

Maryland Heritage Areas



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What is Heritage Tourism?

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

What are Heritage Areas?

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 are Heritage Areas?



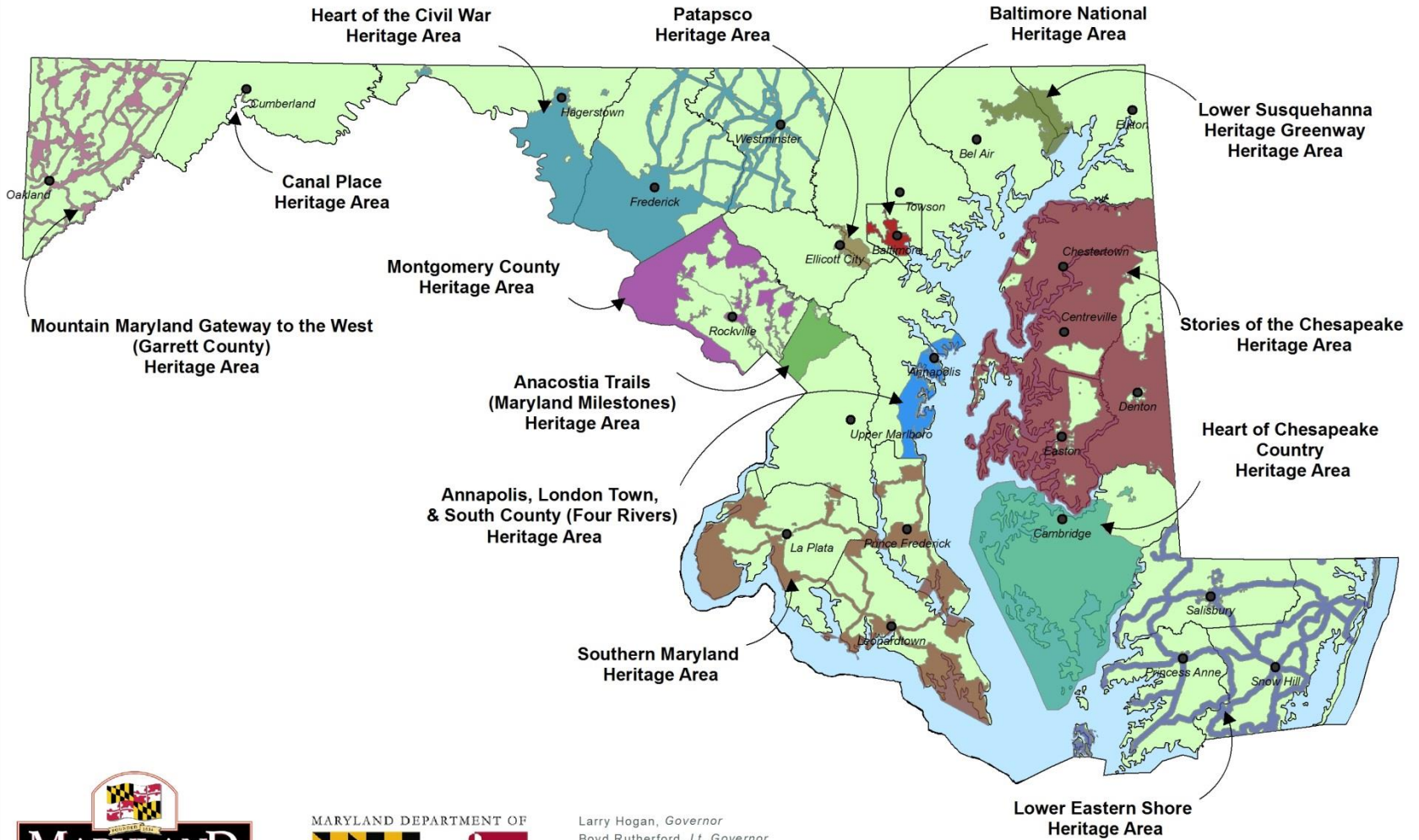
- Locally designated, certified by State
- Commitment to economic development through heritage-related tourism
- Overseen by the Maryland Heritage Areas Authority (MHAA)

Overview of MD Heritage Areas Program



- Canal Place, 1996
- 13 Certified
- Up to \$6 million

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
 Richard Hughes, Administrator, MD Heritage Areas Program
 Jennifer Ruffner, Asst. Administrator, MD Heritage Areas Program

100 Community Place
 Crownsville, MD 21032-2023
 Call: 410-514-7600
 Or visit: <http://mht.maryland.gov>



What is MHAA?

- Maryland Heritage Areas Authority
- Independent state government entity
- Staffed by the Maryland Historical Trust
- 19 member body
- 9 state agencies represented



What is the Local Management Entity?

Anacostia Trails

Anacostia Trails Heritage, Inc.

Aaron Marcavitch

Baltimore National

Baltimore Heritage Area
Association, Inc.

Jeff Buchheit

Canal Place

Canal Place Preservation &
Development Authority

Deidra Ritchie

Four Rivers

Annapolis, London Town and
South County Heritage Area

Carol Benson

Heart of Chesapeake Country

Dorchester County Tourism

Amanda Fenstermaker

Heart of the Civil War

Heart of the Civil War
Heritage Area, Inc.

Liz Shatto

Lower Eastern Shore

Lower Eastern Shore
Heritage Council, Inc.

Linda Ludwig

Lower Susquehanna

Lower Susquehanna
Heritage Greenway, Inc.

Mary Ann Lisanti

Montgomery County

Heritage Montgomery,
Inc.

Sarah Rogers

Mountain Maryland

Gateway to the West

Garrett County
Chamber of
Commerce

Jen Durben

Patapsco Valley

Patapsco Heritage
Greenway, Inc.

**Mary Catherine
Cochran**

Southern Maryland

Tri-County Council of
Southern Maryland

Lucille Walker

Stories of the Chesapeake

Eastern Shore
Heritage, Inc.

Gail Owings

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

- Grants
 - State Grants
 - Mini Grants
- Loans
- Tax Credits
- Technical Assistance
- Training
- Marketing
- Partnerships



What make Heritage Areas unique?



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.

What make Heritage Areas unique?

Building Partnerships

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



What make Heritage Areas unique?

Sustaining Regional Identity

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



What makes each Heritage Area unique?



- Boundaries
- Management Plan
 - Themes
 - Goals and Objectives
- Local Designation determines the focus
- Natural, historical, cultural resources
- Landscapes

Heritage Areas and Power Projects

Title 13, Subtitle 11

- State agencies are required by statute:
 - To the maximum extent practicable, carry out the activities of the unit in the manner that is consistent with the approved management plan for the certified heritage area; and,
 - When conducting a review of activities under §§5A-325 and 5A-326 of the State Finance and Procurement Article, assure that the activities will not have an adverse effect on the historic and cultural resources of the certified heritage area, unless there is no prudent and feasible alternative.

Heritage Areas and Compliance Review

- Compliance review (state or federal) through the Maryland Historical Trust is not the same as consultation with the heritage area
 - different priorities and concerns
- Heritage Areas are not historic resources in their own right, but encompass historic resources and landscapes
- Local Management Entities should be invited to be consulting parties



When Planning Power Projects

- Check to see if it's within the boundaries of a Certified Heritage Area
 - Consult with the local heritage area management entity
 - Review Certified Heritage Area Management Plan and Map
 - Areas with overlapping designations (Byways, Historic Districts, etc.), are particularly significant
 - Work with the local heritage area and other community stakeholders to identify locations that do not have historical, cultural or natural significance

Examples of Heritage Area Projects



Rolling Road to Shipping Lane: The Money Crop Trail
Calvert Nature Society

Grant funds are being used to develop a trail for the Biscoe Gray Heritage Farm in Prince Frederick, MD. The trail will illustrate the water and land-based journey of tobacco--The Money Crop--from local farmsteads to the global market.



Land Preservation at the Williamsport Battlefield *Civil War Trust*

Grant funds were awarded to protect the Williamsport Battlefield along Falling Waters Road in Washington County by working with landowners to grant conservation easements and, where appropriate, to acquire land in fee from willing sellers.



Cove Point Light and Keeper's House

St. Mary's County

Grant funding supported the restoration of both the Cove Point Light, and the Keeper's House.



River Otter Tank
Delmarva Discovery Center

Grant funding supported the rehabilitation of an existing exhibit, the Pocomoke River Tank, in order to house river otters.



Expanding the Heritage Tourism Experience in Oakland, MD

Oakland Heritage Community Foundation, Inc.

Grant funds were provided to to support heritage events in the Town of Oakland:, including the Little Yough Summer Music Festival, the Autumn Glory Festival, and the Little Yough Pavilion Party.

Any Questions?

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Click: Heritage Areas

