



**Southern
Maryland
Heritage
Area
Consortium**

Summary, Fiscal Year 2008

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 portions 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 2008, the year in brief:

- The SMHAC Mini-Grant Program, in its fourth year, maintained its maximum award size to \$1000 and awarded eleven grants across the three counties.
- Six state-funded FY '08 project grants in all were awarded in Southern Maryland, for a total of \$323,300. The grants were spread across our three counties. In FY '09 an additional six projects will be funded at a record high total of funding.
- The Maryland Heritage Areas Authority, after nearly ten years of managing the statewide program, embarks on the creation of a long-term strategic plan.
- SMHAC plays a leadership role in the creation of a long-term strategic plan for the Maryland Heritage Areas Program.
- For the third year SMHAC represents Heritage Tourism on the committee to select the ten Most Endangered Sites in Maryland.
- Completion of the awards for tobacco barn restoration and repair took place, utilizing the remains of the Save Americas Treasures grant.
- The Religious Freedom Scenic Byway Corridor Management Plan, undertaken by Charles and St. Mary's Counties nears completion and the Heritage Area will help provide for a Byway Manager.
- The Heritage Area Program participates in the Maryland Cultural Data Project, a state-wide database designed to capture information and produce reports about arts, historical and cultural institutions.

The state-wide program expands its reach:

This year we continued in our leadership role with the *Maryland Coalition of Heritage Areas* (MCHA.) This is the organization that creates an information network among the 11 certified and 2 recognized Heritage Areas. Additionally the Coalition helps bring additional funds to the statewide program and concerns itself with other efforts that would enhance the program.

As Chair of the Coalition our director sits on the *Strategic Plan Action Committee* and at the table at the MHAA Board meetings. Additionally we are active participants in the Tourism Development Board meetings. Work on the Strategic Plan is well underway, with a grant received from Preserve America and a contract awarded to a team from the National Trust for Historic Preservation. We expect to have a completed draft document of the Strategic Plan by late Spring of 2009.

The Coalition continues to review policies and procedures that govern the statewide Heritage Area program and helps to develop some Best Practices for various aspects of the program.

In addition, this year we began inputting our financial and attendance information into a new state-wide database, *The Maryland Cultural Database Project*. This effort is being managed by the Pew Foundation and mimics the program already in place in Pennsylvania, and begun in California. The purpose of the effort is to capture information about funds, expenditures, costs, space, attendance, programming and other vital aspects of managing historical, arts and cultural institutions. Once complete, the information will be available for all participants who wish to pull comparative reports.

In year one all the Heritage Area management entities were required to enter two years of data into the MCD. In year two we will enter an additional year of information and all project grant applicants will be required to begin entering their information. The goal is to have as many institutions participate as possible. In addition to providing information the Database will pull funding reports for all participating grant programs, thus alleviating the effort of compiling similar information for multiple applications. All participating institutions can create a funding report page within the database and an applicant need only click on that report button to send the information to the grant-maker.

Award winning tales from the place where time & tide meet:

Our newsletter, the TideKeeper TIMES, won “Best of Category Q Award” in the Print Quality Awards Competition. The newsletter was first issued in 2005, and has continued to make regular appearances since then. Spring and fall issues have helped this important informational and outreach tool gain wider distribution in the region and beyond. The newsletter is mailed to members, distributed at sites and is available in an electronic form on our website.

The last several issues of the TIMES have focused completely on grants that have been awarded over the four years of operation. Updates on the projects and programs that have received funding through the SMHAC filled recent issues and will continue to play a prominent role in the TIMES.

Another communication that the SMHAC participates in is the Tri-County Council’s E-Southern Maryland Newsletter and the Southern Maryland Growth Report. The E-News is an electronic update on regional issues and news that is widely distributed across the three counties and the state. The Growth Report is a supplement to the Daily Record and serves as an important measure of economic development in the region.

Mini-Grants maximize results, a growing and powerful program:

The Southern Maryland Heritage Area continues its successful award of mini-grants in this, the fourth year of the program – thanks in large part to additional funding provided by the SMHAC's Barn Dance Fundraiser. The small but powerful checks went out to eleven sites and will assist in the completion of a wide variety of projects. For the fourth time, the grants spanned the three counties and will support projects that can have a big impact.

The grants are eligible for a maximum amount of \$1,000 each, two of them received less. Each organization must match the awards dollar-for-dollar to fully fund their project. The award recipients for Fall of 2007 were:

Bayside History Museum, North Beach, MD: \$1000 for the *Bayside History Museum Brochure*. This new project will develop and print a brochure about the museum. The brochure will be made available to the public at events, fairs, libraries, visitor center and through groups and organizations. Total cost will be \$2800, with match provided by Museum Board.

Historic Sotterley, Inc. Hollywood, MD : \$1000 for the *Reprint of Gateways Brochure*. This new brochure was distributed throughout the region in summer of 2007, a period when attendance figures rose 12% compared to the year before. The piece provides a history of the people who owned or worked the property, building modifications, and shows map of site. Total cost of reprint will be \$2000 with matching funds from Sotterley operating budget.

Chesapeake Beach Railway Museum, Chesapeake Beach, MD: \$1000 for the *Heritage Tour: Exploring the Chesapeake Beach Railway*. This would be an extension of an existing program. For 10 years interested people have taken a walk along portions of the old CBR right of way, this application is to extend the tour to include the entire right of way, use a bus and also provide a self-guided tour. Part 1: 25 people on a bus April 5, plus a pontoon boat ride at one of the stops, box lunch and volunteer tour guide. Part 2: 500 personal driving maps showing original right of way for museum visitors to use at their convenience. Total cost \$2000, match provided by Friends.

Historic St. Mary's City Foundation., St. Mary's City, MD: \$850 for the *State House 1676 Audio Tour*. A new project that will include purchase of 2 audio carrels with 2 – 3 minutes each of interpretive information about evolution of citizen government and justice in MD. To be purchased are audio playback units, memory units, cases, speakers and interpretive panels. HSMC will provide script, voices, and recordings, SMC Fine Art Dept. will assist. These recorded tours will fill a void since there is no budget or plan for staff at the State House. Total cost \$1700, match to be provided by Meyerhoff Foundation.

Calvert County Historical Society, Prince Frederick, MD: \$1000 to support the *CCHS Document Imaging Project*. As specified in the new CCHS Strategic Plan, this is part of a

program that will collect, preserve, publish and disseminate historical facts for cultural purposes. This portion of the project consists of outreach to the community and capturing photos and documents for the CCHS archives. Currently the files represent thousands of pieces collected during the 53 years of CCHS operations. The goal is to create a genealogical archive that is fully digitized and user friendly. Total budget is \$2000, match to be provided by member donations.

Friends of St. Clements Island & PPL Museums, Colton's Point, MD: \$1000 for the *St. Clement's Island Signage Project*. Phases 2 & 3 of this project (phase 1 completed in 2007) will produce and install a three panel kiosk and up to 8 interpretive panels. Most of the research and design work is completed for one of the signs, which will be about Osprey, and additional signage will depict history and reconstruction of the lighthouse. Material for the kiosk will be adapted reuse of existing signs. Budget of project, \$2000 with match to come from Friends.

Jefferson Patterson Park & Museum, St. Leonards, MD: \$1000 for an *Interpretive Brochure for the MAC Lab*. The Maryland Archaeological Conservation Laboratory at JPPM will create, design and produce a rack card-brochure informing the public about the conservation and study of the millions of archaeological artifacts housed at the MAC Lab. Additionally the public will be informed how to visit the facility and view the collection. 10,000 will be printed and distributed at visitor centers and other public tourism information centers. This will be a first step in awareness of Maryland's vast archaeological resources. Total budget of \$2000 with match provided by the Friends.

Society for the Restoration of Port Tobacco, Port Tobacco MD: \$1000 for the project titled *The Search for Port Tobacco*. This project will expand and continue the archaeological survey work that was undertaken this past summer in Port Tobacco. The goal is to identify the myriad sites that comprised the town of Port Tobacco over the past 300 years. This funding will expand the survey to include the western portion of the town and include the processing and cataloging of artifacts recovered during the field work. Total budget for this expansion of the survey would be \$2000 with match provided by Gibb Archeological Consulting.

Greenwell Foundation, Inc. Hollywood, MD: \$1000 for *Interpretive Center Signage*. This funding would enable the foundation to provide interpretive signage in the chapel touching on key points of the Greenwell Story. The projects hopes to attract more visitors and increase the length of stay by educating the public and making people aware of cultural and environmental resources at the site. Total budget is \$2000 with match provided by the Foundation..

African-American Heritage Society of Charles County, La Plata, MD will receive \$1000 for: *Community Outreach and Awareness Campaign*. This project will develop the website and the supporting printed materials about African Americans who have made contributions to the county through history. Total budget for both phases is \$2000 with match to be provided by Society members.

Last year the Southern Maryland Heritage Area Consortium Mini-Grant Program funded projects for: Calvert Marine Museum Society, the Greenwell Foundation, the Chesapeake Beach Railway Museum, the Southern Maryland Carousel Group, the Bayside History Museum, Sotterley Foundation, the Calvert County Historical Society, the Unified Committee for Afro-American Contributions, the Society for the Restoration of Port Tobacco, the Friends of Jefferson Patterson Park and Museum and the American Chestnut Land Trust.

Each of this year's 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:

For the second consecutive year the SMHAC Executive Director met with members of the committee that oversees the award and distribution of funds that were procured over a year ago for the repair and reuse of old tobacco barns in Southern Maryland. The federal program, “Save Americas Treasures” provided the sum of \$200,000 toward the goal of preserving these endangered tobacco barns.

The funds have been available to owners of tobacco barns in need of repair. Individual grants are in amounts up to ten thousand dollars and require a one-to-one match from the property owner. Preservation Maryland manages the fund, half of which has already 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 first round of applications were reviewed and awarded last year.

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.

This year’s awards should complete the work of the committee and the distribution of funds, unless additional sources of revenue can be found.



The Yellow Barn at Serenity Farm, in Charles County, was a recent recipient of funds.

Projects funded in Southern Maryland achieve highest level:

Six important projects in our region and SMHAC operations will all be funded by the Maryland Heritage Areas Authority, bringing our current total of state funding for this project round to \$410,800. The grants are all for fiscal year 2009 and this is the fourth annual round of project grants to come through the Southern Maryland Heritage Area. These funds have been made available to non-profits and government sponsored organizations that seek to promote heritage tourism and economic development in certified Heritage Areas across the state. The awards are:

The Commissioners of St. Mary's County will receive \$92,500 to help fund *The Piney Point Lighthouse Museum and Park Enhancement Project*. This phase of the project will address the construction of parking areas, walkways, outdoor exhibits and signage for both north and south campuses of the park.



Piney Point Lighthouse.

The Commissioners of Calvert County will receive \$27,000 for the *Continuation of Railcar Dolores Restoration Project, Phase II* at the Chesapeake Beach Railway Museum. This comprehensive program will insure that the historical fabric of the railcar Dolores is preserved and protected. The planned adaptation of the railcar into an educational and exhibit space is already underway.



Railcar Dolores and the Chesapeake Beach Railway Museum.

The Parks Department of Charles County will receive \$100,000 to begin the development of the *Indian Head Heritage Rail Trail*. This first segment of the planned 13 mile long hiker/biker trail on an abandoned railroad corridor will be an important and unique asset to both residents and visitors alike as they experience the natural beauty of Charles County.

The Society for the Restoration of Port Tobacco will receive \$43,800 for the *Rehabilitation of Burch House, Phase II*. Charles County will collaborate with the Town of Port Tobacco and the Society for Restoration on the continuing work on Burch House, installing a well and septic system and constructing restroom facilities to better enable the building to be used as headquarters for the Archaeological Society and for public use.



Burch House in Port Tobacco.

The Calvert Marine Museum Society will receive \$50,000 to fund the *Calvert Marine Museum Master Plan Implementation Project, Phase I*. This first phase will fund the creation and delivery of an up-to-date orientation video to be shown to visitors as they enter the museum. The video currently in use is ten years old. Additionally, the creation of extensive plans for the reuse of the mezzanine space and auditorium in the main Exhibits Building of the Museum will be created as part of Phase I.

Jefferson Patterson Park and Museum will receive \$50,000 to help create *They Came With a Band of Music Playing – The Battles of St. Leonard Creek*. This exhibit will present the history of the War of 1812 through an archaeology lens, and also through several historic figures from these battles. Specifically, John Stewart Skinner a farmer, journalist and owner of Point Farm; Joshua Barney, commander of the Chesapeake Flotilla; and Charles Ball, an African American crew member of the Flotilla.



Re-enactors of the Battle of St. Leonard Creek at Jefferson Patterson Park.

The **Southern Maryland Heritage Area Consortium** will also receive \$47,500 in grant funding to support its own operations for another year, including funds for another round of Mini-Grants which will be awarded in the fall. We are just delighted to be able to announce this continued support for historic and recreational programs in Southern Maryland, and we'll continue to be a source of funding opportunities for qualified projects in Calvert, Charles and St. Mary's counties.

The capital and non-capital project grants are all for fiscal year 2009 and this is the third annual round of state grants to come through the Southern Maryland Heritage Area. These funds have been made available to non-profits and government sponsored organizations that seek to promote heritage tourism and economic development in certified Heritage Areas across the state.

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 following years the event was held at Jefferson Patterson Park and Museum, once in August and last year in October. The continued success of the event has enabled us to sustain and increase our Mini-Grant program. Our hardworking Fundraising Committee and generous sponsors have been the key to our success. As a relatively new organization we are satisfied with the public recognition for, and participation in our efforts.

Without the support of our wonderful sponsors, however, the event would not have been such a success. The printing of invitations was contributed by Heritage Printing and Graphics, programs were created by SMECO, and our golden sponsors for last year were Chaney Enterprises, Waldorf Restaurant Inc. 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.

With six newly funded project grants and a successful fourth year of operations behind us, the Southern Maryland Heritage Area Consortium has plenty to celebrate and we are happy to have our Mini-Grant Program provided for by past contributions and state funding for the coming year.

We continue to raise money through memberships and sales of our award-winning *Tobacco Barns of Southern Maryland* poster.

News from the board of directors:

The SMHAC's Rules of Procedure state that officers can serve no more than two consecutive one-year terms, so we had some new faces in our Executive Committee and in the membership as well. *Maggie Schwartz* served admirably as our Chair, bringing years of tourism experience in the region as well as at Chaney Enterprises to the table. Maggie recently retired from the board and was honored at our Barn Dance for her many contributions over the years. Our new Chair is the Mayor of the Town of North Beach, Hon. *Michael Bojokles*.

Our Vice-Chair has been *Kim Cullins*, who is, coincidentally, the Chair of the Southern Maryland Travel and Tourism Committee. Kim is Marketing Director for the St. Mary's County Museum Division and has been an integral part of the Consortium. In the most recent election the position of Vice Chair went to *Phil Rollins*, Director of Recreation and parks for St. Mary's County, and Kim became our new Secretary, replacing *Jenny Plummer-Welker*. Last Year we amended our Rules of Procedure so that 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. The Tri-County Council's Executive Director is *Wayne Clark*.

New members added to the Board of Directors during the year are: *Tom Tudor*, from SMECO and also with the RC&D. Charles County welcomed a new Chief of Tourism when Joanne Roland retired and we added *Donna Dudley*, former director of the Four Rivers Heritage Area to our board.

A complete listing of the full Board of Directors appears on page 19.

Summary:

The SMHAC has made such strides in the past several 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 2007 presented challenges but opportunities as well. In FY 2008 we will continue to leverage those opportunities to support our sites and events and to create outreach and linkages for the region.

Our efforts for Fiscal Year 2008 are already well underway with Mini-Grant applications as strong as ever.

Fifth Year Financials:

Tri-County Council for Southern Maryland
Statement of Funds Held for
Southern Maryland Heritage
Program Year FY 2008
07/01/2007 Through 06/30/2008

Revenue By Source

State of MD – MDP*	\$54,150.00
County Governments	\$12,000.00
Fund Raising	\$8,335.00
Total Revenue:	\$74,485.00

Expenses

Executive Director Contract	\$33,118.00
Postage and Express Mail	\$265.89
Fundraising Event	\$3,013.44
Printing	\$3,389.00
Office Supplies	\$298.41
Meals & Misc.	\$297.86
Travel	\$1,666.75
Telephone	\$669.21
Grants	\$9,850.00
Total Expenses:	\$52,568.56

Current Fund Balance: \$21,916.44

Previous Fund Balance: \$36,950.56

Total Fund Balance: \$58,867.00

* \$12,000 final grant payment from FY 2006.

Management:

The Board of Directors of the SMHAC consists of members of the tourism, hospitality, historic, ecological and museum community. Included are representatives of municipal government, county parks and recreation, the business community and other aspects of Southern Maryland life that reflect the diversity of the economic impact of the Heritage Area. The Board meets every two months or as needed.

Membership on the Board at the end of Fiscal Year 2008 was as follows:

Michael Bojokles, Mayor of the Town of North Beach, *Chairperson*

Phil Rollins, Director of Recreation & Parks, St. Mary's County, *Vice Chairperson*

Kim Cullins, Southern Md. Travel & Tourism Committee, *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

Suzanne Cook, Travel Industry Association of America

Venita Gorham, Hilton Garden Inn, Solomons

Dr. Bradley Gottlieb, College of Southern Maryland (pro tem)

Jenny Plummer-Welker, Principal Planner, Calvert County

Billy Price, Ducks Unlimited

Tom Tudor, SMECO and RC & D

Technical Advisory Committee:

Carolyn Laray, St. Mary's County Tourism

Donna Dudley, Charles County Tourism

Erica Stone, Calvert County Tourism

Executive Director:

Roz Racanello

SMHAC Friends Group Membership Listing;

Associate Members: (25)

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

Susan Shaw

Huntingtown, MD 20639

Wilson Parran

Huntingtown, MD 20631

Ginger Jones

White Plaines, MD 20695

Joanne Roland

Welcome, MD 20693

Kim Cullins

Leonardtown, MD 20650

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

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

Dianne & Porter Lyon
Issue MD 20645

The African American Heritage Society of Charles County, Inc.
La Plata, MD 20646

John & Mary Pugh
Hollywood, MD 20636

Sally H. Leimbach
St. Leonard, MD 20685

Point Lookout Lighthouse Preservation Society, Inc
St. Leonard, MD 20685-2912

Kathleen Reif
Leonardtown, MD 20650

Joanne Easton
Hollywood, MD 20636-3005

Supporting Members: (12)

John Wood
Mechanicsville, MD 20659

The Sotterley Foundation
Hollywood, MD 20636

Mary Carhart
Port Chester, NY 10573

Bill & Vikki Childs
Friendship, MD 20758-9715

Diane & Charles Seller
Port Chester, NY 10573-2525

Richard Moe
Washington, DC 20008

Suzanne Cook
Bryantown, MD 20617-0830

Ted & Grace Koppel
Potomac, MD 20854

Doug & Mary Alves
Lusby, MD 20657

Dr. Mark R. Frazer
North Beach, MD 20714

Donna Dudley
Harwood, MD 20776

Dan Burris
Leonardtown, MD 20659

Sustaining Members: (8)

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

Heritage Printing and Graphics
Leonardtown, MD 20650



Tall ship, the Kalmar Nyckel will be part of the 1812 event at Jefferson Patterson Park.