

PATAPSCO VALLEY HERITAGE AREA MAKES AN IMPACT

December 2020

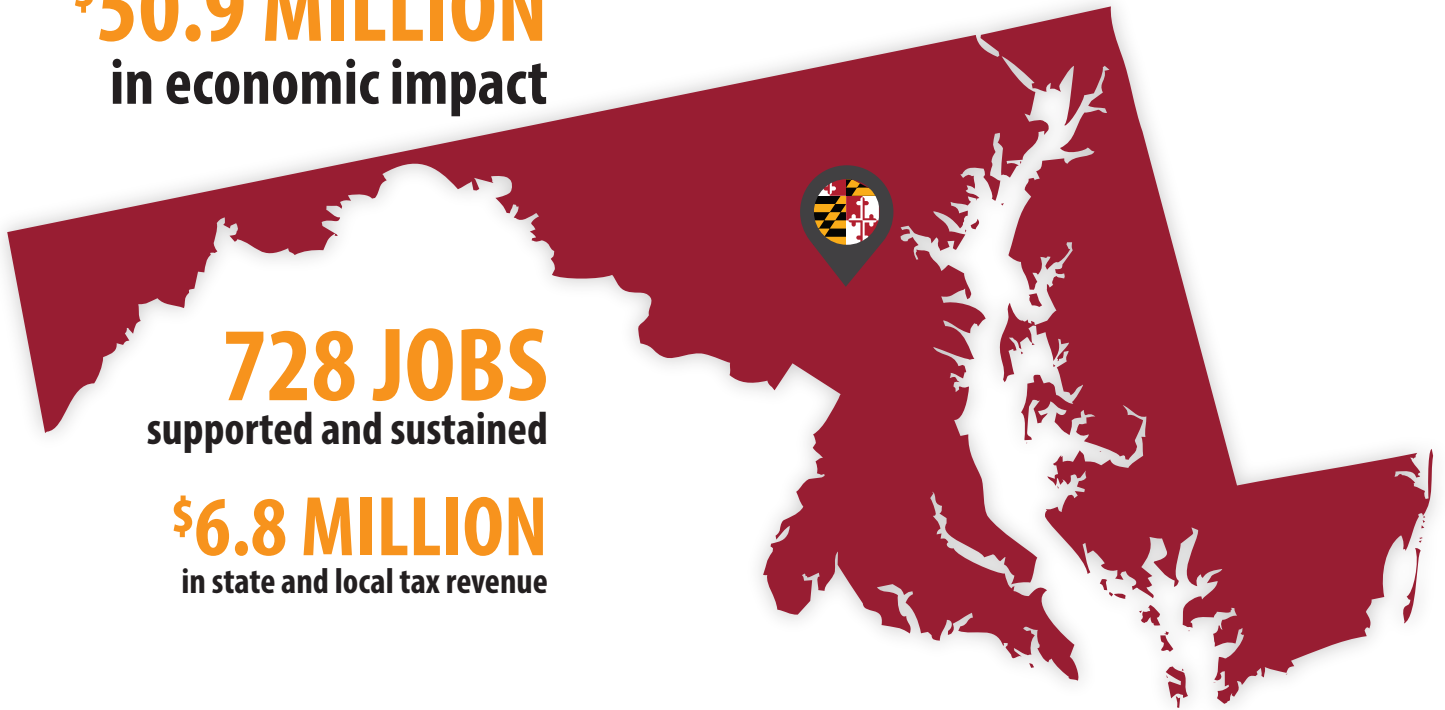


PATAPSCO VALLEY HERITAGE AREA MAKES AN IMPACT

\$50.9 MILLION
in economic impact

728 JOBS
supported and sustained

\$6.8 MILLION
in state and local tax revenue



1st

LEADING MARYLAND IN TECHNOLOGY, TRANSPORTATION, AND CONSERVATION

TELEGRAPHIC MESSAGE
SENT ON MAY 24, 1844
BY SAMUEL F.B. MORSE

**SUCCESSFUL
STEAM-POWERED BOAT**
IN THE U.S.

**AFRICAN AMERICAN
ASTRONOMER**
– BENJAMIN BANNEKER

**MULTI-ARCHED,
STONE RAILROAD BRIDGE**
DESIGNED ON A CURVE
– THE THOMAS VIADUCT

FISH LADDER
IN MARYLAND CONSTRUCTED
– THE ORANGE GROVE FLOUR
MILL IN THE MID- 1800s

STATE PARK
IN MARYLAND
CREATED IN 1907
– THE PATAPSCO VALLEY
STATE PARK

**UNDERWATER
HYDROELECTRIC PLANT**
– BLOEDE DAM

**FEDERALLY FUNDED
INTERSTATE**
KNOWN AS
THE NATIONAL ROAD

COMMERCIAL RAILROAD
IN AMERICA
– THE B&O

RAILWAY TERMINUS
IN THE NATION
– ELLICOTT MILLS

**SUCCESSFUL
STEAM ENGINE**
IN THE U.S.
– TOM THUMB

ABOUT PATAPSCO VALLEY

PRESERVE. PROTECT. INTERPRET. RESTORE.

The Patapsco Heritage Greenway is dedicated to preserving, protecting, interpreting and restoring the environment, history and culture of the Patapsco Valley between Granite and Elkridge, Maryland.

Natural processes, natural beauty, and history combine to create a unique opportunity for neighboring residents and visitors from across the state and beyond, to understand and enjoy Maryland's most dramatic river valley. Through the efforts of many partners, the public appreciates the significance of the valley's heritage, understands its history, and enjoys the experience it has to offer.

In 2015, Patapsco Valley became one of Maryland's 13 certified Heritage Areas with the unanimous approval of the Patapsco Valley Heritage Area (PVHA) Management Plan by both the Baltimore and Howard County Councils. Maryland's Heritage Areas are places to experience the authentic heritage of Maryland in a unique way that you cannot experience anywhere else. In Heritage Areas, individuals, businesses, non-profits and governments form partnerships to preserve the best of Maryland's historic sites and towns, unspoiled natural landscapes, and enduring traditions.

The history of Maryland flows with the Patapsco River. Commerce, industry, agriculture, warfare and conservation have played parts in the community's development along this river's course. For more than 200 years, the Patapsco River Valley has produced historic events and scientific advances that transformed Maryland and the United States. Decades before, the Patapsco Valley echoed with the sounds of Maryland's history and heritage; the Iroquoian-speaking Susquehannocks tribe; rasping of adzes and chisels shaping ships from hard oaks; roaring of iron furnaces; creaking of hogsheads on rolling roads; repeated chopping of the woodsman's ax; tramping of colonial and Civil War troops; clanging of iron works; groaning of mills, whirring of looms, and the metallic song of steel wheels on steel rails. If you follow the Patapsco River west from Baltimore, you can discover the place where America's industrial revolution took shape.

The collaborative efforts of Patapsco Valley Heritage Area provide significant benefit to the local community, businesses, and organizations within its footprint. Patapsco is committed to sustaining the numerous resources that help make the Valley a welcoming place for Marylanders and out-of-state visitors. The heritage area supports and partners with local organizations as a way to further develop regional assets. The heritage area is focused on engaging the Latinx community that visits in large numbers from across the state to enjoy the area's most popular site— the Patapsco Valley State Park. Latinx visitors comprise one of the largest group of visitors to the State Park. Patapsco Heritage Greenway has supported several grants, including the Patapsco Valley State Park Mobile Interpretive Center, to foster outreach in the Latinx community.

Patapsco Valley Heritage Area is a champion of the region's historic and preservation mission, providing technical support to nonprofits and community partners. Each year, Patapsco works with the MHAA to assist local organizations applying for grants that help preserve and interpret the historical and physical landscape, while at the same time promoting economic activity in the Patapsco River Valley.

PATAPSCO VALLEY KEY SITES SPAN ACROSS BALTIMORE AND HOWARD COUNTIES



This map represents a graphic interpretation of the heritage area boundaries, and should not be used to determine whether sites are inside or outside the boundaries.

ECONOMIC IMPACT OF PATAPSCO VALLEY

ECONOMIC CONTRIBUTION

The economic impact of the Patapsco Valley Heritage Area is **\$50.9 million** annually. This economic impact consists of tourism driven by the presence of the PVHA (\$50.0 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$914,991).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$554,151	\$28,986,051	\$29,540,202
Indirect	\$157,829	\$10,118,871	\$10,276,700
Induced	\$203,011	\$10,847,566	\$11,050,577
Total	\$914,991	\$49,952,488	\$50,867,479

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of Patapsco Valley is **718 jobs** supported and sustained. This employment impact consists of jobs supported and sustained by Patapsco Valley's operations and grant making activities (11 jobs) and tourism (707 jobs).

	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	7	503	510
Indirect	2	97	99
Induced	2	107	109
Total	11	707	718

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF PATAPSCO VALLEY

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Patapsco Valley Heritage Area based upon operations, grantmaking, and tourism totals **\$6.8 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).

PATAPSCO VALLEY 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.



SUPPORT FOR ELLICOTT CITY'S RECOVERY

PHG has worked to support Ellicott City in its recovery efforts from the 2016 and 2018 floods. MHAA grant funds have been awarded to the town, strategic partnerships have been made with local businesses through sponsorships and events, and PHG has offered Mini-grants which have encouraged visitors to shop at the dozens of unique stores and dine at local restaurants on historic Main Street. PHG has supported the creation of murals highlighting the historic nature of the town and is working to support the town's 250th anniversary.

“THE PATAPSCO VALLEY HERITAGE AREA IS RICH IN HISTORY AND NATURAL RESOURCES. THIS HERITAGE AREA IS THE BIRTHPLACE OF THE INDUSTRIAL REVOLUTION. FROM HISTORIC ELLICOTT CITY TO PATAPSCO VALLEY STATE PARK, OUR INDUSTRIAL PAST AND NATURAL RESOURCES CAN HELP LEAD THE WAY TO A STRONGER ECONOMIC FUTURE.”

– VICTORIA GOODMAN
VICE PRESIDENT, PATAPSCO HERITAGE GREENWAY

