



# ECONOMIC CONTRIBUTION OF MARYLAND MILESTONES TO THE MARYLAND ECONOMY

December 2020



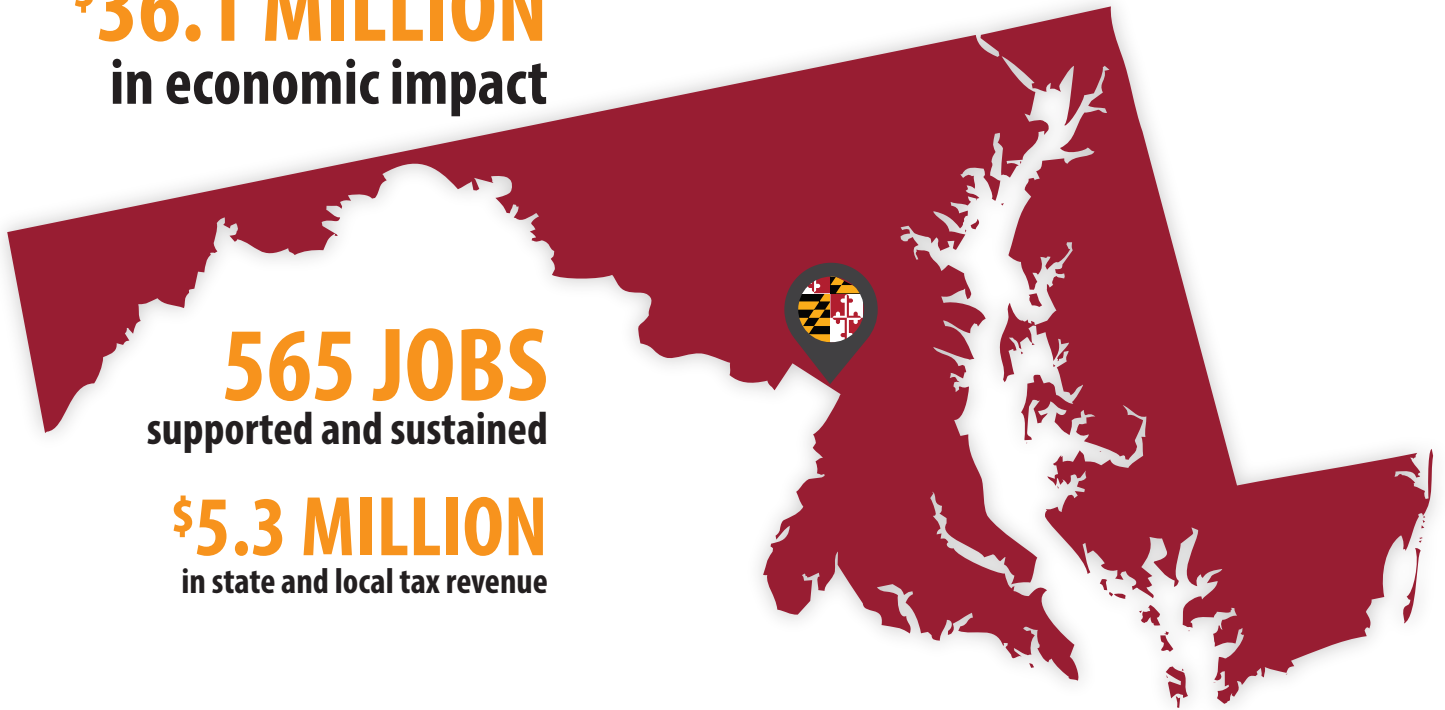


# MARYLAND MILESTONES MAKES AN IMPACT

**\$36.1 MILLION**  
in economic impact

**565 JOBS**  
supported and sustained

**\$5.3 MILLION**  
in state and local tax revenue



## HERITAGE, HISTORY, AND SURPRISING OUTDOOR ADVENTURES

**SIXTEEN MUNICIPALITIES,**  
including ten National Register  
Historic Districts, four National Historic  
Landmarks, and 32 individual National  
Register of Historic Places sites.

**SEVEN HISTORIC DISTRICTS**  
in the City of Laurel guiding  
the rehabilitation of homes  
and storefronts throughout  
the Main Street Corridor since 1975.

### EIGHTEENTH-CENTURY ARCHITECTURE:

Belair, Bostwick, Marietta,  
Montpelier Mansion,  
Riversdale - home  
of the Calvert  
Family, and  
more.



**SITE OF THE  
BATTLE OF BLADENSBURG,**  
a turning point in the War of 1812 leading  
to the writing of the Star Spangled Banner,  
and part of the Star Spangled Banner  
National Historic Trail.



**FIRST UNMANNED LAUNCH**  
of a hot air balloon in the United States.

**HOME OF NASA GODDARD**  
Space Flight Center – birthplace of the  
Hubble and Webb Space Telescopes.

### THE BOYHOOD HOME OF JIM HENSON



and the birthplace of the  
Muppets at the  
University of Maryland  
with three memorials to Henson's legacy.

**THE GATEWAY  
ARTS DISTRICT,**  
containing over 500 working artists,  
dozens of public art pieces, and four  
art centers.

**FIVE  
PERFORMANCE  
THEATERS**  
plus the largest single  
screen movie theater in the region.



**OVER 40 MILES**  
of paved trails, including the Rhode  
Island Avenue Trolley Trail, plus  
miles of hiking trails at the National  
Park Service's Greenbelt Park.



# ABOUT MARYLAND MILESTONES

Maryland Milestones seeks to preserve and promote the history, art, culture, and nature of the Certified Anacostia Trails Heritage Area. This branded program brings information about “milestone moments” – the unique, the only, and the one of few - of our history to the public through signage, brochures, tours, and a Heritage Center. Additionally, the Maryland Milestones brand emphasizes the importance travel, trade, and communication have played in the region – through turnpikes, highways, parkways, aviation, streetcars, telegraphs, and train travel.

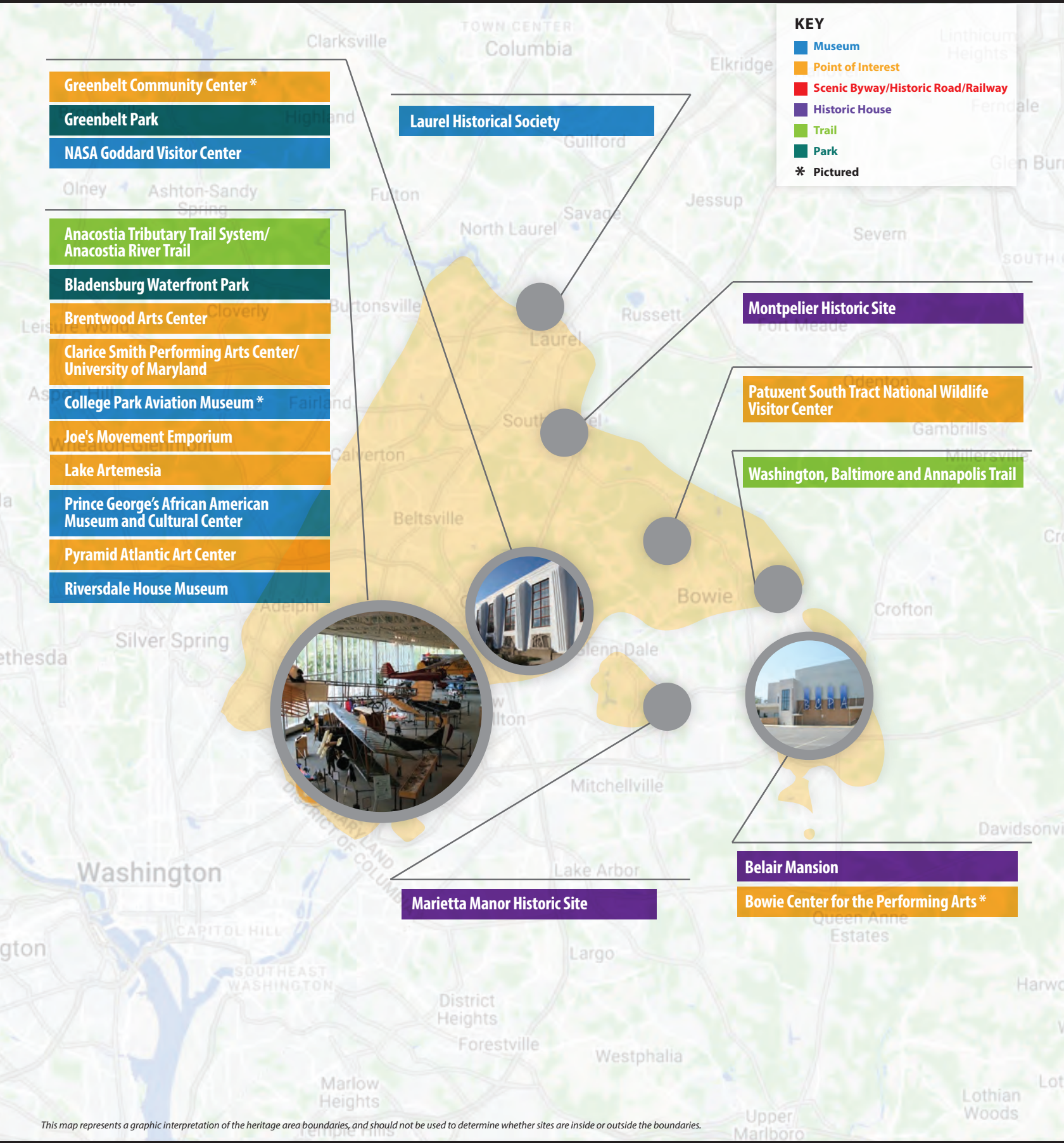
Founded in 1997 and certified as a Maryland Heritage area in 2001, the Anacostia Trails Heritage Area (d/b/a Maryland Milestones) encompasses over 100 square miles of Northern Prince George’s County – bordered by Washington, D.C. to the south, Montgomery County to the West, Howard, and Anne Arundel County to the North, and encompassing portions of Bowie, Glenn Dale, and Cheverly to the East. Maryland Milestones is a brand established in 2012 by Anacostia Trails Heritage Area Inc., to highlight the first and unique moments which have occurred (or are occurring) in the heritage area. Maryland Milestones includes parts of 17 municipalities.

Maryland Milestones performs its work through partnerships, programs, and grantmaking. The organization is a 501c3 nonprofit with offices located in Hyattsville, Maryland. The staff and board work to support heritage tourism through marketing, partnership development, technical assistance, and funding programs for sites and partners with an average annual budget of \$200,000. Their partnerships are focused around their key themes at multiple levels of government, federal, state, and local municipalities.

1. Stories of the importance of diverse African American culture from agriculture and enslaved persons to the current legacy of Prince George’s County as one of the wealthiest, majority African American counties in the United States. The next census is expected to show a growing Hispanic community.
2. Distinctive examples of the settlement and growth patterns of communities that resulted from their proximity to the nation’s capital.
3. Site of one of the most significant events in the War of 1812, the Battle of Bladensburg, and the connected early colonial history, including the legacy of dueling.
4. A legacy of art and culture through the many arts centers to tell a story of innovation and expression unique to Maryland.
5. Natural resources and the history of the use of these resources, from Native American settlements to the space program, possess exceptional value in interpreting the heritage of Maryland and the nation and provide a vital linkage by water and paved trails.
6. Historical resources that chronicle the invention, development and improvement of transportation and communication firsts in the United States – “Linking the Nation.”

Maryland Milestones serves as a convener, catalyst, and promoter of tourism, community investment, preservation, and education in the region. Maryland Milestones has abundant historic and cultural resources in neighborhoods throughout its footprint and works with partner organizations to support heritage tourism. Maryland Milestones expands its reach annually through partnerships, grantmaking, and encouragement of heritage tourism and community development.

# MARYLAND MILESTONES KEY SITES SPAN ACROSS PRINCE GEORGE'S COUNTY



# ECONOMIC IMPACT OF MARYLAND MILESTONES

## ECONOMIC CONTRIBUTION

The economic impact of Maryland Milestones is **\$36.1 million** annually. This economic impact consists of tourism driven by the presence of the Maryland Milestones (\$35.4) and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$679,566).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$463,272	\$21,082,204	\$21,545,476
Indirect	\$114,565	\$6,526,325	\$6,640,890
Induced	\$101,729	\$7,792,618	\$7,894,347
<b>Total</b>	<b>\$679,566</b>	<b>\$35,401,147</b>	<b>\$36,080,713</b>

Source: Parker Phillips using IMPLAN

## EMPLOYMENT CONTRIBUTION

The total employment impact of Maryland Milestones is **565 jobs**. This employment impact consists of jobs supported and sustained by Maryland Milestones operations and grant making activities (7 jobs) and tourism (558 jobs).

	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	4	397	401
Indirect	2	77	79
Induced	1	84	85
<b>Total</b>	<b>7</b>	<b>558</b>	<b>565</b>

Source: Parker Phillips using IMPLAN



# ECONOMIC IMPACT OF MARYLAND MILESTONES

## STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of Maryland Milestones based upon operations, grantmaking, and tourism totals **\$5.3 million**.



Source: Parker Philips using IMPLAN

### ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 19. Primary surveys were conducted with heritage area visitors across the state in the heritage area (day and overnight and local and non-local visitors).

# MARYLAND MILESTONES HERITAGE AREA

## WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.



## ANNALIE AND SOREN EBBELER MARYLAND MILESTONES HERITAGE CENTER

As the first permanent home for the Maryland Milestones Heritage Area, the Heritage Center serves as a combination of visitor center, workshop space, and community gathering area. With brochures, exhibits, and a rotating event schedule, the Heritage Center is a great starting place for visitors to the Heritage Area located right in historic Hyattsville. The center is located within the Pyramid Atlantic Art Center, a vital and exciting papermaking arts organization that hosts a variety of events and exhibits, complementing the exhibits and information in the Heritage Center.



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ANACOSTIA TRAILS HERITAGE AREA KEEPS THE COMMUNITY INSPIRED  
AND ENGAGED WITH EXPERIENCES THAT TRULY GIVE MARYLANDERS A  
REASON TO HAVE PRIDE OF PLACE VALUES.

– JESSICA SMITH HEBRON  
PRINCE GEORGE’S AFRICAN AMERICAN MUSEUM & CULTURAL CENTER

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