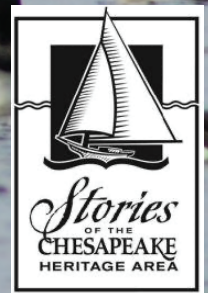


STORIES OF THE CHESAPEAKE HERITAGE AREA MAKES AN IMPACT

December 2020

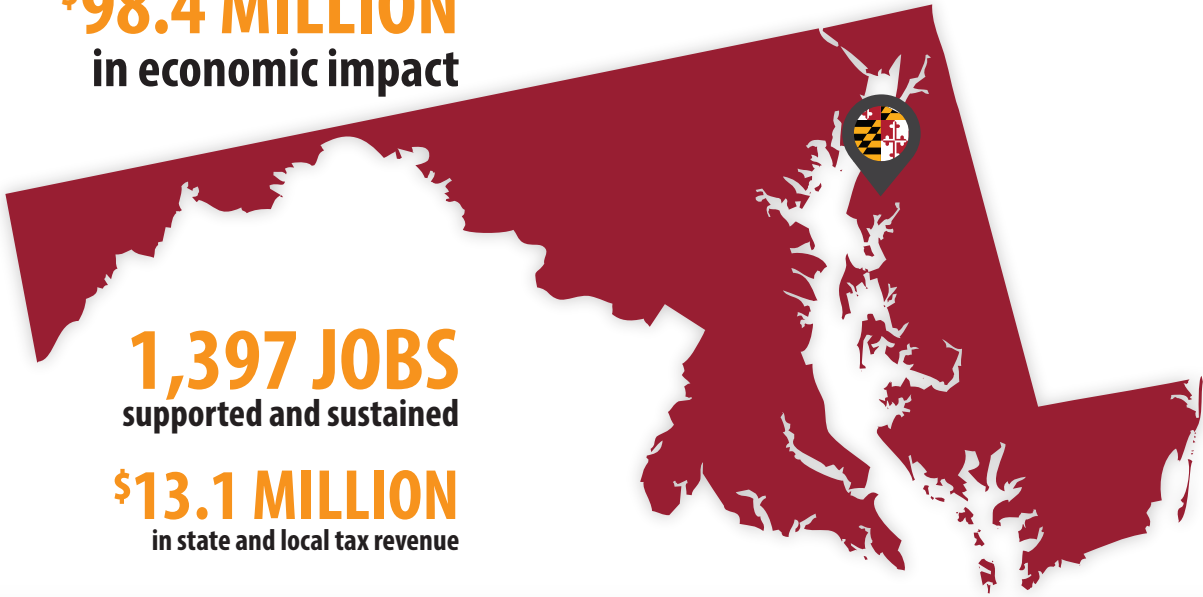


STORIES OF THE CHESAPEAKE HERITAGE AREA

\$98.4 MILLION
in economic impact

1,397 JOBS
supported and sustained

\$13.1 MILLION
in state and local tax revenue



Life here is inseparable from the Chesapeake Bay, North America's largest and most productive estuary.

One of the oldest and largest remaining working landscapes in North America is also one of its most protected landscapes.

The fertile lands and rich waters form the foundation of the region's economy and culture.

Known as the **Breadbasket of the American Revolution**, Maryland's Eastern Shore farmers are leaders in agricultural innovation. Local watermen balance traditional methods of fishing with new innovations for raising seafood.

Indian sites range from rare Archaic, such as the 13,000-year-old Paw Paw Cove on Tilghman Island, to "contact" sites, where Captain John Smith first visited the indigenous tribes.

Historically significant small towns, many of which are listed on the National Register of Historic Places, remain hubs of community activity.

The history of the heritage area is closely interwoven with the story of **religious toleration and early denominational development** spanning from the 17th to the 20th centuries. Several nationally significant churches and numerous 19th century country crossroads chapels mark the landscape as "the Garden of Methodism".

Free black communities were scattered throughout the heritage area as early as the 17th century. The Hill Community in Easton is one of the oldest free African American neighborhoods in the United States. Founded in the 1780s as this crossroads grew into a town, this community continues today.

Significant African American sites include Rosenwald schools, large and small, Sumner Hall, one two remaining Grand Army Republic (G.A. R.) halls in the United States, and Buffalo Soldiers home.

Birthplace of nationally recognized abolitionists Frederick Douglass and Henry Highland Garnet and hotbed of Abolitionist activity along Underground Railroad routes traveled by Harriett Tubman and supported by Quakers, black mariners, and the remote landscape.

Home to two National Scenic Byways: Harriet Tubman Underground Railroad and Chesapeake Country. The National Park Service Network to Freedom program includes sites associated with African Americans and whites who risked their lives to help self-liberators reach freedom, and Civil War sites where some enslaved people fled to join the ranks of the Union Army.

STORIES OF THE CHESAPEAKE HERITAGE AREA

The Stories of the Chesapeake works with community partners to tell the story of Maryland's Eastern Shore through preservation and enriching experiences to promote the cultural and natural heritage of the region while enhancing its economic vitality.

The Stories of the Chesapeake Heritage Area includes four rural Maryland counties on Chesapeake Bay's Eastern Shore. Scenic roads and waterways link 21 historic municipalities and many more agricultural and maritime villages. The area includes seven major rivers and more miles of shoreline than any comparable group of counties in the nation. Caroline, Kent, Queen Anne's, and Talbot counties are a significant part of the nation's last great Colonial landscape.

The heritage area tells stories of European and American history. The views, the farms, the communities, the buildings, and even much of the population – those whose roots extend to Colonial times still evoke the nation's early American past. Beneath current roads and bridges lie original American Indian trails and river crossings. Historic homes and property lines still mark the countryside. Community churches offer the timeless rhythms of worship. Small towns and villages reflect transportation and settlement patterns laid down centuries ago. Many buildings built in the 18th and 19th centuries still survive – some date back to the 17th century.

This is a landscape that reflects centuries of a thriving regional economy, fueled by the riches of land and water, accessible by boat nearly everywhere and with level lands readily traversed and easily plowed. The Chesapeake Bay is the reason much of this landscape has survived. As demographic patterns shift and population moves toward these rural counties, Stories of the Chesapeake Heritage Area, at the direction of their board and in cooperation with local governments, will work to promote managed growth and development to preserve this historic landscape and culture.

The Stories of the Chesapeake Heritage Area was certified in 2005 and acts as a conduit through which large and small, public and private organizations connect. Acting as a catalyst for regional marketing, one of our initiatives "Maryland's Tastiest Catch" showcases the Eastern Shore's culinary traditions and connects our culture and heritage destinations. The heritage area continues to identify creative marketing opportunities.

In cooperation with local governments, land trusts, and other conservation organizations, the Stories of the Chesapeake supports efforts to maintain the region's special sense of place. Encouraging expanded use of historic preservation incentives and regulations where necessary helps to maintain the historic character of our region's communities, waterways, and landscapes. Extending our knowledge through careful surveys of below-ground historic and prehistoric deposits encourages archeological conservation and research.

As a trusted resource, we make projects happen. The Stories of the Chesapeake convenes workshops on grant writing, accessibility, social media, volunteer management, and virtual exhibits and tours, which have resulted in an increase in grant funding for our partners and other economic investments in our region. The heritage area acts as a clearing house for funding sources, training, and innovation techniques to help our partners tell their stories.

As communities and economies change, Stories of the Chesapeake Heritage Area works to celebrate past traditions, encourage events that build a sense of community, and offer new venues and markets to support artists, craft workers, and performers. The Stories of the Chesapeake celebrates our Cultural traditions enrich the quality of life and are part of what makes living and visiting the area a distinctive experience.

STORIES OF THE CHESAPEAKE KEY SITES

SPAN ACROSS KENT, QUEEN ANNE'S, CAROLINE, AND TALBOT COUNTIES



This map represents a graphic interpretation of the heritage area boundaries, and should not be used to determine whether sites are inside or outside the boundaries.

ECONOMIC IMPACT OF STORIES OF THE CHESAPEAKE

ECONOMIC CONTRIBUTION

The economic impact of the Stories of the Chesapeake Heritage Area is **\$98.4 million** annually. This economic impact consists of tourism driven by the presence of the Stories of the Chesapeake Heritage Area (\$96.9 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$1.5 million).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$742,092	\$56,253,394	\$56,995,486
Indirect	\$373,682	\$19,637,751	\$20,011,433
Induced	\$362,833	\$21,051,932	\$21,414,765
Total	\$1,478,607	\$96,943,077	\$98,421,684

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Stories of the Chesapeake Heritage Area **1,397 jobs** supported and sustained. This economic impact is driven by the presence of the Stories of the Chesapeake's operations and grant making activities which support 24 jobs and tourism in the heritage area supporting 1,373 jobs.

	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	16	976	992
Indirect	4	189	193
Induced	4	208	212
Total	24	1,373	1,397

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF STORIES OF THE CHESAPEAKE

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Stories of the Chesapeake Heritage Area based upon operations, grantmaking, and tourism totals **\$13.1 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).

STORIES OF THE CHESAPEAKE 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.

STORIES OF THE HOPE, PERSEVERANCE, AND RESILIENCE

The Stories of the Chesapeake occupies one of North America's oldest working landscapes. The heritage area is a wellspring of stories of hope, perseverance, and resilience that continue to inspire us today.

Abolitionist, activist, and minister Henry Highland Garnet was born enslaved in 1815 in Kent County. As a child he escaped with his family to New York City. He later became a tireless activist and prominent member of the movement that encouraged more political action. His "Call to Rebellion" speech in 1843 encouraged slaves to take action and claim their own destiny. He inspired others to take action, including John Brown who led the 1859 attack on the arsenal in Harpers Ferry. On February 12, 1865, Garnet made history when President Abraham Lincoln chose him to give a sermon before the House of Representatives—making him the first African American to do so. In 1881, President James A. Garfield appointed Garnet to serve as United States Minister and Consul General in Liberia.

One of leading Americans of the 19th century, Frederick Douglass was born enslaved along the Tuckahoe River in Talbot County. After escaping the bonds of slavery in 1838, he became an internationally renowned abolitionist, writer, orator, and statesman. He was a force in the anti-slavery movement and the first African American citizen to hold executive position in the U.S. government. When Douglass visited Easton in March 1893, he told the assembled children at Moton School the story of a boy who lost his parents, a slave forced to sleep on a cold floor, who taught himself to read, and grew to speak, hold high public offices, and accumulate some wealth. He concluded, "That boy was Frederick Douglass. What is possible for me is possible for you."

"WE LIKE TO THINK THAT WE MAKE PROJECTS HAPPEN AND ARE UTILIZING THE HERITAGE AREA TO BUILD A STRONG AND MEANINGFUL NETWORK. WE DO NOT WANT TO BE SEEN SIMPLY AS A PASSTHROUGH FOR GRANT FUNDING, BUT A TRUE PARTNER IN STRENGTHENING CAPACITY. WE DEVELOP OUR TECHNICAL WORKSHOPS TO SUPPORT THESE EFFORTS. OUR COLLABORATIONS WITH OTHER ORGANIZATIONS SUCH AS WASHINGTON COLLEGE AND THE USDA HAVE PROVIDED SUPPORT. WE ALSO WORK IN CONCERT WITH TOURISM PROFESSIONALS FROM OTHER REGIONS TO ENCOURAGE PEOPLE TO NOT ONLY VISIT OUR HERITAGE AREA, BUT OTHERS AS WELL."

**– ROB FORLONEY
PRESIDENT OF THE STORIES OF THE CHESAPEAKE HERITAGE AREA BOARD**

