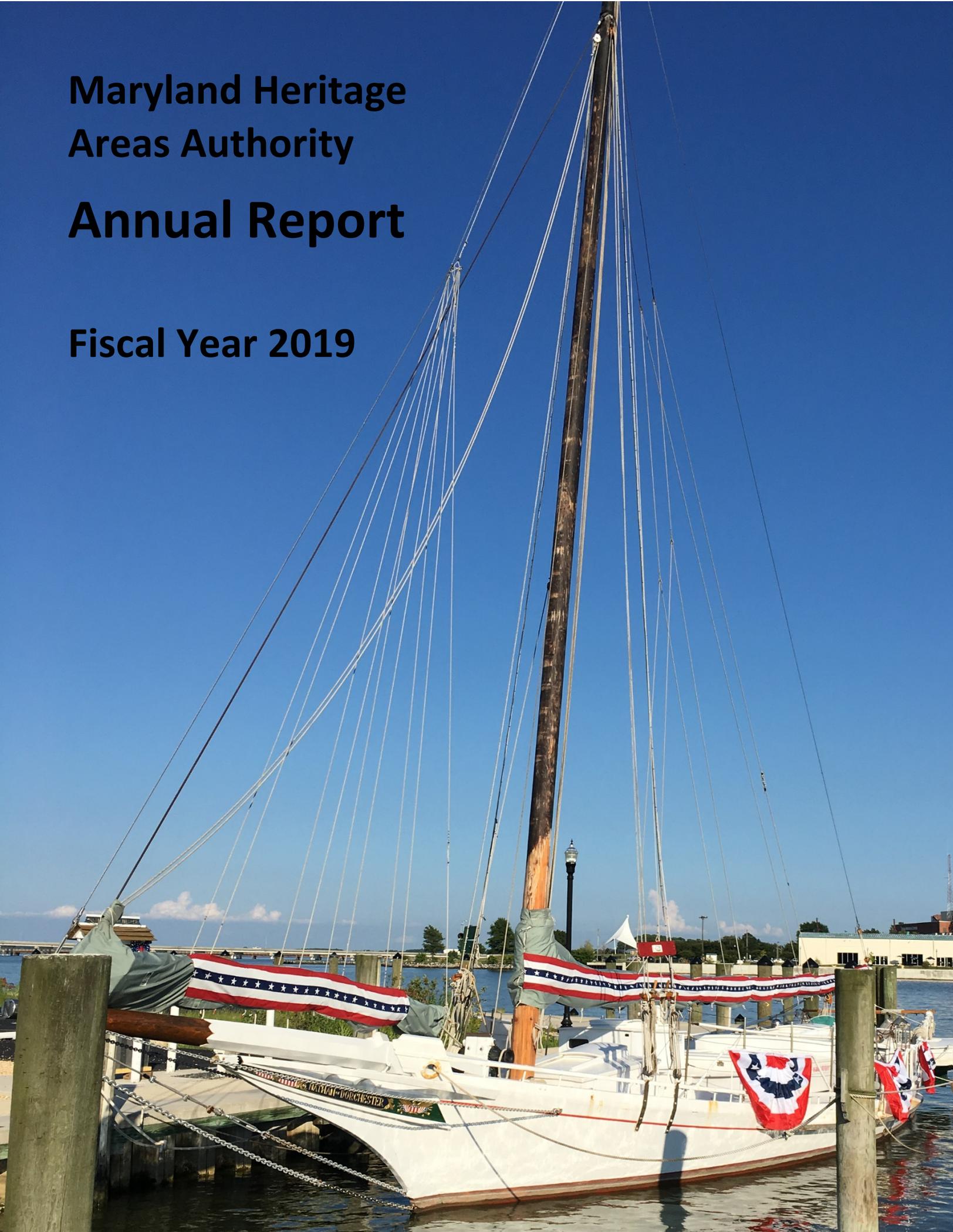


Maryland Heritage Areas Authority Annual Report

Fiscal Year 2019



*This report is required by the
Code of Maryland, Financial Institutions Article § 13-1108(5)*

(MSAR # 5568)



Cover Photo – The Skipjack Nathan in the Heart of Chesapeake Country Heritage Area received Maryland Heritage Areas Authority grant funding in FY 2019 for restoration work on the vessel. Photo courtesy of the Dorchester Skipjack Committee

Maryland Heritage Areas – An Overview

Preserving and Sharing Our Heritage

Maryland’s Heritage Areas support the economic well-being of Maryland communities by preserving and celebrating the state’s history, cultural traditions, and natural resources through partnerships that promote, support, and create place-based experiences for visitors and residents alike.



Victorian house tours were part of the programming for the “Mountain Chautauqua: Then and Now,” funded in part by an MHAA grant. Photo courtesy of Laura Stutzman

Heritage Areas are places to experience - to see, hear, and even taste - the

authentic heritage of Maryland in a unique way that you cannot experience anywhere else. Heritage Areas are where the stories of the people, the land and the waters of Maryland, which have been intertwined for thousands of years, are told. By preserving these tangible links to both place and the past, residents and visitors are encouraged to recognize that they have a special piece of the American story to treasure and share with others, and that in doing so they create more livable and economically sustainable communities. Now entering its 23rd year of operation, the Maryland Heritage Areas Program has enjoyed steady growth, enthusiastic private and public support, and a record of achievement.

The General Assembly created Maryland’s first Heritage Area in 1993 with the establishment of a historic Chesapeake and Ohio (C&O) Canal preservation district in Cumberland known as “Canal Place.” Canal Place’s success in fulfilling its mission to serve as “a catalyst for the preservation, development and management of the lands adjacent to the C&O Canal, and be an advocate for preservation and development within the Canal Place Preservation District and the greater Cumberland area, for the purpose of enhancing heritage tourism in Western Maryland,” generated interest in the creation of a statewide program to help local governments foster economic development through heritage tourism. Elements of the Canal Place model, combined with lessons learned from other existing state programs, formed the basis for the statewide Maryland Heritage Areas Program, which was created by law in 1996.

At the local level, Heritage Areas focus community attention on often under-appreciated aspects of history, archaeology, cultural traditions, and distinctive natural areas, thus fostering a stronger sense of pride in the places where Marylanders live and work. At the state level, the Maryland Heritage Areas Authority (Authority) provides targeted state financial and technical

assistance within a limited number of areas the Authority designates as “Certified Heritage Areas.”

Each of Maryland’s 13 Certified Heritage Areas is locally managed and defined by a distinctive focus or theme that makes that place or region different from other areas of the state. These distinctive places exhibit tangible evidence of the area’s heritage in historic buildings and districts, distinctive cultural traditions, singular natural landscapes, as well as other resources such as museums, parks and traditional ways of life as revealed in food, music, and art. This special flavor of each Heritage Area attracts not only out-of-state visitors, but people living in the greater Washington-Baltimore region who are also looking for experiences that are different and unique.



Maryland Milestones (Anacostia Trails Heritage Area) Executive Director, Aaron Marcavitch, leads a bicycle tour. Photo courtesy of Anacostia Trails Heritage Area

heritage tourism that is appropriate for the community yet strengthens the local economy and improves quality of life.

The program recognizes that a successful Heritage Area needs to have a viable economy that values the area’s unique heritage resources, and through public and private partnerships strives to preserve and enhance the resources that make the area distinct and attractive to residents and visitors alike. By investing matching public dollars to create tourism-related products, spark matching private investment and motivate local leadership, the Authority seeks to promote a sustainable level of

Program Goals: Enhance, Increase, Enable, Foster, and Accomplish

The Authority charted the future course for the program by developing seven program goals. These goals demonstrate the Authority’s commitment to protecting and interpreting the state’s heritage assets and to achieving these goals by means of broad-based partnerships:

- ✓ ***TO ENHANCE*** the visitor appeal and enjoyment of the state’s history, culture, natural environment and scenic beauty by enhancing the overall visitor experience.

- ✓ **TO INCREASE** the economic activity associated with tourism, creating opportunities for small business development, job growth and a stronger tax base.
- ✓ **TO ENCOURAGE** preservation and adaptive reuse of historic buildings, conservation of natural areas important to the state's character and environment, and the continuity and authenticity of cultural arts, heritage attractions and traditions indigenous to the region.
- ✓ **TO ENABLE** Marylanders and visitors alike to have greater access to and understanding of the history and traditional cultures of the state and to understand the important events that took place here.
- ✓ **TO FOSTER** linkages among and between heritage attractions that encourage visitors to explore, linger, and sample the diverse offerings of the state's distinctive regions.
- ✓ **TO BALANCE** the impact of tourism activity with the quality of life enjoyed by residents.
- ✓ **TO ACCOMPLISH** these goals via partnerships among local and regional leaders, non-profit organizations, businesses and state agencies.

Program Governance: Interagency Collaboration

A major strength of the program is the diverse representation of nine state agencies to promote interagency collaboration. In the same way the Heritage Areas Program encourages stakeholders to cooperate at the local level, the Authority's interagency structure also encourages state agencies to work together to pool funding resources, share staff expertise and ensure that the interests and responsibilities as diverse as history, archaeology, culture, natural resources, recreation, economic development, and education are factored into program activities.



*Authority members met at the Allegany Museum in October of 2018.
Photo by MHAA staff*

The body responsible for leading Maryland's Heritage Areas Program is the Authority, an independent unit of state government housed in the Maryland Department of Planning (Planning), and is headed by Planning Secretary Robert S. McCord, who serves as the Authority Chair. The 19-member body consists of nine state officials representing the departments of

Planning, Housing and Community Development, Transportation, Commerce, Natural Resources, Agriculture, Education, the Maryland Higher Education Commission and the State Historic Preservation Officer. An additional 10 members are appointed by the governor, including one representative each from the Maryland Association of Counties, the Maryland Municipal League, the Maryland Greenways Commission, the Maryland Tourism Development Board, two public members (one with historic preservation expertise and one with heritage tourism expertise) and two representatives each for the President of the Senate and Speaker of the House of Delegates.

Program Structure: Empowering Maryland’s Communities



*Deborah Gangloff (Director of the Captain Avery Museum)
Beth Denniston (Board member of the Captain Avery
Museum), and Carol Benson (Executive Director of the Four
Rivers Heritage Area) cut the ribbon for the Museum’s new
parking lot, funded in part by MHAA. Photo courtesy of the
Captain Avery Museum*

Maryland’s Heritage Areas vary considerably in size, governance, and thematic focus. The program defers to local communities to determine what management structure best satisfies local needs and circumstances, while meeting the program’s overall tourism development, economic growth, and preservation/conservation goals.

The structure of Maryland’s Heritage Areas Program is designed to be a locally-focused, “bottom up” rather than “top down” system. Becoming a Maryland Certified Heritage Area is a two-stage competitive process. First, communities prepare an application to become a Recognized

Heritage Area. This application can be developed from existing information and generally outlines what is unique about the area’s history or resources and addresses the goals and objectives of creating a specific Heritage Area. The recognition application must identify preliminary boundaries and have been approved by a formal resolution of each participating jurisdiction within the proposed Recognized Heritage Area.

Once approved as a Recognized Heritage Area by the Authority, the area is eligible for a matching grant to prepare a management plan. The purpose of the management plan is to provide a strategic action blueprint for the future of the Heritage Area. In broad outline, the management plan should delineate the economic development goals and strategies, the interpretive strategy, projected rehabilitation and conservation projects, and the necessary

partnerships and financing needs required to achieve these goals. Currently there are no Recognized Heritage Areas, as all existing Heritage Areas have been certified.

The Heritage Area management planning process is locally based and wide-ranging. Development of management plans generally takes one to five years to complete, largely due to the amount of public outreach necessary to involve key stakeholders and allow them to reach consensus on the roles to be played by partners in the development and implementation of the Heritage Area.

An important feature of the Maryland Heritage Area Program is the requirement for all county and municipal governments to amend their local comprehensive land use plans to incorporate the Heritage Area management plan. This requirement formalizes local governments' long-term commitment to the Heritage Area. Following the amendment of local government comprehensive plans and the Authority's approval of a management plan, the Heritage Area is designated as a Certified Heritage Area. Certified Heritage Areas also prepare five-year plans and annual work plans to aid in implementation of their long-range management plans and to provide a mechanism to respond to unanticipated heritage tourism opportunities to address changing circumstances that may arise due to economic or other factors.

There are 13 Certified Heritage Areas in Maryland (see map on the following page), including:

- Maryland Milestones (Anacostia Trails) Heritage Area in Prince George's County
- Four Rivers (Annapolis, London Town and South County) Heritage Area in Anne Arundel County
- Baltimore National Heritage Area in Baltimore City
- Canal Place Heritage Area in Allegany County
- Heart of Chesapeake Country Heritage Area in Dorchester County
- Heart of the Civil War Heritage Area in Carroll, Frederick, and Washington counties
- Lower Eastern Shore Heritage Area in Somerset, Worcester, and Wicomico counties
- Lower Susquehanna Heritage Greenway in Harford and Cecil counties
- Montgomery County Heritage Area
- Mountain Maryland Gateway to the West Heritage Area in Garrett County



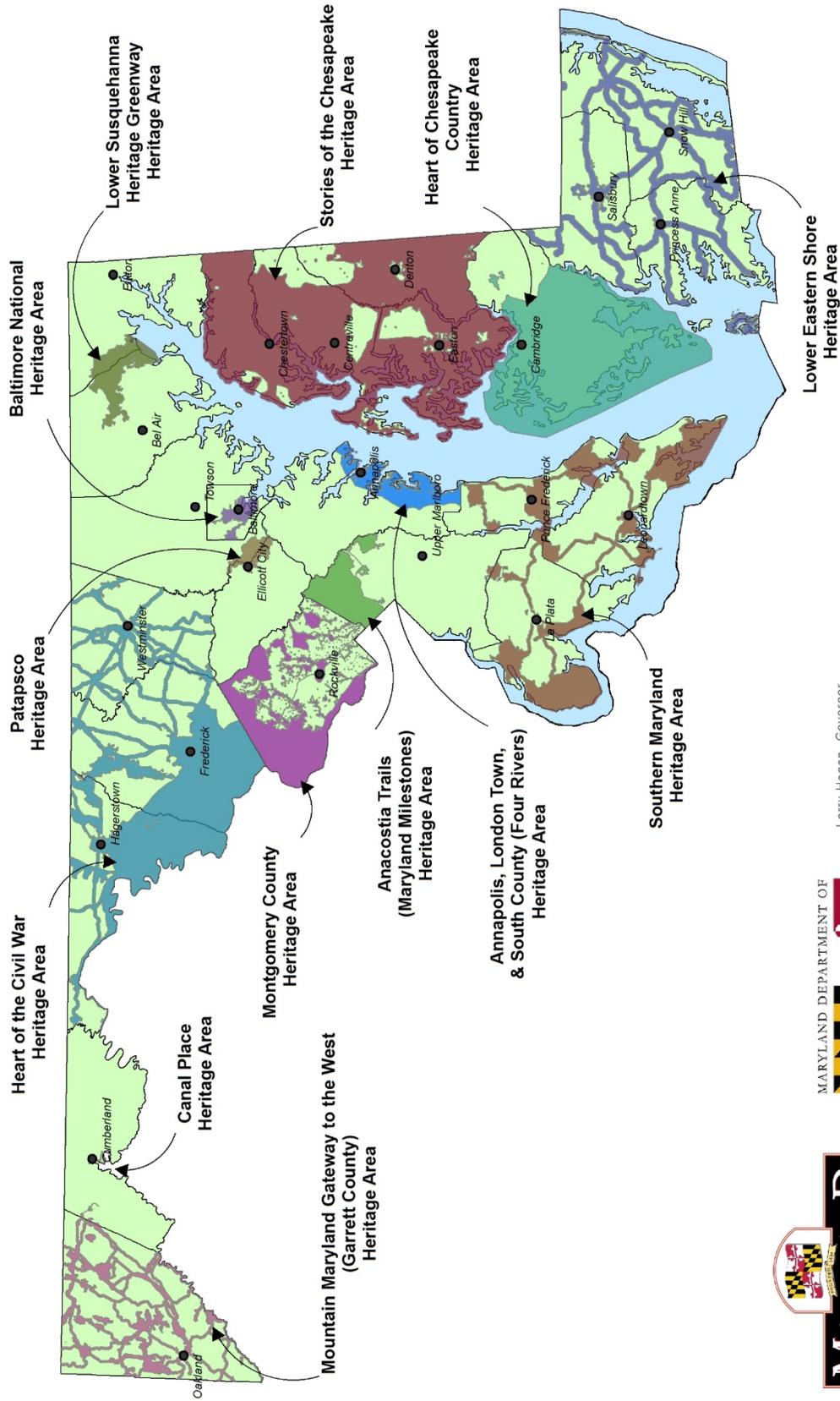
The Swains Lockhouse, located on the C&O Canal, received MHAA grant funding for interpretation and exhibits in FY 2019. Photo by Sarah L. Rogers and courtesy of Heritage Montgomery

- Patapsco Valley Heritage Area in Baltimore and Howard counties
- Southern Maryland Heritage Area in Calvert, Charles and St. Mary's counties
- Stories of the Chesapeake Heritage Area in Kent, Queen Anne's, Caroline and Talbot counties

Projects and properties throughout the 13 Certified Heritage Areas are eligible for grants from the Authority financing fund for planning, design, rehabilitation, construction, interpretation, including exhibits, materials or other appropriate products to further educational and recreational objectives, marketing and programming, as well as projects that encourage revitalization and reinvestment in the Heritage Area.

Certified Heritage Areas are also eligible for broad program support from state government. State agencies must prepare program statements for all Certified Heritage Areas, which detail actions that provide support for compatible planning, development, use, regulation and other activities. In carrying out activities in the areas, all state agencies must also ensure that those activities are consistent with the area's management plan and will not have an adverse effect on the resources of the Heritage Area, unless there is no prudent and feasible alternative.

THE MARYLAND SYSTEM OF CERTIFIED HERITAGE AREAS



Larry Hogan, Governor
Boyd Rutherford, Lt. Governor
Robert S. McCord, Secretary
Elizabeth Hughes, Director, MD Historical Trust
Jennifer Ruffner, Administrator, MD Heritage Areas Program
Ennis Barbary Smith, Asst. Administrator, MD Heritage Areas Program

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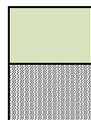
December 2018

Year of Heritage Area Recognition and Certification

Heritage Area	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007-2010	2011	2012-2014	2015
Canal Place (Certified by legislation)															
Anacostia Trails															
Annapolis, London Town & South County															
Baltimore National															
Heart of Chesapeake Country															
Lower Eastern Shore															
Patapsco Valley															
Lower Susquehanna															
Montgomery County															
Southern Maryland															
Mountain Maryland Gateway to the West															
Stories of the Chesapeake															
Heart of the Civil War															

KEY: Date of Approval as **Certified Heritage Areas**

Date of Approval as **Recognized Heritage Area**

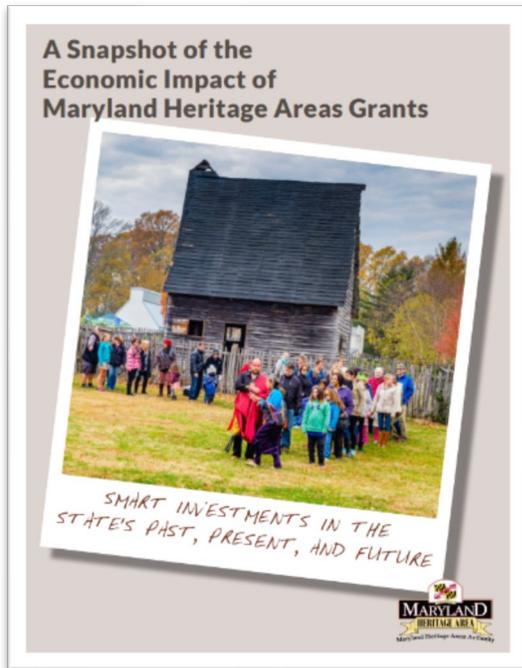


*NOTE: Becoming a Heritage Area is a two-step process:

Step 1 is to become a **Recognized Heritage Area**;
Step 2 is to become a **Certified Heritage Area**, which requires the development of a heritage area management plan, and its approval by the Maryland Heritage Areas Authority.

FY19 Highlights

The Maryland Heritage Areas Program entered its 23rd year of operation in FY19. The system of Heritage Areas currently includes 13 Certified Heritage Areas.



The cover page of MHAA's economic impact study, released in winter of 2019

Measuring Economic Impact

In 2003, the Maryland Heritage Areas Program produced an economic impact report – *Investing in Our Communities: Maryland's Heritage Areas Program*. This report examined the economic impact of the program's first seven Heritage Areas. While an extremely useful tool in the early days of the program, this report became outdated. In FY19, the program began a two-fold process to update the original economic impact study to include all 13 Certified Heritage Areas, and to begin a larger program impact study that looks at not only the economic impact of the program, but the less tangible, qualitative impacts as well.

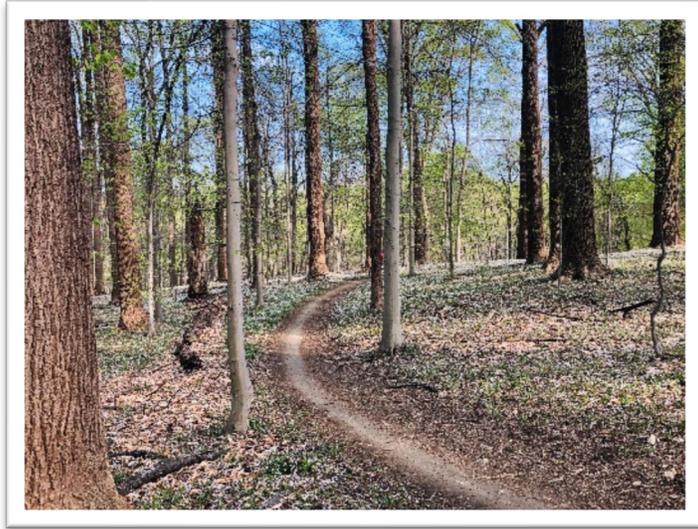
The economic impact study, *A Snapshot of the Economic Impact of Maryland Heritage Areas*

Grants was released in winter 2019. It demonstrates that the investment of state funds, matched with support from county and municipal funds, private donations and other non-state contributions, leverages additional investment in the Heritage Areas. Every dollar of state grant funds leverages an average of \$7.78 in total support (\$6.78 in non-state investment).

The study examined not only the funds leveraged by the state's investment in grants, but also analyzed the return on investment of those funds. On average, for every dollar of state grant funds, \$4.45 is returned in state and local taxes, a significant return on investment that allows the state and local governments to reinvest in other important public programs. In addition, investment in Heritage Area grants generated 3,146 full-time equivalent jobs, and \$19,822,562 in annual, ongoing state and local taxes.

These numbers, while only a snapshot of the impact of grants awarded through the Maryland Heritage Areas Program, demonstrate that the program produces a high return on investment, and significant ongoing revenue in the form of state and local taxes.

To serve as a companion piece for the economic impact study, in FY19 Authority staff began the procurement process to hire a firm to conduct a broader program impact study, which will take place in FY20, and will provide not only economic data, but qualitative data about the benefits and impact of the Maryland Heritage Areas Program.



The trails in Patapsco Valley State Park are included in the Patapsco Heritage Greenway. Photo courtesy of Friends of Patapsco Valley State Park

Expanded Funding = Increased Applications

During the 2017 legislative session, the Maryland General Assembly passed, and Governor Hogan signed into law SB 257, which raised the cap on the amount of funding that can be appropriated to the Maryland Heritage Areas Program from \$3 million to \$6 million annually. As a result, the budget appropriation for FY19 was increased to \$6 million (\$5.1 million was available for FY19 Maryland Heritage Areas Program grants). When the FY19 grant round was launched in January 2018, the increase in demand was immediately evident. The program received more than \$7 million in requests and awarded 114 grants totaling \$4,998,692. These numbers mark an all-time high for the program and demonstrate that even with increased funding, the grants are extremely competitive and in high demand. The FY19 grants leveraged \$9,714,664 in non-state cash and in-kind heritage tourism related investment.

Grant Projects

Since its inception in 1996, the Authority has awarded approximately \$43 million in financial assistance, and leveraged more than \$1.6 billion in non-state funds for heritage tourism projects and activities statewide.

SUMMARY OF FY08 - FY19 MARYLAND HERITAGE AREAS GRANTS

<i>Fiscal Year</i>	<i>Total Available Funding</i>	<i># Grant Applications</i>	<i>Total Amount Requested</i>	<i># Grants Funded</i>	<i>Total Amount Funded</i>	<i>Total Cash & In-Kind Match Leveraged</i>
FY 2019	\$6,000,000*+	164	\$7,277,876	114	\$4,998,692	\$9,714,664
FY 2018	\$3,000,000*	121	\$5,510,532	50	\$2,695,655	\$4,419,472
FY 2017	\$3,000,000*	125	\$5,349,580	52	\$2,699,532	\$10,141,144
FY 2016	\$3,000,000*	115	\$5,049,806	64	\$2,992,323	\$17,299,090
FY 2015	\$3,000,000*	105	\$4,882,454	62	\$2,686,306	\$14,093,629
FY 2014	\$3,000,000*	100	\$4,253,200	59	\$2,852,247	\$12,112,567
FY 2013	\$3,000,000*	106	\$4,035,643	65	\$2,769,705	\$4,982,227
FY 2012	\$2,500,000*	103	\$4,781,622	52	\$2,342,000	\$6,113,203
FY 2011	\$3,000,000*	79	\$3,797,558	58	\$2,767,146	\$9,013,468
FY 2010	\$3,000,000*	100	\$5,053,877	57	\$2,805,522	\$6,854,015
FY 2009	\$3,000,000*	79	\$4,396,943	58	\$3,205,439	\$9,210,029
TOTALS	\$35,500,000	1,197	\$54,389,091	691	\$32,814,716	\$103,953,508

*Up to 10% of allocated funding may be used to pay for program operating expenses

+ \$300,000 was allocated through the Budget Reconciliation and Financing Act for award as Maryland Historical Trust (MHT) Non-Capital Historic Preservation Grants.

During FY19, 42 non-capital project grants totaling \$1,098,915, and 48 capital project grants totaling \$2,327,828, were awarded. In addition, four grants totaling \$187,989 were awarded for marketing of sites and attractions within the Heritage Areas. Thirteen grants to help support the operations of local Certified Heritage Area management entities were awarded, totaling \$1,213,960, and seven Heritage Areas received block grants to support mini-grants within their

Heritage Areas, totaling \$170,000. The remaining six Heritage Areas support mini-grants through their management grants.

Some examples of the non-capital and capital projects and activities assisted by Authority grant funding in FY19 include:



An Anacostia Watershed Society staff member displays printed copies of the newly developed field guide. Photo courtesy of Anacostia Watershed Society

➤ **Anacostia Watershed Field Guide & Interpretive Signage – Anacostia Watershed Society** (Maryland Milestones / Anacostia Trails Heritage Area – Prince George’s County)

The Authority awarded the Anacostia Watershed Society grant funding to create the “Anacostia Watershed Field Guide,” to reprint the Anacostia River Trails map, and to install interpretive signs. The new field guide, which is already finished and in circulation, focuses on the plants and animals that make the Anacostia River their home. It includes a map of the watershed and detailed information about how to get involved in ongoing citizen science projects, from “FrogWatch” to “Cricket Crawl.”

➤ **William Brown House Restoration for Improved Interpretation and Visitor Access – London Town Foundation** (Four Rivers/Annapolis, London Town and South County Heritage Area - Anne Arundel County)

London Town Foundation received a grant for work on the William Brown House at Historic London Town and Gardens. The home turned historic site, which overlooked the port town of London on the South River, was completed in 1764. William Brown worked as a carpenter, ferry-master, and tavern keeper. The matching grant provided funding for removing 20th century plaster on one wall to reveal an original architectural feature between the foyer and tavern rooms, repair work on deteriorating attic joists, preservation work on the building's windows and frames, and research concerning the house's four porches. The porch research and planning included exploring Americans with Disabilities Act accessibility options associated with the porches.



Scaffolding was constructed on the South side of the William Brown House during the project. Photo courtesy of London Town Foundation

➤ **Port Discovery - Port of Baltimore Exhibit: Construction Phase, Fish Market and Cargo Containers** (Baltimore National Heritage Area – Baltimore City)

The Authority provided a matching grant to support the construction of a hands-on exhibit at the Port Discovery Children’s Museum. The museum occupies the building that previously served as the Baltimore Wholesale Fish Market. While the building was constructed in 1906, it stands on a site that has served as a central market since 1773. The new exhibit, called “The Port,” opened to visitors in June 2019. It allows children to explore a life-size cargo ship, operate a gantry crane, and learn how to navigate a ship. The Port connects children with the history of the Port of Baltimore and helps to bolster pride in the city’s important role as an international hub for sending and receiving goods via the shipping industry.



The new exhibit offers a range of interactive components for visitors to enjoy. Photo courtesy of Baltimore National Heritage Area

➤ **The FY19 Marketing Grant – County Commissioners of Allegany County** (Canal Place – Allegany County)

The Authority awarded grant funds to Allegany County and the Canal Place Preservation and Development Authority for a rebranding initiative and marketing campaign. In 1993, the “Canal Place Heritage Area” was founded in Cumberland. It was Maryland’s first state Heritage Area, and – since that time – it has expanded its focus and boundaries, now including a portion of Frostburg. More than 50 local stakeholders participated in interviews and focus groups to discuss the evolution of the Heritage Area and what it means to them. Its new name, “Passages of the Western Potomac Heritage Area,” will be launched in FY20. This new branding communicates that, while it has expanded beyond Cumberland, transportation and commerce heritage in the region are still central to the Heritage Area’s mission.



Stakeholders gathered for the unveiling of the rebranding materials. Photo courtesy of Allegany County Tourism



Rob Neumer, board member of the Dorchester Skipjack Committee works on a component of the Nathan. Photo courtesy of the Dorchester Skipjack Committee

➤ **Skipjack Nathan Restoration Project – Dorchester Skipjack Committee** (Heart of Chesapeake Country – Dorchester County)

The Dorchester Skipjack Committee received a grant for the restoration of the Skipjack Nathan. The Nathan was commissioned in 1994, funded by donations, and built by volunteers. It was envisioned as a project to carry on the wooden boat building traditions and nautical heritage of the region. Today, the Nathan offers both visitors and residents opportunities to sail the Choptank River, learn about skipjack technology, listen to stories of maritime history, and see oyster dredging demonstrations. The matching grant allowed the Dorchester Skipjack Committee to clean and repair the Nathan, helping to make sure it stays in good condition for years to come.



Jack and Jim use their yoke for programming at the Carroll County Farm Museum. Photo courtesy of the Carroll County Farm Museum

➤ **Carroll County Farm Museum’s Hoff Log Barn: Enhanced Signage and Oxen Exhibit – County Commissioners of Carroll County** (Heart of the Civil War Heritage Area – Carroll, Frederick, and Washington counties)

Grant funds have allowed the Carroll County Farm Museum to update and enhance their oxen exhibit and programming. Every year, from spring to fall, the museum is visited by a pair of

working Red Devon oxen, known to museum staff and visitors as Jack and Jim. The grant project included updating the exhibit signage in the Hoff Barn, as well as purchasing supplies for the oxen themselves. Receiving this grant has meant that the oxen now have a new larger yoke, replacing one they had outgrown, and a hay rack located inside the barn, which will help extend their season at the museum by keeping their hay dry as the weather turns colder.

➤ **A Fed Horse is a Dead Horse: A Project to Protect Assateague’s Wild Horses – Assateague Island Alliance** (*Lower Eastern Shore Heritage Area – Somerset, Wicomico and Worcester counties*)

Through this grant-funded project, the Assateague Island Alliance is addressing a longstanding challenge that they face as part of stewarding the wild horses who live on Assateague Island. Each year, the wild horses try to access tourists’ food, picking up items from picnic tables or even opening coolers to find food. Not only is this dangerous for the tourists involved, it is also potentially fatal for the wild horses. This project aims to raise awareness of this issue and create solutions. Grant and matching funds will allow the alliance to build wildlife proof picnic tables with secure storage compartments located under the tables, to purchase and distribute nylon straps intended to secure coolers from prying horses, and to create printed materials detailing the dangers of feeding the horses.



The innovative picnic tables were delivered to campgrounds in batches. Photo courtesy of Assateague Island Alliance



Partners, including Brigitte Carty of the Lower Susquehanna Heritage Greenway, gathered for the ribbon-cutting of the new section of the Joe K Trail. Photo courtesy of Lower Susquehanna Heritage

➤ **Joe K Trail Pedestrian Walkway at North Park – City of Havre de Grace** (*Lower Susquehanna Heritage Greenway - Cecil and Harford counties*)

The Authority awarded funds to the City of Havre de Grace for the creation of an elevated walkway to complete the Joe K Trail (also known as North Park Loop Trail), a 1.5-mile loop along the Susquehanna River. The elevated walkway connects the Trail to the Susquehanna Museum at

the Lock House. The trail has been named in honor of Joe Kochenderfer, a local resident and former Havre de Grace City Councilman, who has been instrumental in its creation and maintenance. It is a part of the larger Susquehanna Heritage Greenway trail system. Grant and matching funds have supported contractor fees for grading, drainage, construction of the walkway structures themselves, and landscaping.

➤ **Josiah Henson Park Museum Exhibits – Montgomery County Parks Foundation (Montgomery County Heritage Area))**

The Authority awarded a grant to the Montgomery County Parks Foundation to design and install new exhibits at Josiah Henson Park’s on-site visitor center, currently under construction. The exhibit will feature an introductory film, original illustrations, and artifacts excavated at the Riley Plantation site, where Henson was enslaved before escaping to freedom in 1830. Henson published an autobiography in 1849, documenting his firsthand account of living as an enslaved person in Maryland. This work of nonfiction is one of the sources on which Harriet Beecher Stowe based her influential work of fiction, *Uncle Tom’s Cabin*, first published in 1852.



Shirl Spicer (left), Museum Manager for Montgomery Parks, talks with (left to right) Janice Hayes-Williams of MHAA and Sarah Rogers, Executive Director of Heritage Montgomery, about the new exhibit. Photo by MHAA staff



As part of the event, the West Virginia University Quintet performed period pieces reminiscent of Mountain Lake Park’s founding years, from the 1880s through the early 1900s. Photo courtesy of Laura Stutzman

➤ **Maryland Chautauqua: Yesterday and Today – Garrett Lakes Arts Festival (Mountain Maryland Gateway to the West Heritage Area – Garrett County)**

The Authority provided funding to the Garrett Lakes Arts Festival for their event “Mountain Chautauqua: Then and Now.” It was the 25th Annual Chautauqua Celebration held in the Town of Mountain Lake. This year’s event, which took place in July 2019, featured lectures, musical performances, reenactors, and

heritage tours in Oakland. The Authority’s matching grant funding supported this programming, plus equipment rentals, printing, signage, and transportation for the event.

➤ **Restoration of the Ellicott City Station Caboose (Interior and Exterior) – Howard County**
(Patapsco Valley Heritage Greenway, Baltimore and Howard counties)

Howard County is carrying out an Authority-funded grant project to restore the interior and exterior of Caboose C-2149. This caboose was constructed in 1927 in Washington, Indiana and gifted to the Baltimore and Ohio Ellicott City Station Museum in 1977. It has been one of the museum’s key artifacts ever since, but it is now urgently in need of restoration. The funding will also support interpretive signage describing the caboose’s significance.



The Caboose C-2149 sits outside of Ellicott City Station for visitors to enjoy. Photo courtesy of Howard County



This ornate gate welcomes visitors to Annmarie Sculpture Garden. Photo by MHAA staff

➤ **Annmarie Sculpture Garden Tree-mendous Nature Trail and Pavilion – Ann’s Circle**
(Southern Maryland Heritage Area – Calvert, Charles and St. Mary’s counties)

Annmarie Sculpture Garden and Art Center received a grant to support the construction of a new trail, the Tree-mendous Nature Trail, and a pavilion that will function as an outdoor

classroom. This whimsical site uses art to connect people to place. Also funded as part of the grant, interpretive signage along the trail will provide information about the area’s ecology, geology, and history. As a special, interactive element, the signs will include bronze rubbing plaques, allowing visitors to make rubbings of plants and insects that are found in the area.

➤ **Kennard High School African American History Museum – Kennard Alumni Association**
(*Stories of the Chesapeake Heritage Area – Caroline, Kent, Queen Anne’s and Talbot counties*)

The Authority awarded funding to the Kennard Alumni Association to support the creation of exhibits in the newly restored Kennard High School building in Centreville. The school opened in 1936 as a segregated school. It served African American students in grades seven through twelve until Queen Anne’s County



*This view shows a newly restored classroom inside the former high school.
Photo courtesy of Kennard Alumni Association*

integrated in 1966. After its closure, the building fell into disrepair, but over the past 15 years, the Kennard Alumni Association has worked diligently to raise funds and restore the building. They have received several grants along the way. This latest grant, designed specifically for the development and installation of exhibits, including a video interview component, will help to share the story of this school and its community with the next generation.

Mini-Grants: Highlighting Baltimore National Heritage Area’s New Neighborhood Placemaking Grant Program

In years past, the Authority has provided up to \$15,000 annually to individual Certified Heritage Areas for locally-administered mini-grant programs, but starting this year, the Authority has increased this funding level and instituted a “Block Grant” program. In its inaugural year in FY19, this program made available up to \$25,000 annually to each Heritage Area for mini-grant programs. Since these mini-grant programs also require a dollar-for-dollar match, the Authority’s increased funding generates additional local Heritage Area investment.

Mini-grants allow Certified Heritage Areas to support smaller projects, activities, and Heritage Area partners while streamlining the grant award process and reducing the need for the Authority to administer grants for smaller projects. This year, the increased funding levels have also allowed Heritage Areas to leverage their mini-grant programs to focus on specific aspects of their management plans.

Taking the Baltimore National Heritage Area (BNHA) as an example, the area launched “The Neighborhood Placemaking Grant” program in FY19 using \$25,000 in Authority Block Grant funding. This program builds on BNHA’s “Heritage Neighborhoods” goal, which calls on the Heritage Area to “assist visitor friendly neighborhoods offering heritage experiences” and specifically mentions “emerging heritage neighborhoods,” tasking BNHA with assisting neighborhoods that are in the early stages of becoming visitor-ready (See Goal 4 in [BNHA’s 2013 Comprehensive Management Plan](#)).

BNHA designed the Neighborhood Placemaking Grant Program to allow for three specific grant-funded activities to support their Heritage Neighborhoods goal:

- Green Your Neighborhood: Projects that promote neighborhood greening activities, environmental stewardship, cleanliness, beautification, and citizen community education
- Navigate Your Neighborhood: Festivals, performances, re-enactments, and events that promote heritage tourism and attract visitors
- Plan for Your Neighborhood: Planning and feasibility studies for capital projects, vacant lot development planning, and project evaluations

Launching this grant program has revealed a significant need for funding to support these types of projects in the Heritage Area. While \$25,000 was made available for these types of projects from the Authority, BNHA received requests for funding that totaled more than \$80,000. The Heritage Area ended up pulling in additional funding from another source in order to award \$27,945 to seven important projects.

Shauntee Daniels, executive

director of BNHA underscored the importance of the Neighborhood Placemaking Grants, when she explained that “every neighborhood has a story.”



Visitors enjoying the Jonestown Festival, funded in part by a Neighborhood Placemaking Grant. Photo by Will Kirk and courtesy of the Jewish Museum of Maryland and Baltimore National Heritage Area

Daniels emphasized that many of the neighborhoods' stories are centered around immigration: "All of these little enclaves of neighborhoods were brought together and built by people who came here as cultural groups." She described how the area around the Jewish Museum of Maryland in Baltimore, known as Jonestown, is a good example of a cultural institution that is situated in a neighborhood with an engaging story to tell, but all-too-often visitors pass right through the neighborhood. The Jewish Museum received a Neighborhood Placemaking Grant to help fund the annual Jonestown Festival in 2019, highlighting the neighborhood's unique history.

The China Town Collective also received one of the inaugural Neighborhood Placemaking Grants to support their second-ever "Charm City Night Market." Steph Hsu of the collective said, "The Charm City Night Market celebrates the cultural exchange of Asian Americans in Baltimore City. Thanks to the funding from the Neighborhood Placemaking Grant we were able to expand our possibilities with signage, wayfinding, and lighting, which will include lanterns designed by a local entrepreneur." In addition to creating opportunities for visitors, the Neighborhood Placemaking Grants have been encouraging collaborations within and between communities across the Heritage Area. Kim Lane, executive director of Pigtown Main Street in Baltimore, offered this insight: "We shared it [the Neighborhood Placemaking Grant opportunity] with our partners in our area, which resulted in conversations that lead to a group of community leaders from Pigtown Main Street, Pigtown, Barre Circle, Ridgely's Delight, and Camden Carroll forming a committee to plan a heritage walk."

Maryland Heritage Areas Authority Financing Fund Report FY97 – FY19

Funds Appropriated

FY97	1,000,000.00	
FY98	1,000,000.00	
FY99	1,000,000.00	
FY00	1,000,000.00	
FY01	1,000,000.00	
FY02	1,000,000.00	
FY03	1,000,000.00	
FY04	1,000,000.00	
FY05	1,000,000.00	
FY06	1,000,000.00	
FY07	3,000,000.00	
FY08	3,000,000.00	
FY09	3,000,000.00	
FY10	3,000,000.00	
FY11	3,000,000.00	
FY12	3,000,000.00	
FY13	3,000,000.00	
FY14	3,000,000.00	
FY15	3,000,000.00	
FY16	3,000,000.00	
FY17	3,000,000.00	
FY18	3,000,000.00	
FY19	5,700,000.00	
	Subtotal	51,700,000.00
Interest Earned THRU June 30, 2009		1,539,098.00
Loan repayments (principal & interest)		50,981.77
	Total Income	53,290,079.77

Funds Committed and Expended

Operations

FY97		9,812.03
FY98		42,989.03
FY99		33,898.79
FY00		47,095.50
FY01		105,746.67
FY02		147,303.35
FY03		115,675.40
FY04		94,103.84
FY04 Service charges		76.06
FY05		145,729.26
FY05 Service charges		35.52
FY06 DHCD		22,647.17
FY06 MDP		71,528.41
FY07		177,823.05
FY08		216,199.78
FY08 Operating Encumbrance Strategic Plan		75,600.00
FY09		321,029.15
FY10		290,447.50
FY11		231,435.27
	DGS rent FY11	111,516.00
	Grants software estimated	150,425.00
	Back of budget SF cash transfer	16,002.00
FY12	General fund swap	500,000.00
	FY12 operating	243,384.56
	DGS rent FY12	112,923.00
FY13	Operating including software	354,192.97
FY14	Operating Budget	272,583.88
	Operating Budget including	
FY15	software maintenance 2016	306,475.49
FY16	Operating Budget	299,200.02
FY17	Operating Budget	281,777.22
FY18	Operating Budget	309,278.64
FY19	Operating Budget	600,000.00
	Subtotal	5,706,934.56

Funds Recaptured

FY02	3,000,000.00
FY15 recaptured funds due to under attainment of transfer taxes	300,000.00
FY16 Adjustment to match FMIS Fund Balances	37,263.37
Subtotal	3,337,263.37

FY 2019

Anacostia Trails Heritage Area/Management Grant	100,000.00
Anacostia Trails Heritage Area/Mini Block Grant	25,000.00
Anacostia Trails Heritage Area/Prince George’s Co Civil Rights Trail	40,000.00
City of Greenbelt Community Center Statues	29,500.00
Anacostia Watershed Society/Field Guide and Interpretive Signage	10,000.00
Town of North Brentwood/Outdoor Pavilion	25,500.00
Pyramid Atlantic/Arcade Building Improvements	16,200.00
City of Hyattsville/Cycling Wayfinding Plan	29,339.00
Annapolis Londontown Marketing Grant	50,000.00
Annapolis Londontown Management Grant	100,000.00
Smithsonian Env Research Center/Sellman House Building Envelope	100,000.00
Annapolis Maritime Museum/New Exhibit Planning	50,000.00
MD Hall for The Creative Arts/Signage	50,000.00
Londontown/William Brown House Restoration	20,000.00
Hammond Harwood House/Cultural Landscape Study	10,000.00
Historic Annapolis/Masonry Repairs 99 Main St	25,000.00
Captain Avery Museum/Expansion of Parking Lot	22,000.00
Baltimore Heritage Area Assoc/Management Grant	100,000.00
Baltimore Heritage Area Assoc/Mini Grant Block Grant	25,000.00
Baltimore Heritage Area Assoc/Marketing Grant	49,500.00
Baltimore Heritage Area Assoc/MD Fleet Week Programs	50,000.00
Poe Baltimore/International Festival	26,100.00
Baltimore Museum of Industry/Lighting The Historic Crane Living Classroom Foundation/Lady Maryland 33 Year Refit/ Replace 67 Ft Main Mast	78,265.00
	58,162.00

Maryland Historical Society/Architectural Design Plans Phase II	100,000.00
Fells Point Main Street/Lamp Post Banners; Historic Markers	17,180.00
American Institute of Architects/Public Programs October 6/7, 2018	10,650.00
Baltimore Children's Museum/Fabrication and Construction Of Fish Market Exhibit	100,000.00
Peale Center for Baltimore History/Research & Plan Exhibit About Colored Schools	25,000.00
Historic Ships In Baltimore/USCGC Taney Dry Docking Costs	99,700.00
Le Mondo/Stabilization Of 408-412 N Howard Street	100,000.00
Baltimore Streetcar Museum/Phase 2 Upgrade	50,000.00
Historic Ships In Baltimore/Interactive Digital Tour	25,000.00
Canal Place Management Grant	100,000.00
Canal Place Mini Block Grants	25,000.00
Co Com of Allegany Co/ Marketing Grant	46,850.00
Allegany Museum/Cumberland Heritage Festival - 3 Days Event	16,000.00
Canal Place Cumberland River Park Implementation Plan	30,000.00
County Council of Dorchester County/ Mini Grant Block Grants	25,000.00
County Council of Dorchester County/ Management Grant	100,000.00
County Council of Dorchester County/ Bike Trail In Cambridge	50,000.00
Dorchester Skipjack Committee/Restoration of Skipjack Nathan	30,000.00
Town of East New Market/Rehabilitation Of Train Station Interior	42,000.00
City of Cambridge/High Street Historic Lights	100,000.00
Good Shepherd Assoc/Interpretive Planning	15,000.00
County Council of Dorchester County/ Moveable Exhibit "Waterways"	5,000.00
Dorchester County Historical Society/Meredith House Repairs	6,500.00
Cambridge Main Street/Heritage Festival Support	30,000.00
County Council of Dorchester County/Impact Study Harriet Tubman Experience	10,000.00
Heart of The Civil War Mini Block Grants	25,000.00
Heart of The Civil War/ Management Grant	100,000.00
National Museum of Civil War Medicine/Orientation Video	23,343.00
Monocacy National Battlefield Foundation/River Launching Facility Phase I	12,500.00
Catoctin Mountain Park Visitor Center/Interpretive Exhibits	29,500.00
Washington County Museum of Fine Arts/Refurbishment Of Museum/Interpretation	50,850.00
Town of Emmitsburg/Three Interpretive Signs	9,000.00
Town of Sykesville/Structural Repairs Gate House Museum	18,000.00
Catoctin Furnace Historical Society/Forensic Facial Reconstructions and Exhibit	28,000.00
Catoctin Furnace Historical Society/Collier Log House Rehabilitation	15,600.00
Town of Thurmont/Wayfinding Signage	12,300.00
Co Com Carroll County/Oxen Exhibit	10,275.00
Save Historic Antietam/Poffenberger Tract Demolition	17,500.00

Main Street Middletown/Acquisition Of 19-21 Main Street	37,860.00
Historical Society Of Carroll County/Origins and History Exhibit	50,000.00
Union Mills Homestead/Assessment of Site Significance	24,159.00
Lower Eastern Shore Heritage Committee/Management Grant	77,410.00
Lower Shore Land Trust/Heritage Center Exhibit Design	41,600.00
Allen Historical Society/Interior Renovation Huffington-Pollitt House	23,679.00
Rackliffe House Trust/Archeological Survey	10,000.00
Assateague Island Alliance/Managing Bad Horse Behavior	50,000.00
City Of Salisbury/ Folklife Festival Expenses	50,000.00
Delmarva Discovery Center/Accessibility Renovations	100,000.00
Friends of Julia A Purnell Museum/Educational Programming	50,000.00
Lower Susquehanna Heritage Greenway/Mini Grant Block Grants	25,000.00
Lower Susquehanna Heritage Greenway/Management Grant	100,000.00
Havre De Grace Alliance/Murals and Interpretive Panel	14,000.00
City of Havre De Grace/Joe K Trail Expenses	80,000.00
Chesapeake Heritage Conservancy/Interpretive Program Skipjack Martha Lewis	26,350.00
Friends of Concord Pt Lighthouse/Exterior Painting/Lighting	25,752.00
Town of Port Deposit/Adams Hall Roof Repair	42,045.00
Heritage Tourism Alliance of Montgomery County/Management Grant	100,000.00
National Capital Historical Museum of Transportation/Update Main Exhibit	10,000.00
Town of Brookville/One Room Schoolhouse Renovations	8,800.00
C&O Canal Trust/Exhibit at Swains Lockhouse	11,500.00
Montgomery County Parks Foundation/Interpretive Exhibits at Josiah Henson Park	50,000.00
Pleasant View United Methodist Church/Building Stabilization	100,000.00
Glen Echo Park Partnership/Condition Assessment Spanish Ballroom Floor	5,703.00
Garrett County Chamber of Commerce/Management Grant	100,000.00
Garrett County Chamber of Commerce/Marketing Grant	41,639.00
Garrett County Government/Eastern Continental Divide Trail Loop	100,000.00
Garrett Lakes Art Festival/Chautauqua Celebration at Mountain Lake	12,862.00
Garrett County Trails/Trail Feasibility Study	50,000.00
Friends of The Patapsco Valley Heritage Greenway/Management Grant	100,000.00
Friends of The Patapsco Valley Heritage Greenway/ Mini Grant Block Grant	20,000.00
Howard County/Restoration Of Ellicott City Station Caboose	65,685.00
Howard County/Restoration of Freight Room Diorama	15,000.00
Oella Historical Society/Archiving/Oral History Project	11,177.00
Tri County Council for Southern Maryland/Management Grant	86,000.00
St Mary's College of Maryland Foundation/Exhibit Design Costs	30,000.00
Ann's Circle Inc/Develop Trail at Sculpture Garden	72,577.00

Calvert Marine Museum/Final Phase Museum Renovation	50,000.00
Friends of Smallwood State Park/Condition Assessment of John Grinder House	12,500.00
Patuxent River Naval Air Station/Phase II Exhibit Design	48,080.00
Friends of the JPPM/Exhibit Components	10,000.00
Calvert Nature Society/HSR For Cypress Log Barn	20,000.00
Eastern Shore Heritage/Management Grant	50,550.00
Kennard Alumni Assoc/Develop Exhibit	20,000.00
Chesapeake Bay Maritime Museum/Restoration of Historic Tug Delaware	80,000.00
Talbot County Government/Develop Master Plan for Frederick Douglass Park On The Tuckahoe	50,000.00
Kent County Arts Council/Raimond Arts Building Renovation	100,000.00
Caroline County Council of Arts/Acquisition Of Hardee House	62,500.00
Friends of The Wye Mill/Stabilization	20,000.00
Queen Anne’s County Historical Society/Tucker House HVAC	21,000.00
Adkins Arboretum/Design and Construct Public Viewing Platform	34,950.00
Subtotal	4,998,692.00

Total Commitments / Expenditures - FY97 – FY19: \$ 52,586,471.96



One of Assateague Island's wild ponies stands in front of a grant-funded custom picnic table with pony-proof food storage. You can read more about this project on page 17. Photo courtesy of the Assateague Island National Seashore

Looking Ahead to FY20

PROGRAM IMPACT

In FY20, the Maryland Heritage Areas Program will be working with the firm Parker Phillips, LLC, to complete a comprehensive program impact study. Parker Phillips will work with each of the 13 Heritage Areas to conduct intercept surveys at local events, analyze economic data, and create not only a comprehensive report for the Heritage Areas program as a whole, but individual program impact reports for each of the Heritage Areas. The firm will also be providing guidance in setting up metrics that can easily be collected by the local Heritage Areas, which will allow for ongoing assessment of both the economic and program impact, looking at both qualitative and quantitative metrics.

INCREASED GRANT AWARDS = INCREASED STAFFING

With an appropriation of \$6 million (\$5.1 million of which was available for grants), FY19 saw the highest number of grants awarded in the history of the Maryland Heritage Areas Program, meaning a significant increase in the number of heritage tourism and preservation projects funded through the program, and in turn, an increase in the non-state funds leveraged with those state funds. As the portfolio of grants expands, Authority staff will be closely monitoring processes and workflows to ensure the increased workload does not result in a diminishment of customer service for applicants and grantees. In FY20, two new contractual staff positions will be added to assist with the increased workload, including an additional assistant administrator position and an assistant grants manager position.

MARKETING OF THE HERITAGE AREAS PROGRAM AND THE HERITAGE AREAS

In the spring of 2020, the Authority will be forming a working group to examine how best to market both the Maryland Heritage Areas Program and the local Heritage Areas themselves. The group will explore how marketing has been funded in the past and how it should be funded moving forward; how each Heritage Area works with their local Destination Marketing Organization; and make recommendations for an overall branding and marketing strategy for the program.

CONTINUED SUCCESS

The Authority looks forward to continuing the demonstrated success of the program in leveraging economic investments that create jobs, advance program performance and strengthen partnerships with federal, state, and local government tourism programs. Work will continue with nonprofit and private sector organizations to increase the development and marketing of Maryland's Heritage Areas as must-see destinations, while also making our communities better places to live and work.

FY19 Members of the Maryland Heritage Area Authority

Robert S. McCord

*Secretary, Department of
Planning/Chair, Maryland
Heritage Areas Authority*

Pete K. Rahn

*Secretary, Department of
Transportation*

R. Michael Gill

*Secretary, Department of
Commerce*

Mark J. Belton

*Secretary, Department of
Natural Resources*

James D. Fielder, Jr., Ph.D.

*Secretary,
Maryland Higher Education
Commission*

Kenneth C. Holt

*Secretary, Department of
Housing and Community
Development*

Joseph Bartenfelder

*Secretary, Department of
Agriculture
(non-voting)*

Karen B. Salmon, Ph.D.

*Superintendent, Department of
Education
(non-voting)*

Elizabeth Hughes

*State Historic Preservation
Officer*

Burton K. Kummerow

*President of the Senate
Representative*

Wayne E. Clark

*President of the Senate
Representative*

Janice Hayes-Williams

*Speaker of the House
Representative*

Vacant

*Speaker of the House
Representative*

Peter Leshner

*Maryland Municipal League
Representative*

Thomas Bradshaw

*Maryland Association of
Counties Representative*

J. Matthew Neitzey

*Maryland Tourism Development
Board Representative*

Robert David Campbell

*Governor's Appointee for
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Lisa Challenger

*Governor's Appointee for
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mht.maryland.gov/heritageareas.shtml

***FY19 Annual Report of the
Maryland Heritage Areas Authority
Publication No. 2020-201***

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***Larry Hogan
Governor***

***Boyd K. Rutherford
Lieutenant Governor***

***Robert S. McCord
Secretary of Planning and Chair,
Maryland Heritage Areas Authority***

