



BROMO TOWER ARTS & ENTERTAINMENT DISTRICT

Baltimore Data Day
July 10, 2015

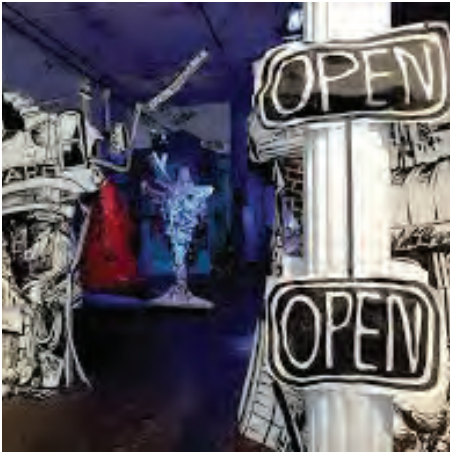


ANCHOR CULTURAL INSTITUTIONS

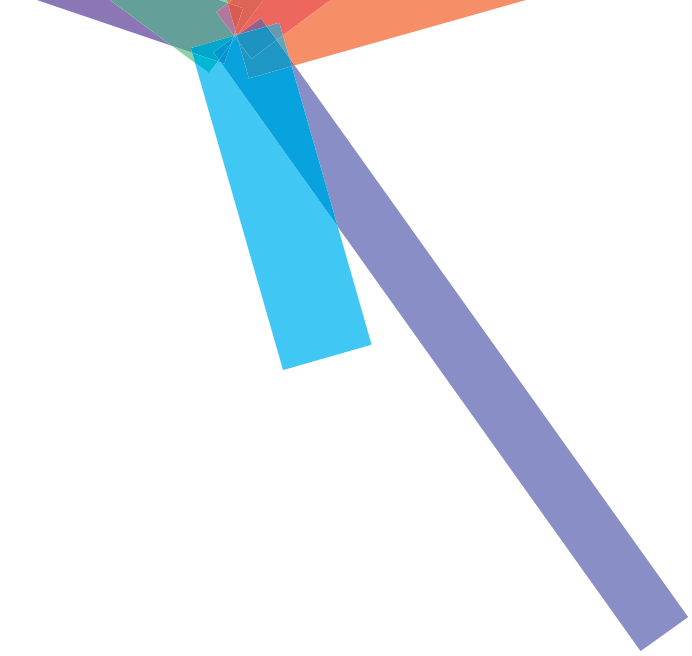


- Bromo Seltzer Arts Tower
- Hippodrome Theatre
- Eubie Blake Jazz Institute & Cultural Center
- Maryland Art Place
- Arena Players Theatre
- Everyman Theatre
- Maryland Historical Society

SMALL & “DIY” SPACES & ORGANIZATIONS



- Current Space
- EMP Collective
- XOL Art Gallery
- ArteFactory Baltimore
- Franklin Street
- Springsteen Gallery
- Open Space
- Randall Scott Projects
- Dance Baltimore
- Muse 360 Arts
- Kelly Walker Fine Art
- Fluid Movement
- H&H Building
- Gallery Four
- Whole Gallery
- Platform Arts Center
- Jordan Faye Contemporary

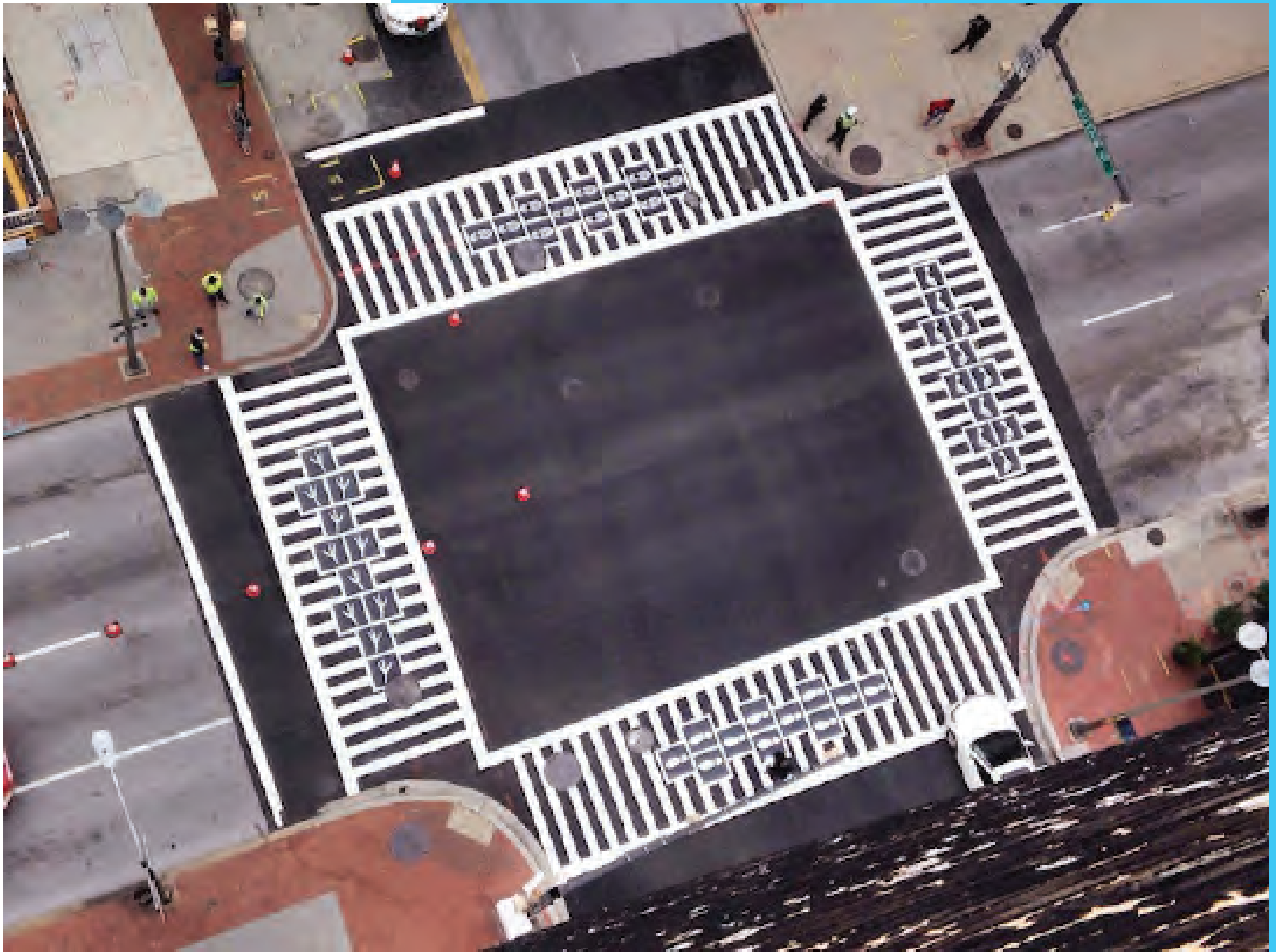


PROJECTS

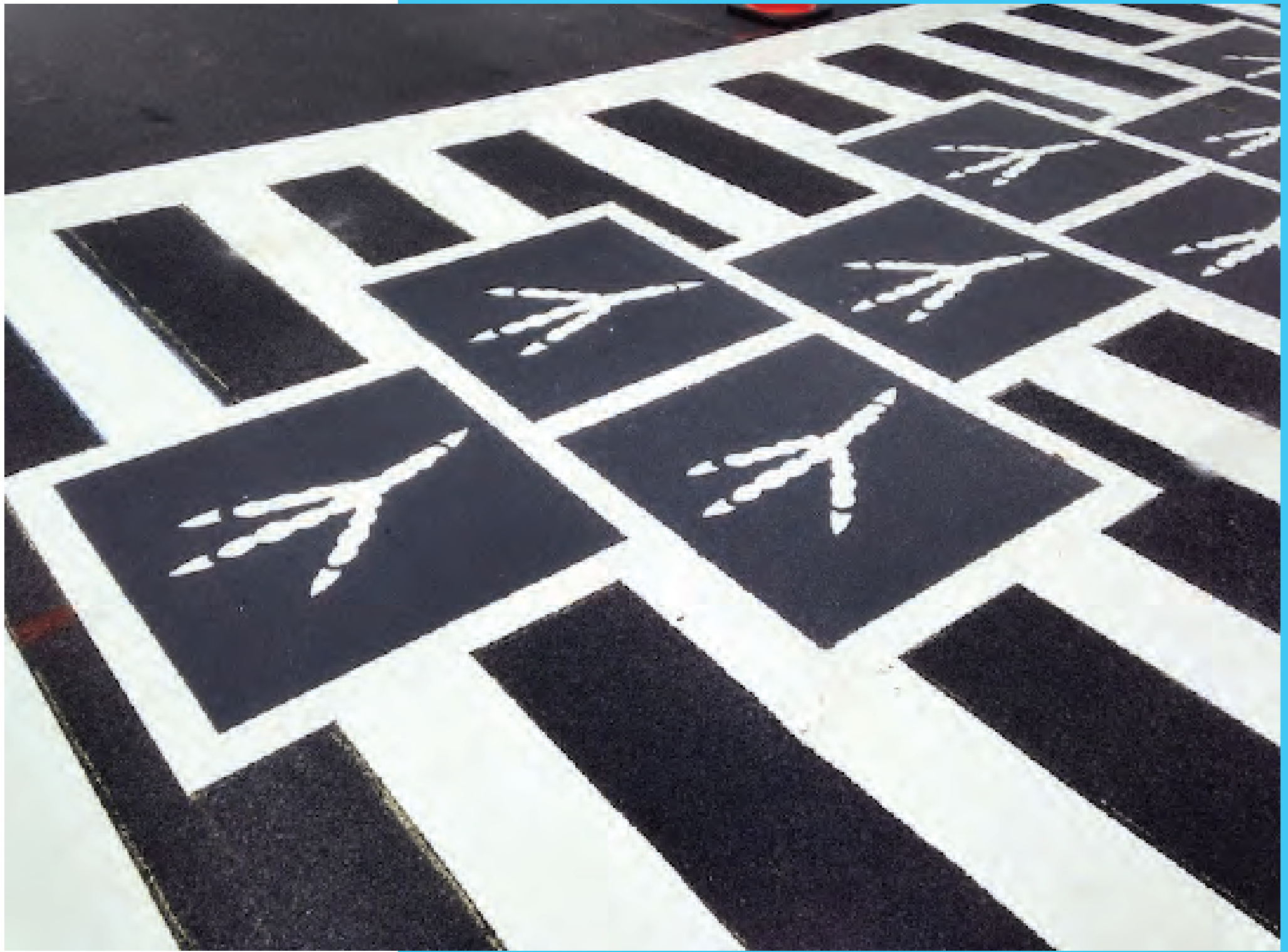














Bromo Arts
BLOCK HOP



ARTS, CRAFTS, PERFORMANCE & FOOD



















The Local Fry

Homemade french fries made with fresh Russet potatoes

Specialty Fries

Hawaiian Fry: \$6

- BBQ Pulled Pork, crispy bacon, pineapple salsa, BBQ Sauce, scallions, Japanese mayo

Local Fry Fries: \$6

Spiced taco beef, Shredded cheddar cheese, onions, Spicy 'Local Fry' Sauce



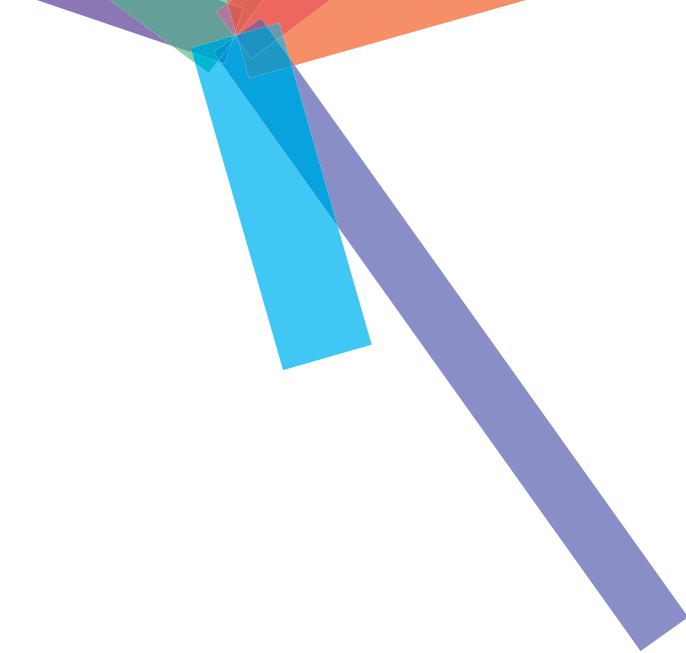




STEWART'S







DATA & EVALUATION

MARYLAND STATE ARTS COUNCIL

Economic & Fiscal Impact across 24 A&E Districts

Example Questions:

- How many new initiatives were undertaken by district management?
- How many new festivals occurred in the district?
- How many new public art projects?
- How many new businesses/retailers/restaurants etc? How many full and part-time jobs were gained?
- How many new capital projects?
- Residential/retail/office occupancy rates?



ARTPLACE AMERICA

(Project Specific)

Sample Questions:

- Has the community attracted investment from other public, private or philanthropic sources?
- Has your project received local or national media coverage?

10 Signals of Momentum

- 1 Is your community cleaner?
- 2 Does the community feel safer?
- 3 Is the community more attractive?
- 4 Are there fewer vacancies?
- 5 Are there more people on the sidewalk?
- 6 Is there a popular new outdoor gathering space?
- 7 Is there a popular new indoor gathering space?
- 8 Is there new evidence of arts activity?
- 9 Has the local press reported on it positively?
- 10 Do people in the community generally agree that the community is getting better?



OTHER DATA COLLECTION

Event Surveys & Feedback

Sample Questions:

- What zipcode are you visting from?
- Have you been to the district before?
- How did you hear about the event?
- What mode of transportation did you use to get here?
- What do you like most about the district?
- What would you like to see more of in the area?
- How were your sales?
- How many visitors did you have?





CONTACT

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