



# MARYLAND HERITAGE AREAS PROGRAM

## MAKES AN IMPACT ACROSS ALL REACHES OF THE STATE

**\$2.4 BILLION**  
annual economic impact

**\$319.8 MILLION**  
annual total state & local tax impact

**33,815 JOBS**  
supported and sustained

HERITAGE AREAS EXIST WHERE THE STORIES OF THE PEOPLE, THE LAND AND THE WATERS OF MARYLAND, WHICH HAVE BEEN INTERTWINED FOR THOUSANDS OF YEARS, ARE TOLD.

### MARYLAND HERITAGE AREAS PROGRAM CONTRIBUTES

The Maryland Heritage Areas Program contributes a combined total of **\$2.4 billion** to the Maryland economy, supports and sustains a combined total of **33,815 full-time and part-time jobs** throughout the state, and generates **\$319.8 million** in economic impact.



	<b>TOTAL Impact</b>	<b>TOTAL Employment</b>
Direct	\$1,391,460,452	24,023
Indirect	\$482,288,198	4,651
Induced	\$520,533,321	5,141
<b>Total</b>	<b>\$2,394,281,971</b>	<b>33,815</b>
<b>Total State &amp; Local Taxes</b>		<b>\$319,832,909</b>

Source: Parker Philips using IMPLAN

“AS ONE WHO WAS THERE AT CREATION, I CAN AUTHORITATIVELY STATE THAT THE MATURE HERITAGE AREAS PROGRAM HAS EXCEEDED EXPECTATIONS”

- J. RODNEY LITTLE,  
FORMER DIRECTOR AND STATE HISTORIC PRESERVATION OFFICER, MARYLAND HISTORICAL TRUST

Maryland's history, culture and landscapes are assets unique to the state, drawing heritage visitors year after year. Each of Maryland's 13 certified Heritage Areas are defined by the preservation of irreplaceable sites and the amplification of the voices capturing the stories and spirit of the past. Across Maryland, these distinctive areas help establish the identity of a place or region, creating a unique destination different from all other areas. Heritage Areas are locally operated entities that foster public-private partnership to preserve historic sites and buildings, natural environments, cultural traditions and uniquely Maryland experiences. In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips, Inc. to measure the economic and societal contribution of Maryland's 13 Heritage Areas, and their visitors, across the state. Each individual Heritage Area represents a facet of Maryland's one-of-a-kind story.

## ABOUT MHAA

The Maryland Heritage Areas Authority (MHAA) is an independent unit within the Executive branch of state government and is administered by the Maryland Historical Trust, an agency of the Maryland Department of Planning. Funding which is currently \$6 million annually comes out of Program Open Space funds. In 2019, approximately \$5.1 million was allocated in grants.



**\$319.8 MILLION**  
annual total state and local tax impact

**20,667,176**  
Heritage Area Visitors

**4,177**  
square miles of  
Heritage Areas

Maryland has an area of  
12,407 square miles

**1996**  
Maryland Heritage Areas  
Program began led by  
Maryland Heritage  
Areas Authority

**23**  
counties and  
Baltimore City

**\$2.4 BILLION**  
annual economic impact

**33,815**  
jobs supported  
and sustained

**13**  
certified  
Heritage Areas

**9**  
participating  
state agencies

To read the full report: <http://bit.ly/mhaaimpact2020>

Impact numbers represented reflect FY19

