

Appendix B  
Survey Of Heritage Organizations



**REDMAN/JOHNSTON ASSOCIATES, LTD.**

**Comprehensive Planning - Community Development - Natural Resources Management**

March 4, 2002

In February of 1997, Calvert, Charles, and St. Mary's Counties combined forces and resources to begin development of the Southern Maryland Heritage Area. In April, 1999, the Southern Maryland Heritage Area was granted Recognition Status by the State of Maryland, a major step towards Heritage Area Certification. The firm of Redman/Johnston Associates is currently assisting the counties in developing a tourism management plan for the Southern Maryland Heritage Area, which includes identifying the region's key historic, cultural, and natural resources (collectively known as heritage resources). Organizations that play a role in representing, preserving, promoting, or interpreting these resources will ultimately play a significant role as Partners in the Southern Maryland Heritage Area, and that is why we have contacted you.

What is the Maryland Heritage Area Program? Very simply, it combines preservation and tourism to enhance a community's economic activity and at the same time generate resources for historic and cultural preservation.

Southern Maryland's heritage tourism program will be managed according to a business plan that we are helping Calvert, Charles, and St. Mary's Counties to prepare. You are a potentially important partner and we need to know more about how you operate, your goals, projects, etc., so that we can build a responsive business strategy.

Please take a moment to answer the enclosed eight questions regarding your organization, and return your answers in the envelope provided. A member of our staff may be contacting you in the future for follow-up information regarding your answers. If you have any questions, please feel free to call us at 410-822-9630, or email us at [lag@rja-ltd.com](mailto:lag@rja-ltd.com).

Thank you very much for your help.

1. Please briefly describe your organization's history, including:

- How long have you been operating?
- Why were you formed?

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2. Please briefly describe your organizational structure, including:

- Are you non-profit, private, incorporated, educational, municipal, religious, etc.?
- Do you have a governing board or management entity?
- Regular operating hours?
- Annual operating budget?
- Funding sources?

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3. Do you have a paid staff? If so:

- How many people?
- Are they full or part-time, year-round or seasonal?
- What are their responsibilities?

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4. Do you have a volunteers? If so:

- How many?
- Are they full or part-time, year-round or seasonal?
- What are their responsibilities?

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5. Please describe your existing facilities, programs, or events.

- Are they open to the public?
- Do they have a fee or cost?
- Are they available regularly on a weekly, monthly or yearly basis?
- Do you market or advertise them?
- How do you market or advertise them?

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6. Are you planning any new facilities, programs, or events? If so, please describe.

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7. Please describe, to the extent possible, your visitors or audience, including:

- How many do you have annually?
- Where do they come from (local residents (Charles, Calvert or St. Mary's), tourists, or both)?
- What is the overwhelming reason they come to you?
- Are they 'daytrippers' or overnigheters or both? (If overnigheters, where do they come from?)
- Are you a bus tour destination? (If so, about how many a year?)
- Who are they (families, senior citizens, young professionals, Gen-X, etc.)?

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8. What other ways do you raise funds?
- Do you sell any products or services?
  - What are they?
  - What is the dollar amount of a typical sale?
  - Do you have a dues-paying membership?
  - Do you hold fundraising events?

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Thank you for your help. The following information will help us update our database:

**Organization Name** \_\_\_\_\_

**Contact Person(s)** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

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**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Website** \_\_\_\_\_