

Maryland Heritage Areas Program Strategic Plan
Development of an Interpretive Framework

Heritage Area Executive Directors Survey
October 6, 2008

Completed by: _____

Interpretive Theme Development

- 1) Looking at the interpretive themes outlined in your Management Plan, are there any themes that you feel should not be listed or should be revised? Why?

- 2) Are there any interpretive themes that were not included in the Management Plan that you feel should be added?

- 3) Do you focus on certain themes in your annual work plan or in applying for grants? Please explain.

- 4) What key sites reflect or tell the story of your Heritage Area's major themes?

- 5) What plans does the Heritage Area have to develop sites that are not currently available to visitors but that can reflect your interpretive themes?

Promotion Using Interpretive Themes

- 1) Are your interpretive themes featured on your Heritage Area's website or collateral materials?
- 2) Are your interpretive themes used by your Heritage Area's DMOs in tourism promotions? If so, how are they used?
- 3) Which of your Heritage Area's interpretive themes do you feel are most important to communicate to visitors? (i.e. which ones most clearly tell of the unique character of the Heritage Area)

Collaboration in Development and Promotion

- 1) Are any of your Heritage Area's interpretive themes linked with other Heritage Areas? (i.e. Civil War, War of 1812)?
- 2) Do you promote any of these in collaboration with other Heritage Areas (i.e. website links, press releases). If not, would you be interested in doing so?

- 3) Has your Heritage Area collaborated with Maryland Scenic Byways on interpretive theme development and promotion? If not, would you be interested in doing so?

- 4) What do you think are the most important interpretive themes for the state of Maryland to develop and promote?

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