

Section 13: Five-Year Program Development Activities

Each of the recommended SMHA Program Development Activities is discussed briefly below:

Interpretive and Education Program Development

Interpretive Exhibits Program Development: This program involves the development of exhibits portraying the history of the SMHA, which can be displayed at various locations. Resources in this category also may be used to assist in developing interpretive exhibits at new and existing heritage venues.

Expand tobacco culture interpretation to include other forms of agriculture, and in addition to tobacco barns, incorporate mills, corncribs, 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 **Expand exhibits and improve interpretive program at Navy Museum** on Patuxent River Naval Air Station grounds (pending construction of new facility).

TIZ **Interpret Native American ossuary (cemetery) at Friendship Farm Park** with outdoor exhibits and panels (coordinate this with representatives from local Native American organizations to insure authenticity and respect for burial ground).

Improve interpretive program and exhibits at Point Lookout.

Develop improved interpretation and new exhibits for Lighthouses of Southern Maryland:

- Cove Point Lighthouse, Calvert County
- TIZ: Piney Point Lighthouse, St. Mary's County
- TIZ: Drum Point Lighthouse, Calvert County
- Point Lookout Lighthouse, St. Mary's County

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).

- Survey resources/conduct needs assessment of associated county sites and collections as per the Inventory of MD Commission on Af-Am History and Culture.
- Conduct needed research and further develop stories
- Develop exhibits
- Develop print and electronic guides

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 19th and 30th 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.

Develop new exhibits and implement exhibits improvements program for African American Heritage Society's Museum and Cultural Center in La Plata, including interpretation of lives of historic African Americans of the region (Mathias de Sousa, Josiah Henson and Matthew Henson), conduct an African American oral history program to be incorporated in new exhibits.

Expand the displays and interpretation of rural life at the Farm Exhibit Building at Jefferson Patterson Park and Museum to highlight the tools and equipment used by the agricultural community in Calvert County and Southern Maryland.

Work with the Amish community in Charles and St. Mary's counties to devise an acceptable means to interpret their lifestyle and history in Southern Maryland.

Education Program Development: Resources in this program category will be used to assist research entities or schools in the creation and distribution of educational materials. Funds also may be used to provide incentives for higher education research, directed study, and internships or to educate residents and visitors alike about the importance of historic preservation through guides to historic walks, plaques on historic structures, and other techniques.

Expand Calvert Marine Museum educational programs (to coincide with expansion of Museum facilities).

Develop and implement an "In Your Own Backyard" awareness/education program for local residents and businesses to promote the heritage area locally (produce 30 or 60 second taped educational psa's on heritage area "fascinating facts" for local tv/radio stations; develop "Did You Know?" educational section for Heritage Area newsletter with facts and cultural lore about the region).

Develop an educational partnership program with county schools (initial discussions with school reps from Charles County indicated support for a project of this type that utilizes historic sites as "learning laboratories"). Program should utilize interpretive, experiential programs that connect the past to the present. Programs should relate to school curriculum, include age-appropriate activities, focus on the human aspect of history with compelling stories of both ordinary and extraordinary people. Outreach education programs could include a youth volunteer corps that conducts site tours for visiting school groups, assists in archeological projects like digs, participates in living history demonstrations, and assists with clean-up, stabilization, documentation, or restoration of historic sites.

Develop interpretive/educational programs in conjunction with an annual "Down on the Farm" open house day or weekend with area farmers. Develop materials to assist farmers in interpreting their farming operations for visitors, including simple educational guides to explain soil types, crops, crop rotation, crop diseases, harvesting techniques, dairy farming, animal husbandry, etc.

A Web Site: Resources in this program category will be used to maintain a web-site for the SMHA, which will be dedicated to heritage interpretation and education.

Linkages Program Development

Guided and Self-Guided Tours Development: Resources in this program category will be used to develop guided and self-guided biking, hiking, water and auto tours and materials. Resources also may be used to develop interpretive wayside exhibits that highlight significant historical and/or natural resources located along trails.

Develop a self-guiding maritime heritage sites tour 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, etc.

Develop audio/visual self-guided heritage tour materials for each Southern Maryland Heritage Area theme for rent and for sale at staffed visitor centers and museum facilities:

- audio self-guided tours for driving/boating visitors,
- audio self-guided tours for theme trails, i.e. Star Spangled Banner Trail, eco-tour trails
- audio self-guided tours for sites and facilities, especially those that do not have docents or tour guides regularly staffing exhibits
- CDs and videos of living histories, i.e., actors portraying historic characters and events of the region, similar to oral histories or first-person accounts

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 brochure for self-guided “Escape of an Assassin” 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. Partner with civil war sites and State tourism office to link State’s “Escape of a an Assassin” theme with related SMHA sites. 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 self-guiding natural and cultural resources tour brochure/driving map that features the natural and cultural resources of the region.

Develop a self-guided “Escape of an Assassin” auto tour brochure/driving map that features sites from Mudd House to Pope’s Creek and into Virginia as part of Maryland’s “Escape of an Assassin” tour. Link brochure with existing historic markers that interpret the Lincoln assassination and Booth’s escape and erect additional markers as needed. (Note: the road from Rte. 301 to Pope’s Creek where Booth crossed the Potomac has additional markers on this topic).

TIZ 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.

- “catch of the day” from water to table component (fishing boat, soft shell crab/crab/oyster prep demo/ restaurant visit)
- water lore: Dee of St. Mary’s
- history: Piney Point lighthouse/Potomac River Museum
- ecology: Dee of St. Marys, DNR Aquaculture Center
- business: Stuart pipeline, Harry Lundenburg School

Develop a guided “Tobacco Road” tour that features Sotterley Plantation, Godiah Spray Tobacco Farm, the ACLT/Wallace Family Farm site in Calvert County, 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, past and present methods of shipping and marketing tobacco.

Improve interpretation of historic religious structures including development of external interpretive panels and outdoor exhibits at sites.

Develop outdoor interpretive exhibit panels for selected sites of standing tobacco barns, mills, corncribs, granaries, farmsteads and other agricultural structures as examples of agricultural heritage.

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.

Trail Development: Resources in this program category will be used to prepare trail routing and feasibility studies for new trails. Resources also will be used to develop, design, and implement coordinated signage and information packages using the SMHA logo. Resources also may be used to provide signage at trailheads and along the trail and scenic routes. These signs will direct users to such things as connecting foot, bike, or horse trails, commuter rail stations, water shuttle landings, public landings and other public water access points.

TIZ Develop water trail from Calvert Marine Museum in Solomons to Cove Point Lighthouse via Back Creek to Chesapeake Bay.

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 Benedict, Drum Point, Cedar Point, and St. Leonard’s Creek.

Partnership Development: Resources in this program category will be used to assist in the development of heritage partnerships and cooperative programs.

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.

Develop a partnership 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

Resource Preservation and Stewardship Program Development

Recognition Program Development: Resources in this program category will be used to recognize people, groups and/or organizations that have excelled in preservation and stewardship efforts.

Develop and implement a recognition program within the “In Your Own Backyard” awareness/education program for local residents and businesses to promote the heritage area locally.

Recognize efforts in historic and cultural resource preservation through events such as:

- 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
- through the Heritage Area newsletter, publish a regular “story” piece that recognizes a local business for its efforts in promoting an aspect of the Heritage Area aspect or theme (include info on how it helped the business to successfully promote or increase its own revenues/employment opportunities, and offer suggestions to other businesses to help them tie in with heritage themes and successfully promote their own businesses)
- include a “This Old House” feature recognizing local residents/businesses who own and have restored or stabilized historic buildings or properties (include an interview with owner on the challenges/rewards of being listed, and offer tips and info for other historic property owners to do the same)
- include a “Barn Again” feature recognizing people or groups who have completed successful barn rehaband restoration projects.

Conservation Project Development: Resources in this category will be used to assist counties and communities with the establishment of programs and incentives to encourage conservation of farmland, maintenance of key scenic vistas, and/or protection of important wildlife habitats.

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.

Secure and protect shoreline at Purse State Park to ensure preservation and longevity of passive recreation resources, especially fossil hunting.

Coordinate existing and new watershed protection projects and outreach programs with local watershed teams.

Incentive Program (Preservation) Development: Resources in this program category will be used to provide technical assistance to municipalities in the development of guidelines and techniques to improve land use and transportation planning and to provide technical and financial assistance to historic restoration and rehabilitation projects. This includes technical assistance in preparing nomination papers for National Register Districts or in preparing historic preservation ordinances for municipalities.

Partner with county Historic Preservation Commissions or historic preservation planning staff for outreach

and coordination of tax credits and other incentive programs for preserving historic resources.

Establish guidelines, incentives and certification for heritage sites within the heritage area to become "recognized". Encourage counties to match funding levels to certification status of museums.

Restoration/Rehabilitation Project Development: Resources in this program category will be used to create incentives (grants) for restoration or rehabilitation of key heritage resources.

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. The ubiquitous Tobacco Barn is the single most prominent, unifying element throughout the region.

TIZ Implement improvements program for Port Tobacco Courthouse, including developing and implementing a collections conservation program and preventative maintenance program.

Implement programs to specifically assist businesses housed in historic buildings, including providing information on local, state and federal technical assistance programs for restoration and maintenance, information on local, state and federal financial assistance programs including tax incentives and low interest loans, information on how to get an historic property or structure listed on an historic register (including benefits of being listed).

Partner with county Historic Preservation Commissions or historic preservation planning staff in efforts to identify, evaluate, preserve and rehabilitate historic resources.

Community and Economic Development Programs

Financial and Technical Assistance for Revitalization Efforts: Resources in this program category will be used to provide financial and technical assistance for revitalization efforts that reinforce historic venues and settings, such as business retention efforts and assistance in new business creation that takes advantage of the SMHA designation and various historic rehabilitation incentives.

TIZ Create incentives to encourage development of B&B facilities in Leonardtown and Nanjemoy utilizing its existing historic housing stock, particularly those properties that are located near or in the downtown.

As part of a Heritage Area Business to Business program, regularly **host seminars/workshops on all forms of assistance available to businesses located in TIZs and within the CHA**, including tax incentives and low interest loans.

Develop a farm B&B concept that allows Southern Maryland farmers to promote the agriculture industry and provides an alternative/additional source of income.

Marketing and Outreach Program Development

Regional Marketing Plan Development: Resources in this program category will be used to develop, implement and maintain the SMHA's marketing and outreach plan.

Supplement current Time & Tide slogan with the term "Maryland Beginnings" in all future advertising and promotional material, including the web site.

Develop new regional brochures that highlight heritage area themes, make all brochures available on the website.

Provide existing attractions that do not have brochure racks with racks to cross sell other attractions and the region.

Implement a visitor tracking system at key sites to determine visitor demographics for target marketing programs.

Establish key market "niches" for heritage tourism and develop targeted marketing programs to attract those markets (i.e., seniors, boaters, families, etc.).

Develop and promote SMHA tour package programs for target markets, including overnight or weekend packages, family packages, theme packages, and seasonal packages.

Develop the "fly-in" market for the expanding regional airport by creating and marketing tour itineraries and packages that target this market.

Develop overview video of region for use at gateway visitor centers and distribute to regional hotels/motels etc. for use in rooms.

Develop strategies for ongoing public communication via newsletters, press releases, briefings, etc.

Advertise large events through media sources located throughout the Mid-Atlantic region on a regular basis.

Develop a Heritage Area Business to Business program to keep businesses interested and involved in, and supportive of, the SMHA:

- regularly host seminars/workshops on all forms of assistance available to businesses located in TIZs and within the CHA, including tax incentives and low interest loans
- recognition program for business for heritage tourism achievements (awards program)
- develop innovative ideas to assist businesses with marketing their products or services within the context of the heritage area
- provide businesses with demographics and information on heritage area target markets to assist them in targeting visitors when they come to the area
- regularly update businesses with heritage area benchmark accomplishments
- host quarterly or seasonal "Business to Business" gatherings to bring everyone together to exchange information/insights, invite business representatives or organizations from other heritage areas to speak and share experiences
- distribute SMHA logo tote bags filled with heritage area signature items to realtors to include in Welcome Baskets, and to chambers of commerce to distribute to participants of regionally hosted business-charity events or conferences, etc.

Create and install a collection of street banners in Solomons to advertise and market activities for various

seasons of the year and for various major events.

Special Events, Incentive Programs, and Packaged and Group Tour Program Development:

Resources in this program category will be used to develop and promote packaged tours and a passport ticketing system.

Develop an annual Heritage Week as a ‘traveling’ festival, with a segment in each TIZ area. Publicize locally and statewide with advertising campaign, posters and brochures. Feature longer ‘open to the public’ hours for courthouses and research facilities throughout the region, offer cultural/historical theme special events and living histories, feature costumed interpreters on special guided tours of Southern Maryland historical attractions, offer increased boat tours and regional food for sale/regional food cooking demonstrations, sponsor an art show including children’s art, feature booths, demonstrations, living histories by special groups (Native Americans, African Americans, Amish, Revolutionary and Civil War Re-enactors, etc.)

Develop and implement an “In Your Own Backyard” awareness/education program for local residents and businesses to market and promote the heritage area locally. In addition to news and information about heritage area sites, offer admissions discounts to sites and facilities to residents and employees of local businesses located in the heritage area. Include a calendar of heritage area events and information on how to become a “Friend” of or volunteer for the heritage area.

Develop and 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.

Create a Southern Maryland wine festival at Sotterley within context of agricultural diversification (grape growing).

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.). Consider hosting the cookoff every season to showcase what’s growing/biting throughout the year. If feasible, collect recipes featured each year and produce a cookbook.

Create a festival of tall ships at Historic St. Mary’s City/St. Mary’s College to mark the 30th 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.

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.

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.

Implement a visitor tracking system at key sites to determine visitor demographics for target marketing programs.

Develop a Southern Maryland Tour and Travel Group Tour Manual to be distributed to Bus Associations 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.

Develop and promote SMHA tour package programs for target markets, including overnight or weekend packages, family packages, theme packages, and seasonal packages.

Visitor Centers/Signage Development: Resources in this program category will be used to assist communities in the development of coordinated regional signage and gateway enhancement projects.

Improve directional signage to historic religious structures, both on major highways and secondary roads, to assist visitors in finding sites and structures. Include external signage at sites encouraging visitors to enter restored structures.

Visitor Infrastructure Development: Resources in this program category will be used to assist communities in the development of visitor infrastructure improvement projects.

Explore adding attraction loop to county public bus systems (perhaps on weekends).

Implement a water taxi/shuttle system as a means of transporting boaters to key sites during peak months.

Marketing Product Development: Resources in this category will be used to develop and maintain a marketing web site, including a virtual “SMHA store” where products may be purchased (“e-commerce”).

Implement “Everything Southern Maryland” concept - include on website as “virtual” retail outlet for museums as well as for ag products. Package authentic or unique local “signature” products, including:

- Southern Maryland lighthouses as art
- specialty seafood gourmet products
- Native American/Amish artforms
- Southern Maryland barns as art

Develop an overview video of region for use at gateway visitor centers and distribute to regional hotels/motels etc. for use in rooms