobs employed by the organization in the following format:

Organization Name; Org Type; #FT; #PT

Organization Name; Org Type; #FT; #PT

Etc...

Org type: Arts-Related, Not-For-Profit, Community, Other (include all types that pertain)

A.4 Closings

- A. How many retailers closed in the district during the reporting period? If none, enter 0.

Provide a list of all retailers that closed in the district during the reporting period. For the purposes of this report, retailers include businesses that sell goods, whether arts-related or not.

Instructions: Include each retailer's name, industry (see below) and if available the number of full and part time jobs lost because of the retailer's closing in the following format:

Retailer Name; Retailer Industry; #FT; #PT

Retailer Name; Retailer Industry; #FT; #PT

Etc...

Retailer Industry: General, Specialty (e.g. art supplies, sporting goods, books, music), Clothing,

Food/Beverage, Health (e.g. drug stores), Other.

- B. How many businesses closed in the district during the reporting period? If none, enter 0.

Provide a list of all businesses (other than retailers and restaurants) that closed in the district during the reporting period.

Instructions: Include each business' name, industry (see below), and if available the number of full and part-time jobs lost because of the business' closing in the following format:

Business Name; Business Industry; #FT; #PT

Business Name; Business Industry; #FT; #PT

Etc...

Business Industry: Accommodations (e.g. hotels, b&bs, etc.), Arts-Related, Attraction (specify Museum, Historical Site, Amusement, etc.), Education,

Financial, Fitness, Medical, Real Estate, Other

- C. How many restaurants closed in the district during the reporting period? If none, enter 0.

Provide a list of all restaurants that closed in the district during the reporting period. Include each restaurant's name, whether it provided full, counter, or bar service, and if available the number of full and part-time jobs lost because of the restaurant's closing in the following format:

Restaurant Name; Full/Counter/Bar; #FT; #PT

Restaurant Name; Full/Counter/Bar; #FT; #PT

Etc...

- D. How many organizations closed or moved outside the district during the reporting period? If none, enter 0.

Provide a list of all organizations that closed a physical office or space in the district during the reporting period. Organizations may include not-for-profit arts or service organizations and any other organizations not included in any of the categories above.

Include each organization's name, type (see below) and if available the number of full and part-time jobs lost because of the organization's closing in the following format:

Organization Name; Org Type; #FT; #PT

Organization Name; Org Type; #FT; #PT

Etc...

Org type: Arts-Related, Not-For-Profit, Community, Other (include all that pertain)

A.5 District Events and Festivals

- A. How many events occurred within the district during the reporting period?

Provide a list of all public events that occurred within the district during the reporting period. Include events presented by district management as well those presented by other organizations or enterprises.

Include the event's name, date(s), number of occurrences during the reporting period, estimated total attendance (total for all occurrences during the reporting period), and event type (see below). Mark with an asterisk () events that took place for the first time during the reporting period. Please use the following formats:*

For new events:

**Event Name; Date(s); Number of Occurrences; Estimated Total Attendance;
Type*

**Event Name; Date(s); Number of Occurrences; Estimated Total Attendance;
Type*

Etc...

For reoccurring/annual events:

*Event Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type
Event Name; Date(s); Number of Occurrences; Estimated Total Attendance; Type
Etc...*

Event Type: Community, Culture, Film, Fine Art, Food, Holiday, Performing Arts, Other

B. How many festivals occurred within the district during the reporting period?

Provide a list of all public festivals that occurred within the district during the reporting period. Include festivals presented by district management as well those presented by other organizations or enterprises.

Include the festival's name, date(s), number of occurrences during the reporting period, estimated total attendance (total for all occurrences during the reporting period), and festival type (see below). Mark with an asterisk () festivals that were presented for the first time during the reporting period. Please use the following formats:*

For new festivals:

**Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance;
Type*

**Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance;
Type
Etc...*

For reoccurring/annual festivals:

*Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance;
Type*

*Festival Name; Date(s); Number of Occurrences; Estimated Total Attendance;
Type
Etc...*

Festival Type: Community, Culture, Film, Fine Art, Food, Holiday, Performing Arts, Other

A.6 District Assets

A. Provide a list of all arts-related enterprises within the district by type. Note: For those organizations that perform, exhibit, or provide services outside of the district, only include attendance that occurs within the district in your estimate.

Enter each enterprise once under the appropriate enterprise type. Omit any types that do not apply. Enter an enterprise under "Other" if it does not fit any of the first seven types.

*Enterprise Types: Galleries/Co-ops; Performance Venues; Museums; Arts Organizations;
Arts Education Organizations; Public Art Pieces; Art Suppliers/Services; Other*

For each type, include the name and annual attendance/patronage/visitation of each enterprise in the following format:

Galleries/Co-ops

Name; Estimated Total Annual Attendance/Patronage/Visitation

Name; Estimated Total Annual Attendance/Patronage/Visitation

Etc...

Performance Venues

Name; Estimated Total Annual Attendance/Patronage/Visitation

Name; Estimated Total Annual Attendance/Patronage/Visitation

Etc...

ETC...

- B. Provide a list of housing in the district that is built for or marketed to artists. Include affordable housing and any explanatory information as necessary.

Include name or address, type (see below) and number of units in the following format:

Name/Address; Housing Type; Number of Units

Name/Address; Housing Type; Number of Units

Etc.

Housing Type: Artist; Affordable; Market-rate; Apartment; Condominium; Other (include all that pertain)

A.7 Occupancy Rate

- A. Estimate the percentage of occupied real estate at the end of the current reporting period for each type of building stock in the district. If not applicable, enter N/A.

Storefront/Commercial ----- %

Residential -----%

Industrial/Manufacturing -----%

Mixed Use -----%

Mixed Use is defined as a combination of land uses on the same site. Occupancy for this report can be estimated based on information from local real estate or licensing offices or best estimates based on district manager knowledge of the district.

A.8 District Benefit Information

- A. Does the district maintain an artist registry?

Estimate the total number of artists working in the district.

This estimate should include all registered artists (if the district maintains a registry) and an estimate of all artists regularly working within the district during the reporting period.

- B. Does the district have an artist relocation program?
- C. How many businesses in the district take advantage of the Admission and Amusement Tax abatement? If none, enter 0.
- D. Provide a list all businesses taking advantage of the abatement.
- E. How many property tax credits were applied for during the reporting period?
- F. Provide a list of property addresses for which property tax credits applications were submitted.

To confirm whether or not a construction project applied for A&E property tax credits, contact the tax office for your county, city, or town. County contact information can be found [here](#). Contact the Program Director for help finding this information.

- G. Other than the A&E tax incentives, list all additional incentives available in the district.

List all incentives available within the district that are offered by state, county, or local government, by business groups, or through designations that overlap the A&E District.

- H. Communication tools

Check all that apply

- Facebook
- Twitter
- Website
- Media page
- On-line events calendar
- Artist registry
- Other – specify:

A.9 District Funding

REPORT FUNDING APPLIED FOR OR RECEIVED FOR DISTRICT PROJECTS OR OPERATIONS ONLY

- A. Federal/National Funding

Agency or Funder	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)
-----	-----	\$ -----

Maryland Arts and Entertainment District Survey Analysis FY 2021
RESI of Towson University

B. MSAC Funding

MSAC Program	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)
-----	-----	\$ -----

C. Other State Funding

Department or Funder	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)
-----	-----	\$ -----

D. Local Funding

Entity or Funder	Type of Funding	Award/Grant Amount (enter \$0 if funding was applied for but not received)
-----	-----	\$ -----

E. In-Kind

Entity	Description of Support	Estimated Value
-----	-----	\$ -----

A.10 Electronic Signatures

The name typed here is authorized to sign this Maryland State Arts Council application on behalf of the applicant and certifies that all information contained in this report is true and accurate. Checking this box verifies that the applicant agrees to complete and submit this report by electronic means, including the use of an electronic signature.

Signature:

Total Income (Allowable + Non-Allowable):

Total Expenses (Allowable + Non-Allowable):

Appendix B—Data Limitations

Please note that data comes from annual reports that each A&E District is required to submit to MSAC. Since these documents contain self-reported data, some information may be inconsistent between districts and/or under- or over-counted.

END OF DOCUMENT