



MSAC STAFF USE ONLY

AED 2018/ _____

ARTS & ENTERTAINMENT DISTRICTS ANNUAL REPORT FY 2018
DEADLINE: OCTOBER 15, 2018, 5:00 PM

FOR THE PERIOD: JULY 1, 2017 - JUNE 30, 2018:

GENERAL INFORMATION

District Name:	
County:	Year Authorized:
Re-Designation Date (if completed):	Expansion (if granted):
Re-Designation Due:	Total Acreage:
Managing Entity:	
Tax Exempt Number:	
Website:	
A&E DISTRICT PRIMARY CONTACT PERSON	BOARD CHAIR/MANAGEMENT TEAM CHAIR
Name:	Name:
Title:	Title:
Address:	Address:
City:	City:
State: MD	State: MD
Zip Code:	Zip Code:
Phone:	Phone:
Mobile:	Mobile:
Email:	Email:
Fax:	Fax:

Stakeholders: List your district's stakeholders and partners, including a contact name and email address for each entity.

Caroline County Council of Arts, Marina Dowdall, ccartscouncil@verizon.net
Caroline Economic Development Corp., (vacant)
Caroline Office of Tourism, Ceres Bainbridge, cbainbridge@tourcaroline.com
Town of Denton, Lisa Orendorf, lorendorf@dentonmaryland.com
Denton Planning & Zoning, Don Mulrine, dmulrine@dentonmaryland.com
Downtown Denton Main Street, Steve Konopelski, steve@turnbridgepoint.com
Downtown Denton Main Street, Heather Tinelli, manager@downtowndenton.com
Downtown Denton Main Street, Audrey Clemens, aud.clemens@yahoo.com

SECTION I: DISTRICT OVERVIEW

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

Our goals this year:

- 1) Implement phase 2 of the marketing plan for the expanded Denton A&E district area - received MSAC TAG funds for a digital artist relocation campaign. We worked on updating our A&E webpage, creating a branded resource guide, developing a campaign and placing facebook ads. We also partnered with Downtown Denton Main Street to host "Spring Thing" an arts festival, held in May 2018.
- 2) Forge strong supportive relationships with artists and property owners/developers - a coordinator was hired via Downtown Denton Main Street. Together we worked to solidify our connections with artists, businesses, and property owners via surveys, meetings, newsletters and visitations.
- 3) Implement the public art plan for the new expanded Denton A&E district - surveyed the public for public art themes and types. Created a call for submissions. Applied and received MSAC funding for 2 public art projects that will be installed in FY19.
- 4) Facilitate the redevelopment of the original (Fourth Street) Denton A&E district - assisted the Caroline Historic Society in grant writing for the rehabilitation of the historic property next to FACES on 4th street. The "cobbler shop" across the street, continued with exterior renovations and historical signage was added.
- 5) Develop a 5 year strategic plan (to be reviewed and updated every five years) - applied and received OAG funding (via Main Street) for an updated market study, branding plan and strategic planning which will take place in FY19.

New installations:

- 1) Welcome sign was installed in the center of town with a map on back and brochure box for annual event and business listing tri-fold.
- 2) A similar sign was installed at the Visitor Center.
- 3) Billboard signage on Rt 50 continued through September.

B. Provide a narrative overview of challenges that the district faced during the reporting period.

Our Community Demonstration Garden, in the heart of the Artsway, needs a champion. It has a lot of potential and should be utilized further. We are looking for a committed group to volunteer to tend and program this community space. Our annual Garden Party, which was rescheduled, was not well attended so it was decided not to continue this event going forward until we have a vested group.

C. How many capital projects were initiated, in process, or completed in the district during the reporting period? 1

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.

Market Street Public House; 200 Market Street, Denton; Commercial; 1; Phase 1 of their expansion completed.

D. How many new retailers opened in the district during the reporting period? 1

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.

Craftees Custom Tees and More, 322 Market St; Specialty; 1FT; 2PT

E. How many new businesses opened in the district during the reporting period?

1

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

Edwards Driver Improvement School, 210 Market Street; Education; 1FT

F. How many new restaurants opened in the district during the reporting period?

1

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

Nich's Coffee, 5N 3rd St.; Counter; 1FT

G. How many organizations newly located in the district during the reporting period?

1

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.

Project Chesapeake, 114 Market Street; Community Health; 2 FT; 1 PT

SECTION II: CLOSINGS

A. How many retailers closed in the district during the reporting period? 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.

N/A

B. How many businesses closed in the district during the reporting period? 1

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

Liberty Tax; Specialty; 1FT

C. How many restaurants closed in the district during the reporting period? 0

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

N/A

D. How many organizations closed or moved outside the district during the reporting period? 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.

N/A

SECTION III: DISTRICT EVENTS AND FESTIVALS

A. How many events occurred within the district during the reporting period? 55

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.

Second Saturdays at the Artsway (CCCA); monthly (12); 5-50 per month, 150/year; Community
Third Thursdays (DDMS); monthly (12); 50-100 per month, 750/year; Community
Cruise-In (DDMS); monthly (5, April - September, 2017); 100-200 per month, 650/year; Community

Open Air Market (DDMS) (formerly Farmers Market); monthly (6, April - October); 20-50 per month, 200/year; Community

Spring Thing Artisan and Performance Festival; May 12, 2018; 1; 150; Community

Supper at Sunset (DDMS); September 16, 2017; 1; 80; Food/Performing Arts

Literary Evening with Dorothy Parker (CCCA); October 21; 80; Food/Performing Arts

Trunk or Treat (DDMS); October 28, 2017; 1; 200; Community/Holiday

Garden Party (DDMS); October 28, 2017; 1; 25; Community/Performing Arts

Community Open House (Denton Police Dept); October 28, 2017; 1; 200; Community

Small Business Saturday; November 25, 2017; 1; 150; Community

Town of Denton Holiday Parade (TOD); December 5, 2017; 1; 250; Community

Holiday Marketplace (DDMS) (formerly Miracle on Market Street); December 2017; 5; 250; Holiday/Community

Friday Nites in Caroline (CCCA/CCPL); Winter 2018; 5; 500; Performing Arts/Culture

Chocolate Event (Ches. Culinary Ctr); February 2018; 1; 150; Food

My Fatal Valentine dinner theater; February 10 & 11, 2018; 2; 200; Food/Performing Arts

B. How many festivals occurred within the district during the reporting period? 2

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.

Caroline Summerfest (TOD/R&P); August 18 and 19, 2017; 1; 10,000; Performing Arts/Food/Community

Festival of Trees (Caroline Hospice); December 2017; 1; 250; Holiday/Community

SECTION IV: DISTRICT ASSETS

A. DISTRICT ARTS AND ENTERTAINMENT ENTERPRISES: Provide a list of all arts-related enterprises within the district by type.

The Foundry Community Art Gallery; 1000;

The Fiber Arts Center of the Eastern Shore (gallery); 1000

Jan Baker's 4th Street Gallery; 500

Black Anchor Tattoo Lobrow Art Gallery; 500

Museum of Rural Life (Gallery); 500

Fiber Arts Center of the Eastern Shore Classes; 250

The Foundry Classes; 200

Nich's Coffee Shop Gallery and Performance venue; 750

B. ARTIST HOUSING: 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.

Jan Baker, 12 N Fourth Street, Denton, MD 21629; Artist; 1

C. OCCUPANCY RATE

Estimate the percentage of occupied real estate at the end of the current reporting period for each type of building stock in the district:

Storefront/Commercial	_____	%	N/A
Residential	_____	%	N/A
Industrial/Manufacturing	_____	%	N/A
Mixed Use*	_____	%	N/A

**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.*

SECTION V: DISTRICT BENEFIT INFORMATION

A. Does the district maintain an artist registry?

What is the total number of registered artists working in the district?
How many artists registered during the reporting period?

B. Estimate the total number of artists working in the district.

C. Does the district have an artist relocation program?

How many artists relocated to the district during the reporting period as a result of the program?

D. How many businesses in the district take advantage of the Admission and Amusement Tax abatement? 0

Provide a list all businesses taking advantage of the abatement.

N/A

E. How many property tax credits were applied for during the reporting period? 0

Provide a list of property addresses for which property tax credits applications were submitted.

N/A

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

Low interest loan program administered by the Town of Denton

Small business loan program administered by the Caroline County Economic Dev. office

Marketing services for tourism related businesses administered by the Caroline Office of Tourism and Downtown Denton Main Street

G. Communication tools: check all that apply.

Facebook

Twitter

Website

Media page

On-line events calendar

Artist registry

Other – specify:

SECTION VI: DISTRICT FUNDING

A. Indicate any federal or national funding applications submitted and provide grant/award amounts received for district projects or operations during the reporting period.

ENTITY	APPLICATION SUBMITTED	AWARD/GRANT AMOUNT
National Endowment for the Arts		_____
National Trust for Historic Preservation		_____
ArtPlace America		_____
Other – Specify:		_____
Other – Specify:		_____

B. Indicate all Maryland State Arts Council applications submitted and provide grant amounts received for projects undertaken by the district during the reporting period.

MSAC PROGRAM	APPLICATION SUBMITTED	AWARD/GRANT AMOUNT
Technical Assistance		_____
Grants for Organizations		_____
Public Art		_____
Maryland Touring		_____
Other – Specify:		_____

C. Indicate any other state funding applied for or awarded for district projects or operations during the reporting period.

ENTITY	APPLICATION SUBMITTED	AWARD/GRANT AMOUNT
Maryland Main Street		_____
Heritage Areas Authority/Planning		_____
Department of Transportation		_____
Department of Planning		_____
Capital Bond		_____
Other – Specify:		_____
Other – Specify:		_____

D. Indicate any local awards/grants applied for or awarded for district projects or operations during the reporting period.

ENTITY	APPLICATION SUBMITTED	AWARD/GRANT AMOUNT
_____		_____
_____		_____
_____		_____
_____		_____

E. If your district receives direct operating support, indicate who provides the operating support and how much was provided during the reporting period.

F. If your district receives in-kind support, (e.g. office space, administrative support) indicate who provides the in-kind support, the type of support, and the estimated value.

SECTION VII: GOALS FOR THE CURRENT FISCAL YEAR

A. Briefly outline your district's goals for the current fiscal year and your plans for achieving those goals. Include mention of any anticipated changes in district management or funding, new initiatives or strategies, new events or festivals, and any major capital or public art projects planned.

- 1) Artsway Public Art Trail - Complete 3 public art projects and develop marketing tools to highlight the 9 public art installations in the district
- 2) Market Study and Strategic Planning - Muldrow and Associates have been secured to complete an updated market study, branding plan and community engagement facilitation that will result in strategic planning for the district.
- 3) Walk Your City - complete pedestrian signage to provide guidance for people to walk to various cultural landmarks, eateries, services and shopping locations throughout town.
- 4) Advertise and follow up on our newly launched artisan re-location program. Develop relationships with property owners for potential artist tours and property postings.
- 5) Facade mini-grants - work with Downtown Denton Main Street to provide exterior signage and improvements for buildings within the Artsway.

SECTION VIII: MSAC TECHNICAL ASSISTANCE

A. Let us know what type of technical assistance MSAC could provide beyond funding that would serve to strengthen your district and help you achieve the goals listed above. Please include topics you feel would be most relevant for annual professional development days and any other resources or ideas that would serve your district.

MSAC Technical Assistance:

- * Funding opportunities
- * Data comparison with other MD A&E Districts
- * Market analysis tool kit
- * Global branding of the MSAC A&E designation including a MSAC marketing plan for MD A&E districts
- * Resources and guidelines that offers a framework for successful administration for A&E districts
- * Property Tax Credit application procedure/policy template

SECTION IX. CERTIFICATION

The A&E District Representative agrees to complete and submit this application by electronic means, including the use of an electronic signature.

Printed Name _____

Title _____

Date _____

Checking this box verifies that the name typed above is authorized to sign this Maryland State Arts Council A&E Districts Annual Report on behalf of the A&E District 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 annual report by electronic means, including the use of an electronic signature.