

MOUNTAIN MARYLAND GATEWAY TO THE WEST HERITAGE AREA MAKES AN IMPACT

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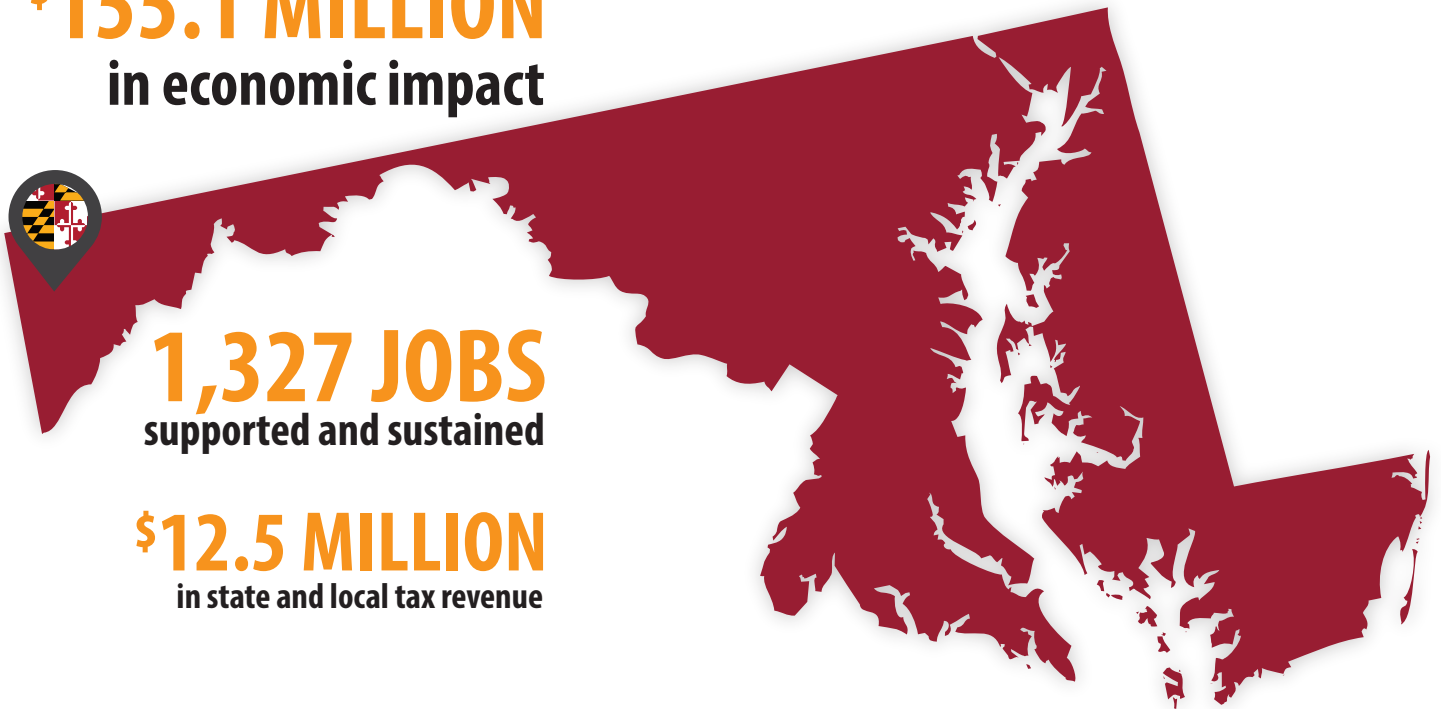
MOUNTAIN MARYLAND MAKES AN IMPACT

\$155.1 MILLION
in economic impact



1,327 JOBS
supported and sustained

\$12.5 MILLION
in state and local tax revenue



8 state parks
the highest number in
the state

Home to large
Amish & Mennonite
communities

Garrett County is
home to the
highest point in
Maryland

Only downhill
ski resort
in Maryland

Deep Creek Lake is the
largest
fresh-water lake
in the state of Maryland

World renowned
class 4 & 5
whitewater
on Savage and
Youghiogheny Rivers

Tallest free-
falling waterfall
in the state

31
maintained trails

3 State Forests
Garrett,
Potomac, and
Savage River

Part of the
Appalachian Forest
National Heritage Area

100,000 acres
of public lands
in Garrett County

ABOUT MOUNTAIN MARYLAND

The Mission of Mountain Maryland Gateway to the West Heritage Area

To work with stakeholders, partners, and businesses to implement the Heritage Area Management Plan by offering technical and financial assistance for heritage-related initiatives that preserve valuable heritage resources and enhance tourism in the county.

As the gateway to the opening and development of America's western frontier in the late 18th and 19th centuries, the Mountain Maryland Gateway to the West Heritage Area boasts outstanding natural resources, cultural uniqueness, and deep history in transportation. As one of the 13 state certified heritage areas, and a program of the Garrett County Chamber of Commerce, Mountain Maryland Gateway to the West Heritage Area is committed to promoting heritage tourism in the region.

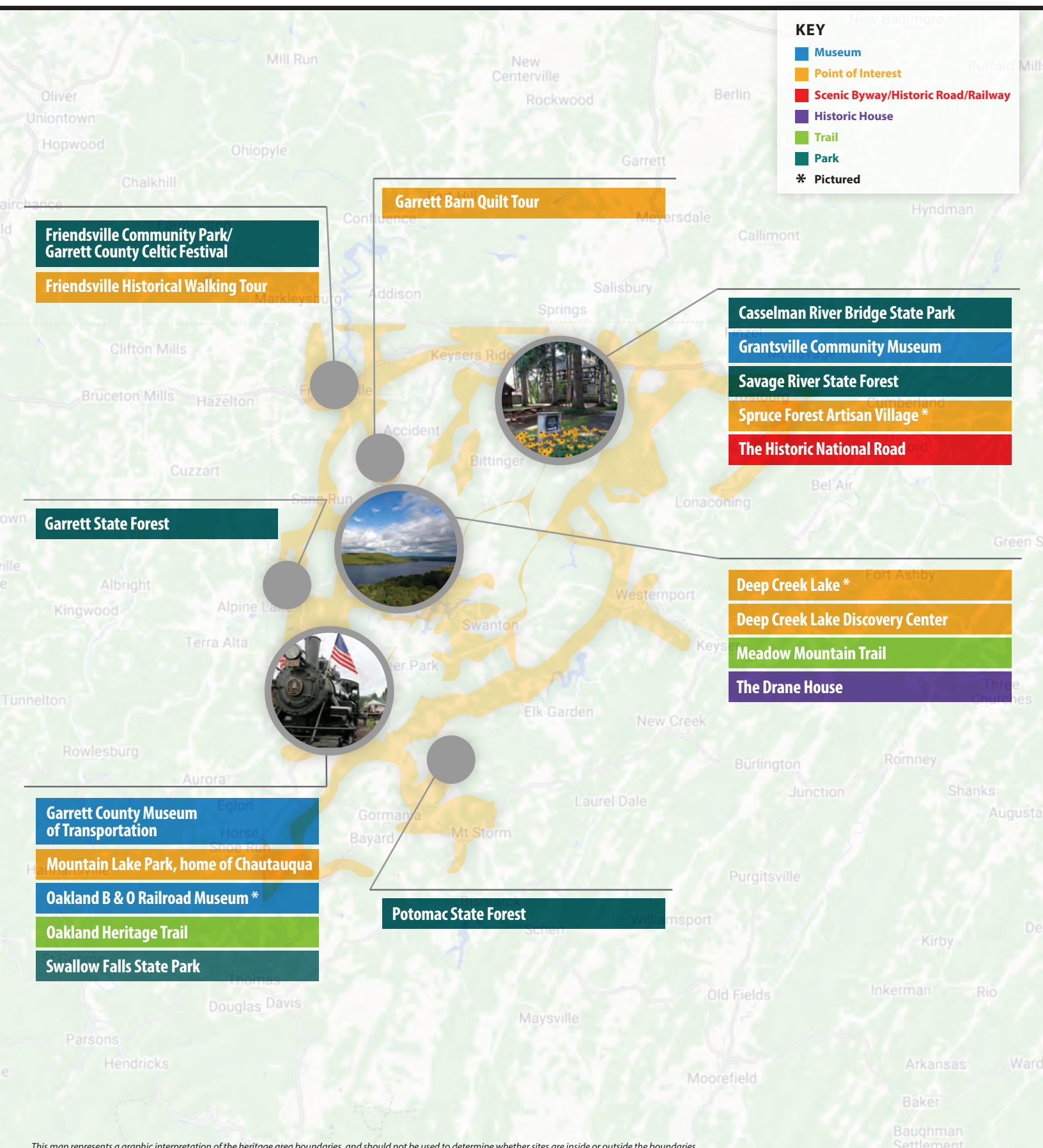
Located in Garrett County, which is Maryland's westernmost county, its transportation routes served as a critical launching point for settlers headed west to begin a new life. Braddock's Road and the Historic National Road spurred the building of traveler related businesses including blacksmith shops, taverns, and inns. Garrett County has a unique landscape because it marks the Eastern Continental Divide in Maryland, which Lewis and Clark braved on their expedition across the country.

Garrett County has a unique agricultural legacy that includes many diverse cultural groups. The climate and terrain of Maryland's western frontier creates a type of isolation in terms of cultural development. Since Garrett's first European settlers, the landscape has appealed to varied ethnic groups, mostly from Northern Europe. It also has been a core cultural influence over the many generations that have inhabited Garrett County since its foundation. For example, isolation and natural beauty enticed Amish and Mennonite settlers into the area in the 19th century, searching for religious freedom. The Appalachian mountain culture itself is unique, having developed its own food and drink, styles of music, and many other cultural characteristics.

Garrett County has a legacy as one of Maryland's most significant recreational areas, even before the 20th century. Garrett County's natural beauty and resources inspired Native Americans, early settlers, and people from all walks of life including American presidents. Beginning in 1925 with the opening of Deep Creek Lake, lavish resorts flourished throughout the county. Deep Creek Lake continues to attract from Maryland and out of state visitors making Garrett County is a major tourist destination.

Mountain Maryland Gateway to the West serves as a convener, catalyst, and promoter of tourism, investment, and education in the region. Mountain Maryland Gateway to the West has abundant historic, cultural, and natural resources throughout their heritage area and works with partner organizations to support heritage tourism.

MOUNTAIN MARYLAND KEY SITES SPAN ACROSS GARRETT COUNTY



This map represents a graphic interpretation of the heritage area boundaries, and should not be used to determine whether sites are inside or outside the boundaries.

ECONOMIC IMPACT OF MOUNTAIN MARYLAND

ECONOMIC CONTRIBUTION

The economic impact (economic output) of the Mountain Maryland Gateway to the West Heritage Area is **\$155.1 million¹** annually. This economic impact consists of tourism driven by the presence of the Mountain Maryland Gateway to the West Heritage Area (\$152.1 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$3.0 million).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$1,534,421	\$87,028,396	\$88,562,817
Indirect	\$792,652	\$33,003,515	\$33,796,167
Induced	\$702,677	\$32,084,835	\$32,787,512
Total	\$3,029,750	\$152,116,746	\$155,146,496

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Mountain Maryland Gateway to the West Heritage Area is **1,327 jobs** supported and sustained throughout the state. This economic impact is driven by the presence of Mountain Maryland Gateway to the West's operations and grant making activities which support 26 jobs, and tourism in the heritage area supporting 1,301 jobs.

	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	18	925	943
Indirect	4	179	183
Induced	4	197	201
Total	26	1,301	1,327

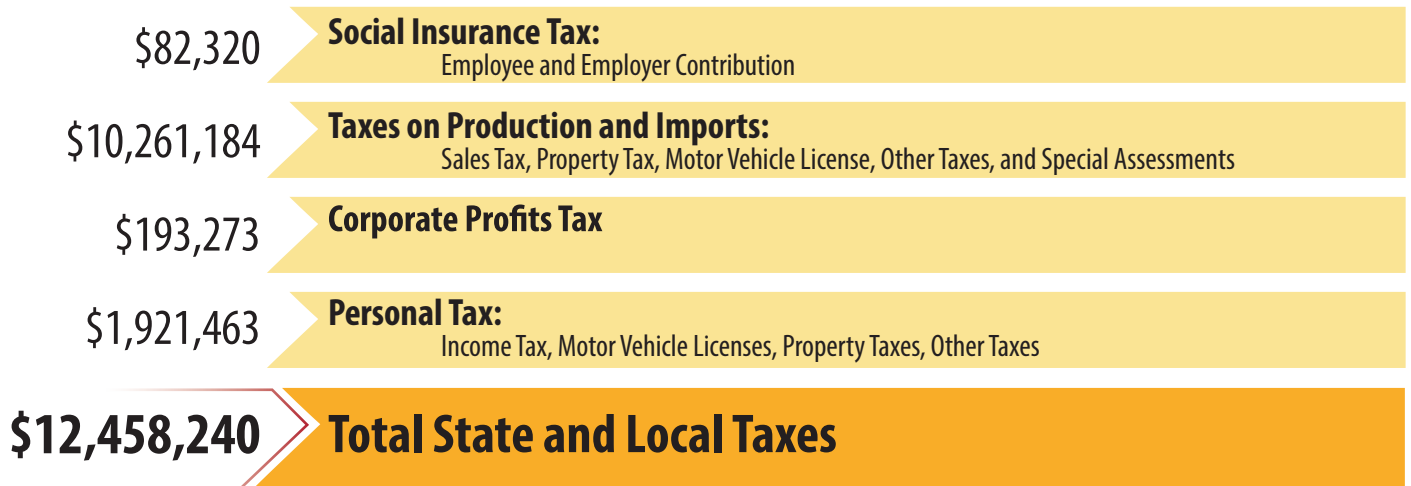
Source: Parker Phillips using IMPLAN

The net contribution of Mountain Maryland Gateway to the West Heritage Area to Maryland's Gross Domestic Product is \$93.6 million, 1,327 jobs, and \$12.5 million in state and local tax revenue. The data presented in these tables is total economic output and reflects a similar approach and methodology applied to Mountain Maryland Gateway to the West's previous economic impact studies conducted by West Virginia University.

ECONOMIC IMPACT OF MOUNTAIN MARYLAND

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Mountain Maryland Gateway to the West Heritage Area based upon operations, grantmaking, and tourism totals **\$12.5 million**.



Source: Parker Philips using IMPLAN

ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 19. Primary surveys were conducted with heritage area visitors across the state in the heritage area (day and overnight and local and non-local visitors).

MOUNTAIN MARYLAND GATEWAY TO THE WEST

WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.

AUTUMN GLORY FESTIVAL

The Autumn Glory Festival is the signature event of the County. More than a decade before the Autumn Glory Festival became an annual event, a group of turkey growers organized and promoted turkey dinners to celebrate the fall season. The idea of a large festival to attract visitors to the area remained popular and led to the start of the Autumn Glory Festival, which now attracts more than 80,000 visitors to Garrett County every October. In 2004, the turkey growers were the Autumn Glory Feature Parade Grand Marshals in recognition of the 50th anniversary of that first Garrett County Turkey Growers Festival.

The Autumn Glory Festival has transformed to a full five-day festival, which includes a community dinner and reception, firefighter's parade, Octoberfest, and other family friendly events to celebrate the season. These events include the Grand Feature Parade, arts & craft shows, a farmer's market, a downtown Oakland event; 'Takin' it to the Streets' with banjo, fiddle and mandolin championships and tournament of the bands, and Car Show. Fall Foliage Driving Tours, a strong sense of community, and family fun brings Garrett County together during prime leaf season. It has been recognized as the #1 fall festival in the world.

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“WE ARE THE GATEWAY TO THE WEST AND HAVE A RICH HISTORY RELATED TO WESTERN EXPANSION. THE HISTORIC BUILDINGS RELATED TO THIS ARE BEING PROMOTED AND PRESERVED VIA THE HERITAGE AREA. SO MANY COMMUNITIES THROUGHOUT GARRET COUNTY ARE RICH WITH TOURIST OPPORTUNITIES. THE HERITAGE AREA REALLY DOES A GREAT JOB OF FOCUSING VISITORS’ ATTENTION ON THESE OTHER AREAS IN ADDITION TO THE BIGGER TOURIST SPOTS.”

**– EMILY EDWARDS
GRANTSVILLE TOWN COUNCIL**

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