

BALTIMORE NATIONAL HERITAGE AREA MAKES AN IMPACT

December 2020



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BALTIMORE: A CITY OF FIRSTS

Baltimore's position as a border city, port, and gateway to the West prompted many "firsts."

- 1784** The **American Methodist Church** was born at a conference at Baltimore's Lovely Lane Meeting House.
- 1814** Artist Rembrandt Peale opened his "**Museum and Gallery of Fine Arts**"; the first purpose-built museum building in the Western hemisphere.
- 1819** The "**Baltimore Sermon**," delivered at the First Unitarian Church, marked the formal beginning of Unitarianism in the U.S.
- 1824** The city became the terminus of America's first federal highway – **the National Road**.
- 1829** Baltimore's grand **Washington Monument** was erected as the first significant monument to the nation's first president.
- 1830** The nation's first railroad, the Baltimore & Ohio, began operations. Fifty years later, a worker's protest set off the **Great Railroad Strike** of 1877; the first nationwide strike.
- 1840** The Baltimore Hebrew Congregation became home to the nation's first **ordained rabbi**.
- 1842** **Har Sinai**, the first American congregation founded on the principles of Reform Judaism was created.
- 1844** Samuel Morse sent the first **telegraph message** from B&O Railroad's Mount Clare Station.
- 1851** The first iron building in America opened on Baltimore Street to serve as the headquarters of the **Baltimore Sun newspaper**.
- 1952** Local civil rights groups challenged school segregation and won, making Baltimore the first city below the Mason-Dixon Line to **desegregate a public school**.
- 1861** The first **bloodshed of the Civil War** was seen in Baltimore on April 19th.
- 1884** Ottmar Mergenthaler, a German Immigrant, invented the **Linotype**, which is the world's first typesetting machine and revolutionized the printing industry.
- 1916** The **Baltimore Symphony Orchestra** was formed as the nation's first publicly supported symphony orchestra.
- 1970** The Inner Harbor renewal project of the 1970s led the way in **waterfront redevelopment**.
- 1995** The **American Visionary Art Museum** opened as America's first museum of visionary (or "outsider") art.

Shipbuilders at Fell's Point built the first **clipper ships**.

With deep colonial roots as a haven for Catholics, Maryland led in the development of **American Catholicism**.

The NAACP attorney who argued the landmark *Brown vs. the Board of Education* case, Baltimore's own **Thurgood Marshall**, became the first African American to serve on the U.S. Supreme Court.

Philanthropist **Johns Hopkins** endowed the nation's first research-based university.

ABOUT THE BALTIMORE NATIONAL HERITAGE AREA

BALTIMORE NATIONAL HERITAGE AREA MISSION

The Baltimore National Heritage Area works to promote, preserve, and enhance Baltimore's historic and cultural legacy and natural resources for current and future generations.

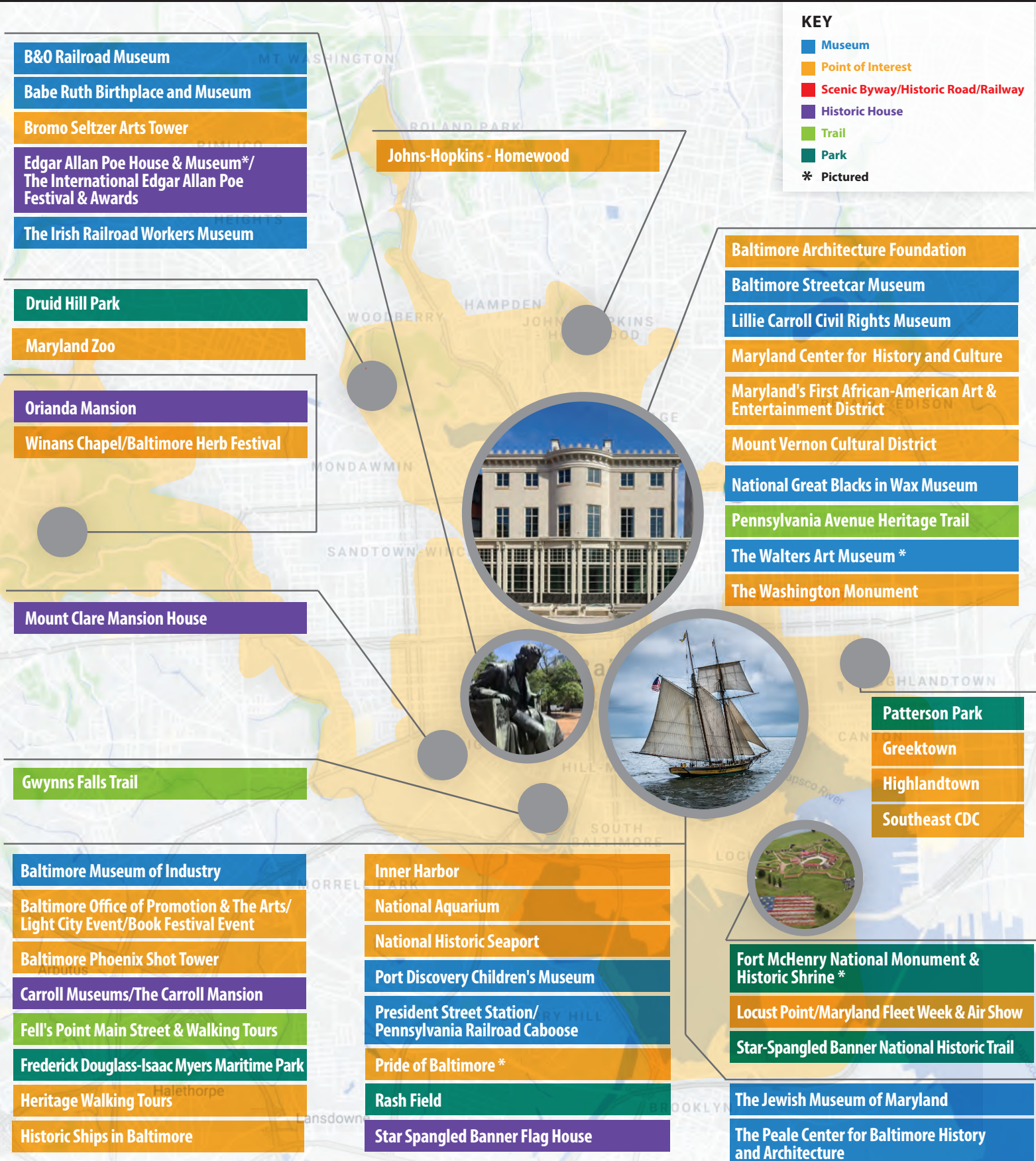
The Baltimore National Heritage Area (BNHA) is one of 13 certified heritage areas in Maryland and one of 49 Congressionally designated national heritage areas across the United States. Baltimore's concentration of historic, cultural, and natural resources makes the city a truly unique place. The city has been witness to events that have dramatically altered the course of the nation's history. Over the centuries it has also observed the subtle changes in the way Americans work, play, and live.



The BNHA includes the central portion of the city, waterfront, inner neighborhoods and portions of the city's park system. Sites such as Fort McHenry and the Inner Harbor, portions of the Charles Street, Falls Road, National Historic Seaport, and Star-Spangled Banner Maryland Scenic Byway are all a part of the designated area. Neighborhoods in the BNHA include Little Italy, Fell's Point, Canton, Bolton Hill, Seton Hill, Mount Vernon, Charles Village, Union Square, Locust Point, and Federal Hill. City parks within the BNHA include Druid Hill Park, Gwynns Falls Leakin Park, Carroll Park and Patterson Park.

BNHA maintains strong partnerships with the city of Baltimore and Visit Baltimore to promote heritage tourism to Marylanders and visitors from all over the U.S., and the world. BNHA works to accomplish its mission in a multitude of ways including the development and promotion of products and programs such as guided walking tours, new heritage tourism products, and the provision of grants that encourage tourism and historic preservation. BNHA has abundant historic and cultural resources in neighborhoods throughout the city and works with partner organizations to support heritage tourism. BNHA expands its reach annually through partnerships, grantmaking, and encouragement of heritage tourism and neighborhood development.

BNHA KEY SITES SPAN ACROSS BALTIMORE CITY



ECONOMIC IMPACT OF BALTIMORE NATIONAL

ECONOMIC CONTRIBUTION

The economic impact of the Baltimore National Heritage Area is **\$753.7 million** annually . This economic impact consists of tourism driven by the presence of the Baltimore National Heritage Area (\$749.7 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$4.1 million).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$2,654,080	\$428,907,873	\$431,561,953
Indirect	\$908,294	\$162,655,253	\$163,563,547
Induced	\$502,851	\$158,125,599	\$158,628,450
Total	\$4,065,225	\$749,688,725	\$753,753,950

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Baltimore National Heritage Area is **6,422 jobs** supported and sustained. This economic impact is driven by the presence of the BNHA's operations and grant making activities which support 14 jobs and tourism in the heritage area supporting 6,408 jobs.

	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	5	4,557	4,562
Indirect	6	881	887
Induced	3	970	973
Total	14	6,408	6,422

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF BALTIMORE NATIONAL

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Baltimore National Heritage Area based upon operations, grantmaking, and tourism totals \$60.9 million.



Source: Parker Philips using IMPLAN

ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 19. Primary surveys were conducted with heritage area visitors across the state in the heritage area (day and overnight and local and non-local visitors).

BALTIMORE NATIONAL HERITAGE AREA

WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.

Connecting Communities with the Neighborhood Placemaking Grant Program: The Baltimore National Heritage Area (BNHA) launched the Neighborhood Placemaking Grant Program (NPG) in 2018 to help neighborhoods make connections to history and provide ways to share this history with visitors and residents alike. Through mini-grants and technical assistance, NPG helps historic neighborhoods highlight their connection to broad swaths of Baltimore history. Mini-grants fund projects such as streetscape improvements, interpretive signage and wayfinding, community-based planning, festivals, and workshops. The program's goal is to help Baltimore's historic neighborhoods build a sense of place, improve quality of life, and sow the seeds for heritage tourism. The program is data-driven and outcome-based to track success and community transformation.

Whether a neighborhood played a part in the history of Fort McHenry or was once a center for immigrants seeking prosperity, the NPG program allows each community to share its story. Through heritage tourism, these important neighborhoods can connect with each other, connect with the city as a whole, and connect with visitors exploring Baltimore. www.explorebaltimore.org

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“IN BALTIMORE, WE HAVE HAD A WILLINGNESS TO EMBRACE CULTURAL CHALLENGES TO ACHIEVE A BETTER UNDERSTANDING OF OURSELVES HISTORICALLY. THE BALTIMORE NATIONAL HERITAGE AREA ENCOURAGES COLLABORATION BETWEEN THE HISTORICAL COMMUNITY AND CULTURAL COMMUNITY BECAUSE THEY ARE INTERTWINED. WHEN THE TWO COMMUNITIES WORK TOGETHER WITHOUT COMPROMISING EITHER SIDE, REAL COLLABORATION HAPPENS AND PROGRESS IS MADE THROUGHOUT THE CITY OF BALTIMORE.”

– JEANNIE HOWE
BOARD OF DIRECTORS OF THE BNHA
EXECUTIVE DIRECTOR OF THE GREATER BALTIMORE CULTURAL ALLIANCE

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