

Maryland Heritage Area Program
Interview Questions for Program Creation Stakeholders – Page 1 of 3

Interviewee: _____ **Telephone:** _____

Conducted by: _____ **Date:** _____

1) What was your involvement in establishing the Maryland Heritage Areas Program (1996-97)?

1b: If you were not involved at the beginning, how and when did you become involved with the Maryland Heritage Area program? SKIP TO QUESTION 3.

2) What need was originally perceived that the Heritage Areas Program was intended to fill? (Only answer if involved at the beginning).

3) The original legislation called for: A SYSTEM OF RECOGNIZED AND CERTIFIED HERITAGE AREAS THAT REFLECT THE CULTURAL THEMES OF THE STATE'S DEVELOPMENT; AND PROVIDE EDUCATIONAL, INSPIRATIONAL, ECONOMIC, AND RECREATIONAL BENEFITS FOR PRESENT AND FUTURE GENERATIONS.

On a scale of 1 – 10, with 10 as excellent, how well has the Heritage area program achieved this?

4) THERE ARE 10 Core Components of Heritage Areas for DESIGNATION. On a scale of 1 – 10, with 10 as excellent, please rate the importance of these components for the sustainability of a heritage area:

- 1. Identified boundaries, land use recommendations, and zoning** _____
- 2. Inventory & evaluation of natural, cultural resources** _____
- 3. Public and private support, uses** _____
- 4. Acquisition of property** _____
- 5. Education, interpretation, recreational programs & projects** _____
- 6. Encourage, accommodate visitation & economic development** _____
- 7. Cost/benefit assessment & funding needs to implement plan** _____

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- 8. Preservation, protection of natural and cultural resources _____
- 9. Defined organizational structure to develop, manage HA _____
- 10. Schedule for developing, managing HA _____

5) On a scale of 1 – 10, with 10 as excellent, please rate how well the Heritage Areas accomplished each of these goals: (Goals were set by the Maryland Heritage Areas Authority)

- 1. Enhance visitor appeal and overall “product” _____
- 2. Increase tourism’s economic impact: jobs, taxes, small bus development _____
- 3. Encourage preservation and adaptive re-use of historic sites _____
- 4. Increase access to, understanding of important historic sites and events _____
- 5. Foster linkages among heritage attractions to expand tourism experiences _____
- 6. Balance tourism impact and resident quality of life _____
- 7. Build partnerships among local, regional, state orgs, agencies, non-profits, businesses _____

6) Which agency (state, regional or local) has been the greatest champion? Why?

7) Which agency (state, regional or local) has not been supportive?

8) Are there now enough resources – staff and funding – to assist 11 Certified Heritage Areas?

If more is needed, what would be adequate?

For what purposes?

For how long?

CURRENT PROGRAM

9) In your opinion, which Certified Heritage Areas are strongest? Why?

10) Which are weakest? Why?

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11) Do the majority of heritage areas tend to focus more on either preservation or tourism?

Preservation

Tourism

12) Do any need a stronger focus (or better balance) in one area or the other?

13) Do the heritage areas work well together – sharing information, resources, expertise?

14) What products, services, programs should be developed to enhance the viability and sustainability of the Heritage Area Program?

15) Anything else you'd like to share?