

TARGETING CAPITAL INVESTMENT WITHIN CERTIFIED HERITAGE AREAS

The Maryland Heritage Areas Authority (“Authority”) will direct financial incentives to priority projects targeting investment within Certified Heritage Areas (“CHA”). Those incentives must leverage additional private and public investment.

The Authority has identified the following criteria for projects that target investment. A project must:

- Fulfill the **priorities** of the CHA; **AND**
Leverage investment **and** facilitate **economic development**.

In addition, a capital project must meet at least one of the following:

- **Overlap** with existing local, State, or Federal area designations;
- Contribute to initiatives supported by **significant public investment**;
- Be a part of a **concentration of heritage resources**; **OR**,
- Be a **catalyst** for future investment.

CRITERIA FOR DEFINING A CAPITAL TARGETED INVESTMENT WITHIN CERTIFIED HERITAGE AREAS

The Maryland Heritage Areas Authority (“Authority”) may make capital grants only to projects that meet the criteria specified by the Authority for designation of a **Targeted Investment (TI)**. A TI is intended to direct financial incentives to priority capital projects within Certified Heritage Areas and for Authority incentives to leverage additional private and public investment in these priority projects within a relatively short period of time.

The Authority may consider a TI capital grant application provided the Authority determines that the project meets **Criteria 1** and **2**, and at least **ONE** of **Criteria 3** through **6** below.

Required Targeted Investment Criteria:

- 1. The TI project CONTRIBUTES TO fulfilling PRIORITIES in the certified heritage area management plan, five-year plan, and/or annual work plan.**

A TI project must be linked to the goals, objectives, strategies, standards, and actions contained in the Certified Heritage Area

Examples

Criteria 1

Construction of the Visitor Center at South Mountain State Battlefield

The lack of a Visitor Center at South Mountain prevents adequate orientation of visitors regarding the importance of the Battle of South Mountain in halting Lee’s 1862 invasion of the North 3 days later at the Battle of Antietam. The Heart of the Civil War Heritage Area Five-Year Plan, Appendix D, does not specifically identify a Visitor Center as a priority, but the Five-Year Plan does identify expansion of visitor support facilities as a priority activity (Priority 1.d, p.3), and identifies the South Mountain Battlefield as a priority interpretive site for the Civil War Sesquicentennial (Priority 4.a, p.1).

(CHA) Management Plan, Five-Year Plan, and/or Annual Work Plan; and must address one or more of the priorities identified in the “Priority Targeted Investment Strategies” Appendix of the most current CHA Five-Year Plan.

2. The TI project LEVERAGES private or public investment in heritage tourism resources and facilitates economic development.

The incentives available through the Maryland Heritage Areas Authority must leverage private and/or public investment to measurably create, preserve, maintain, and/or enhance heritage tourism-related resources, and facilitate economic development within the Certified Heritage Area.

Additional Targeted Investment Criteria:

In addition to meeting of **Criteria 1 and 2** above, all proposed TI capital grants **must meet at least one** of the following **Criteria 3 - 6**.

3. The TI project OVERLAPS WITH DESIGNATED local, State, or Federal revitalization, preservation, or conservation AREAS.

The TI project site overlaps with other existing local, State, and Federal revitalization, historic preservation, or natural or cultural conservation area designations. Examples of such designations include Sustainable Communities, Scenic Byways, Main Street Maryland communities, Rural Legacy areas, and Arts and Entertainment Districts.

4. The TI project CONTRIBUTES TO a broad-based regional, State, or Federal INITIATIVE OR contributes to activities supported by significant public investment.

The TI project significantly contributes to current broad-based regional, State, or Federal initiatives, or contributes to activities where significant State or other public investment has occurred or is scheduled to occur.

Examples

Criteria 2

Acquisition and preservation of the former B&O Railroad line right of way between Boonsboro and Sharpsburg

This project will leverage private sector funds to acquire the right of way. MHAA funding will also support the construction of a pedestrian and bicycle trail in the right of way. This trail is projected to increase visitation to both towns by approx. 10,000 visitors annually (Johns & Peterson “Feasibility Study for the Proposed Boonsboro & Sharpsburg Hiker-Biker Trail,” 2010, p. 55).

Criteria 3

Cambridge City Designations

The proposed TI project encompasses 4 contiguous city blocks within the Cambridge Historic District. The southern two blocks also overlap with the Cambridge Center City Arts & Entertainment District. The State-designated Cambridge Main Street bisects the 4-block area along its east-west axis, and the same street is part of the Harriet Tubman-Underground Railroad Scenic Byway. The City of Cambridge is a designated Sustainable Community.

Criteria 4

Construction of Trailhead Information Kiosk and Restrooms at Wm. Donald Schaefer State Forest

The Maryland Department of Natural Resources in 2008 acquired a 550 acre parcel on the Chester River in Kent County for \$2.7 million for the creation of the Wm. Donald Schaefer State Forest. The proposed TI project would provide capital funding for construction of a trailhead information kiosk and restrooms for the Park’s two main trails. A Park Trail Development Study in 2011 estimated that the number of day-use park visitors would increase by approximately 30% if these facilities were constructed.

5. The TI project site includes one or more key resources that are part of a larger **CONCENTRATION OF RELATED, PLACE-BASED RESOURCES**.

All related resources must exhibit one or more of the following attributes:

- Be connected by **physical linkages** that allow visitors to move between and access individual resources.
- Share one or more distinct **thematic linkages**. Thematic linkages should focus on distinct rather than broad themes.
- Be part of a **compact concentration of heritage tourism resources** which includes the TI project.

6. The TI project has an extremely high potential to serve as a **CATALYST** for additional private or public investment within the next 10 years.

Criteria 5

Physical Linkages:

- Trail
- Scenic Byway
- Walking or Driving Tour
- Visitor-Accessible Historic District
- Main Street Maryland Community

Thematic Linkages:

- The Antietam Campaign
- The 1814 Defense of Baltimore
- The Quaker Community in Montgomery County
- Watermen boat building on the Eastern Shore

Concentration of Resources:

- St. Mary's City, Maryland's 1st Capital
- Troop engagement sites related to the War of 1812 Battle of Bladensburg
- A rural town with a number of resources relating to the history of milling
- A trail that interprets a series of rare yet interrelated natural features

Criteria 6

Acquisition of Boonsboro Battlefield

The location of the Battle of Boonsboro is the only major Civil War battlefield in Maryland that is not preserved through public ownership or conservation easements. A MHAA grant, in conjunction with Civil War Preservation Trust and Program Open Space funds, will be used by Washington County to acquire parcels comprising the 526-acre battlefield "Core Area," as identified by the Congressional Civil War Sites Commission in 1993. A feasibility study done by the County concluded that approx. 15% (49,500) of the annual 330,000 visitors to nearby Antietam National Battlefield Park would also visit the Boonsboro Battlefield once promotional materials and on-site interpretation including signage and eventually a Visitor's Center are available. The study also concluded that many of these visitors would shop, dine, and stay in accommodations in Boonsboro and nearby Hagerstown, Frederick, and Middletown. This increased visitation to Boonsboro has a high potential to serve as a catalyst for local private and public investment.