



HERITAGE MONTGOMERY MAKES AN IMPACT

December 2020

Parker Phillips
assess. analyze. assess!

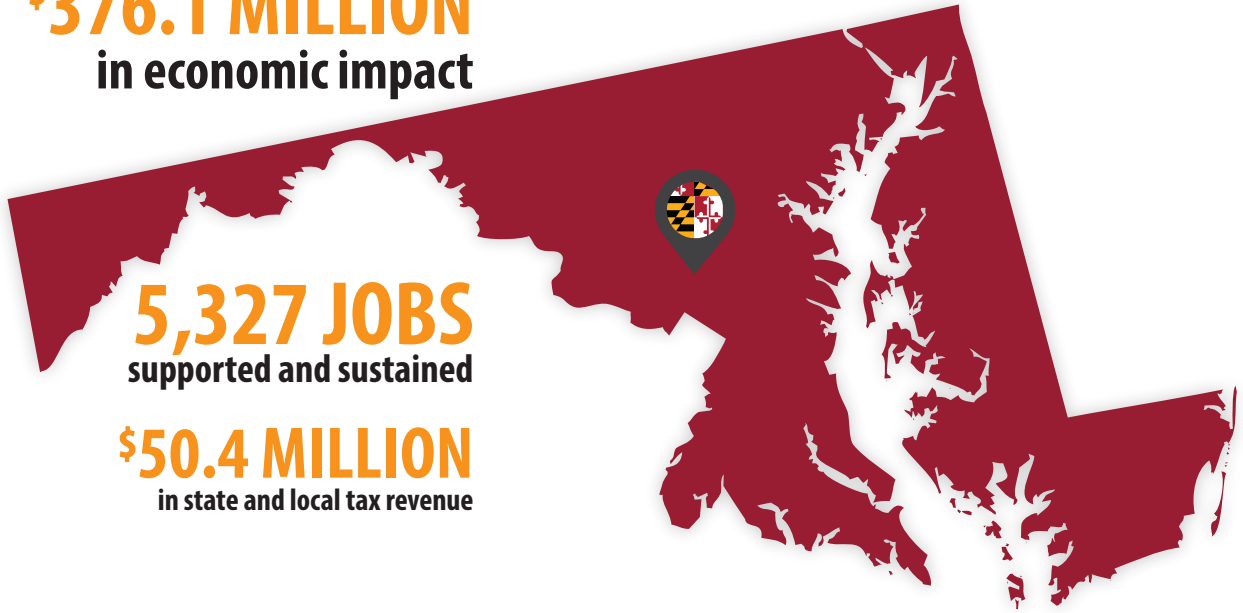


HERITAGE MONTGOMERY MAKES AN IMPACT

\$376.1 MILLION
in economic impact

5,327 JOBS
supported and sustained

\$50.4 MILLION
in state and local tax revenue



FAST FACTS ABOUT HERITAGE MONTGOMERY

2

STATE PARKS: SENECA CREEK AND PATUXANT RIVER

SPONSORED COUNTYWIDE CELEBRATIONS – HERITAGE DAYS AND HARVEST DAYS – HIGHLIGHTING LOCAL PARKS, FARMS, MUSEUMS, AND HISTORIC SITES.

3

NATIONAL PARKS: C&O CANAL NATIONAL HISTORICAL PARK, GLEN ECHO PARK AND CLARA BARTON NATIONAL HISTORIC SITE

40⁺

HISTORIC 1800S AFRICAN AMERICAN COMMUNITIES FOUNDED BOTH BEFORE AND AFTER EMANCIPATION. CHURCHES, COMMUNITY BUILDINGS, CEMETERIES, AND SCHOOLS PAY TRIBUTE TO THE DEDICATION AND STRENGTH OF THEIR FOUNDING FAMILIES.

100⁺

PROTECTED RUSTIC ROADS: MILES OF HISTORIC EARLY ROADS WINDING THROUGH SCENIC LANDSCAPES AND EARLY CROSSROADS TOWNS.

400⁺

COUNTY & REGIONAL PARKS: BLACK HILL REGIONAL PARK, CABIN JOHN REGIONAL PARK, LITTLE BENNETT REGIONAL PARK, ROCK CREEK REGIONAL PARK, AND WHEATON REGIONAL PARK.

INTERESTING FACTS

THE “AG RESERVE”: 93,000 ACRES OF PRESERVED FARMLAND PROTECTING THE COUNTY’S AGRICULTURAL HERITAGE AND FOSTERING A SUSTAINABLE FUTURE FOR FARM BUSINESSES AND NATURAL RESOURCES.

CIVIL WAR HISTORY: DURING THE 1860S, RESIDENTS OF MONTGOMERY COUNTY LIVED IN A WAR ZONE. STRATEGICALLY LOCATED NEXT TO WASHINGTON, DC, MONTGOMERY COUNTY WAS TRAVERSED AND OCCUPIED BY THOUSANDS OF TROOPS FROM BOTH NORTH AND SOUTH.

MUSEUMS AND HISTORIC SITES THROUGHOUT THE HERITAGE AREA PUT A SPOTLIGHT ON UNIQUE LOCAL HISTORY INCLUDING THE STORIES OF QUAKER HERITAGE, RAILROAD TOWNS, AND AGRICULTURE.

ABOUT HERITAGE MONTGOMERY

HERITAGE MONTGOMERY MISSION

Heritage Montgomery is dedicated to preserving and promoting local history, culture, and distinctive natural areas and fostering a sense of stewardship and pride in our community.

About Heritage Montgomery

Heritage Montgomery was created by State officials and county leaders in 2004 to raise the profile of the area's heritage, ensuring that residents and visitors alike understand and value the county's past. With a history stretching back beyond colonial times, Montgomery County has a long heritage evidenced by rich cultural and historical resources. Heritage Montgomery has defined four key themes to capture the unique and distinctive features of the county.

Rivers, Roads, & Rails: Transportation Trails:

The C&O Canal along the Potomac River and the Metropolitan Branch of the B&O Railroad, run through significant late-1800s communities including Gaithersburg, Silver Spring, and Glen Echo which is home to a classic trolley line amusement park. Extraordinary engineering feats can be seen all along the Canal, including the Seneca Aqueduct built in 1829. Recreational opportunities abound throughout Montgomery County for bikers, hikers, and walkers.

Crossroads & Cultures:

Montgomery County's rich and diverse cultural histories are represented across the heritage area. Many homes in the area are believed to have been part of the Underground Railroad network aiding escaping slaves in the 1800s. Throughout the county, post-Civil War churches, community buildings, cemeteries, and schools pay tribute to the dedication and strength of their founding families.

Heritage Gems: Montgomery County's Past:

Scattered throughout the heritage area, these sites represent the unique stories of history, culture, and nature found in Montgomery County, from historic houses to Civil War sites to parks and theatres.

Heritage Montgomery serves as a convener, catalyst, and promoter of tourism, community investment, and education in the region. Heritage Montgomery has abundant natural, historic, and cultural resources throughout their heritage area and works with partner organizations to support heritage tourism.

HERITAGE MONTGOMERY KEY SITES SPAN ACROSS MONTGOMERY COUNTY



ECONOMIC IMPACT OF HERITAGE MONTGOMERY

ECONOMIC CONTRIBUTION

The economic impact of the Heritage Montgomery is **\$376.1 million** annually. This economic impact consists of tourism driven by the presence of the Heritage Montgomery (\$375.3 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$796,329).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$450,514	\$217,772,062	\$218,222,576
Indirect	\$158,114	\$76,023,032	\$76,181,146
Induced	\$187,701	\$81,497,708	\$81,685,409
Total	\$796,329	\$375,292,802	\$376,089,131

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Heritage Montgomery is **5,327 jobs** supported and sustained. This economic impact is driven by the presence of the Heritage Montgomery's operations and grant making activities which support 12 jobs, and tourism in the heritage area supporting 5,315 jobs.

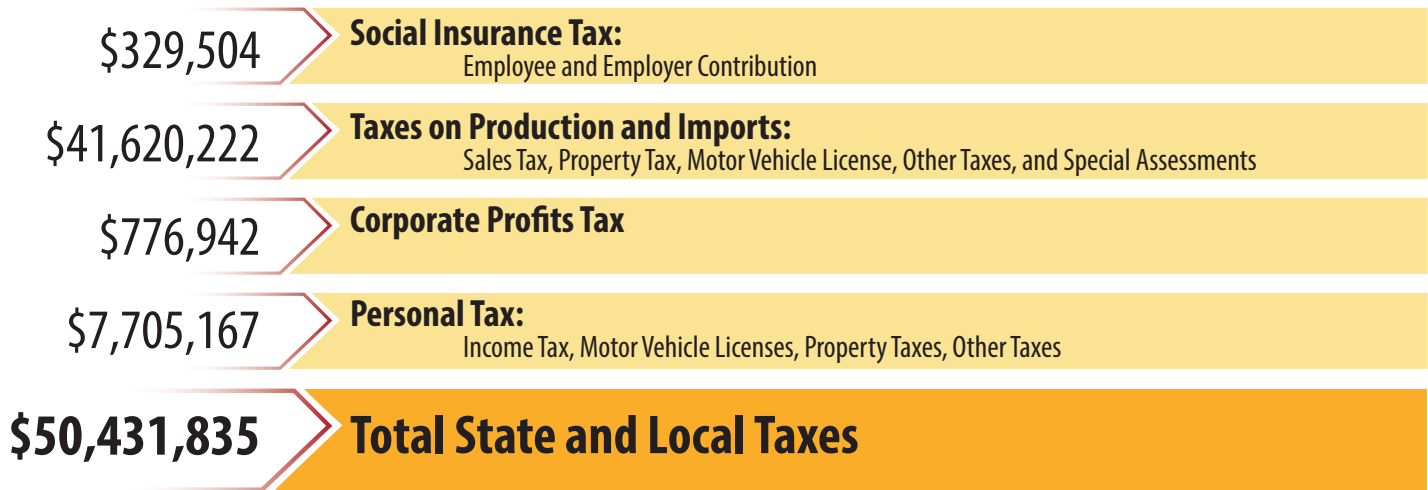
	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	8	3,779	3,787
Indirect	2	731	733
Induced	2	805	807
Total	12	5,315	5,327

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF HERITAGE MONTGOMERY

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Heritage Montgomery based upon operations, grantmaking, and tourism totals **\$50.4 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).

HERITAGE MONTGOMERY 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.

HERITAGE DAYS

Heritage Montgomery's signature program Heritage Days, a free, countywide event, is held annually on the last weekend of June. During this event, over 40 sites are open to the public to encourage the community to come out and experience the rich cultural, historic, and natural landscapes of Montgomery County. Special events and performances are also planned to showcase what makes Heritage Montgomery unique. Heritage Days offers the perfect opportunity for visitors from all over the county and state to experience the rich history and geography in their own backyard. This event encourages visitors from near and far to pack a picnic and explore. Held for over 20 years, this annual event has become a must-not-miss for residents of all ages.





“WE WOULD BE NOTHING WITHOUT THE COLLABORATIONS; WHETHER ITS HERITAGE MONTGOMERY SUPPORTING US WITH GRANTS FOR OUR EVENTS, WITH THE FREEMEN COMMUNITIES CREATING UNDERSTANDING ABOUT HISTORICAL RESOURCES, THE ARTISAN COMMUNITY, THE FARMS THEMSELVES OFFERING EXPERIENCES ON THE FARMS, FOR PEOPLE OR SCHOOLCHILDREN LEARNING ABOUT WHERE THEIR FOOD AND FIBER COMES FROM. THOSE WHO ADVOCATE FOR THE AREA AND COLLABORATE WITH THE LOCAL GOVERNMENT HAVE HELPED PEOPLE UNDERSTAND THE COMPLEXITY AND IMPORTANCE OF THIS PLACE, AND HOW WE CAN MAKE IT SUCCESSFUL FOR THE NEXT 50 YEARS.”

— CAROLINE TAYLOR
EXECUTIVE DIRECTOR OF MONTGOMERY COUNTRYSIDE ALLIANCE