

Southern Maryland Heritage Area Tourism Management Plan

Table of Contents

Introduction	Page 1
Context	Page 1
Background	Page 1
The Process of Developing this Plan	Page 3
Vision Statement	Page 5
Plan Goals and Objectives	Page 6
Other Key Plan Elements	Page 7
Targeting Investment	Page 8
Section 2: Historical Perspective and Interpretive Resources	Page 10
Context	Page 10
The Prehistoric Landscape (Prior to 10,000 B.C.)	Page 10
Pre-History and Native American Era (10,000 B.C. to 1634)	Page 11
Maryland's Beginnings (1634-1774)	Page 12
The Revolutionary Years (1775-1815)	Page 17
After the Wars: The Economy Ebbs (1815-1860)	Page 20
The Civil War (1860-1865)	Page 22
Reconstruction and Post Reconstruction (1865-1920)	Page 25
Engines of Change (1920-1941)	Page 30
The Modern Era: Uncle Sam, Lady Luck, and Mother Nature (1940 to Present) .	Page 32
Section 3: Unique Regional Characteristics and Key Resources	Page 37
Unique Regional Characteristics	Page 37
Key Resources	Page 39
Section 4: Defining the Heritage Area	Page 48
The Certified Heritage Area Boundary	Page 48
Section 5: Key Themes and Interpretive Structure	51
Telling the Southern Maryland Story	51
Colonial Settlement	51
Native American Heritage	52
Agriculture/Tobacco Culture	52

War and Conflict	52
Maritime Culture	53
Religion	54
Nature and Eco-Tourism	54
African American Heritage	55
Section 6: Market Analysis for Heritage Tourism	57
Location	57
Economic Context	57
Travel and Tourism Characteristics	69
Issues and Opportunities	80
Target Markets	84
Section 7: Stewardship and Land Use	89
Context	89
Protected Lands Summary	87
Existing Policy Framework	90
State Level Policies and Programs	91
County Level Policy Measures	96
Municipal Level Efforts	103
Observations: Summary of Issues	107
Section 8: Strategic Goals and Objectives	116
Introduction	116
Interpretation and Education	116
Linkages, Infrastructure and Facility Development	119
Community and Economic Development	121
Preservation and Resource Stewardship	123
Marketing and Outreach	124
Managing Implementation and Partnerships	125
Section 9: Target Investment Zones	128
Criteria Used to Establish Target Investment Zones	128
Recommended Target Investment Zones	130
Indian Head	131
Port Tobacco	133
Friendship Farm Park/Nanjemoy	135
Leonardtown	137
Piney Point/St. George Island	140
Historic St. Mary's City	142

Chesapeake Beach/North Beach	144
Solomons	148
Section 10: Projects and Actions to Implement This Plan	160
Section 11: Management Framework	176
A Platform for Implementation	176
Organizing to Promote the Southern Maryland Region	176
Proposed Organizational Form	180
Proposed Organizational Structure	182
Section 12: Five Year Capital Projects Program	190
Introduction	190
Interpretive and Education Projects	190
Recreation and Attractions Projects	193
Linkages Projects	194
Community and Economic Development Projects	195
Marketing and Outreach Projects	196
Section 13: Five Year Program Development Activities	197
Interpretive and Education Program Development	197
Linkages Program Development	199
Resource Preservation and Stewardship Program Development	201
Community and Economic Development Programs	202
Marketing and Outreach Program Development	202
Section 14: Five-Year Capital Projects and Program Activities Budget and Schedule	206
Section 15: Five-Year Project and Program Implementation Schedule	213
Section 16: Five-Year Schedule of Tourism Marketing Projects and Marketing Outreach Programs	216
Resident Market	216
Non-Resident Market	219

Section 17: Linkages	225
Context	225
Non-Physical	225
Physical	229
Section 18: Funding Opportunities	244
Federally Funded Programs	244
State Funded Programs	246
Locally Funded Programs	249
Private Foundations	250
Section 19: Contributing Properties	253
Identification of Certified Heritage Structures and Contributing Properties	253
Non-Historic Properties	253
Historic Properties	256
Section 20: Economic Impact and Performance	271
Number of Visitations	217
Visitor Spending Impacts	272
Additional Potential Sources of Income	276
Summary	277
Performance Indicators	277

List of Maps

Map 1-1	The Recognized Heritage Area	Page 2
Map 2-2	Interpretive Resources	Page 36
Map 3-1	Archeological Resources	Page 45
Map 3-2	Historic and Architectural Resources	Page 46
Map 3-3	Natural and Environmental Resources and Protected Lands	Page 47
Map 4-1	Heritage Area Boundary: Clusters and Corridors	Page 50
Map 9-1	Indian Head Target Investment Zone	Page 152
Map 9-2	Port Tobacco Target Investment Zone	Page 153
Map 9-3	Friendship Farm Park/Nanjemoy Target Investment Zone	Page 154
Map 9-4	Leonardtown Target Investment Zone	Page 155
Map 9-5	Piney Point and St. George Island Target Investment Zone	Page 156
Map 9-6	Historic St. Mary's City Target Investment Zone	Page 157
Map 9-7	North Beach/Chesapeake Beach Target Investment Zone	Page 158
Map 9-8	Solomons Target Investment Zone	Page 159

Appendices

- Appendix A: Key Heritage Resources
- Appendix B: Survey of Heritage Organizations
- Appendix C: Visitor Services/Business Questionnaire
- Appendix D: Project Assessment and Evaluation Criteria
- Appendix E: Public Workshop Results
- Appendix F: Scenic Quality Inventory/Evaluation