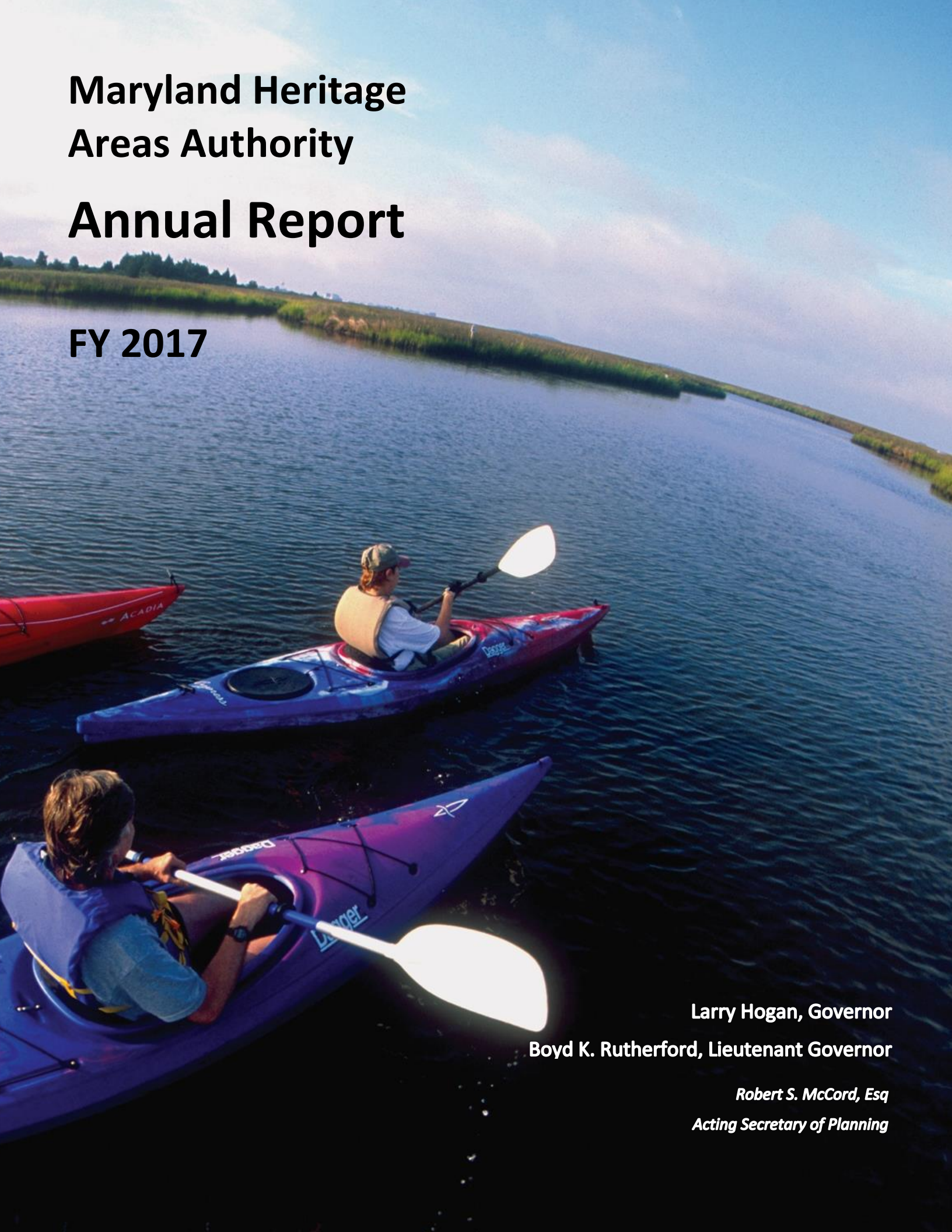


Maryland Heritage Areas Authority Annual Report

FY 2017



Larry Hogan, Governor

Boyd K. Rutherford, Lieutenant Governor

Robert S. McCord, Esq

Acting Secretary of Planning

Cover Photo – Kayakers paddle the Potomac River. Photo courtesy of Charles County Tourism. (Southern Maryland Heritage Area)

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

(MSAR # 5568)



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. Heritage Areas are places to experience - to see, hear, and 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 are encouraged to recognize 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 twenty-first year of operation, the Maryland System of Heritage Areas has enjoyed steady growth, enthusiastic private and public support, and a record of achievement.



Sunrise view from the Annapolis Maritime Museum. Photo courtesy of Annapolis Maritime Museum (Annapolis, London Town and South County Heritage Area - Anne Arundel County).

Maryland’s first heritage area was created by the General Assembly in 1993 with the establishment of an 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 the 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 heritage area programs, formed the basis for the statewide Maryland Heritage Areas Program, which was created by legislation 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 (“MHAA”) provides targeted State financial and technical assistance within a limited number of areas it designates as “Certified Heritage Areas.”

Each of Maryland’s thirteen Certified Heritage Areas is locally managed and defined by a distinctive focus or theme that makes that place or region different from other areas in 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. The 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 than “back home.”

The program recognizes that a successful heritage area needs to have a viable economy which values the area’s unique heritage resources and through public and private sector partnerships



Crowd gathers for a parade in Ellicott City’s Historic District, part of the Patapsco Valley Heritage Greenway.

strives to preserve and enhance the resources that make the area distinct and attractive to visitors. 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 heritage tourism that is appropriate for the community, yet strengthens the local economy and improves the state’s quality of life.

Program Goals: Enhance, Increase, Encourage, Enable, Foster, Balance, 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.

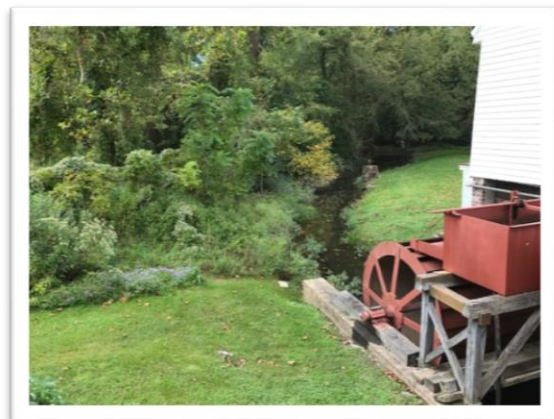
✓ ***TO INCREASE*** the economic activity associated with tourism, creating opportunities for small business development, job growth, and a stronger tax base.

- ✓ **TO ENCOURAGE** preservation and adaptive re-use 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 have taken 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

Representation by nine state agencies has engendered interagency collaboration that is a major strength of the program. In the same way that the heritage areas program compels diverse stakeholders to cooperate at the local level, the Authority’s interagency structure has encouraged state agencies to work together to pool funding resources, share staff expertise, and ensure that interests and responsibilities as diverse as history, archaeology, culture, natural resources, recreation, economic development, and education are factored into program activities.

The body responsible for leading Maryland’s Heritage Areas Program is the Maryland Heritage Areas Authority. The Authority is an independent unit of state government housed in the Maryland Department of Planning (“Planning”), and is headed by Acting Planning Secretary Robert S. McCord, Esq., 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, and an additional ten members appointed by the Governor, including one representative each from the Maryland Association of Counties, the Maryland Municipal League, the Maryland Greenways Commission, the



View of the waterwheel at Old Wye Grist Mill in Wye Mills, Maryland (Stories of the Chesapeake Heritage Area).

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



Aaron Marcavitch leads a bicycle tour through the Maryland Milestones / Anacostia Trails Heritage Area. Photo courtesy of Washington Area Bicyclist Association.

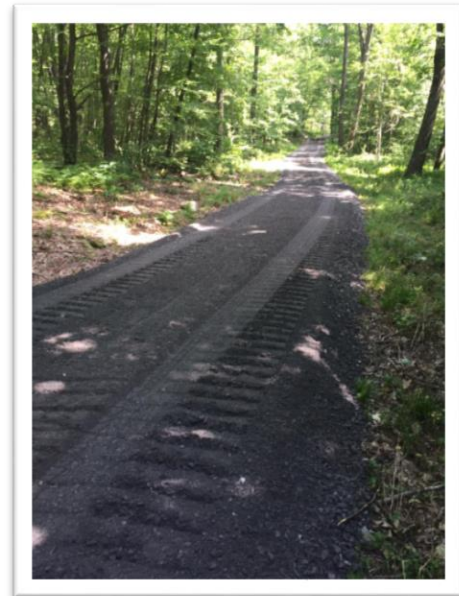
Maryland's heritage areas vary considerably in size, governance, and thematic focus. The program defers to local communities to determine what management structure will best satisfy local needs and circumstances, while at the same time meeting the program's overall tourism development, economic growth, 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 what the goals and objectives of creating a specific heritage area might be. 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 heritage 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 for the area, the area-specific 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 has taken from one to five years to complete. This is due largely 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 plan to incorporate the heritage area management plan. This program 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 Heritage Area 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 and to address changing circumstances that may arise due to economic or other factors.

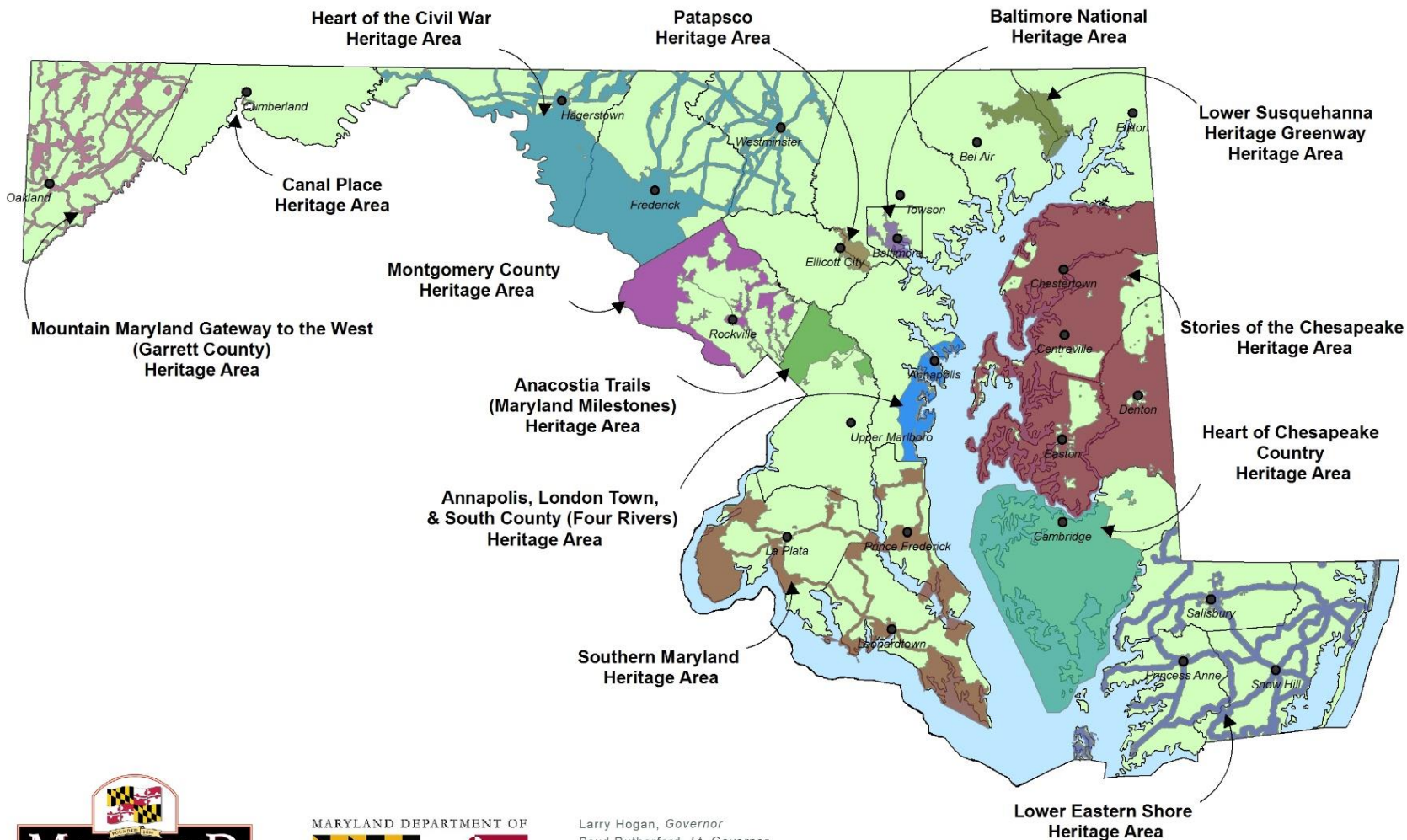


Construction of the Meadow Mountain Trail in the Mountain Maryland Gateway to the West Heritage Area. Photo courtesy of Garrett Trails.

There are now thirteen Certified Heritage Areas in Maryland (see map on following page):

- 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
- 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

THE MARYLAND SYSTEM OF CERTIFIED HERITAGE AREAS



MARYLAND DEPARTMENT OF

PLANNING
 Maryland Historical Trust

Larry Hogan, *Governor*
 Boyd Rutherford, *Lt. Governor*
 Wendi W. Peters, *Secretary*
 Ewing McDowell, *Deputy Secretary*
 Elizabeth Hughes, *Director, MD Historical Trust*
 Jennifer Ruffner, *Administrator, MD Heritage Areas Program*
 Ennis Barbery Smith, *Asst. Administrator, MD Heritage Areas Program*

100 Community Place
 Crownsville, MD 21032-2023
 Call: 410-697-9591
 Or visit: <http://mht.maryland.gov>



Projects and properties throughout the thirteen Certified Heritage Areas are eligible for grants from the Maryland Heritage Areas 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 agency actions that provide support for compatible planning, development, use, regulation, and other activities. In carrying out activities in Certified Heritage Areas, all state agencies must also ensure that those activities are consistent with the Certified Heritage 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.



Aerial view of the Baltimore Museum of Industry campus with crane. The Authority funded repair and preservation of this historic crane in FY 2017. Photo (via drone) by Elevated Element and courtesy of Baltimore Museum of Industry.

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
<i>Canal Place (Certified by legislation)</i>															
<i>Anacostia Trails</i>															
<i>Annapolis, London Town & South County</i>															
<i>Baltimore National</i>															
<i>Heart of Chesapeake Country</i>															
<i>Lower Eastern Shore</i>															
<i>Patapsco Valley</i>															
<i>Lower Susquehanna</i>															
<i>Montgomery County</i>															
<i>Southern Maryland</i>															
<i>Mountain Maryland Gateway to the West</i>															
<i>Stories of the Chesapeake</i>															
<i>Heart of the Civil War</i>															

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.

FY 2017 Highlights

The Maryland Heritage Areas Program entered its twenty-first year of operation in FY 2017. The Maryland System of Heritage Areas currently includes thirteen Certified Heritage Areas.



The shops at Canal Place and the historic Footer Dye Works building (Canal Place Heritage Area).

Expanding Boundaries

In FY 2017, MHAA approved boundary amendments in four different heritage areas. In some cases, the amendments were minor, to capture locations that had been overlooked in the original mapping process. In other cases, new jurisdictions were added to the heritage area. The following heritage area boundary amendments were approved:

- **Canal Place** – the boundaries of Canal Place Heritage Area were amended to include several additional areas of the City of Cumberland, including the Greene Street National Register Historic District, portions of the Canada/Viaduct Survey District, and the Candoc and Mason Recreational District / Riverside area of the C&O Canal Preservation District.
- **Anacostia Trails** – the boundaries of the Anacostia Trails (Maryland Milestones) Heritage area were amended to incorporate the City of Bowie, the Town of Cheverly, and unincorporated areas of Prince George’s County at Glenn Dale.
- **Lower Eastern Shore** – the boundaries of the Lower Eastern Shore Heritage Area were amended to include the unincorporated Village of Allen and the connection from the heritage area at Nanticoke Road (Route 349/Chesapeake Country Blue Crab Scenic Byway) at Upper Ferry Road.
- **Heart of the Civil War** – the boundaries of the Heart of the Civil War Heritage Area were amended to include the Towns of Keedysville, Clear Spring and Funkstown; Fort Frederick State Park; and Washington Monument State Park.

Changing Administration

FY 2017 marked the last year of MHAA Administrator Richard Hughes's state service. Richard retired after serving as the MHAA administrator for 13 years, and working for the State of Maryland for more than 35 years. During his tenure as MHAA Administrator, the program grew from seven to 13 heritage areas and undertook a major strategic planning process, which resulted in the plan,

Charting a Sustainable Course for the Next Decade: 2010 – 2020. Under his leadership, MHAA implemented systems for meaningful evaluation of both the heritage area management entities and the heritage areas program as a whole. In addition, Richard served as an advisor in the development of national and regional destinations such as the Harriet Tubman Underground Railroad State and National Park and Scenic Byway, the Star-Spangled Banner National Historic Trail, Indigenous Cultural Landscapes of the Captain John Smith National Historic Trail, and *Through Piscataway Eyes*, a master plan for the creation of a Piscataway Indian Heritage Trail. Richard was honored with citations from both the Maryland Heritage Areas Authority and Governor Larry Hogan.



Richard Hughes (center) with directors and staff of the 13 Certified Heritage Areas.

Jennifer Ruffner began serving as the new Administrator of the Maryland Heritage Areas Program in March of 2017. Ruffner previously served as the Assistant Administrator for MHAA, beginning in 2009.

Raising the Cap

During the 2017 Legislative Session, and due to the hard work of the Coalition of Heritage Areas and other supporters, the Maryland Legislature passed HB 267 / SB 257 which raises 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 demand for MHAA grants has increased exponentially with the increased number of heritage areas, and alternative funding sources for heritage tourism projects have become scarcer, MHAA has only been able to fund a small portion of the eligible applications it receives. The increased appropriation allows the grants program to be expanded, and in turn, would increase the amount of non-state funds that the program leverages each year.



Teackle Mansion (Lower Eastern Shore Heritage Area)

Grant Projects

From FY 2007 through FY 2017, MHAA received \$3,000,000 annually¹ to support program operations and grant and loan funding. The Authority's grant program put these funds to work across the state, fostering economic development through heritage tourism. In FY 2017, 125 grant applications were submitted to the Authority requesting a total of \$5,349,580 in grant funding. It awarded 52 grants totaling 2,699,532. These FY 2017 grants leveraged \$10,141,144 in non-State cash and in-kind heritage tourism related investment in communities across the state.

Since its inception in 1996, the Maryland Heritage Areas Authority has awarded approximately \$36 million in financial assistance and leveraged over \$1.1 billion in non-state funds for heritage tourism projects and activities statewide.

¹ In FY 2012, the Budget Reconciliation and Financing Act (BRFA) provided for \$500,000 of the total appropriation of \$3,000,000 to the Maryland Heritage Areas Authority Financing Fund to be transferred to pay operating expenses in the Maryland Department of Planning. This transfer resulted in a reduction in the amount of funds available for grants from \$2.7 million to \$2.3 million (Note: By statute, 10% of MHAA's annual appropriation may be used to support program operations).

SUMMARY OF FY 2007 - FY 2017 MARYLAND HERITAGE AREAS GRANTS

Fiscal Year	Total Available Funding	# Grant Applications	Total Amount Requested	# Grants Funded	Total Amount Funded	Total Cash & In-Kind Match Leveraged
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
FY 2008	\$3,000,000*	91	\$4,586,022	65	\$2,747,292	\$10,067,903
FY 2007	\$3,000,000*	94	\$4,659,459	61	\$2,914,890	\$8,203,567
TOTALS	\$32,500,000	994	\$45,662,281	597	\$28,158,992	\$101,977,639

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

During FY 2017, 16 non-capital project grants totaling \$368,466, and 20 capital project grants totaling \$1,072,368, were awarded. In addition, three grants totaling \$90,240 were awarded for marketing of sites and attractions within the. Thirteen grants to help support the operations of local Certified Heritage Area management entities were awarded, totaling \$1,168,458.

Some examples of the non-capital and capital projects and activities assisted by Maryland Heritage Areas Authority grant funding in FY 2017 include:



*The Greenbelt Museum’s historic house (left) and the adjoining building that will be transformed into a visitor and education center (right).
Photo courtesy of Friends of the Greenbelt Museum.*

➤ **Establishment of Greenbelt Visitor and Education Center – Friends of the Greenbelt Museum**
(Maryland Milestones / Anacostia Trails Heritage Area – Prince George’s County)

Grant funds will be used to create the Greenbelt Visitor and Education Center in the building adjoining the Greenbelt Museum’s historic house. The project consists of renovating this conveniently located space and equipping it to receive visitors who

are interested in learning about Greenbelt’s history and amenities. The added space will allow for increased museum programming, hours of operation, and accessibility.

➤ **Exhibit “White Gold: Fishing and Farming the Maryland Oyster” Planning – Annapolis Maritime Museum**
(Four Rivers / Annapolis, London Town and South County Heritage Area - Anne Arundel County)

Grant funds are being used to plan and design a new permanent exhibit for the Annapolis Maritime Museum. This new exhibit will bring together science, technology, and the humanities to create ecology-based, maritime-culture infused exhibit designs.



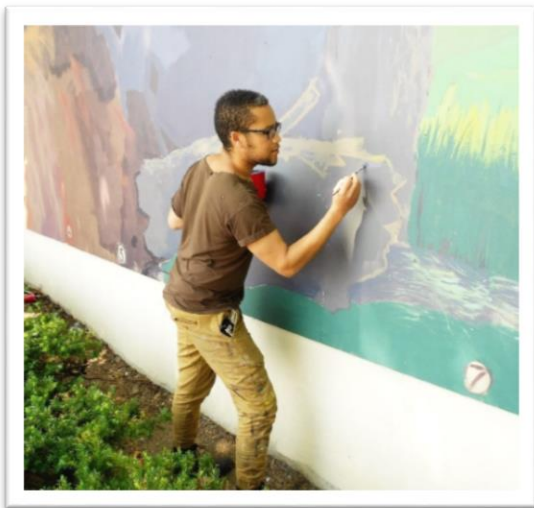
Aerial view of the Annapolis Maritime Museum. Photo by Mike B. and courtesy of the Annapolis Maritime Museum.

- **Enslaved at Homewood – Johns Hopkins University**
(Baltimore National Heritage Area – Baltimore City)

MHAA provided funds to support research about the enslaved people who lived at Homewood and worked for the Carroll family. Grant and matching funds will also be used to create several avenues for sharing the findings of this important research: a website, tour scripts, rack cards, and public programming.



Original digital artwork by Eugene Famba inspired by grant-funded research about the enslaved people who lived and worked at Homewood. This artwork is part of a digital exhibit at the site. Image courtesy of Johns Hopkins University Museums, Homewood Museum.



Artist paints details on the Canal Place Heritage Mural. Photo courtesy of the Allegany Arts Council.

- **Canal Place Heritage Mural – Allegany Arts Council**
(Canal Place – Allegany County)

The Allegany Arts Council used grant funds to create a mural highlighting key moments in the region’s and state’s history. The mural was painted on a secondary surface attached to the Western Maryland Railroad Station’s retaining wall at Canal Place.

- **Programmatic Support for Grand Opening – Harriet Tubman Underground Railroad State Park and Visitor Center**
(Heart of Chesapeake Country – Dorchester County)



A Harriet Tubman reenactor engages audience members through storytelling at the Grand Opening of the Harriet Tubman Underground Railroad State Park and Visitor Center. Photo courtesy of Maryland Department of Natural Resources.

In March of 2017, the Harriet Tubman Underground Railroad State Park and Visitor Center opened its doors for the first time, hosting a weekend full of presentations and speakers. Grant funds were used to support programming and commemorative souvenirs for the grand opening weekend, as well as related events along the Harriet Tubman Underground Railroad Byway throughout the year.

- **“Stinking Motherwort”: Maryland’s Million Dollar Wormseed Industry – Carroll County Farm Museum**
(Heart of the Civil War Heritage Area – Carroll, Frederick and Washington Counties)

The Carroll County Farm Museum has been awarded grant funds to preserve and interpret one of the only remaining wormseed oil distilleries known to exist. The Museum is using the funds to reconstruct pavilions used to house the restored boiler and stack.

A vat from the Carroll County Farm Museum’s wormseed oil distillery being lowered onto a truck to make way for reconstructing the distillery’s pavilion. Photo courtesy of Carroll County Farm Museum.





Southeast view of Rackliffe House. Photo courtesy of Rackliffe House Trust, Inc.

➤ **Rackliffe House Improvements to Grounds and Visitor Amenities – Rackliffe House Trust, Inc.**

(Lower Eastern Shore Heritage Area – Somerset, Wicomico and Worcester Counties)

Grant funds will allow the Rackliffe House Trust to construct parking, visitor pathways, a new ramp, and a new entrance to the historic merchant-planter’s house. These improvements will comply with ADA accessibility guidelines.

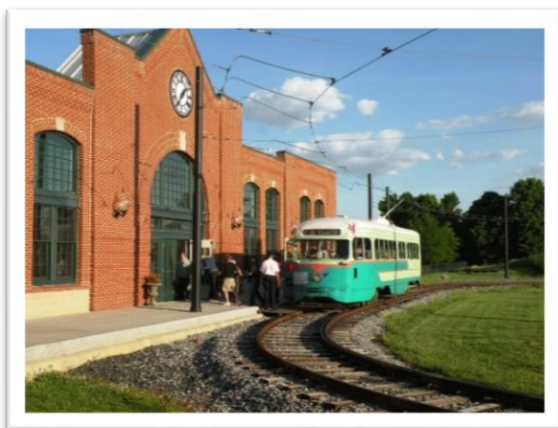
➤ **Havre de Grace Opera House Renovation: Phase 2 – Community Projects of Havre de Grace, Inc.**

(Lower Susquehanna Heritage Greenway – Cecil and Harford Counties)

MHAA provided funds to support the second phase of renovation for the historic Havre de Grace Opera House, including decorative metal cleaning, carpentry, and wood repair. The beautifully renovated building now hosts film screenings, plays, and other community events.



Havre de Grace Opera House. Courtesy of Kyle Connelly and Lower Susquehanna Heritage Greenway, Inc.



Restored Washington Streetcar at the National Capital Historical Museum of Transportation. Photo courtesy of National Capital Historical Museum of Transportation.

➤ **Restoration of Capital Traction Company 27 – National Capital Historical Museum of Transportation**

(Montgomery County Heritage Area)

Grant funds are being used to restore the Capital Traction Company 27 (CTCo 27), a streetcar built in 1918. The streetcar is expected to be fully restored and in operable condition in time to celebrate its one hundredth anniversary.

➤ **Meadow Mountain Trail: Heritage Phase 2 – Garrett County Government**

(Mountain Maryland Gateway to the West Heritage Area – Garrett County)

Garrett County Government used grant funds to construct a pedestrian trail and install interpretive signage, highlighting the area’s historical, cultural, and natural resources. The Meadow Mountain Trail allows visitors to hike, run, and bicycle to New Germany State Park, the Asa Durst historic area, and University of Maryland 4-H Education Center, among other scenic landmarks.



Meadow Mountain Trail ribbon-cutting ceremony in November 2017. Photo courtesy of the Garrett Trails Nonprofit.



Restoring the Environment and Developing Youth (READY) crew clears debris. Photo courtesy of the Alliance for the Chesapeake Bay, Inc.

➤ **Ellicott City Stream Restoration Phase I – The Alliance for the Chesapeake Bay, Inc.**
(Patapsco Valley Heritage Greenway, Baltimore and Howard Counties)

The Alliance for the Chesapeake Bay will use grant funds to create conceptual designs for stream and floodplain restoration on the section of the Patapsco River upstream from the Ellicott City Historic District. The goal of this project will be to stabilize highly eroded streambanks and mitigate the effects of future flooding.

- **Protecting Battle Creek Cypress Swamp Sanctuary: Preserving a Cypress Barn – Calvert Nature Society**
(*Southern Maryland Heritage Area – Calvert, Charles, and St. Mary’s Counties*)

The Calvert Nature Society used grant funds to acquire property adjacent to the Battle Creek Cypress Swamp Sanctuary. The newly acquired property includes a champion Bald Cypress and a historic cypress-hewn timber barn, which the Calvert Nature Society and Maryland Historical Trust will preserve through a perpetual easement.



A view of the landscape, including the cypress barn, recently acquired by the Calvert Nature Society. Photo courtesy of the Calvert Nature Society.

- **The Hill Community Project – Talbot County Government**
(*Stories of the Chesapeake Heritage Area – Caroline, Kent, Queen Anne’s and Talbot Counties*)



Dale Green of Morgan State University gives a tour of the Hill neighborhood in Easton, Maryland. Image courtesy of Talbot County Government.

Talbot County Office of Tourism in partnership with Morgan State University will use grant funds to produce a visitor guide, interpretive signage, and online content, all with the goal of sharing the history of the Hill. The Hill is a neighborhood in Easton, Maryland that has existed as a free African American community for over 200 years.

Mini-Grants

In addition to the matching grant assistance MHAA provides directly to projects, it also makes available up to \$10,000 annually to individual Certified Heritage Areas for locally-administered mini-grant programs. These mini-grant programs also require a dollar-for-dollar match, so the Authority's investment generates a minimum of \$20,000 in 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 MHAA's administration of small projects and activities.



Interactive exhibit at the King Barn Dairy MOOseum in Boyds, Maryland. The MOOseum received a mini-grant from the Montgomery County Heritage Area in 2017.

Maryland Heritage Areas Authority Financing Fund Report FY 1997 – FY 2017

KEY

<i>ATHA = Anacostia Trails Heritage Area</i>	<i>ALTSCHA = Annapolis, London Town, and South County Heritage Area</i>	<i>BHA = Baltimore National Heritage Area</i>	<i>Canal Place = Canal Place Heritage Area</i>
<i>HCCHA = Heart of Chesapeake Country Heritage Area</i>	<i>HCWHA = Heart of the Civil War Heritage Area</i>	<i>LESHA = Lower Eastern Shore Heritage Area</i>	<i>LSHG = Lower Susquehanna Heritage Greenway Heritage Area</i>
<i>MCHA = Montgomery County Heritage Area</i>	<i>MMGTWHA = Mountain Maryland Gateway to the West (Garrett County) Heritage Area</i>	<i>PHA – Patapsco Heritage Area</i>	<i>SMHA = Southern Maryland Heritage Area</i>
<i>SCHA = Stories of the Chesapeake Heritage Area</i>			

Funds Appropriated

Fiscal Year 1997	1,000,000.00
Fiscal Year 1998	1,000,000.00
Fiscal Year 1999	1,000,000.00
Fiscal Year 2000	1,000,000.00
Fiscal Year 2001	1,000,000.00
Fiscal Year 2002	1,000,000.00
Fiscal Year 2003	1,000,000.00
Fiscal Year 2004	1,000,000.00
Fiscal Year 2005	1,000,000.00
Fiscal Year 2006	1,000,000.00
Fiscal Year 2007	3,000,000.00
Fiscal Year 2008	3,000,000.00
Fiscal Year 2009	3,000,000.00
Fiscal Year 2010	3,000,000.00
Fiscal Year 2011	3,000,000.00
Fiscal Year 2012	3,000,000.00
Fiscal Year 2013	3,000,000.00
Fiscal Year 2014	3,000,000.00
Fiscal Year 2015	3,000,000.00
Fiscal Year 2016	3,000,000.00
Fiscal Year 2017	3,000,000.00
Subtotal	43,000,000.00
Interest Earned THRU June 30, 2009	1,539,098.00
Loan repayments (principal & interest)	50,981.77
Total Income	44,590,079.77

Funds Committed and Expended

Operations

Fiscal Year 1997		9,812.03
Fiscal Year 1998		42,989.03
Fiscal Year 1999		33,898.79
Fiscal Year 2000		47,095.50
Fiscal Year 2001		105,746.67
Fiscal Year 2002		147,303.35
Fiscal Year 2003		115,675.40
Fiscal Year 2004		94,103.84
Fiscal Year 2004 Service charges		76.06
Fiscal Year 2005		145,729.26
Fiscal Year 2005 Service charges		35.52
Fiscal Year 2006 DHCD		22,647.17
Fiscal Year 2006 MDP		71,528.41
Fiscal Year 2007		177,823.05
Fiscal Year 2008		216,199.78
FY 2008 Operating Encumbrance Strategic Plan		75,600.00
Fiscal Year 2009		321,029.15
Fiscal Year 2010		290,447.50
Fiscal Year 2011		231,435.27
	DGS rent FY11	111,516.00
	Grants software estimated	150,425.00
	Back of budget SF cash transfer	16,002.00
Fiscal Year 2012	General fund swap	500,000.00
	FY 2012 operating	243,384.56
	DGS rent FY12	112,923.00
Fiscal Year 2013	Operating including rent/software	300,000.00
Fiscal Year 2014	Operating Budget	272,583.88
	Operating Budget including	
Fiscal Year 2015	software maintenance 2016	306,475.49
Fiscal Year 2016	Operating Budget	299,200.02
Fiscal Year 2017	Operating Budget	281,777.22
	Subtotal	4,797,655.92

Funds Recaptured

Fiscal Year 2002		3,000,000.00
Fiscal Year 2015		
recaptured funds		
due to under		
attainment of		
transfer taxes		300,000.00
FY 2016		
Adjustment to		
match FMIS		37,263.37
Fund Balances		
	Subtotal	3,337,263.37

GRANTS: Fiscal Year 2017

Anacostia Trails Heritage Area/Operating	100,000.00
Prince Georges Co Parks & Recreation/College Park Aviation	
Campus Exterior Interpretation Wayfinding	14,400.00
Friends Of The Greenbelt Museum/Visitor And Education	
Center	50,000.00
Annapolis London Town South County/Operating	100,000.00
Annapolis London Town South County/Marketing	25,000.00
Smithsonian Environmental Research Center/Sellman House	
Rehabilitation	80,000.00
Maryland Hall For The Creative Arts/Improved Public Access	80,000.00
Annapolis Maritime Museum/Exhibit "White Gold Fishing and	
Farming the Maryland Oyster"	25,000.00
Baltimore Heritage Area Assoc/Operating	100,000.00
Balt Chesapeake Bay Outward Bound Center/Orianda Mansion	
Rehabilitation	80,000.00
B&O Railroad Museum Exhibit for Great Railroad Strike Of	
1877	20,000.00
Johns Hopkins University/Enslaved at Homewood	20,000.00
Baltimore Heritage Area Assoc/Public Programming Maryland	
Fleet Week 2016	25,340.00
Peale Center for Balt Hist & Arch/Accessibility Renovations	50,000.00
Baltimore Museum of Industry/Repair and Preserve the	
Bethlehem Steel Crane	55,000.00
Canal Place/Operating	100,000.00
Mayor/City Council Cumberland Partnership Programming	10,800.00
Allegany Arts Council/Heritage Mural	13,850.00
Heart of Chesapeake Country/Operating	98,500.00
Friends of Blackwater National Wildlife Refuge/Paddling Trails	
Kiosk and Signage	5,000.00
MD Office of Tourism/Driving Tour Harriet Tubman Byway	50,000.00
DNR Programmatic Support for Grand Opening Harriet	
Tubman Underground Railroad State Park	35,000.00
Heart of The Civil War Heritage Area/Operating	100,000.00
Main Street Middletown/250th Commemoration of the	
Founding	10,000.00
Carroll County Farm Museum/Reconstruct Pavilions	27,000.00

Friends of Cunningham Falls State Park/Catoctin Furnace Iron Master House Stabilization	5,000.00
Lower Eastern Shore Heritage Committee Operating	71,275.00
Skipjack Heritage/Acquire and Rehab Building for Skipjack Museum	72,045.00
Rackliffe House Trust/Improvements to Grounds	11,323.00
Delmarva Discovery Center/Touch Tank Exhibit	48,150.00
Lower Susquehanna Heritage Greenway Operating	100,000.00
Community Projects of Havre De Grace/Opera House Renovation	80,000.00
Steppingstone Museum Assoc/Land of Promise Farm Restoration	15,000.00
Conference & Visitors Bureau of Mont County/Marketing	50,000.00
Heritage Tourism Alliance of Mont Co/Operating	100,000.00
National Capital Hist Museum of Transportation/Restoration Capital Traction Company 27	25,000.00
Sandy Spring Museum Wayfinding	7,050.00
Garrett Co Chamber of Commerce Operating	100,000.00
Garrett Co Chamber of Commerce Marketing	15,240.00
Garrett Co Government Meadow Mountain Trail	80,000.00
Town of Friendsville Walking Tour	14,279.00
DNR Visitation/Economics Study of Forest Areas Western MD	20,079.00
Patapsco Heritage Greenway Operating	100,000.00
Alliance for The Chesapeake Bay Stream Restoration Phase I	49,808.00
Tri-County Council for Southern Maryland/Operating	56,000.00
Calvert Nature Society Acquisition Of 2795 Sixes Road	80,000.00
Historic St Mary's City Foundation Orientation Video	8,750.00
Eastern Shore Heritage Operating	42,683.00
Avalon Foundation Repairs for Avalon Theater	60,000.00
Town of Chestertown Marina Interpretive Center	80,000.00
Talbot County Historic Preservation Commission The Hill Community Project	50,000.00
Chesapeake Bay Maritime Museum Small Craft Heritage Center *Note: grant was awarded, but returned by grantee.	-
Subtotal	2,616,572.00

Total Grants Committed FY 1997 – FY 2017: \$ 44,269,629.78



A visitor photographing an exhibit at the Harriet Tubman Underground Railroad State Park and Visitor Center in the Heart of Chesapeake Country Heritage Area. Photo by Meg Maddox.

Looking to FY 2018

PROGRAM IMPACT

The Maryland Heritage Areas Program is still grappling with how to quantify the impact of the program. As a part of the current strategic plan, both Heritage Areas Direct Performance Measures and Program Impact Metrics are being collected. These efforts have been pilot projects to determine what works and what does not work.

Through the course of this data collection, it has become clear that demonstrating the impact of the Heritage Areas Program overall is complicated, and involves not only economic impacts, but also more qualitative impacts.

The Maryland Heritage Areas Authority has identified the need to establish a means to document program impact in a comprehensive and systematic way as a top priority for FY 2018. This process will begin with the hiring of a consultant to conduct an economic impact study, based on visitation numbers and grant award amounts within the 13 heritage areas. The last time such a report was completed was in 2003, when there were only 7 certified heritage areas. A new methodology has been implemented for the current study, which will be more robust and focus on direct financial impact of the program.

Early in 2018, MHAA will also form a Program Impact Study Working Group. The role of this group, which will be made of up representatives from heritage area management entities, the Technical Advisory Committee, and MHAA itself, as well as staff, will be to identify the type of study that is needed to accurately document program impact; the metrics that need to be collected, and how the template for such a study can be created, and implemented on a regular basis, to allow the program to maintain current program impact data moving forward.

MARKETING

The Maryland Heritage Areas Program will also be convening a working group to look at the role of marketing as it relates to the state-wide program, as well as the individual heritage areas and their partner Destination Marketing Organizations (DMOs). Currently each heritage area, in partnership with their DMO(s), can apply for a marketing grant every other year. In addition, heritage areas that offer mini-grants can award funds for local organizations to conduct marketing, and marketing costs are eligible match for management grants. The working group will examine the role played by the local heritage areas and DMOs in marketing, how those efforts should be funded, and how they are coordinated with the Maryland Office of Tourism.

Looking Ahead – The Impact of the Maryland Heritage Areas Program



Piscataway dancers in ceremonial dress. Courtesy of the Montgomery County Heritage Area.

Since 1996, MHAA has awarded more than \$44 million in financial assistance and leveraged over \$110 million in non-state funds for heritage tourism projects and activities statewide. That is a direct return on investment (ROI) of approximately **\$2.50** in non-state funds for every **\$1.00** of state funds provided. The Authority requires a dollar-for-dollar matching contribution for its grant fund awards, but undoubtedly significant additional indirect (non-matching funds) investment is also being generated by MHAA grant- and loan-funded projects that likely would not have occurred without the financial incentives available through Maryland’s Certified Heritage Areas. Businesses such as restaurants,

hotels, and tourist-oriented retail shops have been created or expanded in response to increased heritage tourist visitation to Maryland, although it is hard to directly measure these kinds of collateral benefits of the program. Through its strategic plan, the Authority will be working in FY 2018 to better measure overall Program Performance.

As the Maryland Heritage Area Authority looks forward to not only continuing the demonstrated success of the program in leveraging economic investments that create jobs, but to significantly advancing program performance, it will continue to strengthen partnerships with federal, State and local government tourism programs, and work with non-profit 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.

FY 2017 Members of the Maryland Heritage Area Authority

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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.
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<http://mht.maryland.gov/heritageareas.shtml>

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