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FY21 Annual Report: March 2022
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.
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)
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
ARTS COUNCIL PROGRAMMING

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. $48,000 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
73,000 Shoppers
36 Farms
34 Food Vendors
10 Bazaar Vendors

31% of promotionandarts.org page views were to the Baltimore Farmers’ Market & Bazaar landing page

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 operations 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.

January 26, 2022

SC&H Attorneys, P.C.
### Combined Statements of Financial Position

As of June 30.

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<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
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<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$470,185</td>
<td>$431,370</td>
</tr>
<tr>
<td>Accounts receivable, net</td>
<td>128,920</td>
<td>125,984</td>
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<tr>
<td>Investments</td>
<td>1,442,681</td>
<td>1,170,008</td>
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<tr>
<td>Due from affiliates</td>
<td>312,417</td>
<td>313,739</td>
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<tr>
<td>Prepaid expenses</td>
<td>31,286</td>
<td>31,045</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>1,552,776</td>
<td>941,032</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$3,993,564</td>
<td>$2,872,045</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Line of credit</td>
<td>$200,000</td>
<td>$400,000</td>
</tr>
<tr>
<td>Paycheck Protection Program deferred income (Note 10)</td>
<td>-</td>
<td>127,645</td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>3,788,56</td>
<td>221,289</td>
</tr>
<tr>
<td>Accounts payable and accruals related to payroll and compensation expense</td>
<td>220,019</td>
<td>232,247</td>
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<tr>
<td>Deferred revenue</td>
<td>445,681</td>
<td>373,829</td>
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<tr>
<td>Deferred rent</td>
<td>22,689</td>
<td>67,744</td>
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<tr>
<td>Interest receivable</td>
<td>3,000</td>
<td>4,259</td>
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<tr>
<td>Capital lease obligations</td>
<td>22,845</td>
<td>42,387</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$1,289,268</td>
<td>$1,256,796</td>
</tr>
<tr>
<td>Commitments and Contingencies (Note 9)</td>
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<td></td>
</tr>
<tr>
<td>Net Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>$997,296</td>
<td>$455,759</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>792,317</td>
<td>600,249</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>$1,797,573</td>
<td>$1,056,008</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$3,993,564</td>
<td>$2,872,045</td>
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The accompanying notes are an integral part of these combined financial statements.
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

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