



# Maryland Heritage Areas Authority

## 2015 Annual Report to the Governor and the General Assembly

Larry Hogan, Governor

Boyd K. Rutherford, Lieutenant Governor

*David R. Craig*

*Wendi W. Peters*

*Secretary of Planning*

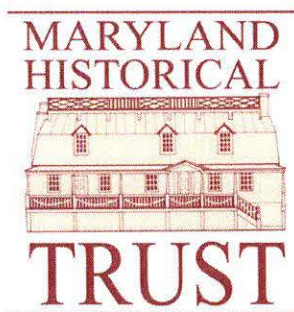
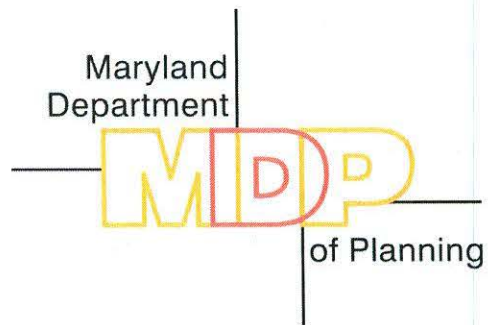
*Deputy Secretary of Planning*

*Chair, Maryland Heritage Areas Authority*



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

*(MSAR # 5568)*

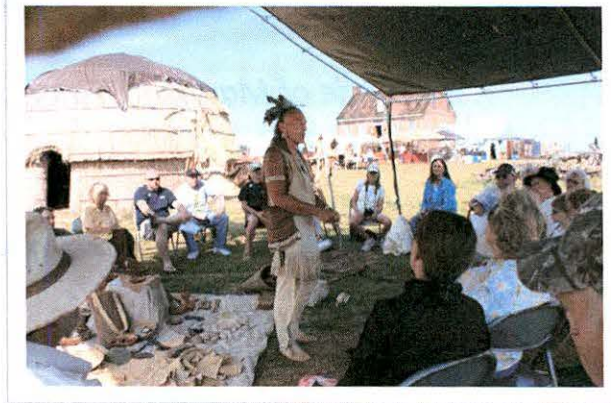


# Maryland Heritage Areas – An Overview

## *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 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 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 nineteenth year of operation, the Maryland System of Heritage Areas has enjoyed steady growth, enthusiastic private and public support, and a record of achievement.



*Jamboree at Handsell. Photo courtesy of the Nanticoke Historic Preservation Alliance, Inc.*

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 ("the 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 current 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. 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 than “back home.”

The program recognizes that a successful Heritage Area needs to have a viable economy which



*Marine Railway at Chesapeake Bay Maritime Museum. Photo courtesy of the Chesapeake Bay Maritime Museum*

values the area’s unique heritage resources and through public and private sector partnerships 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, 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 “product” -- the 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 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**

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 Planning Secretary David R. Craig, who serves as the Authority Chair. The 19-member body consists of nine state officials representing the departments of Planning, Housing and Community Development,

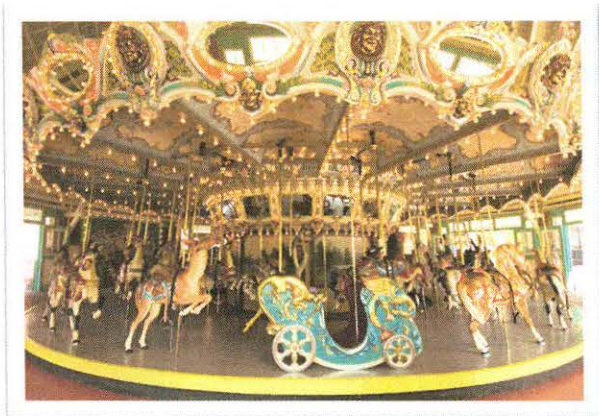
Transportation, Business and Economic Development, Natural Resources, Agriculture, Education, the Maryland Higher Education Commission, and the State Historic Preservation Officer, and an additional ten members appointed by the Governor, including one representative each from the Maryland Association of Counties, the Maryland Municipal League, the Maryland Greenways Commission, the Maryland Tourism Development Board, two public members, one with historic preservation and one with heritage tourism expertise, and two representatives each for the President of the Senate and Speaker of the House of Delegates.



*View of Baltimore from the Phoenix Shot Tower. Photo courtesy of the Carroll Museums.*



## Program Structure: Empowering Maryland's Communities



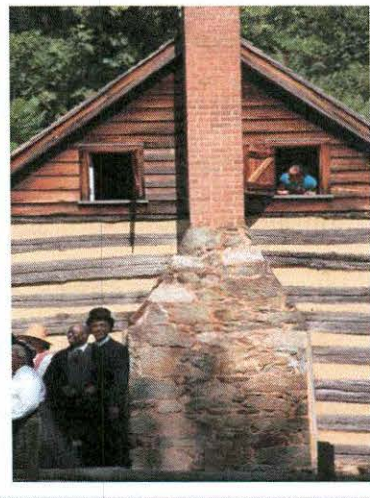
*Carousel at Glen Echo. Photo courtesy of the Glen Echo Park Partnership for Arts and Culture, Inc.*

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.



*Oakley Cabin. Photo courtesy of Heritage Montgomery*

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

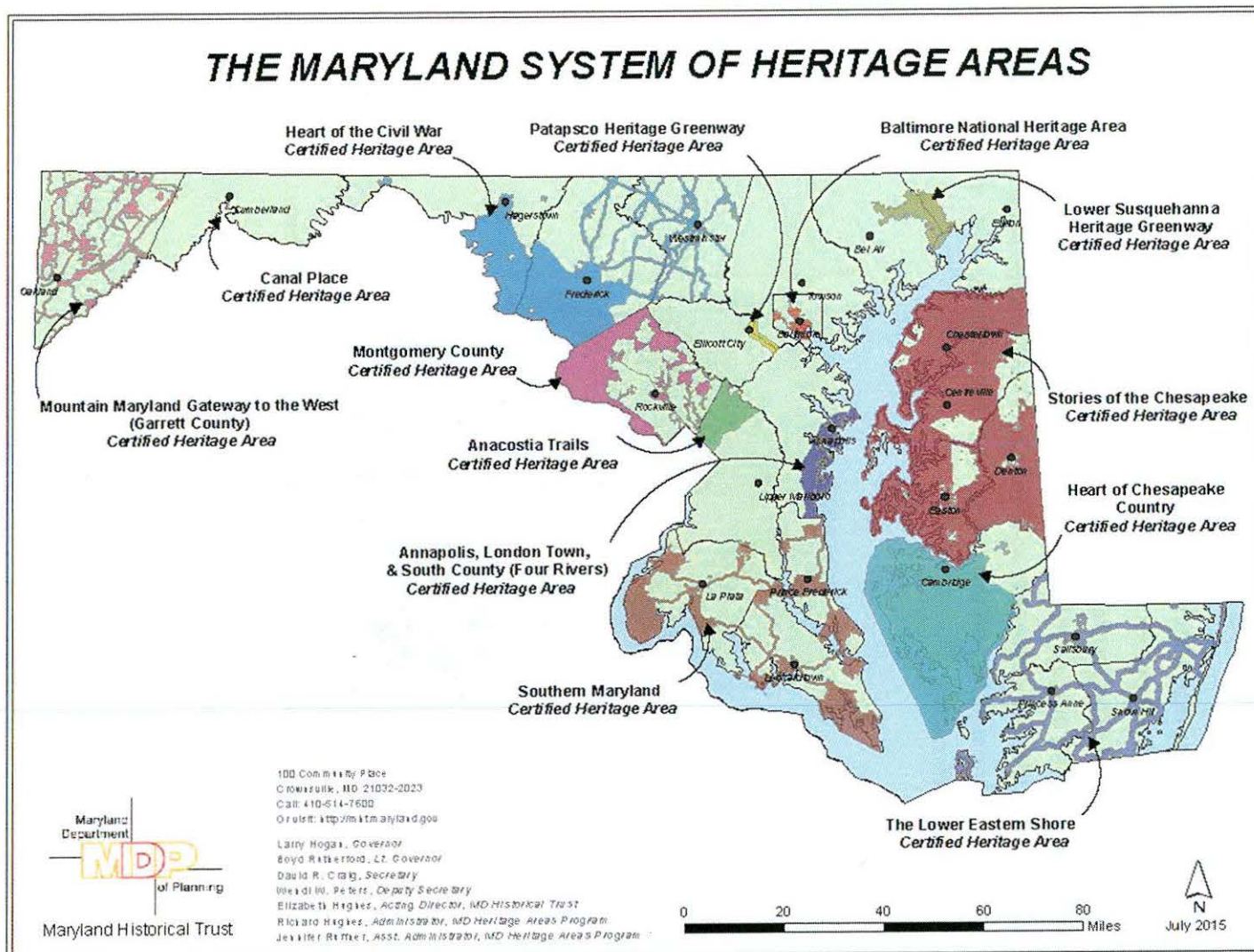


to reach consensus on the roles to be played by partners in the development and implementation of the heritage area.

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.

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

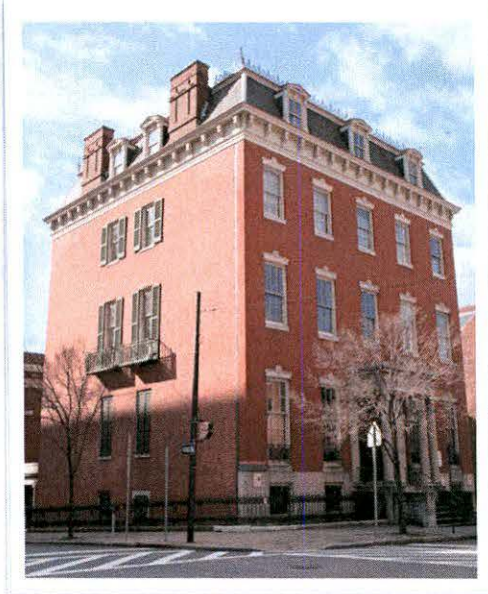
- Anacostia Trails Heritage Area in Prince George's County
- Four Rivers Heritage Area in Anne Arundel County
- Baltimore National Heritage Area in Baltimore City
- Canal Place Heritage Area in Allegany County
- Heart of Chesapeake Country Heritage Area in Dorchester County
- Heart of the Civil War Heritage Area in Carroll, Frederick, and Washington Counties
- Lower Eastern Shore Heritage Area in Somerset, Worcester, and Wicomico Counties
- Lower Susquehanna Heritage Greenway Heritage Area 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





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; and to 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.



*Enoch Pratt House. Photo courtesy of the Maryland Historical Society*



## Year of Heritage Area Recognition and Certification

<b>Heritage Area</b>	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.



# 2015 Highlights

The Maryland Heritage Areas Program entered its nineteenth year of operation in 2015. At the conclusion of the year, the Maryland System of Heritage Areas included thirteen Certified Heritage Areas.

## *Systems For Meaningful Performance Evaluation*

In 2015, the Authority implemented performance measures to evaluate heritage area management effectiveness and overall program impact – a need identified in the 10-year Strategic Plan (*Maryland Heritage Areas Program, “Charting a Sustainable Course for the Next Decade 2010 – 2020”*).

Evaluation is being undertaken in several core areas:

- **Evaluation of Heritage Area management entity performance** – Metrics designed to evaluate the annual performance of heritage area management entities have been developed by a working group with representatives from both the Authority and the Maryland Coalition of Heritage Areas. The metrics focus on three areas of performance – Non-State Funding, which examines funding leveraged and diversity of funding; Activities Completed, which is based on the heritage area’s annual work plan; and Management Capability, which looks at timely submission of materials, grant completion rates, and participation in Coalition activities. 2015 was the pilot year, designed to test these metrics. Each heritage area management entity was evaluated on each of the three focus areas, and then given an overall rating – Needs Work, Meets Benchmark, or Exceeds Benchmark. Twelve of the thirteen certified heritage areas were evaluated (Patapsco Heritage Area was not certified for a full year), and 10 of the 12 received a rating of “Exceeds Benchmark” and 2 of the 12 received a rating of “Meets Benchmark”.
- **Evaluation of Program Impact** – The working group also developed program metrics to capture the measurable activities and intangible contributions of the heritage areas, as well as the best methodology for collecting that data. Some of the data will be collected by the Authority and its staff, while other data will be collected by each local heritage area. The first submission of data will be made early in 2016, and will be a pilot year to test the metrics and data collection processes.

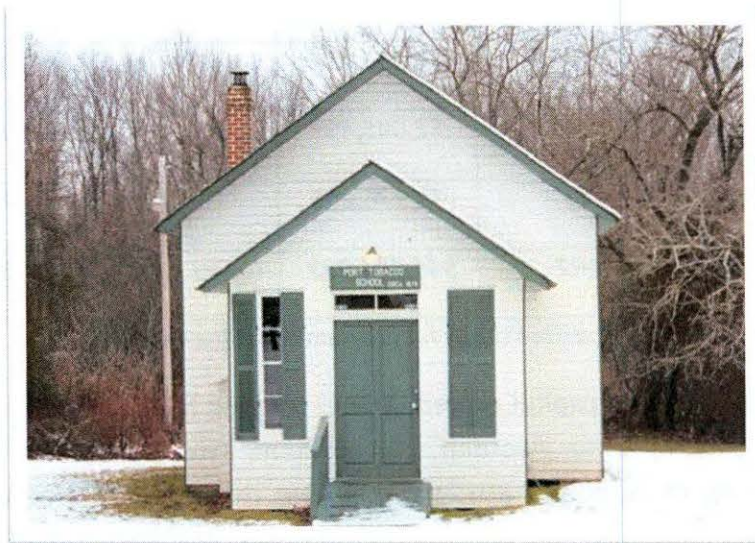




# Grant Projects

From 2006 through 2015, the Authority received \$3,000,000 annually\*<sup>1</sup> 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 2015, 114 grant applications were submitted to the Authority requesting a total of \$4,983,806 in grant funding. The Authority awarded 60 grants totaling \$2,894,223. These 2015 (FY 2016) grants leveraged \$17,233,090 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 \$34 million in financial assistance and leveraged over \$99 million in non-state funds for heritage tourism projects and activities statewide.



*Port Tobacco School House, Courtesy of Charles County*

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<sup>1</sup> In 2011 (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 the Authority's annual appropriation may be used to support program operations).



## **SUMMARY OF 2004-2015 MARYLAND HERITAGE AREAS GRANTS**

<b>Calendar Year</b>	<b>Total Available Funding</b>	<b># Grant Applications</b>	<b>Total Amount Requested</b>	<b># Grants Funded</b>	<b>Total Amount Funded</b>	<b>Total Cash &amp; In-Kind Match Leveraged</b>
<b>2015</b>	3,000,000	115	\$5,049,806	64	2,992,323	\$17,299,090
<b>2014</b>	3,000,000	105	\$4,882,454	62	\$2,686,306	\$14,093,629
<b>2013</b>	3,000,000	100	\$4,253,200	59	\$2,852,247	\$12,112,567
<b>2012</b>	*3,000,000	106	\$4,035,643	65	\$2,769,705	\$4,982,227
<b>2011</b>	*\$2,500,000	103	\$4,781,622	52	\$2,342,000	\$6,113,203
<b>2010</b>	*3,000,000	79	\$3,797,558	58	\$2,767,146	\$9,013,468
<b>2009</b>	*\$3,000,000	100	\$5,053,877	57	\$2,805,522	\$6,854,015
<b>2008</b>	*\$3,000,000	79	\$4,396,943	58	\$3,205,439	\$9,210,029
<b>2007</b>	*\$3,000,000	91	\$4,586,022	65	\$2,747,292	\$10,067,903
<b>2006</b>	*\$3,000,000	94	\$4,659,459	61	\$2,914,890	\$8,203,567
<b>2005</b>	*\$1,000,000	46	\$2,045,497	27	\$924,180	\$3,006,861
<b>2004</b>	*\$1,000,000	47	\$2,276,205	19	\$947,996	\$5,043,204
<b>TOTALS</b>	<b>\$31,500,000</b>	<b>962</b>	<b>\$44,634,939</b>	<b>591</b>	<b>\$27,331,636</b>	<b>\$99,886,560</b>

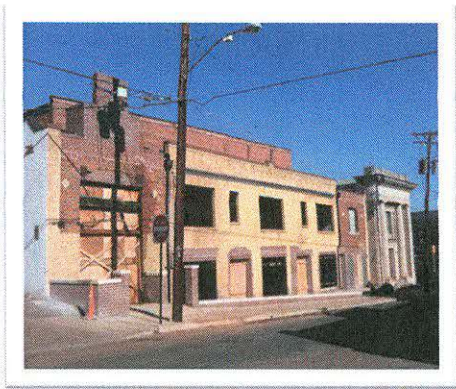
\* Up to 10% of allocated funding may be used to pay for program operating expenses

During 2015 (FY 2016), 23 non-capital project grants totaling \$458,675, and 26 capital project grants totaling \$1,294,776, were awarded. In addition, two grants totaling \$65,000 were awarded for marketing of sites and attractions within the Heart of Heart of the Civil War Heritage Area (Carroll, Frederick, and Washington Counties) and the Stories of the Chesapeake Heritage Area (Caroline, Kent, Queen Anne's, and Talbot Counties). Thirteen grants to help support the operations of local Certified Heritage Area management entities were awarded, totaling \$1,173,872.

Some examples of the non-capital and capital projects and activities assisted by Maryland Heritage Areas Authority grant funding in 2015 include:

- **Hyattsville Arcade Development – Pyramid Atlantic, Inc.**  
(Anacostia Trails Heritage Area – Prince George's County)





*The Arcade Building in Hyattsville. Photo courtesy of the Anacostia Trails Heritage Area.*

Grant funds will be used to finish the restoration and development of the Hyattsville Arcade for use as an artistic studio for collaboration and dialogue, and Anacostia Trails Heritage Area Visitor Center.

➤ **Accessibility**

**Planning in the Historic Area – London Town Foundation, Inc.**

*(Annapolis, London Town and South County Heritage Area - Anne Arundel County)*

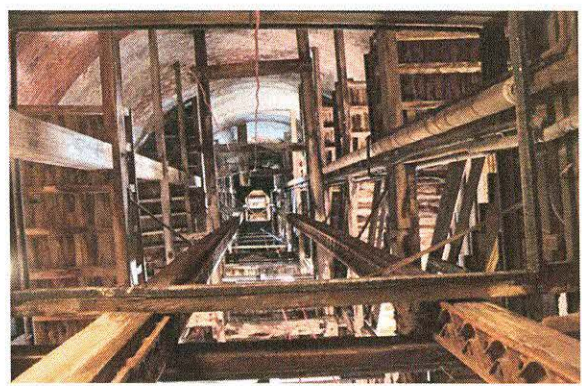
Grant funds will be used to improve the accessibility of the historic area of London Town, by hiring a consultant to assess and develop a plan to improve physical accessibility.



*The William Brown House at London Town. Photo courtesy of Historic London Town and Gardens*

➤ **Phoenix Shot Tower Stairs and Lighting Capital Improvements – Carroll Museums, Inc.**

*(Baltimore National Heritage Area – Baltimore City)*



*Interior of the Shot Tower. Photo courtesy of Frank Villifane*

Carroll Museums will use grant funds to complete pre-development and implementation of capital improvements to the Phoenix Shot Tower. By improving safety and creating access for the public to reach the tower's upper floors and roof, the Carroll Museums will be able to provide an immersive experience of what it might have been like to be a worker at the Tower in the 19<sup>th</sup> century.

➤ **Return-to-Service Rehabilitation of C&O Locomotive No. 1309 – Western Maryland Scenic Railroad**

*(Canal Place – Allegany County)*

Grant funds were provided to complete the return-to-service rehabilitation of the C&O Locomotive No. 1309, which was built in 1949. The engine will



*Photo courtesy of the Western Maryland Scenic Railroad*



become the primary motive power for the Scenic Railroad operations.

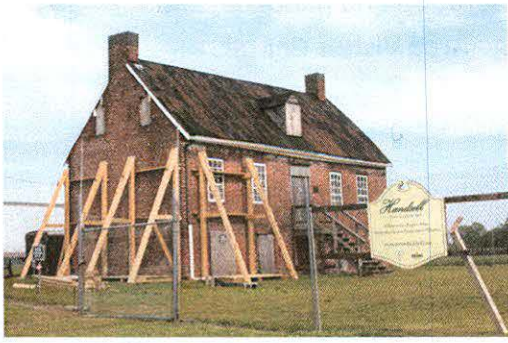


Photo courtesy of the Nanticoke Historic Preservation Alliance

➤ **Handsell House Brickwork Preservation – The Nanticoke Historic Preservation Alliance, Inc.**

*(Heart of Chesapeake Country – Dorchester County)*

The Authority provided grant funds to address the stabilization and preservation of Handsell (c. 1770), through brickwork repairs and re-pointing, as well as the installation of tie rods to support the walls.

➤ **Restore House Facades – The Historical Society of Carroll County**

*(Heart of the Civil War Heritage Area – Carroll, Frederick and Washington Counties)*

The Historical Society of Carroll County will complete the restoration of the facades of the Kimmey House (c.1800) and the Spellman House (1807), both contributing structures in the Westminster Historical District, and home to the Historical Society and its museum.



*Kimmey House in Westminster*

Photo courtesy of the Historical Society of Carroll County, Maryland, Inc.

➤ **River Otter Exhibit – Delmarva Discovery Center & Museum, Inc.**

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

Grant funds will allow the modification of an existing exhibit, the Pocomoke River Tank, and add new exhibit space in order to house river otters, which make their homes throughout the Chesapeake Bay watershed.



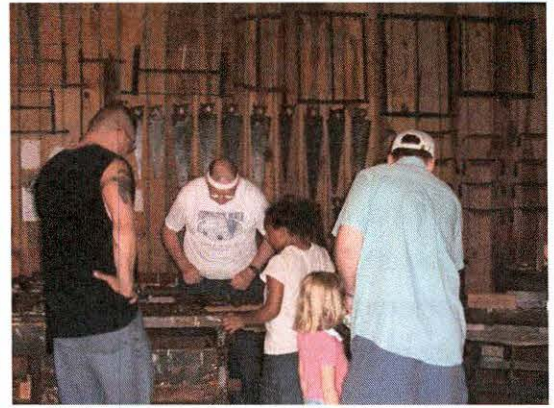
Photo courtesy of the Delmarva Discovery Center and Museum



➤ **Historic Land of Promise Farm Restoration and Access – Steppingstone Museum Association, Inc.**

*(Lower Susquehanna Heritage Greenway – Cecil and Harford Counties)*

The Steppingstone Museum Association will utilize grant funds to restore historic structures on the Land of Promise Farm, and update visitor facilities at the museum, including ADA accessibility and orientation signage.



*Steppingstone Museum Public Programming at the Woodshop*

*Photo courtesy of Steppingstone Museum Association*



*Photo courtesy of the Glen Echo Park Partnership for Arts and Culture*

➤ **Carousel Band Organ Room Renovation Plans – Glen Echo Park Partnership for Arts and Culture**  
*(Montgomery County Heritage Area)*

Grant funds will be used to develop the design plans and construction documents for the renovation of Glen Echo Park's 1921 Dentzel Carousel band organ room.



- **Visitor Center Heritage Photo Display – Garrett County Chamber of Commerce**  
(Mountain Maryland Gateway to the West Heritage Area – Garrett County)

Grant funds will be used to replace image panels in the Garrett County Visitor Center with historical and present-day images related to the heritage and culture of the county.



Photo courtesy of the Garrett County Chamber of Commerce

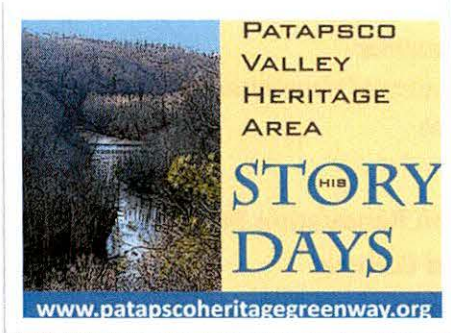


Photo courtesy of Patapsco Valley Heritage Greenway

- **Patapsco Valley History Days – Patapsco Heritage Greenway, Inc.**  
(Baltimore and Howard Counties)

Grant funds will support Patapsco Valley History Days, a series of educational talks, exhibits and events to further the public's understanding and appreciation of the Patapsco Valley and its unique history and natural resources.

- **Rolling Road to Shipping Lane: The Money Crop Trail – Calvert Nature Society, Inc.**  
(Southern Maryland Heritage Area – Calvert, Charles, and St. Mary's Counties)

Grant funds will support the development of a trail for the Biscoe Gray Heritage Farm that will illustrate the water and land-based journey of tobacco – the Money Crop – from local farmsteads to the global market.



Photo courtesy of the Calvert Nature Society

- **Chestertown Marina Interpretive Center – Town of Chestertown** (Stories of the Chesapeake Heritage Area – Caroline, Kent, Queen Anne's and Talbot Counties)

The Town of Chestertown will utilize grant funds to design an interpretive and welcome center at the Chestertown Marina, which will help preserve the Town's 300-year-old history as a Port of Entry to the Chesapeake Bay.



Image courtesy of the Town of Chestertown



### **Mini-Grants**

In addition to the matching grant assistance the Authority provides directly to projects, the Authority 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 the Authority's administration of small (generally below \$2,500) projects and activities.



*Brookeville 1812 Events. Photo courtesy of the Town of Brookeville.*



# Maryland Heritage Areas Authority Financing Fund Report 1997 – 2015

(Includes Fiscal Year 2016 which begins July 1, 2015)

## KEY

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

## 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
Subtotal	40,000,000.00
Interest Earned THRU June 30, 2009	1,539,098.00
Loan repayments (principal & interest)	50,981.77
Total Income	41,590,079.77,



## 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	299,323.32
	Subtotal	4,516,002.00

### **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 2016**

Anacostia Trails Heritage Area/operating	100,000.00
Pyramid Atlantic/Hyattsville Arcade Development	90,000.00
Annapolis London Town South County Heritage Area/operating	100,000.00
Historic Annapolis/Renovation of 1 Martin Street	90,000.00
Maryland Hall for the Creative Arts/Metal Stairwell Window Restoration	81,737.00
London Town Foundation/Accessibility Planning in the Historic Area	5,000.00
Baltimore Heritage Area Association/operating	100,000.00
Parks & People Foundation/Interpretive & Wayfinding signs for Auchentoroly Terrace	25,000.00
Carroll Museums/Phoenix Shot Tower Stairs and Lighting	90,000.00
Maryland Historical Society/Enoch Pratt House Design Plan	50,000.00
Jewish Museum of Maryland/Planning a new core exhibit	25,000.00
B&O Railroad Museum/Repairing the West Side of the North Passenger Car Shop	35,000.00
Baltimore Office of promotion and the Arts/Bromo Seltzer Arts Tower Phase 2a	90,000.00
Canal Place/operating	100,000.00
Council of Cumberland/Heritage Area Cultural Programming	13,300.00
Western Maryland Scenic Railroad/ Rehabilitation of locomotive no. 1309	50,000.00
County Council of Dorchester County/operating grant	100,000.00
Nanticoke Historic Preservation Alliance/Handsell House Brickwork Preservation	15,000.00
County Council of Dorchester County/Water Exhibit at Visitor Center	6,700.00
Heart of the Civil War Heritage Area/marketing grant	40,000.00
Heart of the Civil War Heritage Area/operating	100,000.00
National Road Heritage Foundation/Interpretive Exhibits for National Road Museum	50,000.00
Catoctin Furnace Historical Society/African American Commemoration project	14,000.00
Historical Society of Carroll County/Restore House Facades Kimmey House & Shellman House	23,116.00
Lower Eastern Shore Heritage Committee/operating	82,500.00
Delmarva Discovery Center/River Otter Exhibit	90,000.00
Lower Susquehanna Heritage Greenway/operating	100,000.00
Steppingstone Museum Assoc./Historic Land of Promise Farm Restoration	30,000.00
Town of Port Deposit/Tome Gas House project Phase III	90,000.00



Heritage Tourism Alliance of Montgomery County/operating	100,000.00
Heritage Tourism Alliance of Montgomery County/Humanities Fair	14,000.00
Glen Echo Park Partnership for Arts and Culture/Carousel Band Organ Room Renovation	15,753.00
Garrett County Chamber of Commerce/operating	96,239.00
Dept. of Natural Resources/Meadow Mountain Trail Overlook	3,670.00
Garrett County Chamber of Commerce/Visitor Center Heritage Photo Display	3,000.00
C&O Canal Trust/Plan Your Visit Mobile App	7,500.00
Patapsco Heritage Greenway/operating	100,000.00
Patapsco Heritage Greenway/Patapsco Valley History Days	5,000.00
Howard County Office of Tourism/Patapsco Heritage Area Geotrail	4,000.00
Tri County Council for Southern Maryland/operating	57,000.00
Calvert Marine Museum Society/Maritime Gallery Exhibit Renovations Final Phase	25,000.00
Tri County Council for Southern Maryland/Religious Freedom & Potomac corridor Interpretation Phase I	27,910.00
Patuxent River Naval Air Museum Assoc./Exhibits at new museum building	50,000.00
Calvert Nature Society/Rolling Road to Shipping Lane-The Money Crop Trail	20,000.00
Eastern Shore Heritage/operating	40,533.00
Eastern Shore Heritage/marketing	25,000.00
Sultana Education Foundation/Commons Classroom and Wet Lab	90,000.00
Caroline County Historical Society/Create Heritage Center Denton	50,000.00
Town of Chestertown/Marina Interpretive Center	35,000.00
Philips wharf Environmental Center/Oyster House Project	90,000.00
Caroline County Historical Society/Linchester Mill Visitor Reception Point and Shop	20,000.00
Friends of Wye Mill/Roof and Millstones Replacement/Sprinkler System	34,000.00
Anne Arundel County/Archaeology Education Project	40,000.00
Dept. of Natural Resources/Archeology Newtowne neck	15,000.00
Heritage Tourism Alliance of Montgomery County/African American Heritage Interpretive Programs	15,000.00
Friends of Patterson Park/Construction of Mounting Bases for War of 1812 Cannons	6,000.00
City of Hagerstown/Signage for City Park to downtown Trail	50,000.00
Cambridge Main Street/website redesign	4,000.00
Brown Box Theatre Project/Shakespeare Performances at Teackle Mansion	8,000.00
Havre de Grace Decoy Museum/Display Cases and Lighting	16,265.00



Hyattsville Community Development Corp/Signage and Map for Anacostia river Trolley Trail	40,000.00
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**EMERGENCY GRANTS**

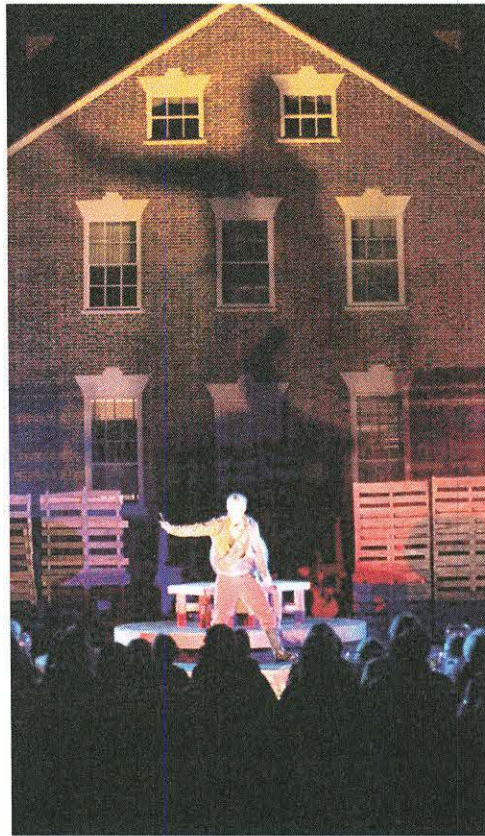
Caroline County Historical Society/Nehemiah Fountain Cobbler Shop stabilization	5,000.00
Baltimore Heritage Area Association/Healing and Moving Forward	30,000.00
Herbert Hearn Hardware Bldg., Cambridge - Emergency Stabilization	66,000.00

2,995,223.00

Subtotal

**Total Grants Committed FY 1998 – FY 2016: \$ 34,026,107.50**





*Macbeth at Teackle Mansion. Photo courtesy of the Brown Box Theater Company*

## Looking to 2016

### **PERFORMANCE MEASURES**

As the Maryland Heritage Area Authority continues to implement its 10-year Strategic Plan in 2016, it will complete a pilot program to test the effectiveness of performance measures developed by MHAA to evaluate local Certified Heritage Area management effectiveness and overall program outcomes.

Data for evaluation in two core areas was collected in 2015 and will be analyzed in 2016. The two core areas are:

- **Heritage Areas Direct Performance Measures** - Heritage Area Management Entities will be evaluated annually in three categories:
  - 1) *Non-MHAA Funding* (includes the ratio of non-MHAA funds leveraged to MHAA funds, and the Diversity of sources for non-MHAA cash leverage by grant funds);
  - 2) *Activities Completed* (the percentage of planned activities in the Annual Work Plan that were completed); and



3) *Management Capability* (includes timely submission of required reporting and administrative materials, grant completion rates, and the percentage rate of participation in MHAA and Coalition of Heritage Areas activities).

- **Evaluation of Overall Program Impact** – MHAA will evaluate a series of metrics designed to measure overall statewide Heritage Areas Program Impact in **three**

**Categories of Activity:**

- 1) *Developing Heritage Tourism Products*
- 2) *Building Partnerships*
- 3) *Sustaining Regional Identity*

Some of the specific metrics collected during 2015 include: number of new or enhanced Non-Capital heritage products produced; capital investment in projects assisted by MHAA funding; amount of marketing, promotion and outreach types of Products and services produced; technical assistance provided through workshops/training sessions and webinars; or assisting partner entities;

In addition, to supplement metric data compiled by individual Heritage Areas and MHAA for each of the three Categories of Activity, pending funding availability, MHAA will contract with appropriately qualified consultants to carry out surveys to assess overall Heritage Areas program impact. Surveys will be conducted at appropriate intervals, as determined by MHAA and based on funding availability. Potential survey topics include: economic impact; resident quality of life; visitor demographics.

In 2016, MHAA will analyze collected data and, in cooperation with local Heritage Area management entities, will make adjustments based on an evaluation of how effectively the metrics are measuring overall program impact and feedback from individual heritage areas.

## ***EVALUATION OF CURRENT MARKETING POLICIES AND PROGRAMS***

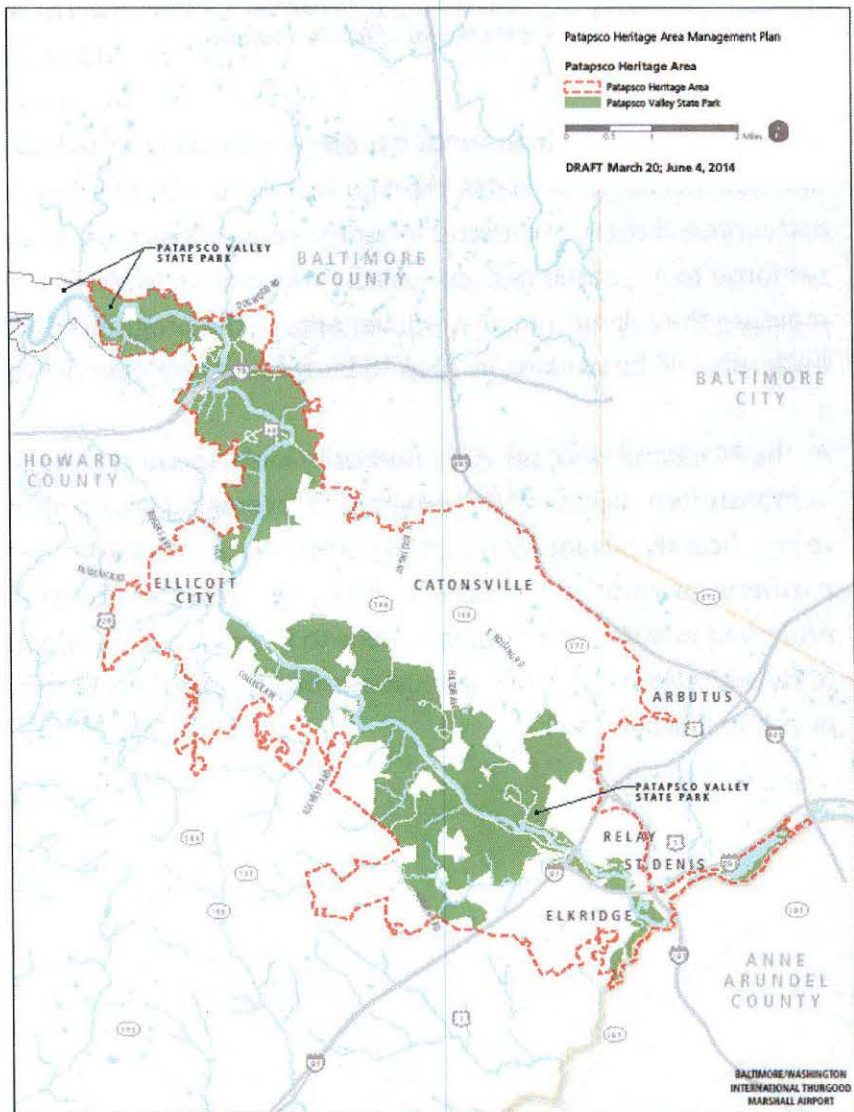
During 2016 MHAA intends to form a Study Group to evaluate current policies and programs to for the marketing and promotion of Heritage Area sites and activities. Currently local Heritage Area management entities and their partner Destination Marketing Organizations (local tourism offices) can receive a matching grant of up to \$50,000 once every 24 months for marketing activities such as advertising, participation in consumer and travel trade shows, development of printed marketing materials, website development and other types of online presence. Since MHAA's marketing programs and policies were first developed, the statewide system of Certified Heritage Areas has expanded and matured, and new marketing techniques such as social media, apps, and mobile websites have revolutionized many aspects of marketing and promotion. The Study Group will evaluate the effectiveness of current marketing efforts as well



make recommendations for better incorporating new marketing mechanisms and how to be able to respond to most effectively take advantage of inevitable future marketing tools and developments.

## ***CERTIFICATION OF NEW HERITAGE AREAS***

During 2015, the Patapsco Heritage Greenway Heritage Area (PHG), within Baltimore and Howard Counties, completed the requirements to be designated Maryland's thirteenth Certified Heritage Area by completing a management plan that will guide future activities and projects. The Patapsco Heritage Area was received 3 grants in 2015 totaling \$109,00.



**PATAPSCO HERITAGE AREA**

## Looking Ahead – The Impact of the Maryland Heritage Areas Program



*Teackle Mansion, Courtesy of the Friends of Teackle Mansion*

Since 1996, the Authority has awarded approximately \$27 million in financial assistance and leveraged over \$99 million in non-state funds for heritage tourism projects and activities statewide. That is a direct return on investment (ROI) of approximately **\$3.67** 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

Authority 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 2016 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, the Authority 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.



## 2015 Members of the Maryland Heritage Area Authority

**David R. Craig**

*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*

**Jennie C. Hunter-Cevera**

*Acting Secretary,  
Maryland Higher Education  
Commission*

**Kenneth C. Holt**

*Secretary, Department of  
Housing and Community  
Development*

**Joseph Bartenfelder**

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

**Jack Smith**

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

**Elizabeth Hughes**

*Acting State Historic  
Preservation Officer*

**Burton K. Kummerow**

*President of the Senate  
Representative*

**Wayne E. Clark**

*President of the Senate  
Representative*

**Vacant**

*Speaker of the House  
Representative*

**Donna Ware**

*Speaker of the House  
Representative*

**Pete Leshner**

*Maryland Municipal League  
Representative*

**Francis J. Russell**

*Maryland Association of  
Counties Representative*

**John Fieseler**

*Maryland Tourism Development  
Board Representative*

**Robert David Campbell**

*Governor's Appointee for  
Historic Preservation Expertise*

**Lisa Challenger**

*Governor's Appointee for  
Heritage Tourism Expertise*

**Vacant**

*Maryland Greenways  
Representative*

*For additional information, contact:*

*Richard B. Hughes*

*Administrator*

*Maryland Heritage Areas Authority*

*Maryland Historical Trust*

*100 Community Place, 3<sup>rd</sup> Floor*

*Crownsville, MD 21032*

*410-514-7685*

*[richard.hughes@maryland.gov](mailto:richard.hughes@maryland.gov)*

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