

ABOUT ME.

TONYA MILLER HALL

Tonya R. Miller Hall is a pioneering figure in Baltimore's cultural landscape, serving as the city's first Senior Advisor of Arts and Culture within the Mayor's Office since the 1990s. A Baltimore native, Tonya ventured to New York City in her twenties, where she crafted an illustrious career spanning fashion, music, social justice, and lifestyle branding. Her diverse experiences in these dynamic industries equipped her with a unique blend of creativity and strategic insight, which she now brings to her role, profoundly influencing Baltimore's artistic and cultural initiatives.

Initiating her career as a publicist in the music and fashion industry, Tonya collaborated with notable figures and brands such as rockers Steven Tyler and Corey Glover, Wendy Williams, Miss Sixty Jeans, Enyce, WWD, Teen Vogue, and Vibe Magazine.

Her journey led her to join some of the world's most prestigious companies, including Time Inc., William Morris Endeavor/New York Fashion Week, Viacom, Gay Men's Health Crisis, the NAACP LDF, and INVNT. Here, Tonya orchestrated significant events like the National Equal Justice Awards, New York AIDS Walk, Fashion-Forward, GLAAD Media Awards, and MTV Music Awards. At William Morris Endeavor, she excelled as the Senior Director of Business Development, forging critical New York & Miami Fashion Week partnerships and securing significant deals with top-tier brands like Bank of America, Luxottica, Samsung, Pandora Jewelry, and SK-II.

Tonya's professional journey brought her back to Baltimore in 2018 when she joined the administration of then-Mayor Catherine Pugh. As the Senior Director of Public Affairs, she oversaw communications, social media, city-wide events and festivals, public art curation, content creation, design, sponsorship development, and CHARM TV's original network programming.

Tonya served as the Chief Marketing & Programs Officer for the Baltimore Office of Promotion and the Arts (BOPA), spearheading a brand revitalization and introducing a new vision for Artscape. Her initiatives earned four ADDY Awards for the cinematic piece "What is Art," which featured native Baltimorean and Emmy, Grammy, and Tony Award winner Andre De Shields, contemporary artist Derrick Adams, and an ensemble of Baltimore creatives.



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As the Senior Advisor of Arts & Culture at the Mayor's Office, Tonya is fervently dedicated to transforming Baltimore into a hub of innovation and creativity within the creative sector. Her leadership was pivotal in comprehensively reimagining Artscape 2023, Baltimore's flagship arts festival. Tonya championed sustainable community impact initiatives, notably transforming a vacant lot into Artscape Park—a vibrant community pocket park—and launching a significant 10,000 sq ft mural project on the site of a former gas station. Her efforts have markedly boosted the social and civic pride of the Station North community, enhancing both the aesthetic and functional dynamics of urban spaces while deepening the connection between the arts and Baltimore residents.

Tonya's strategic acumen has also led to noteworthy achievements, such as securing the bid to host the prestigious International Placemaking Conference 2024, which positions Baltimore as a thought leader in global cultural discussions. This feat dovetails with successfully acquiring a \$1 million grant from the Bloomberg Philanthropies Art Challenge for the innovative "Inviting Light" project, slated for 2024-25. As one of eight U.S. cities selected from 154 submissions, this project aims to transform public spaces with innovative lighting installations. Moreover, Tonya has established a graffiti task force initiative and the Art After Dark program, addressing unwanted street art and fostering collaboration between muralists, graffiti writers, and street artists. These initiatives highlight her unwavering commitment to leveraging the arts as a dynamic community engagement and urban revitalization tool.

Tonya is an avid endurance athlete with a deep passion for boxing and road cycling. She lives in Baltimore with her husband, Mark, and their two cats, Brooklyn and Rye. Her dynamic career and personal pursuits embody her multifaceted talents and commitment to her profession and passions.

