

# The Maryland Heritage Areas Program



Secretary Wendi W. Peters, Chair

Richard B. Hughes  
Administrator

Maryland Heritage Areas Program, Maryland Historical Trust, Maryland Department of Planning

# What is the Maryland Heritage Areas Program?

- Heritage Areas support the **economic well-being** of Maryland's 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.



# What is Heritage Tourism?



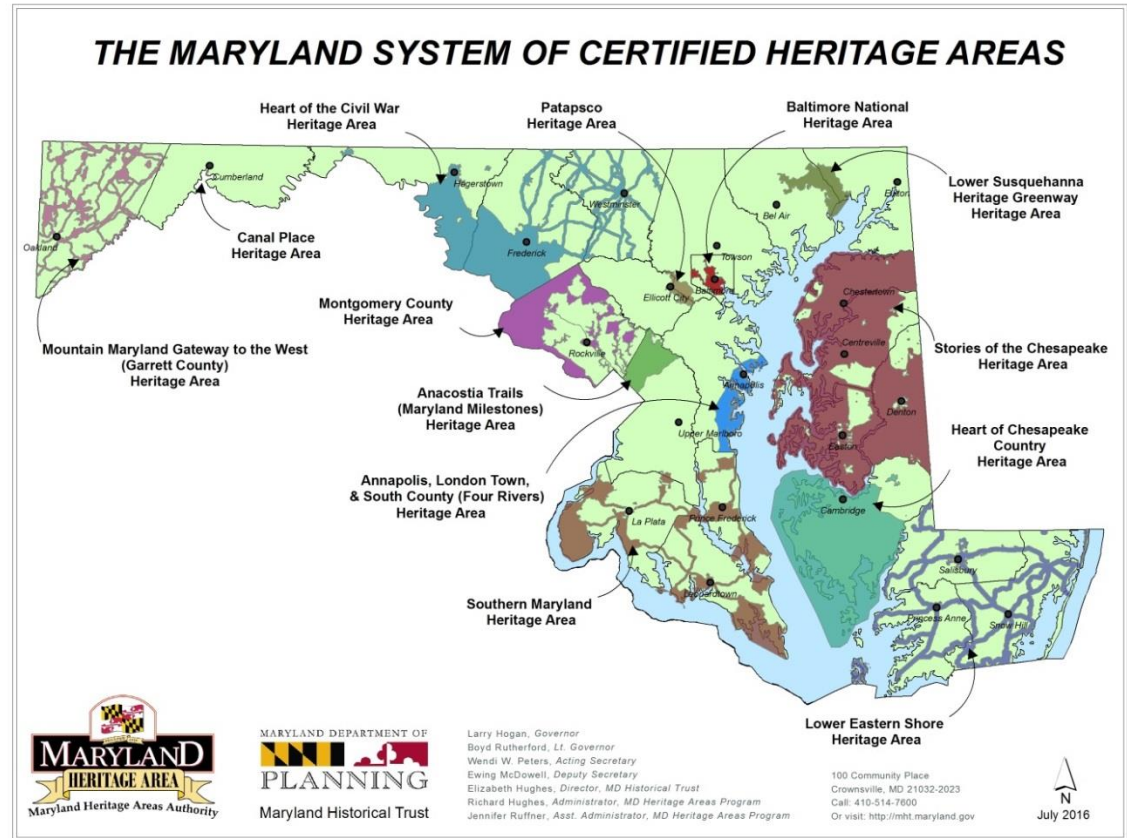
Fort McHenry National Monument & Shrine,  
Baltimore Heritage Area

Traveling to  
experience *the*  
*places, artifacts and*  
*activities that*  
authentically  
represent *the*  
*stories and people of*  
*the past and present.*

- The National Trust for Historic Preservation

# Maryland's Heritage Areas

- There are **13 Certified Heritage Areas** in Maryland – part of a Heritage Area is in every County & Baltimore City
- Locally designated, certified by the State – **Local Management** is a key component
- Commitment both locally and at the State level to **economic development** through a **locally determined level of heritage tourism**



## Maryland Heritage Areas Authority

An independent unit of State government in the Executive Branch that operates in the Maryland Department of Planning



- Members include:
- Secretary of Planning (Chairperson)
- Secretary of Housing & Comm. Dev.
- Secretary of Commerce
- Secretary of Transportation
- Secretary of Natural Resources
- Secretary of Higher Education
- State Historic Preservation Officer
- Ten members appointed by the Governor including:
  - President of Senate (2 Reps.)
  - Speaker of the House (2 Reps.)
  - Maryland Tourism Board rep.
  - MACO rep.
  - MML rep.
  - Public members with expertise in:
    - ✦ Historic Preservation
    - ✦ Heritage Tourism



# What are the benefits of being in a Certified Heritage Area?



**Bucktown Village Store, Dorchester Co.**

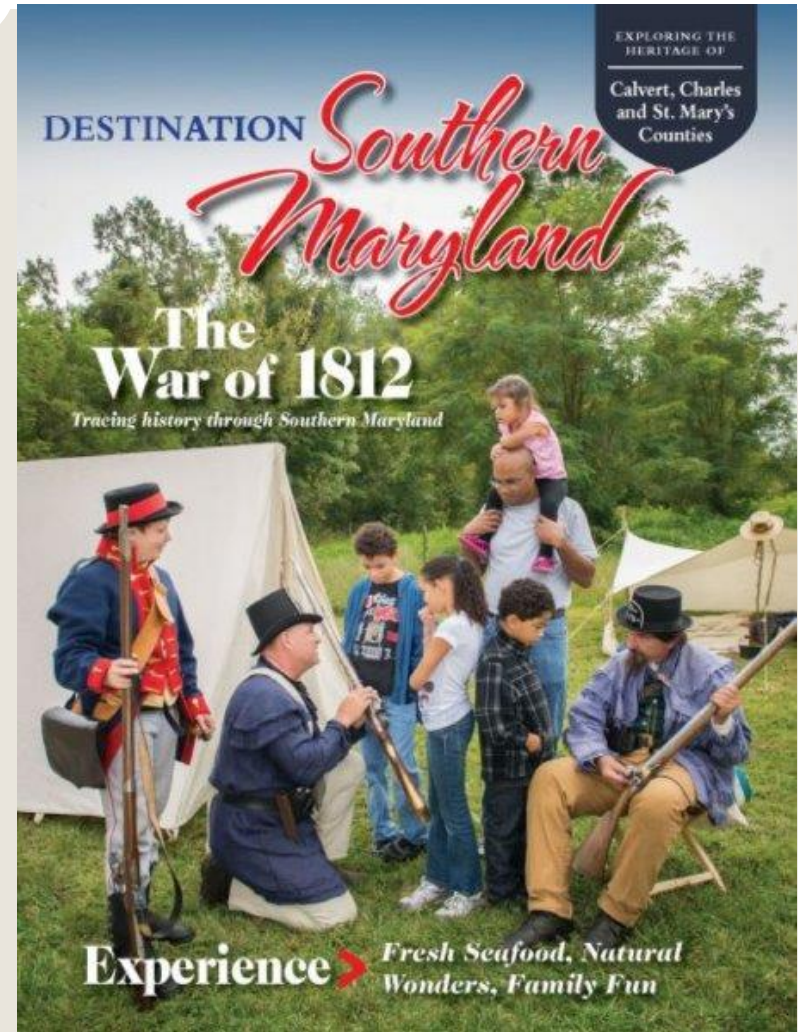
Site of Harriet Tubman's first public act of defiance against slavery

- Matching **Grants** to non-profits, local governments, Federal & state agencies
- Approximately **\$2.8 million** in grant funding annually
- In FY 2017, **52 grants** were awarded totaling **\$2,699,532 + \$100,000** for **emergency grants** available
- **Leveraged over \$10,000,000** in non-state cash and in-kind support

# Additional Benefits Available



- **Loans**  
(can go to businesses & Individuals)
- **Tax Credits**  
(To otherwise ineligible tourism-related projects)
- **Marketing**  
(Matching grants)
- **Technical Assistance**  
(From State and local Certified Heritage Area)
- **Training**
- **Partnerships**



# Three Key Areas for Measuring Success



- The Maryland Heritage Areas Program *Strategic Plan* identified **three areas** where Heritage Areas are **uniquely positioned to bring added value** to the core missions of preservation and heritage tourism development.





1. Development  
of Heritage  
Tourism Product:

*Heritage Areas  
lead or initiate  
the creation of  
new or enhanced  
place-based  
experiences for  
both visitors and  
Maryland  
residents.*



**Reconstructed Lord Mayor's Tenement,  
London Town  
Anne Arundel County**

## 2. Building Partnerships

*Heritage Areas bring partners together around a common, local vision.*



**Four Rivers Heritage Area and the U.S. Lighthouse Society, Inc. and other public and private organizations partnered to rehabilitate the Thomas Point Lighthouse for visitation and overnight stays by visitors**



### 3. Sustaining Regional Identity

*Heritage Areas  
provide a  
connection to  
place that  
showcases each  
area's distinctive  
cultural,  
historical, and  
natural assets.*



**For those that may not know, this is Smith Island Cake, Maryland's State Dessert! The Lower Eastern Shore Heritage Area played an important role in getting its official designation.**

# Heritage Areas as a tool to help build Sustainable Communities



- The following real world examples illustrate how the Heritage Areas program is helping to build sustainable communities across Maryland through **broad goals shared with the Smart Growth community**
- All projects received funding assistance from the Maryland Heritage Areas Authority through its network of Certified Heritage Areas



The **Footer's Dye Works** was once part of largest clothing cleaning and dyeing establishment in the United States, employing over 500 people.

The Canal Place Heritage Area, Maryland Historical Trust, City of Cumberland, Joy Development, LLC and others saved the building from demolition. It is being rehabilitated into a mixed-use retail, office, residential and restaurant complex  
[www.footerbuilding.com](http://www.footerbuilding.com)



## RESTORING AND ENHANCING EXISTING COMMUNITIES

### CANAL PLACE HERITAGE AREA , CUMBERLAND



In **Anacostia Trails Heritage Area** a grant helped develop a bikeways network linked to a system of regional trails. Nestled between the historic planned community of Greenbelt and the University of Maryland, the **Town of Berwyn Heights** constructed a bikeway trail with on-road shared bike lanes and biking amenities.

The project includes signage at historic sites, bike racks at multiple locations, two bike repair stations, and on-street painted bike lane signage. The Trail links bicyclists to regional amenities through the a connection to the 30-mile Anacostia Tributary Trails System that includes off-road and on-road segments providing access to multiple towns, parks, Arts & Entertainment Districts, and nearby Washington, DC.

The project improves residents' quality of life and enhance the appeal and accessibility of the Heritage Area to tourists.



Sharrow on 58th Ave. near Chlopicki House showing WSSC patches, Jan 2016



BikeFixtation on new pad at Indian Creek Trail, Jan2016

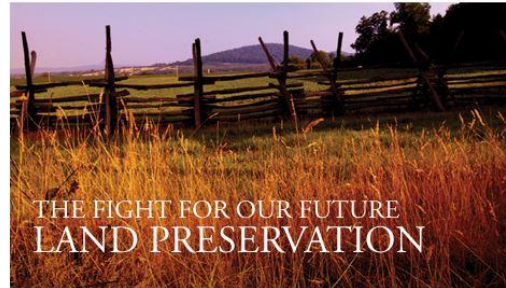
**PROVIDE SUPPORT FOR A VARIETY OF  
TRANSPORTATION ALTERNATIVES,  
ESPECIALLY NON-MOTORIZED**



During the recent 150<sup>th</sup> Commemoration of the Civil War, a Heritage Areas grant to the Civil War Trust helped acquire an important parcel associated with the Battle of Williamsport (Falling Waters) where the last engagement of the Gettysburg Campaign was fought. The battlefield was identified in a 2010 Federal Civil War Sites Advisory Commission report as needing urgent action to save the currently unprotected open space.

#### DID YOU KNOW:

A 2013 study found that 956 battlefield visitors results in 1 Full-Time job. In the Heart of the Civil War Heritage Area this formula translates into 770 jobs from the 735,762 visitors.



**HELP TO PRESERVE OPEN SPACE  
AND THE ENVIRONMENT**



Southern Maryland has been the ancestral home of the **Piscataway Indian people** for over 10,000 years. Today, the **Southern Maryland Heritage Area**, Piscataway-Conoy Tribe and Piscataway Indian Nation, and Maryland Historical Trust are leading a broad-based public-private partnership to create a multi-county **Piscataway Indian Heritage Trail**. The Steering Committee also includes the **Maryland Office of Tourism, National Park Service, Maryland Indian Tourism Association, Inc., St. Mary's College** plus over **19 other key public-private partners**.

Through immersive Piscataway-led experiences the trail will allow visitor to see and experience the story **“Through Piscataway Eyes.”** New and upgraded visitor destinations are anticipated to provide economic and community benefits including job creation and small business development both within the Piscataway Indian community and broader Southern Maryland region.



## **BUILD BROAD-BASED PUBLIC-PRIVATE PARTNERSHIPS**





For Heritage Area certification MHAAs requires development of a **heritage area management plan** that local governments adopt as an amendment to their comprehensive land use plans. The **Garrett County (Mountain Maryland Gateway to the West) Heritage Area's** experience illustrates how the process typically proceeds. The Garrett County Chamber of Commerce, also the Tourism Office, formed a steering committee comprised of the county, municipalities and rural villages, state government, local historic preservation, land conservation, and recreation organizations, and business, economic development, and tourism organizations to oversee a **broad-based process of plan development**.

On plan approval this wide-range of interests was further expanded and formalized as an Advisory Board that works to foster heritage tourism, historical, natural and cultural resource protection, and other goals and objectives in the **heritage area management plan**.

## GARRETT COUNTY, MARYLAND HERITAGE AREA MANAGEMENT PLAN

OCTOBER 2011



Plan Prepared by:  
Peter Johnston & Associates, LLC and the  
Garrett County Heritage Area Management Plan Steering Committee

*In collaboration with:*

Garrett County Chamber of Commerce  
Garrett County Local Government  
Garrett County Municipalities  
Garrett County Community Action Committee  
The Maryland Heritage Areas Authority  
Maryland State Government Agencies

### DEVELOP LONG-RANGE SUSTAINABILITY PLANS BASED ON A BROADLY-SHARED VISION

# Questions or for Further Information

[mht.maryland.gov](http://mht.maryland.gov)

***Click: Heritage Areas***



Contact Info:

Richard Hughes

410-514-7685

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