Southern Maryland Heritage Area Consortium

Summary, Fiscal Year 2006
Introduction:

The Consortium’s mission is to enhance the economic activity of Southern Maryland through combining quality heritage tourism and economic development along with preservation, cultural and natural resource conservation and education. This year the Southern Maryland Heritage Area Consortium (SMHAC) has made enormous strides in the fulfillment of those goals.

The Southern Maryland Heritage Area consists of Calvert, Charles and St. Mary’s counties, with designated growth areas, called Targeted Investment Zones, or TIZs in each county. These TIZs are: The communities of North Beach and Chesapeake Beach, and Solomons in Calvert County; the town of Indian Head, Port Tobacco and the region of Friendship Farm/Nanjemoy in Charles County; the town of Leonardtown, Historic St. Mary’s City and the Piney Point/St. George’s Island area in St. Mary’s County. Our Heritage Tourism Management Plan is our governing action document and can be viewed on line at www.SouthernMDisFun.com

The Consortium is funded in part by a grant from the Maryland Heritage Areas Authority and also with funds from the three counties that comprise the Area; Calvert, Charles and St. Mary’s. An in-kind donation from the Tri-County Council for Southern Maryland substantially supports our operations, as do both private and corporate donations.
FY 2006, the year in brief:

- Chief among our accomplishments was the successful lobbying effort that tripled the funding for the state-wide program. This increase helped to bring a significant amount of project grant funds into Southern Maryland.
- The SMHAC Mini-Grant Program, in its second year, nearly doubled in total dollars and awarded eight grants across the three counties.
- National recognition for the Maryland Heritage Area program came in the spring of 2006 in the form of the Preserve America Presidential Award, bestowed on the MHAA’s Chair, Department of Planning Secretary Scott at the White House.
- Eight state-funded project grants in all were awarded in Southern Maryland, for a total of nearly $300,000. The grants were spread across our three counties.
- New officers were elected to our Board of Directors and additional members were selected to fill vacated seats.
- Our first two annual fundraisers were successful; both raised enough funds to cover annual increases in our Mini-Grant Program.
The state-wide program reaches new levels of maturity:

As part of the Maryland Coalition of Heritage Areas (MCHA) we helped bring additional funds to the statewide program when HB 315 was passed and the funding limit was increased from one million dollars to three million. This has been a significant achievement for the Maryland Heritage Areas Authority and the results have been felt across all eleven certified Heritage Areas – including the newly certified Civil War Heritage Area.

The most immediate impact of this increase here in Southern Maryland was the awarding of nearly $300,000 in project grants in the Southern Maryland Heritage Area. This marks a significant increase over last year’s award total of just under $50,000.

The MCHA is reviewing other policies and procedures that govern the statewide Heritage Area program and will likely recommend some revisions to them. The guidelines have been revised often over the life of the program and the MHAA and their Board remain open to the further evolution and successful growth of the program.

Tales from the place where time & tide meet:

Our newsletter, the TideKeeper TIMES, was first issued in 2005, and has made two more appearances in 2006. Spring and fall issues have helped this important informational and outreach tool gain wider distribution in the region and beyond. A grant was received from the Southern Maryland Resource Conservation and Development Board to finance the second issue in spring of 2006.

With more good news to announce, including a second doubling of our Mini-Grant Program in the Fall of 2006, we expect to continue to print the TideKeeper TIMES as often as needed. Additional funding is being sought to support more frequent publication and possible informational inserts into the TIMES. Overall, it has been very well received and was a contender for a design and printing award last year.

Another communication that the SMHAC participates in is the Tri-County Council’s E-Southern Maryland News letter. This electronic update on regional issues and news is widely distributed across the three counties and the state.
Mini-Grants in their second year, a small but powerful program:

The Southern Maryland Heritage Area nearly doubled the number of mini-grants awarded in this, the second year of the program – thanks in large part to additional funding provided by the Southern Maryland Travel and Tourism Committee. The small but powerful checks went out to seven sites and will assist in the completion of a wide variety of projects, eight projects in all. For the second time, the grants spanned the three counties and will support projects that can have a big impact.

The grants are all for the maximum amount of $500 each. Each organization must match the awards dollar-for-dollar to fully fund their project. The award recipients for Fall of 2005 were:

**Friends of St. Clements Island and Piney Point Museums** received $500 to help fund the development and printing of a self-guided interpretive brochure for the Piney Point Lighthouse Museum and park. Estimated time of completion is April 2006.

**United Committee for Afro-American Contributions**, received $500 to repair and reposition the three interpretive panels and one site identification sign at the Drayden African American Schoolhouse and also to replace text panel inserts for three interpretive signs. Estimated completion is in March 2006.

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**A School Day at Drayden**

“See, we had seven classes there, from first to seventh grade. We had two kids to lead the morning devotional. We sang songs like: ‘Yes, Jesus Loves Me,’ ‘Onward Christian Soldiers,’ Mostly spiritual songs. Then we would say the Lord’s Prayer and we would Pledge Allegiance. I remember some of the kids that I was in class with, but the exact number I don’t know. I know it was quite a few kids. ‘Cause when that school door would open and the bell would ring for us to come out, man, they were just rolling out, probably around thirty, some of forty. The teacher would have to try to get around to all these classes in the same day.”

*Sarah Dyson Clay, Drayden school student*

“We had a wood stove. The students had to bring in the wood. I remember one of the teachers, she kept a can of water on the stove, I guess to help the air, and she’d bring a couple of eggs. A certain time of morning, she’d drop those couple of eggs in that can of water and that would be part of her lunch. Some of the children brought lunch – biscuits and fishback meat. Whatever was there, you brought and you ate. You didn’t have a choice. There was no water fountain or pump on the school ground. We had to walk across a field and down a hill to a spring, about a quarter mile.

When the kids got home from school in the evening, they had wood to chop, water to get, animals to feed and all of this. I mean, you went home and worked until dusk and then you did your homework by the lamplight because there was no electric so you done it, basically, by lamplight.”

*Clarence Smith, Drayden school student*

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One of the interpretive panels now at the Drayden School.
**Chesapeake Bay Floating Theatre** received $500 to update a 1992 informational video about the James Adams Floating Theatre. The video will be shown at the Indian Head Center for the Arts and will be used for education and fundraising. Source of matching funds will be private donors. The project should be completed within a few months of receiving the funds.

**Friends of the Old Wallville School** received $500 to create an interpretive brochure for the restored Old Wallville School – an early African-American one-room school in Calvert County. The school has been preserved and is being refurbished to serve as a historic learning laboratory. This interpretive phase is just beginning. The work on the brochure will begin in November and be concluded in the fall of 2006.

![The Old Wallville School in early phases of restoration.](image1)

![The Wallville School today.](image2)
Chesapeake Bay Field Lab received $500 to assist in the production of a 4-minute video to be titled, “A Skipjack’s Transformation.” Clips of the Dee of St. Mary’s, combined with new and historic footage will be used along with film of the opening day of oyster season from Charles Kurwalt’s “Sunday Morning” program. The video will be shown at fundraisers and will be used to leverage other funding to preserve the Dee.

The Southern Maryland Chapter of the Isaak Walton League of America received $500 for the development and production of a promotional brochure that would provide information about the organization, its facility, activities and re-use program. The plan is to have the brochure completed by April of 2006.

Bayside History Museum received $500 to support the purchase of a display case to house the new materials acquired through a legacy. Father Grace of St. Anthony’s Church left the museum items, artifacts and pictures from “Ewald’s”, an estate he represented. The public was invited to review the new exhibit at the Museum’s 2nd annual block party on October 22, 2005.

Bayside History Museum received an additional $500 to help fund the establishment of a web site that would describe and promote the museum. The web page would include basic information about the museum, hours of operations, links to other museums in the region and other pertinent information. The museum has moved quickly and had a preliminary page up within a month of receiving funding.

The Bayside History Museum.

Each of the above grantees received their funds and all projects are to be completed within one calendar year. Many have already made their final reports to the SMHAC.
More help for our disappearing tobacco barns:

On January 9th, during an unseasonably warm and sunny afternoon, an unlikely assortment of people gathered in a slightly muddy field by a very old tobacco barn. Representing several county, state and national historic and preservation agencies, regional governments and all the local media, the group assembled to hear Congressman Steny Hoyer make an announcement. The federal program, “Save Americas Treasures” provides the sum of $200,000 toward the goal of preserving the tobacco barns of Southern Maryland.

Thanks to the work of Mr. Hoyer’s office, together with Delegate Sue Cullen of Calvert County, and with the support of Preservation Maryland, the Maryland Historical Trust and the National Trust for Historic Preservation, the fund is available to owners of tobacco barns in need of repair. The announcement by the old Spalding barn in Hollywood was the official kick-off of the program. Individual grants are in amounts up to ten thousand dollars and require a one-to-one match from the property owner.

Josh Phillips of Preservation Maryland manages the fund, half of which has been distributed to recipients through a unique “re-grant” program. As a re-grant, the original grant is divided into smaller grants and distributed among the suitable applicants. The Heritage Area Director was part of the committee that reviewed the applications. The second round of applications will be reviewed in Fall of 2006.

The tobacco barns were declared to be among the most endangered sites in the U.S. by the National Trust for Historic Preservation over a year ago. Since that time, efforts have been underway to fund appropriate repairs and preservation of these beautiful and iconic parts of Maryland history.

A prestigious award for the state-wide program:

The State of Maryland is one of only a handful in the nation that has a successful Heritage Area Program, and certainly the only one that has won a Presidential Award for its efforts. On May 1, 2006, at a ceremony at the White House, Maryland Department of Planning Secretary Audrey Scott accepted the award from President George W. Bush on behalf of the governor and the program.

The Preserve America 2006 Presidential Award for Heritage Tourism was the result of our unique goal to work toward economic development and a sustainable preservation strategy across the state. Our program encourages the creation of local preservation and tourism efforts and offers a connecting framework that enjoys broad state support through the Maryland Heritage Area Authority. Currently there are eleven Heritage Areas that are fully certified in Maryland and two more that are seeking certification. Once all thirteen are certified, every county in the state will be able to claim participation in the program.
Since the program began in 1996, millions of dollars have been disbursed and many important projects have received funding. The program is a source of revenue for historic sites, recreation programs, and heritage events across the state. In addition to the funds for projects, the Maryland Heritage Areas Authority (MHAA) funds the operations of each of the Heritage Area’s offices.

**Another distinction comes our way:**

Our beautiful poster showing tobacco barns from our Heritage Area has been distinguished with an award for excellence. The Printing & Graphics Association Mid Atlantic (PGAMA) gave our poster its Award of Excellence, which we share with Heritage Printing & Graphics. The poster was designed by Jon Dean at Jefferson Patterson Park & Museum’s Exhibits Department. Proceeds and profits go directly to the Heritage Area, and the poster remains a popular item with residents of the region. Posters are available at our office, at any of the County Historical Societies, at the Charles County Tourism Office, and at selected retail locations.

Our award-winning poster.
Projects funded in Southern Maryland reach new levels:

Nearly $300,000 came to Southern Maryland for project grant funding from the state this year. In addition the SMHAC will receive $50,200 for its own operations for another year, which constitutes a substantial increase over previous years’ funding. Eight of the project grant applications we submitted to the MHAA were funded, some completely and most of them in part. However all received a significant portion of the dollars requested. The eight projects and the funds they will receive are:

The Chesapeake Bay Field Lab’s Project: What Watermen Know, will receive $50,000 to develop this interactive exhibit at the Field Lab’s facility on Piney Point. Oral histories from the Slackwater project and the Calvert Marine Museum will be incorporated along with expanded aquaria exhibits and activities into this virtual experience for museum visitors.

Charles County & Town of Port Tobacco, Burch House Restoration. This site, also known as Catslide House, will receive $55,000 to rehabilitate the building and add interpretive signage. The goal is to create a fully restored 18th-century structure to serve as an educational tool for both students and visitors alike.

The Chesapeake Beach Railway Museum, Restoration of the Railcar “Dolores”, this project will receive $31,500 to help ensure that the historic railcar is preserved and protected. This phase of the project will prepare the site and stabilize the landscape upon which Dolores is located.
The Greenwell Foundation, “River Riders” Program, will receive $30,000 to help create this multi-faceted, fully handicapped accessible canoe and kayak facility in Greenwell State Park in St. Mary’s County. This will be the first such facility in the region.

Historic St. Mary’s City, Van Sweringen House Exhibit, will receive $20,000 to help construct this new structure over the archeological remains of this 17th-century merchant’s home.

The Piney Point Lighthouse Museum and Park Enhancement Project will receive $80,000 to help fund the implementation of the next phase of its Master Plan. This Phase includes completing the renovation of the 1942 Navy workshop, constructing parking and walkways, landscapes and signage for both north and south campuses.
St. Leonard Vision Group will receive $3,225 to develop and construct interpretive signage at the St. Leonard Polling House and Town Center.

Jefferson Patterson Park and Museum Friends Group will receive $30,000 to help build and interpret an Indian Village Exhibit and Patuxent Encounters Event, to be an important part of the 400th anniversary of the voyage of Captain John Smith.

Existing building at the Indian Village at Jefferson Patterson Park and Museum.
Fundraising, a gradual build with substantial rewards:

In October of 2005 we held our first annual fundraiser, a Barn Dance in the newly refurbished barn at Sotterley Plantation in St. Mary’s County. The event, which was held on an evening when the weather was uncooperative, was nevertheless a success and added several thousand dollars to our bottom line. Our hardworking Fundraising Committee and generous sponsors were the key to that success. As a new organization it was our first attempt at gaining public recognition for, and participation in our efforts.

In addition to the event, we established the beginnings of a group of supporters within the region whose membership helps to fund our operation. These members, the “Time and Tidekeepers”, include private individuals as well as local museums and businesses.

Our second annual Barn Dance was held at the barns complex at Jefferson Patterson Park and Museum in St. Leonard on Saturday night, August 19th, 2006. The weather cooperated with moderate temperatures and kept the crowd comfortable for our evening of food, drink, music and an auction – a perfect fundraising event.

With eight recently funded project grants to announce and a successful second year of operations behind us, the Southern Maryland Heritage Area Consortium had plenty to celebrate and a sizeable crowd of friends and supporters there to help. A live band and a spread of appetizers, main courses and desserts, as well as a cash bar sustained the crowd.

There were tables filled with auction items which also provided additional funds to the SMHAC. We raised money through ticket sales, memberships and sales of our award-winning Tobacco Barns of Southern Maryland poster as well. Without the support of our wonderful sponsors, however, the event would not have been such a success. Once again the printing of all materials was contributed by SMECO, and our golden sponsors were Chaney Enterprises, Waldorf Restaurant Inc., Chesapeake Amusements and the Great Mills Trading Post, additional silver sponsorship came from the Holiday Inn Select. The use of the barns pavilion and the site was donated by Jefferson Patterson Park and Museum. All of these generous gestures contributed to the success of the event.

Our second annual Barn Dance fundraiser was a successful event.
New officers on the board of directors:

The SMHAC’s Rules of Procedure state that officers can serve no more than two consecutive one-year terms, so it was time for a new slate and elections. The Board had to say goodbye to Mark Frazer, Mayor of North Beach, who had served well and faithfully for two years as Board Chair. We began by electing Maggie Schwartz our new Chair. Maggie was part of the group of dedicated individuals who helped create the Heritage Area and is Vice-Chair of the Southern Maryland Travel and Tourism Committee. Our new Vice-Chair is Kim Cullins, who is, coincidentally, the Chair of the Southern Maryland Travel and Tourism Committee. Our new Secretary is Jenny Plummer-Welker, who had served as our Vice-Chair for the last two years. The position of Treasurer does not fall into the two-year category, since the Tri-County Council for Southern Maryland holds our operating funds and has a representative on our Board. However, since the Tri-County Council has a new Executive Director, we also have a new Treasurer and that is Wayne Clark.

New members added to the Board of Directors during the year are: Martha Battaglia from Charles County Parks & Recreation, David Cavallaro from HTW Inc., and on our Technical Advisory Committee, the new Tourism Specialist for Calvert County is Erica Stone.

A complete listing of the full Board of Directors appears on page 17.

Summary:

The SMHAC has made such strides in the past two years that it is difficult to imagine losing such forward momentum. Of course, it is critical to guard against complacency and to continue to work to preserve and promote our regional themes and to find new ways for our goals to be met.

Fiscal Year 2006 presented challenges but opportunities as well. In FY 2007 we will continue to leverage these opportunities to support our sites and events and to create outreach and linkages for the region.
## Third Year Financials:

**Tri-County Council for Southern Maryland**  
*Statement of Funds Held for Southern Maryland Heritage Previous Program Years*  
*07/01/2003 Through 06/30/2006*

### Revenue By Source

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**Total Revenue:** $17,701.00 $32,900.00 $42,657.00

### Expenses

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$520.97  $21,724.42  $36,859.65
Management:

The Board of Directors of the SMHAC meets every two months or as needed. Membership on the Board at the end of Fiscal Year 2006 was as follows:

**Maggie Schwartz**, Chaney Enterprises, *Chairperson*
**Kim Cullins**, Southern Md. Travel & Tourism Committee, *Vice Chairperson*
**Jenny Plummer-Welker**, Calvert County, *Secretary*
**Wayne Clark**, Tri-County Council, *Treasurer*
**Doug Alves**, Southern Maryland Museum Association
**Martha Battaglia**, Charles County Parks Department
**Dania Blair**, Maryland State Arts Council
**David Cavallaro**, HTW Hospitality
**Suzanne Cook**, Travel Industry Association of America
**Ann Knott**, C and K Properties of Maryland
**Alan Kutz**, College of Southern Maryland
**Billy Price**, Ducks Unlimited
**Phil Rollins**, St. Mary’s County Parks Department
**Mary Wood**, Agricultural Commission

*Technical Advisory Committee:*
**Carolyn Laray**, St. Mary’s County Tourism
**Joanne Roland**, Charles County Tourism
**Erica Stone**, Calvert County Tourism

*Executive Director:*
**Roz Racanello**
SMHAC Friends Group Membership Listing;

Associate Members: (26)

The Sotterley Foundation
Hollywood, MD 20636

Dr. Samuel Mudd Society, Inc.
Waldorf, MD 20601

Bayside History Museum
North Beach, MD 20714

Calvert Marine Museum
Solomons, MD 20688

St. Clements Island & Piney Point Museums
Coltons Point, MD 20626

John Wood
Mechanicsville, MD 20659

Susan Shaw
Huntingtown, MD 20639

Wilson Parran
Huntingtown, MD 20631

JoAnne R. Chapman
PO Box 132

Ginger Jones
White Plaines, MD 20695

Carole Haymans
La Plata, MD 20646

Joanne Roland
Welcome, MD 20693

Kim Cullins
Leonardtown, MD 20650

Michael Overfelt
Huntingtown, MD 20638
Toy Cross
Hughesville, MD 20637

Suzanne Cook
Bryantown, MD 20617

Ann Knott
Indian Head, MD 20640

Dania Blair
Lexington Park, MD 20653

Phil Rollins
Leonardtown, MD 20650

Suzanne M. Carr
Waldorf, MD 20601

Jenny Plummer-Welker
Bowie, MD 20716

American Chestnut Land Trust
Prince Frederick, MD 20678

Chesapeake Beach Railway Museum
Chesapeake Beach, MD 20732
410-257-3892

Unified Committee for Afro-American Contributions
Lexington Park, MD 20653

Guffrie & Catherine Smith
St. Leonard, MD 20685

Calvert County Historical Society
Prince Frederick, MD 20678

Supporting Members: (5)

Henry Bonner
St. Mary’s City, MD 20686

Richard Moe
Washington, DC 20008
Ted & Grace Koppel
Potomac, MD 20854

Doug & Mary Alves
Lusby, MD 20657

Dr. Mark R. Frazer
North Beach, MD 20714

Sustaining Members: (7)

SMECO
Hughesville, MD 20637

Waldorf Restaurant, Inc.
Waldorf, MD 20601

Chaney Enterprises
Waldorf, MD 20604

Great Mills Trading Post Inc.
Great Mills, MD 20634

Chesapeake Amusements
Chesapeake Beach, MD 20732

Holiday Inn Select
Solomons, MD 20688

Jefferson Patterson Park & Museum
St. Leonard, MD 20685