



## 2004 Annual Report

### **Southern Maryland Heritage Area Consortium**

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# **Southern Maryland Heritage Area Annual Report 2004 Summary**

The Southern Maryland Heritage Area 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. The Consortium is funded in part by a grant from the Maryland Heritage Areas Authority, (MHAA) and in part with cash matching funds from Calvert, Charles and St. Mary's Counties. It is within the borders of these three counties that the Southern Maryland Heritage Area (SMHA) lies. In addition, the Consortium receives an in-kind donation from the Tri-County Council for Southern Maryland.

In this, the first functioning year of the Southern Maryland Heritage Area Consortium, several important goals have been achieved and a great deal of progress has been made on our five-year plan. *The Southern Maryland Heritage Tourism Management Plan*, which was prepared by the SMHA Tourism Management Plan Steering committee and a consulting firm, is available in its entirety on our web site: [SouthernMDisfun.com](http://SouthernMDisfun.com).

## **A Start-up Year**

Initially, the Board of Directors was formed and had its first meeting in April of 2004. A Mission Statement was adopted, officers were elected and three committees were formed -- the Executive Committee, the Program Development Committee and the Fundraising Committee. In addition, a search committee was formed to fill the position of Executive Director.

The Board met several more times to put policies in place for managing grant applications for MHAA funded Project Grants, our own Operating Grant and for creating a Mini-Grant program and awarding the Mini-Grants. The search committee's progress filling the position was monitored by the board and in late summer of 2004, Roz Racanello was hired as Executive Director.

Since the Consortium has been staffed with a Director, we have managed to build even more forward momentum for the second half of the year.

## **Raising Our Profile**

In accordance with our Management Plan, it has been an important mission of ours to promote awareness of the Heritage Area and, to this end, the Director was interviewed by two newspapers; *The Enterprise* and the *Daily Recorder*. She appeared on a local cable television interview with the St. Mary's Chamber of Commerce, and also attended a

meeting with the Southern Maryland Economical Development Association, (SMEDA) to introduce the Heritage Area and describe our progress. A column highlighting our activities has appeared in the e-newsletter of the Tri-County Council, the *E-Southern Maryland Update*, and will appear in each issue. Additional press releases have garnered additional articles and attention in the press, including the Southern Maryland insert of the Washington Post.

## **Meeting Conditions for Certification**

By mid-December we were able to meet all the conditions necessary to complete our Certification as a Heritage Area and are now eligible to receive the funds that have been awarded to us by MHAA. All incorporated towns and all three of the counties in the Heritage Area have endorsed our Management Plan, either by passing a resolution and/or by incorporating language endorsing our Plan into their own Comprehensive Plans. Information on these measures was sent to the Maryland Heritage Areas Authority and a request for funding was submitted the last week in December of 2004. We received ninety percent of our 2004 grant before the end of January; with the rest of the 2004 funds and the beginning installment of 2005 grant monies to follow as needed.

## **A Far-reaching Mini-Grant Program**

As outlined in our Management Plan, and with the support of the Program Development Committee, we administered our first Mini-Grant Program, disbursing a total of \$2,100.00 in funds to five organizations throughout the three counties. The first year grantees, and their status, are as follows:

*Historic St. Mary's City*, for its Maritime Heritage Festival, an award of \$300 to help finance musicians who will perform and demonstrate sea shanties at the festival which will take place in June of 2005. The event has been well attended in the two years it has been in existence. These traditional songs will be additional music at this daylong event.

*The Bayside Museum* on Dayton Avenue in North Beach, to purchase permanent display cases for artifacts relating to Camp Roosevelt, the first Boy Scout Camp in the United States, received an award of \$500. An additional grant of \$200 was made to the Museum to fund the purchase of professional framing for part of its collection. The purchases were made in time for the Museum's opening on October 30<sup>th</sup> and a full report, with photos and receipts followed.

*Friends of the Old Wallville School* in Calvert County received \$500 to help them provide stabilization for the structure of the school while a permanent location and further preservation efforts are being planned. The School dates from circa 1880 and served as a one-room school for African-American students until the early 1930's. Initial preservation efforts in mid-December provided support for the structure, cleaned it out and sealed it against the elements.

*The Chesapeake Bay Floating Theatre*, in Indian Head, received \$300 to upgrade its web site. The web site currently supports the Black Box Theatre and will be enhanced to include information about the ongoing project of recreating the historic James Adams Floating Theatre and Interpretive Centre. The upgrade is currently underway and should be complete by spring.

*Friends of the One Room Schoolhouse*, in Port Republic, received \$300 to help them create and publish a promotional brochure that will tell the story of early public education in Calvert County. The Schoolhouse is open to the public and is on the grounds of Christ Church in Port Republic. The Schoolhouse is one of a number of historical sites on the parish campus. They are in the process of selecting photographs for the brochure.

## **Project Grant Applications**

A total of six applications for Funding for Projects within the Heritage Area were carefully reviewed by the Program Development Committee and forwarded to the MHAA in time for consideration. Unfortunately, due to budget shortfalls our Project Grant submissions were not considered. While our own Operating Grant was reviewed and funded for \$21,000 for 2005, we had not yet met all the conditions of certification at the time of the grant reviews. For this reason, and because funds were so critically limited, the Project Grants applications were set aside.

It is possible that unused 2004 revenue will be available in spring of 2005. At that time the MHAA may reconsider allotting monies to any Grant Applications that were not funded in the 2004 round.

## **Meeting Critical Goals**

A primary responsibility of the SMHA is to implement the SMHA Tourism Management Plan; the following is a review of our progress in fulfilling those objectives. In accordance with our projected timeline for the first year, we have made significant progress, even though our real work started well into the second half of the year, in August of 2004. Our primary objective for year one was *to increase local awareness of the opportunities and organizations within the Area*. In addition to the awareness that has been established (previously detailed under the heading, Raising Our Profile,) The Public Information Program outlined in our Management Plan stipulates the following steps:

- Create Local Outreach Mailing List for each County: This list is currently being compiled. We expect to have significant additions to the list once our “Friends” group becomes established.
- Publish SMHA Newsletter: This project is also in development. We expect to have an issue published in Spring of 2005

- Develop a Fact-Sheet: A FAQ sheet has been created and will be posted on our web site early in 2005.
- Regular Reviews: SMHA will probably have an annual review meeting once the Annual Report is completed. It is expected that this report will also be posted on our web site and available to the general public.
- In addition: The Fundraising Committee has initiated the process of forming a support network, or “Friends” group and has discussed holding our first fundraiser in the summer of 2005. It is critical that we bring in some private donations in 2005 in order to meet the extended criteria of the MHAA to continue our status as a grant-seeker.

### **Preserving an Enduring Part of our Landscape**

Also in 2004, we have participated in the Tobacco Barn Summit meetings held by Preservation Maryland in conjunction with the National Trust for Historic Preservation. These barns, estimated to number between 3,000 and 5,000 have been named among the eleven most endangered sites in America. Most of the barns lie within the Southern Maryland Heritage Area boundaries.

While we remain active in the Tobacco Barn meetings, we have planned a number of tobacco barn-related projects of our own for the coming year and the Fundraising Committee has met to discuss implementing them. The first of these will be a full-sized poster depicting up to nine barns.

The poster is slated for production in early 2005. Barns to be showcased on the poster will be selected from the estimated 5,000 that shape our landscape and will represent all three counties. Once it has been produced the poster will be for sale through the SMHA office and at various sites across the tri-county region.

### **Support from the Corporate Community**

Funding for the Tobacco Barns poster project was generously contributed by Southern Maryland Electric Cooperative, (SMECO) which is a member-owned electric cooperative serving over 134,000 customers in the region. Its mission is to not only provide reliable electric service to customers, but to also enhance the quality of life in Southern Maryland through commitment to the community. The \$2,000 award represents the first contribution to SMHA from the corporate community.

## **Who's Who at the Consortium**

The Southern Maryland Heritage Area Consortium is governed by a board of directors with members from both the public and private spheres. Working in concert with the Southern Maryland Travel and Tourism Committee and the Southern Maryland Museum Association has kept us well grounded in both worlds. It has been our intention to balance the goals of preservation and promotion through the membership on our board of directors from local government, parks and recreation, the arts, historic sites and local businesses. Members of our board and their affiliations are:

*Chairman*, The Hon. Mark R. Frazer, Mayor of the Town of North Beach  
*Vice-Chair*, Jenny Plummer-Welker, Calvert County Planning and Zoning Department  
*Treasurer*, David Jenkins, Tri-County Council for Southern Maryland  
*Secretary*, Dania Blair, Maryland State Arts Council  
*At Large Member*, Maggie Schwartz, Chaney Enterprises  
Doug Alves, Calvert Marine Museum  
Suzanne Cook, Travel Industry Association of America  
Kim Cullins, Southern Maryland Travel and Tourism  
Ann Knott, SMECO Public Affairs  
Alan Kutz, College of Southern Maryland  
Billy Price, Ducks Unlimited  
Tom Roland, Charles County Parks Department  
Phil Rollins, St. Mary's County Department of Parks and Recreation  
Jeff Shepherd, Holiday Inn Select

Members of the Technical Advisory Committee are:

Carolyn Laray, St. Mary's County Tourism  
Joanne Roland, Charles County Tourism  
Herman Schieke, Calvert County Tourism

*Executive Director*, Roz Racanello

*The Committees:*

Executive Committee, Mark Frazer, Chair  
Fundraising Committee, Billy Price, Chair  
Program Development Committee, Suzanne Cook, Chair  
Marketing and Public Relations Committee, the Southern Maryland Travel and Tourism Committee serves as the Marketing and Public Relations Committee.

## Year-End Financials

<u>REVENUE/Source</u>	<u>AMOUNT</u>
Calvert County Government	\$ 4,701.00
Calvert County Government	4,000.00
Charles County Government	9,000.00
Charles County Government	4,000.00
St. Mary's County Commissioners	4,000.00
St. Mary's County Commissioners	4,000.00
Southern Maryland Electric Cooperative	2,000.00
State Of Maryland – DHCD	18,900.00
<b><u>TOTAL REVENUE:</u></b>	<b><u>\$50,601.00</u></b>

<u>EXPENSES/ Payee</u>	<u>AMOUNT</u>
R. Racanello, 8/8/04 – 1/8/05	\$10,400.00
Postage and Express Mail	62.10
Office Supplies	49.00
Travel	273.18
Telephone	630.28
Recruitment – Director	520.97
Mini-Grant Program, 2004	
Bayside History Museum	\$700.00
Friends of the Old Wallville School	\$500.00
Historic St. Mary's City Foundation	\$300.00
Friends of the One Room Schoolhouse	\$300.00
Chesapeake Bay Floating Theatre	\$300.00
	Mini-Grants: \$ 2,100.00
<b><u>TOTAL EXPENSES:</u></b>	<b><u>\$14,035.53</u></b>
<b><u>FUND BALANCE:</u></b>	<b><u>\$36,565.47</u></b>