

HARFORD ARTISTS ASSOCIATION

“to promote and encourage appreciation for art in Harford County”

Dear Proprietor,

10 Dec 2009

The Harford Artists Association (HAA) wishes to invite you to become a Corporate member. Corporate membership entitles you to:

- display your business card or logo on the HAA website
- recognition on HAA-printed programs
- maintain business cards at the HAA gallery
- advance information of upcoming events

As a business person, you are well aware of the cost of advertising. Our website and our gallery receive frequent visits by both the local community and beyond. However, there is another reason why you should consider joining.

The gallery is pivotal in achieving an Arts & Entertainment designation within the town of Bel Air. So why is this important to you? Of the 19 towns in Maryland with an A&E designation, all have seen a boost in the local economy in terms of increased occupancy, increased commercial activity, and an increase in overall property values.

For instance, Mary Jo Jablonski, Director of the Elkton Alliance, makes the following comment in regard to Elkton's A&E designation, "In 2003 there were 33 vacant spaces in downtown. Now there are zero." Andrew L. Vick, Executive Director of the Allegany Arts Council and Coordinator of the Cumberland Arts and Entertainment District, states that since obtaining an A&E district, "Buildings have been reused and revitalized, tourism is flourishing and new people are moving to the area and paying taxes." According to Kyra Kristof Pincheira, the Arts and Entertainment District Coordinator at the Cambridge Main Street, "Interest in the availability of space has outstripped supply."

So as you can see, success of the gallery can lead to economic success within the Bel Air community. The Harford Artists Association is a non-profit 501C(3) organization. We rely almost totally on membership fees, artist exhibit fees, and donations. Your contribution of \$100 as a corporate member will help us greatly with the costs of sustaining our gallery.

We are located in the old caretaker's cottage on the property of the Rockfield Manor. Please consider visiting the gallery – our hours are: Thursday & Friday 1 pm to 6 pm; Saturday 10 am to 6 pm; Sunday noon to 4 pm.

If interested in becoming a Corporate member, please send a check for \$100 made out to Harford Artists Association to 503 Churchville Road, Bel Air, MD 21014. Also, include a few business cards as well as your email (if available). If you do not have a business card, we will work with you to develop your information for our website. Thank you for your time.

Best Regards,

Pam Burton
President, HAA