

## **Section 10: Projects and Actions to Implement this Plan**

### **Introduction**

The following table identifies over 100 projects or specific actions to be undertaken to achieve the Objectives identified in Section 9. Projects are identified as they relate to specific theme topic areas.

These projects are not currently prioritized. It will be the responsibility of the Southern Maryland Heritage Consortium to establish a process and criteria for establishing project priorities.

It should be noted that certain projects were considered of great import to the Heritage Tourism Management Plan Committee that did not fall neatly into the theme categories identified. Therefore three additional categories for projects were developed for projects that fell outside the umbrella of specific theme topic areas. These categories include: Culture and Entertainment; Visitor Infrastructure; and Marketing, Promotion and Awareness.

## SMHA PROJECTS AND ACTIONS BY MAJOR THEMES

**Project Themes:**

Tobacco/Agriculture	War and Conflict	Culture and Entertainment
Eco Tourism/Outdoor Recreation	Native American	Visitor Infrastructure
Maritime	African American	Marketing/Promotion and Awareness
Colonial Settlement	Recreation/Trails	

**TIZ: Target Investment Zone**

SMHA THEME PROJECTS	
TIZ PROJ	TOBACCO/AGRICULTURE
	Expand tobacco culture interpretation to include other forms of agriculture, and in addition to tobacco barns, incorporate mills, cornercribs, granaries, farmsteads and other agricultural structures/sites, such as Cecil’s Old Mill and the St. Mary’s County Historical Society Farm Museum, as examples of agricultural heritage.
(TIZ)	Develop and interpret Friendship Farm Park as an active, working farm that serves as a living museum. Exhibits and activities should interpret planting and preparation of crops and especially tobacco.
	Develop a “Tobacco/Agricultural” tour that features Sotterley Plantation, Godiah Spray Tobacco Farm, the ACLT/Wallace Family Farm site, key barns in the landscape, the auction barn in Hugessville, Port Tobacco and a demonstration site where tobacco is grown. Highlights could include: - how tobacco grows and is harvested - the life of a tobacco farmer - shipping and marketing tobacco: yesterday and today
	The ubiquitous Tobacco Barn is the single most prominent, unifying element throughout the region. Establish a “Barn Again” Program based on the National Historic Trust’s model and supplement it with a revolving fund of low interest loan financing for rehab and restoration of barns to assure they remain as a unique landscape element in the region.
	Develop a “Tobacco Sites of Southern Maryland” or “Southern Maryland Agriculture - Yesterday and Today” self-guided tour brochure that highlights attractions that interpret the tobacco and/or agriculture of the region.
	Develop “SMHA Tobacco/Agricultural Hub” section of Sotterley Plantation and Smallwood’s Retreat as information center on all SMHA tobacco/agricultural-theme sites, events and facilities that interpret the tobacco/agricultural history of the SMHA.
	Create theme wine festivals at Sotterley to support agricultural diversification (grape growing).

**SMHA THEME PROJECTS**

	<p>Work with ag sector to develop interpretive/educational components and visitor activities and events that support their efforts to increase awareness and retain and expand agriculture and related businesses</p> <ul style="list-style-type: none"> <li>- coordinate an annual “Open House” day or weekend (“Down on the Farm”) with area farmers, similar to a tour of showcase homes, with tour map, signs at farm entrances, and a good variety of farm types. Have farmers on hand to participate in guided tours, allow visitors to “help” with some farming activities, have contact with farm animals, take home sample farm products. Sell home grown products and “Down on the Farm Day” logo t-shirts, overalls or hats as souvenirs at each farm.</li> <li>- develop a farm B&amp;B concept that expands on the above idea</li> </ul>
	<p>Host a Time and Tide cookoff for heritage area restaurants featuring indigenous dishes that use locally harvested fruits, vegetables and seafood or have historic significance to the area (i.e., Amish sausage, Indian corn pudding, etc.).</p>
	<p>Develop and interpret the Biscoe/Gray farm property (or a similar property) as a major attraction depicting the farm life of Calvert County during the early part of the 20<sup>th</sup> century with the potential of future expansion to a “living history” museum.</p>
	<p>Create a corn maze at Jefferson Patterson Park &amp; Museum.</p>
	<p>Work with the Amish community in Charles and St. Mary’s counties to devise an acceptable means to interpret their lifestyle and their history in Southern Maryland.</p>
	<p>Expand the displays and interpretation of rural life at the Farm Exhibit Building at Jefferson Patterson Park &amp; Museum to highlight the tools and equipment used by the agricultural community in Calvert County and Southern Maryland.</p>
<b>TIZ PROJ</b>	<b>ECO TOURISM AND OUTDOOR RECREATION</b>
<b>(TIZ)</b>	<p>Develop an Interpretive Nature Center at Friendship Farm Park to serve as a Nature/Eco Tourism Hub to promote nature-oriented initiatives in the region. Proposed center to include observation deck and could serve as home to estuarine studies center and similar programs. Construct trails and wildlife observation areas and blinds, as well as camping and fishing areas and facilities to support canoe/kayaking activities. Hiking and paddling trails maps should be developed to enhance visitor understanding and experience. Portions of the park should be re-vegetated to provide habitat opportunities and windbreaks. Additional interpretation and exhibits at the park to include:</p> <ul style="list-style-type: none"> <li>- estuarine system of Nanjemoy Creek</li> <li>- fisheries issues</li> <li>- bald eagle observation points and “eagle cam”</li> </ul>
	<p>Develop and implement hiking, biking and paddling trails that group and connect natural and cultural points of interest within a four to five mile range (eleven identified).</p>

## SMHA THEME PROJECTS

	<p>Offer daylong water trail tours on the Patuxent, Potomac and Chesapeake Bay with different themes for specialized interests:</p> <ul style="list-style-type: none"> <li>- birdwatching tours</li> <li>- kayaking tours</li> <li>- estuarine/marine life tours</li> </ul>
	<p>Develop, enhance and interpret greenways and open space corridors for the Patuxent River, the Potomac River, the Zekiah Swamp, the Wicomico River Valley, the St. Mary's River, Nanjemoy Creek, and the Chesapeake Bay Cliffs.</p>
	<p>Secure and protect shoreline at Purse State Park to ensure preservation' and longevity of passive recreation resources, especially fossil hunting.</p>
	<p>Develop a self-guiding brochure/driving map that features the natural and cultural resources of the region.</p>
	<p>Develop a series of itineraries for both the consumer and group tour and travel markets that highlight the natural and cultural resources of the region.</p>
	<p>Utilize manor house or other facilities at Chapman's Landing as an eco-tourism visitor orientation center promoting all regional heritage offerings with emphasis on Charles County eco-tour (Nanjemoy) in cooperation with the MD Department of Natural Resources.</p>
<b>(TIZ)</b>	<p>Develop canoe/kayak landing at new "Port of Leonardtown" site on McIntosh Run. Construct hiking trails at the site connecting to Breton Bay that include self-guiding signage/interpretation for environmental and wildlife education</p>
<b>(TIZ)</b>	<p>Develop facility at Piney Point/Potomac River Museum site to support canoe/kayaking/paddleboat activities to facilitate visitor interaction with water resources and natural features. Facilities can be utilized to support group environmental and nature study programs.</p>
<b>(TIZ)</b>	<p>Design, develop and build a collection storage "prep" lab with public access and interpretation at the Calvert Marine Museum to show the importance of the geological and prehistoric heritage of Southern Maryland.</p>
<b>(TIZ)</b>	<p>Design and develop a Bayside History and Nature Center including wetlands restoration and a wetlands trail at North Beach on town-owned property to the north of the town. Develop "SMHA Nature/Eco Tourism Hub" section as information center on all SMHA nature/eco tourism-theme sites, events and facilities that interpret the natural/ecological history of the SMHA.</p>
	<p>Provide additional interpretation and infrastructure to provide a better visitor experience at Flag Ponds Nature Park.</p> <ul style="list-style-type: none"> <li>• Develop a series of interpretive signage along the various trails.</li> <li>• Provide outdoor kiosks and interpretive displays.</li> <li>• Provide horseback riding trails in addition to the already existing walking trails.</li> </ul>
	<p>Provide additional signage and interpretation of the salt-fresh water marsh; develop a marsh stabilization project; update trail through the marsh at the Calvert Marine Museum.</p>

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	<p>Develop and construct a series of permanent ADA accessible canoe/kayak launch sites, together with a heritage water trail guide to these locations and a preview of the sites along the routes. Explore the potential of canoe/kayak storage and rental facilities at one or all of these locations:</p> <ul style="list-style-type: none"> <li>• Calvert Marine Museum</li> <li>• Flag Ponds Nature Park</li> <li>• Jefferson Patterson Park &amp; Museum</li> <li>• Kings Landing Park</li> <li>• Other to be determined county location.</li> </ul>
	Develop an Indian Head rail trail from Indian Head to White Plains with emphasis on interpretation of natural areas
	Link Sotterley and Greenwell physically via trails
	Develop recreation trail system in St. Mary's County. Build trail on existing R.O.W.. from Mechanicsville to Lexington Park.
	Develop improved access to tidal waters throughout the region
<b>(TIZ)</b>	<p>Develop trails system at Port Tobacco:</p> <ul style="list-style-type: none"> <li>- trail to Thomas Stone National Historic Park (approx. 1.5 miles)</li> <li>- trail to Chapel Point State Park (approx. 3 miles)</li> <li>- walking trails within the town that interpret historic structures, role of river</li> </ul>
<b>(TIZ)</b>	Develop Fishing Creek Trail system to parallel and in two locations traverse the length of Fishing Creek from it's mouth to the Town boundary. May be further extended into the County beyond the TIZ. Improvements would include the trail itself as well as two trail bridge crossings and two to three observation areas to permit enjoyment of natural wetland surroundings, view wildlife and support eco-tourism opportunities in the Town.
<b>(TIZ)</b>	Develop water trail from Calvert Marine Museum in Solomons to Chesapeake Bay area lighthouses
	<p>Develop a series of trails at Jefferson Patterson Park &amp; Museum.</p> <ul style="list-style-type: none"> <li>- Expand the Riverside Interpretive Trail with exhibits, structures, and partial reconstruction of buildings that would have been located along this trail during the 12,000 years that people have lived on this site. Write and edit oral histories. Develop a program that shows how to discover the past through archaeology and architectural history.</li> <li>- Construct and interpret the Patuxent Shore Walking Trail to provide access to the waterfront and to interpret the importance of maintaining the environment and the waters around it.</li> </ul>
	Develop interpretive facilities and programs at Summerseat Sanctuary arising from mission to function as an animal sanctuary and preserved working farm
	Develop additional and improve existing facilities at Myrtle Point Park in St. Mary's County (California) in conjunction with FY '04 master plan for the park, including trail improvements, construction of a Visitor and Nature Center, amphitheater, canoe and kayak launching facilities, and activities consistent with the nature of the site.

**SMHA THEME PROJECTS**

	FIVE YEARS and after: Develop an observation Boardwalk parallel to the Cliffs of Calvert at the Calvert Cliffs State Park to allow the visitor the opportunity to view the cliffs safely.
<b>TIZ PROJ</b>	<b>MARITIME (includes seafood industry, boat building and marine transportation)</b>
	Offer daylong water trail tours on the Patuxent, Potomac and Chesapeake Bay with different themes for specialized interests: <ul style="list-style-type: none"> <li>- watermen-guided fishing cruises</li> <li>- indigenous Bay vessel sailing cruises (bugeye <i>Tennison</i> in Solomons, skipjack <i>Dee</i> at St. George Is.)</li> <li>- steamboat/riverboat cruises</li> <li>- historic sightseeing tours</li> </ul>
	Construct a boat launching facility at Mallows Bay using State of MD waterway improvement funds that can include: <ul style="list-style-type: none"> <li>- boardwalk</li> <li>- interpretive exhibit panels and maps detailing sunken ships</li> <li>- static exhibits/interpretive panels about estuarine system and marine life</li> </ul>
	Implement a river boat to tour of the Potomac along both shores (MD and VA).
<b>(TIZ)</b>	Expand the Calvert Marine Museum property to accommodate additional interpretation of the Patuxent and the Bay and expansion of educational programs and visitor services. Develop “SMHA Maritime Hub” section of museum as information center on all SMHA maritime-theme sites, events and facilities that interpret the maritime history of the SMHA.
	Develop Steamboat Wharf transportation museum and visitor’s center that could be a reproduction of a steamboat company’s freight and passenger terminals, which were typical in waterside towns around the Bay at the turn of the century. The development of this facility will create a heritage tourism destination that interprets rural transportation history and preserves maritime resources of national significance (significant because they represent a vanishing Bay resource: riverfront, wharf and warehouse structures that served the maritime trades since the early 19th century). Wharves and warehouses around the Bay represented nodes of communication and transportation for the goods and passengers to the rest of the Southern Maryland region before a reliable network of roads and rails were established. <ul style="list-style-type: none"> <li>- steamboat wharf terminal can serve as visitor’s center and transportation museum for boaters, bicyclists and other visitors touring the region</li> <li>- museum/visitor’s center should display exhibits that interpret the history of the steamboat era in the SMHA</li> </ul>
<b>(TIZ)</b>	Support and assist in implementation of actions to restore, protect, interpret and promote Lighthouses of Southern Maryland: <ul style="list-style-type: none"> <li>- Cove Point Lighthouse, Calvert County</li> <li>- Piney Point Lighthouse, St. Mary’s County</li> <li>- Drum Point Lighthouse, Calvert County</li> <li>- Point Lookout Lighthouse, St. Mary’s County</li> <li>- Reconstruct Pope’s Creek Lighthouse as Visitor Center with interpretive exhibits on original lighthouse</li> <li>- Interpret Cedar Point Lighthouse at Calvert Marine Museum</li> </ul>

<b>SMHA THEME PROJECTS</b>	
	Develop a self-guiding brochure/boating map that features maritime heritage sites including the Calvert Marine Museum, Sotterley, St. Clements Island, coastal lighthouses, Patuxent Naval Air Station, Lundenburg School of Seamanship Museum, Mallows Bay, Charles County shorefront, etc.
<b>(TIZ)</b>	<p>Assist in development of thematic focus and interpretive story for expanded Piney Point Potomac River Maritime Museum</p> <ul style="list-style-type: none"> <li>- construct new two-story building to house museum exhibits moved from Colton's Point museum site and new exhibits relating to historic, religious, cultural and environmental aspects of St. Clements Island/Potomac River history.</li> <li>- create wooden boat exhibit/interpretive facility in existing workshop bldg. on site</li> <li>- develop Potomac River vessels exhibit/interpretive facility in existing warehouse building on site, include four vessels on loan from Lundburg School.</li> </ul>
<b>(TIZ)</b>	Expand the wood shop/woodworking building to allow the development of traditional maritime trades including classes on this subject at the Calvert Marine Museum.
<b>(TIZ)</b>	Refurbish Chesapeake Bay Lab facilities on St. Georges Island as museum, to include building and parking facilities.
	Reconstruct Blackistone lighthouse on St. Clements Island
<b>(TIZ)</b>	<p>Develop a tour of St. Georges Island for car or bike (with bike pick-up/return locations). Tour is to provide insight into the workaday world and social fabric of a water community.</p> <ul style="list-style-type: none"> <li>- "catch of the day" from water to table component (fishing boat, soft shell crab/crab/oyster prep demo/ restaurant visit)</li> <li>- water lore: Dee of St. Mary's</li> <li>- history: Piney Point lighthouse/Potomac River Museum</li> <li>- ecology: Dee of St. Marys, DNR Aquaculture Center</li> <li>- Business: Steuart pipeline, Harry Lundenburg School</li> </ul>
<b>TIZ PROJ</b>	<b>COLONIAL SETTLEMENT</b>
<b>(TIZ)</b>	<p>Implement improvements program for Port Tobacco Courthouse and Public Square</p> <ul style="list-style-type: none"> <li>- enhance external interpretation of courthouse grounds and surrounding historic structures with interpretive panels for a short trail or walking tour and on-site costumed interpreters</li> <li>- construct frame "ghost structures" of former buildings at public square to recreate village as it was during heyday as major port town</li> <li>- develop interpretive signage about Port Tobacco River and its role as maritime/shipping and transportation route</li> <li>- re-create stocks, gallows and dunking chair as part of interpretation of old jail</li> </ul>
<b>(TIZ)</b>	Create visual and pedestrian linkages from Tudor Hall to Old Jail Museum and Leonardtown via landscape and physical improvements.
<b>(TIZ)</b>	Develop "SMHA Colonial Settlement Hub" facility/exhibit in St. Mary's City and at the new Potomac River Museum to serve as an information center for all SMHA colonial settlement-theme sites, events and facilities that interpret colonial settlement in the SMHA, with emphasis on "point of contact" sites, and including sites and events that interpret or depict religion during the colonial period, i.e., historic churches and chapels, commemorative events, etc.

**SMHA THEME PROJECTS**

	Develop a Colonial Settlement tour featuring and linking St. Mary’s City, Sotterley, Jefferson Patterson Park and Museum, Port Tobacco, Thomas Stone National Historic Park, and other sites that may become available in the future.
<b>(TIZ)</b>	Enhance interpretation of Colonial period structures in Leonardtown - Tudor Hall: evaluate existing interpretive experience for possible improvement, make physical improvements including additional landscaping to replicate estate gardens of the period.
<b>TIZ PROJ</b>	<b>WAR AND CONFLICT</b>
	Work with State to fully interpret Point Lookout as a Civil War site and provide increased access to visitors - develop “SMHA War and Conflict Hub” section of museum as information center on all SMHA war and conflict-theme sites, events and facilities that interpret the history of war and conflict in the SMHA. - address site presentation to include improved museum and site access and access to lighthouse; - improve interpretive program - create tours and packages for special interests (lighthouse, civil war, etc.) to complement state’s efforts in these areas - strengthen identity as heritage attraction
	Partner with civil war sites and State tourism office to link State’s “Escape of a an Assassin” theme with related SMHA sites. Develop brochure self-guided auto tour or bus group tour from Mudd House to Pope’s Creek and into VA. Utilize existing historic markers and add signage interpreting the Lincoln assassination and Booth’s escape. The road from Rte. 301 to Pope’s Creek (where Booth crossed the Potomac) has additional markers on this topic, the seafood restaurants at Pope’s Creek would make it good final destination for the tour.
	Develop a War of 1812 Star Spangled Banner Hiker Biker trail from Flags Ponds Nature Park to Solomons
	Develop “SMHA War and Conflict Hub” section of Smallwood Retreat museum as information center on all SMHA war and conflict-theme sites, events and facilities that interpret the history of war and conflict in the SMHA.
<b>(TIZ)</b>	Complete construction of new facilities of Patuxent River Naval Museum and expand interpretation and collections - Develop new exhibits to include video/computer simulation and other technologically advance interpretation-building platforms - Archive and conserve video and film collections
	Develop a Civil War hiking trail in the Popes Creek RR Corridor (3 miles)
	Develop an extensive trail system at Maxwell Hall, significant highlights to include: - link to historic British landing at Benedict (before march to Washington) - interpret trail of War of 1812 sites with signage

## SMHA THEME PROJECTS

	<p>Support the development of the Star Spangled Banner National Historic Trail, including working with Federal and State agencies to secure resources for interpretive facilities and sites at:</p> <ul style="list-style-type: none"> <li>- Benedict, Drum Point, Cedar Point, Solomons, Jefferson Patterson Park and Museum, and St. Leonard's Creek</li> <li>- Develop a Center for the War of 1812 to be located at a significant War of 1812 site in Southern Maryland</li> </ul>
<b>(TIZ)</b>	Develop and build an Amphibious Landing Base Museum and Exhibit Center on the site of the Calvert Marina to include programs and displays to interpret the importance of Solomons as a training location during World War II. Include additional interpretation at Flag Ponds Nature Park.
<b>(TIZ)</b>	Construct a replica of one of Commodore Joshua Barney's barges that were used in the War of 1812. This ship would be used to conduct tours on St. Leonard Creek, the site of one of the largest Naval battles in the United States, and other related water tours at both the Calvert Marine Museum and Jefferson Patterson Park & Museum.
	Construct and build/or interpret the site of the location of the home of Richard Smith, the first Surveyor General of the State of Maryland, at Jefferson Patterson Park & Museum.
<b>TIZ PROJ</b>	<b>NATIVE AMERICAN</b>
<b>(TIZ)</b>	Interpret Native American experience at Friendship Farm Park.
<b>(TIZ)</b>	<p>Explore feasibility of constructing new Native American Life Museum in the town of Indian Head</p> <ul style="list-style-type: none"> <li>- develop "SMHA Native American Hub" section of museum as information center on all SMHA Native American-theme sites, events and facilities that interpret Native American history in the SMHA.</li> <li>- develop project collaboratively with Piscataway Indian Museum and the American Indian Heritage Society.</li> <li>- coordinate with other Native American museums including "Woodland Hamlet" at St. Mary's City and Jefferson Patterson Park.</li> </ul>
	Expand the Native American hamlet and archaeological education center at Jefferson Patterson Park & Museum to better interpret the important position that these peoples played in the development of Southern Maryland.
<b>TIZ PROJ</b>	<b>AFRICAN AMERICAN</b>
	<p>Develop the St. Mary's County African-American story and interpret it via existing and new sites (to include Sotterley, Drayden Schoolhouse, Scotland Schoolhouse, Potomac River Museum).</p> <ul style="list-style-type: none"> <li>- Survey resources/conduct needs assessment of associated county sites and collections as per the Inventory of MD Commission on Af-Am History and Culture.</li> <li>- Conduct needed research and further develop stories</li> <li>- Develop exhibits</li> <li>- Develop print and electronic guides</li> </ul>

<b>SMHA THEME PROJECTS</b>	
	<p>Implement improvements program for African American Heritage Society’s Museum and Cultural Center in La Plata</p> <ul style="list-style-type: none"> <li>- develop “SMHA African American Hub” exhibit/facility as information center on all SMHA African American-theme sites, events and facilities that interpret African American history in the SMHA.</li> <li>- install signage and possible historic structure (Judy Rose House) at 5-acre site on Rte. 301 and develop a site plan for the property</li> <li>- develop exhibits to interpret lives of historic African Americans of the region, including Mathias de Sousa, Josiah Henson, and Matthew Henson</li> <li>- develop mission statement, collections policy and long-range strategic plan</li> <li>- conduct an African American oral history program</li> </ul>
	<p>Develop and interpret the mid-20<sup>th</sup> century lifestyle of an African-American farmer and his family on the recently acquired Gross family homestead. Provide infrastructure to make this property visitor friendly and visitor accessible.</p>
	<p>Complete restoration of Drayden African American Schoolhouse and implement interpretive program</p> <ul style="list-style-type: none"> <li>- develop “SMHA African American Hub” exhibit/facility as information center on all SMHA African American-theme sites, events and facilities that interpret African American history in the SMHA.</li> <li>- develop interpretive plan</li> <li>- incorporate past community research and interpretive efforts such as those of the Unified Committee for African- American Culture</li> <li>- create external interpretive signage</li> </ul>
	<p>Continue with the restoration and develop interpretive signage for the Old Wallville School, the oldest existing African-American school left in Calvert County.</p>
	<p>Develop a program to interpret significant people and places in Charles County as they relate to the African-American experience during the Civil War, including the life of Josiah Henson (escaped slave and author born in Charles County, inspiration for Harriet Beecher Stowe’s “Uncle Tom’s Cabin”) and the history of Camp Stanton, (near Benedict) where the 7th, 9th, 19th and 30th U.S. Army Colored Infantries trained for active service during the Civil War (the 19<sup>th</sup> and 30<sup>th</sup> Infantries were made up primarily of African-Americans from Southern Maryland, many of whom worked on area plantations). Possible venues for this project include the African American Heritage Society’s Museum and Cultural Center in La Plata, Maxwell Hall, or Benedict.</p>
<b>TIZ PROJ</b>	<b>CULTURE AND ENTERTAINMENT</b>
	<p>Promote “horse heritage” including history and development of accessible lands for trail riding and events. Construct equestrian center based if feasible</p>
	<p>Develop and promote entertainment/recreational opportunities for boating visitors, such as water trails and boat races for power and sail boats, skipjacks, and kayaks</p>
	<p>Develop a gazebo at Chapel Point State Park for band/outdoor concerts and events</p>
	<p>Promote the adoption and implementation of existing County recreation plans for expanded recreation facilities</p>
<b>(TIZ)</b>	<p>Assist Indian Head in the Development of the Black Box theater</p>

<b>SMHA THEME PROJECTS</b>	
<b>(TIZ)</b>	Develop Potomac River Promenade and River Walk at Indian Head waterfront. Partner with Navy to utilize existing waterfront access facility (small marina) adjacent to Town for location of pier for Potomac River tour boat. Partner with landowners to extend the facility north along waterfront for development of Promenade and River Walk, with changes in elevation walkway to provide dramatic views of riverscape.
<b>(TIZ)</b>	Upgrade and improve the exhibits at the Chesapeake Beach Railway Museum, as well as increasing the quality and quantity of the public programs and refurbishing the rail car Dolores, to better interpret the railway and resort as a part of the Chesapeake Beach scene from 1900 through the early 1970s.
<b>(TIZ)</b>	Enhance cultural activities in Leonardtown to develop town as a “Destination” <ul style="list-style-type: none"> <li>- Floating Theater at public wharf</li> <li>- “Port of Leonardtown” plaza area with stage and related facilities</li> <li>- construct hiking/pedestrian trails from “Port of Leonardtown” facilities to Breton Bay, along McIntosh Run</li> <li>- support development of Tudor Hall Village, including proposed McIntosh Run Golf Course</li> <li>- Refurbishment of private historic movie theater into dinner theater</li> </ul>
<b>(TIZ)</b>	Expand Historic St. Mary’s City/St. Mary’s College “Summer in the City” event series to offer pilot courses in art, native crafts, and music to children and adults plus a juried art and craft show that would draw from local and regional talent. Add instructors for the new courses and implement an organizational and marketing plan for the entire program.
<b>(TIZ)</b>	Create a festival of tall ships at Historic St. Mary’s City/St. Mary’s College to mark the 30 <sup>th</sup> Anniversary of the SMCM Governor’s Cup Yacht Race on August 1-2, 2003. Known as the longest overnight race on the Bay, the Governor’s Cup Yacht Race already draws over 2,000 people to campus each summer. Secure historic ships for the festival, as well as floating docks, waterfront personnel, and other equipment needed to host the fleet. This event would draw even more visitors to the area and encourage racers and their families to extend their stay in the county.
<b>TIZ PROJ</b>	<b>VISITOR INFRASTRUCTURE</b>
	Develop incentive packages to attract boaters, i.e. docking privileges at key heritage sites that have water access, special discounts for ‘night on land’ overnight stays at B&Bs and hotels, etc.
	Develop audio/visual materials for each Southern Maryland Heritage Area theme for rent and for sale at staffed visitor centers and museum facilities: <ul style="list-style-type: none"> <li>- taped self-guided tours for driving/boating visitors,</li> <li>- taped self-guided tours for theme trails, i.e. Star Spangled Banner Trail, eco-tour trails</li> <li>- taped self-guided tours for sites and facilities, especially those that do not have docents or tour guides regularly staffing exhibits</li> <li>- tapes, CDs, or videos of living histories, i.e., actors portraying historic characters and events of the region, similar to oral histories or first-person accounts</li> </ul>
	Implement regularly scheduled tours led by docents, costumed interpreters or step-on guides at sites and attractions to strengthen the appeal of the heritage tour product and improve the visitor experience.

## SMHA THEME PROJECTS

	<p>Implement an improvements program for the Polling House in St. Leonard:</p> <ul style="list-style-type: none"> <li>- develop interpretation plan</li> <li>- install interpretive panels/exhibits</li> <li>- secure artifacts</li> <li>- implement preventative maintenance program</li> <li>- establish regular open hours</li> </ul>
	<p>Improve signage and interpretation of historic religious structures</p> <ul style="list-style-type: none"> <li>- develop “SMHA Religious Hub” section at the new Potomac River Museum and the Mount Carmel Monastery as information center on all SMHA religious-theme sites, events and facilities that interpret the religious history of the SMHA.</li> <li>- improved external signage at churches encouraging visitors to enter restored structures</li> <li>- develop and install interpretive signage at sites</li> <li>- develop bus tour of historic religious structures</li> </ul>
<b>(TIZ)</b>	<p>Implement visitor infrastructure improvements program in Port Tobacco:</p> <ul style="list-style-type: none"> <li>- enhance road signage from La Plata to Port Tobacco</li> <li>- acquire Compton’s Field (adjacent to Courthouse) for visitor parking area</li> <li>- encourage reconstruction or rehab of existing 18<sup>th</sup> and 19<sup>th</sup> century buildings for B&amp;B’s and restaurants</li> </ul>
	<p>Through the use of incentives, encourage re-use and re-development of the old power plant at Popes Creek, possibly shops</p>
<b>(TIZ)</b>	<p>Construct or rehabilitate an existing structure to serve as a 15 to 40-room Victorian County Inn at Indian Head in the downtown area, along Route 210 (Main Street) near the Navy Base or adjacent to the Village Green</p>
<b>(TIZ)</b>	<p>Create incentives and work with Leonardtown and Nanjemoy to encourage development of B&amp;B facilities in its existing historic housing stock</p> <ul style="list-style-type: none"> <li>- locate near or in the downtown</li> </ul>
<b>(TIZ)</b>	<p>Develop tourist comfort station facilities in Piney Point at Potomac River Museum site, including:</p> <ul style="list-style-type: none"> <li>- restrooms</li> <li>- visitor information materials/displays</li> <li>- vending machines</li> </ul>
	<p>Hire a paid professional museum coordinator for the Southern Maryland Museum Association</p>
	<p>Develop a partnership with the museums and/or museum consortiums of Southern Maryland to develop heritage tourism initiatives through living history programs, thematic tours, etc.</p>
	<p>Coordinate with county planning staff to implement land use programs which might support the heritage area including a heritage area overlay zone with associated design standards, corridor management plans and other areas of development review to preserve key settings, viewsheds, and rural/cultural landscapes. Utilize existing programs including Rural Legacy, Community Legacy, GreenPrint, Forest Conservation Ordinance, Scenic Byways, etc.</p>

## SMHA THEME PROJECTS

	Partner with county Historic Preservation Commissions or historic preservation planning staff in efforts to identify, evaluate, preserve and rehabilitate historic resources. The commissions will be excellent partners for outreach and a logical coordinator for tax credits and other incentive programs
	Coordinate eco/nature tourism efforts and goals with appropriate environmental organizations currently working on complimentary projects, and coordinate existing and new watershed protection projects and outreach programs with local watershed teams.
	Through new construction or adaptive re-use, increase the number of modern, upscale lodging and conference facilities currently located in the heritage area: <ul style="list-style-type: none"> <li>- implement a plan to encourage public and private sector investments in the development of additional accommodations facilities</li> <li>- assess the number of vacant historic or downtown structures that could be adapted as B&amp;Bs or small hotels</li> <li>- develop opportunities for staying on the water including B&amp;Bs, hotels, and/or cabins</li> </ul>
	Establish guidelines, incentives and certification for heritage sites within the heritage area to become "recognized". The guidelines should clarify who certifies these sites (local government agencies, MHT, etc.) Certification should be based on a range of standards including collections care, education, etc. and should be based on national professional standards. Encourage counties to match funding levels to certification status of museums
	Develop a certification system covering hospitality training, cultural awareness, facility standards, etc. for tourism-related businesses
	Implement a consistent schedule of "open to the public" exhibit hours for sites and museums in SMHA. A realistic and appropriate joint schedule could vary season to season but must be consistent and well publicized.
	Add/enhance entertainment/cultural attractions to town centers appealing to families
<b>(TIZ* as noted)</b>	Create new and/or enhance qualities of existing Gateways and Visitor Centers at access points to the region and within each town center in the region to inform and orient visitors. (town centers could have interpretive components that tell about the history and resources of the town as well). Specific locations for Gateway/Visitor Centers include: <ul style="list-style-type: none"> <li>- Rte. 210 corridor at Chapman's Landing or in the town of Indian Head (see #63)</li> <li>- Existing 301 corridor welcome center located near the Harry Nice Bridge</li> <li>- * Implement improvements program for Visitor Center in Solomons including better maps and guides to sites and museums and improved amenities</li> <li>- Rte. 5 corridor near Charlotte Hall/Mechanicsville area to supplement or relocate existing Chamber of Commerce facility to improve visibility</li> <li>- Confluence of Rte. 2 and Rte. 4 corridors at Sunderland, possibly in conjunction with All Saints Church</li> <li>- * Patuxent River Naval Air Station at Base Visitor Reception Area and at Navy Museum</li> <li>- Route 4 entrance into St. Mary's County from Solomons</li> </ul>
	Explore adding attraction loop to county public bus systems (perhaps on weekends)
	Create regional sign system that is directional but also keyed to type of attraction/amenity through use of "universal" symbols: <ul style="list-style-type: none"> <li>- incorporate SMHA logo</li> <li>- link to thematic driving/bicycling tour maps</li> </ul>

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	Complete visitor improvements at Sotterley Plantation, including bathrooms, barn refurbishment, visitor center parking
	Implement a water taxi/shuttle system as a means of transporting boaters to key sites during peak months.
	Establish elder hostel programs for Southern Maryland (consult with Calvert Marine Museum on their existing program)
	Provide (build) overnight facilities (rustic cabins, campground areas, bathrooms and showers) at various locations throughout the county to provide for the extension of current educational programs and to allow for the provision of youth hostels and other activities. <ul style="list-style-type: none"> <li>- Jefferson Patterson Park &amp; Museum</li> <li>- Kings Landing Park</li> <li>- Calvert Marine Museum</li> <li>- Flag Ponds Nature Park</li> <li>- Calvert Cliffs State Park</li> </ul>
<b>(TIZ)</b>	Expand the facilities at Annmarie Garden on St. John in Dowell, MD to include the building of a Visitor Center & Art Gallery with meeting rooms. Refurbish the house by the water to include facilities for weddings, banquets, meetings and retreats. Procure and place new statuary at the Garden to allow for a more comprehensive visitor experience. Continue with the development of additional phases of the Annmarie Garden Master Plan.
<b>(TIZ)</b>	Convert the existing “White House” in Historic St. Mary’s City into a “Village” shop for retail use as the first step towards re-creation of a colonial village similar to Williamsburg or Jamestown, which combines retail, restaurant, college, and residential space to make the area more accommodating to tourists and the local community.
<b>(TIZ)</b>	Develop a unified setting for St. Mary’s Seminary (the area of St. Mary’s Hall, Calvert Hall, and Anne Arundel Hall at St. Mary’s College) including markers that both identify and provide the history of the buildings, and infrastructure such as brick paths, benches, and landscaping that unify the original buildings. Develop an audio tour in conjunction with improvements.
	Construct visitor facilities and amenities at Sotterley to include refurbishment of barn, addition of bathrooms, parking lot and festival field improvements.
<b>TIZ PROJ</b>	<b>MARKETING, PROMOTION &amp; AWARENESS</b>
	Develop an “Everything Southern Maryland” marketing concept - include as retail outlet for museums as well as for ag products. Package authentic or unique local “signature” products, including: <ul style="list-style-type: none"> <li>- Southern Maryland lighthouses as art</li> <li>- Southern Maryland barns as art</li> <li>- Native American/Amish artforms</li> <li>- specialty seafood gourmet products</li> </ul>

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<b>(TIZ)</b>	<p>Coordinate an annual Heritage Week:</p> <ul style="list-style-type: none"> <li>- publicize locally and statewide with advertising campaign, posters and brochures</li> <li>- organize as a ‘traveling’ festival, with a segment in each TIZ area</li> <li>- feature longer ‘open to the public’ hours for courthouses and research facilities throughout the region</li> <li>- offer cultural/historical theme special events and living histories</li> <li>- feature costumed interpreters on special guided tours of Southern Maryland historical attractions</li> <li>- offer increased boat tours</li> <li>- regional food for sale/regional food cooking demonstrations</li> <li>- art show, including children’s art</li> <li>- booths, demonstrations, living histories by special groups (Native Americans, African Americans, Amish, Revolutionary and Civil War Re-enactors, etc.)</li> </ul>
	<p>Develop and implement an “In Your Own Backyard” awareness/education program for local residents and businesses to promote the heritage area locally:</p> <ul style="list-style-type: none"> <li>- offer admissions discounts to sites and facilities to residents and employees of local businesses in three counties</li> <li>- sponsor a heritage area theme poster contest for children and a photography contest for adults, host an event (“show opening”) to display all entries, use local arts/entertainment personalities as judges, announce winners and prizes and use show as a traveling exhibit to local galleries/art museums/libraries/schools</li> <li>- provide local radio/cable stations with 30 or 60 second taped psa’s on heritage area “fascinating facts”</li> <li>- publish a monthly or quarterly newspaper for local residents and businesses</li> <li>- include “Did You Know?” features w/facts and lore about all 3 counties</li> <li>- include a calendar of heritage area events</li> <li>- feature a local business that is using some Heritage Area aspect or theme to successfully promote or increase their revenues/employment opportunities</li> <li>- offer suggestions to other businesses to help them tie in with heritage themes and successfully promote their own businesses</li> <li>- include a “This Old House” feature about local residents/businesses who own buildings that are listed on an historic register, including challenges/rewards of being listed</li> <li>- offer tips and info for other historic property owners to do the same</li> </ul>
	<p>Integrate the Southern Maryland Heritage Center into the SMHA plan and incorporate it in heritage programs. Endorse the management plan for the Thomas Stone National Historic Site.</p>
	<p>Develop new regional brochures that highlight heritage area theme, make all brochures available on the website</p>
	<p>Provide existing attractions that do not have brochure racks with racks to cross sell other attractions and the region</p>
	<p>Implement a visitor tracking system at key sites to determine visitor demographics for target marketing programs.</p>
	<p>Establish key market “niches” for heritage tourism and develop targeted marketing programs to attract those markets (i.e., seniors, boaters, families, etc.).</p>

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	<p>Develop an educational partnership program with county schools. Initial discussions with school representatives from Charles County indicated support for a project of this type that utilizes historic sites as “learning laboratories”.</p> <ul style="list-style-type: none"> <li>- utilize interpretive, experiential programs</li> <li>- connect the past to the present</li> <li>- relate programs to school curriculum</li> <li>- develop age-appropriate activities</li> <li>- focus on the human aspect of history with compelling stories of both ordinary and extraordinary people</li> <li>- form a youth volunteer corps:             <ul style="list-style-type: none"> <li>- to conduct guided site tours for visiting school groups, guides to be local school children (relating history from same age perspective)</li> <li>- to assist in archeological projects like digs</li> <li>- to participate in living history demonstrations</li> <li>- to assist with cleaning up, stabilizing, or restoring a site</li> </ul> </li> </ul>
	Develop and promote SMHA tour packages for target markets, including overnight or weekend packages, family packages, theme packages, and seasonal packages.
	Develop a Southern Maryland Tour and Travel Group Tour Manual to be distributed to Pennsylvania Bus Association and to leads received from the Maryland Office of Tourism Development from the National Tour Association Tour and Travel Exchange and the American Bus Association Marketplace.
<b>(TIZ)</b>	Develop and install interactive kiosks at key points in all TIZs with advertising capabilities to market other key sites and attractions. Utilize touch screen options as another means of gathering visitor information.
	Develop overview video of region for use at gateway visitor centers and distribute to regional hotels/motels etc. for use in rooms
	Develop strategy for ongoing public communication via newsletters, press releases, briefings, etc.
	Advertise large events in counties regionally with a regional headline on a regular basis, utilizing regional funds.
	<p>Implement programs to specifically assist businesses housed in historic buildings:</p> <ul style="list-style-type: none"> <li>- information on local, state and federal technical assistance programs for restoration and maintenance</li> <li>- information on local, state and federal financial assistance programs including tax incentives and low interest loans</li> <li>- information on how to get an historic property or structure listed on an historic register (including benefits of being listed)</li> </ul>
<b>(TIZ)</b>	Create and fabricate a collection of street banners in Solomons to advertise and market activities for various seasons of the year and for various major events.
	Work with the Amish Community in Charles and St. Mary’s counties to more effectively market their products. Consider consolidation of sales of farm produce, greenhouse and handcrafted goods in conjunction with displays at a single destination. Consider group lunches and dinners offered by Amish community at a single destination for touring groups.
	Develop the “fly-in” market for the expanding regional airport by creating and marketing tour itineraries and packages that target this market.