

2017

Year in Review



BNHA Partnership Programs Engage City Youth With History, Recreation

The heritage area is proud to be part of three unique programs that connect the city's public school students with the city's vibrant history and natural resources.

Baltimore's Civil Rights Legacy

Since 2016, the Baltimore National Heritage Area (BNHA) has partnered with the Maryland Historical Trust and Baltimore Heritage (the city's preservation advocacy organization) on a project that engages Baltimore City Public School students to explore their local history using the research standards and processes of developing nominations to the National Register of Historic Places. Students investigate Baltimore's significant role in the Civil Rights Movement and the people and places that reflect this critical time in U.S. and Maryland history. The project is funded in part through a National Park Service Underrepresented Community Grant.

The heritage area's primary role is to help teachers and their students connect to historic sites and resources for researching the Civil Rights Movement. Key partner sites have included the Maryland Historical Society and the Lillie Carroll Jackson Civil Rights Museum, which operates under the stewardship of Morgan State University.

Initial planning meetings brought together the heritage area, Baltimore Heritage, the city schools' humanities coordinator, the Maryland Historical Society, and the Lillie Carroll Jackson Civil Rights Museum. A handful of Baltimore City public school teachers were identified based on their classroom studies in African American history and the Civil Rights Movement. Those teachers attended an October 2017 workshop at which Baltimore Heritage Executive Director Johns Hopkins provided an overview of the National Register nomination process. Following the presentation, the teachers toured the collections of the Maryland Historical Society and the Lillie Carroll Jackson Civil Rights Museum. At the end of the teacher workshop, nine field trips were scheduled for students, five of which took place in the fall of 2017.

Perhaps the key takeaway for the students on the field trips has been their exposure to the use of primary documents in research and the phenomenal role that Baltimore citizens played (and continue to do so) in the Civil Rights Movement. BNHA and its partners are meeting our overarching goal: raising student awareness and pride in their history and their neighborhoods. Students have been very engaged, and the teachers are asking "What else can we do together?"

Every Kid in a Park

More than 80 percent of American families live in urban areas, and many lack easy access to safe outdoor spaces. At the same time, kids are spending more hours than ever before in front of screens instead of outside. Launched in 2015, the Every Kid in a Park program provides opportunities to explore, learn, and play in the nation's federally owned parks — for free.

With the complimentary Every Kid in a Park (EKIP) pass, U.S. fourth graders and their families can visit sites of six federal agencies,



Students explore the Gwynns Falls during an Every Kid in a Park excursion.
Photo courtesy Carrie Murray Nature Center

including the National Park Service. In Maryland, the state government has authorized a reciprocal program, allowing the passes to be accepted at state parks as well.

To raise awareness of the program, the National Park Foundation provides grants to nine "focus cities" to fund field trips to nearby parks for the fourth graders. For a third year, Baltimore was selected as a grant recipient. BNHA worked with the National Park Service, Baltimore City Department of Recreation and Parks, and Baltimore City Public Schools to coordinate the field trips.

For field trips to Gwynns Falls and Leakin Park, students study natural habitats as they learn about shelter, food, and space. They also examine the importance of water, not only to wildlife, but also to Baltimore's early industries. With trips to Fort McHenry, students learn about the fort's flag and the anthem it inspired. By exploring the exhibits in the visitor center and fort and engaging in conversations with the park's rangers, students discover what life was like for the soldiers throughout the fort's history. In 2017, 4,637 Baltimore City Public School students participated in a field trip.

Kids in Kayaks' Third Year

In Spring 2017, BNHA and its partners started the third year of the wildly successful Kids and Kayaks program. Baltimore City eighth-grade students learn the basics of kayaking at the Baltimore Water and Resource Center in Middle Branch Park. City Recreation and Parks staff lead the students on a journey along the Patapsco River and nearby small tributaries, while land-based learning stations let students explore the history and ecology of the Chesapeake.

Seven Baltimore City Public Schools participated in the 2017 program, bringing more than 570 students to the Patapsco's Middle Branch to see first-hand the natural resources in their own backyard.



Economic Impact Report Highlights BNHA's Impact on Region's Economy

6,000 Jobs Supported, \$30M in Tax Revenue

National heritage areas were created to serve as catalysts for economic development. Measuring this impact is critical to maintaining the viability of the federal program and communicating the work of heritage areas to lawmakers, decision-makers, and the general public.

Since 2012, consulting firm Tripp Umbach has completed comprehensive economic impact studies for more than 20 national heritage areas, including the Baltimore National Heritage Area. Findings from the 2012 study determined BNHA generated

\$318.8 million in economic impact, supported 4,184 jobs, and generated \$31.8 million in tax revenue.

In 2017, Tripp Umbach crafted an updated impact report, which shows an even greater contribution to Baltimore's economy. The current economic impact of BNHA is \$534.5 million. This economic impact

As heritage areas grow operations, increase partnerships, invest in local communities, and further attract tourism, it is key to consistently evaluate the impact that national heritage areas have on their regional economies to track growth in economic benefit generated by the heritage area and its initiatives.”

— *The Economic Impact of Heritage Areas: A Case Study Approach – Baltimore National Heritage Area, August 2017*

consists of four components: tourism (\$532.6 million), grantmaking (\$893,000), operations of the NHA (\$893,000), and capital project funding (\$136,228). BNHA's work supports 6,110 jobs and generates \$38.2 million in tax revenue for the city and state. The full report is available at www.explorebaltimore.org.

BNHA Photo Contest Captures City's Best Places and Neighborhoods

Following on the successful inaugural launch in 2016, the heritage area continued its photo contest: It's a Snap! Baltimore. Amateur and professional photographers from across Maryland and the nation submitted 100 pictures that captured the best of Fell's Point and Canton, the city's parks and green spaces, southwest Baltimore, and neighborhoods that BNHA is working to have included in our boundaries (Clifton

Park, Green Mount Cemetery, Morgan State University, and Lake Montebello). Winning photographs were featured in a 2018 wall calendar distributed to BNHA's partners and available at local museum gift shops.

The photo contest for 2018 is up and running. BNHA is looking for the monuments that make Baltimore's neighborhoods special and unique. Visit the BNHA website for full contest details and to submit pictures online.



Congratulations to Baltimore's Mary Braman for her grand-prize winning photo of Saint Michael the Archangel Ukrainian Catholic Church.



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Staff and Contact Information

EXECUTIVE DIRECTOR

Jeffrey Buchheit

jbuchheit@baltimoreheritagearea.org

410-878-6411 ext 2

DIRECTOR, HISTORIC PRESERVATION AND INTERPRETATION

Jason Vaughan

jvaughan@baltimoreheritagearea.org

410-878-6411 ext 3

DIRECTOR, PROGRAMS AND PARTNERSHIPS

Shauntee Daniels

sdaniels@baltimoreheritagearea.org

410-878-6411 ext 4

GRANTS ADMINISTRATOR

Danielle Walter-Davis

dwalterdavis@baltimoreheritagearea.org

410-878-6411 ext 5

12 W. Madison St., Ste. 120

Baltimore, MD 21201

www.explorebaltimore.org

www.facebook.com/baltimoreheritagearea

Twitter: @baltimore_nha

PUBLICATION LAYOUT BY JASON VAUGHAN

COVER IMAGE BY GEORGE SASS
IMAGE BELOW BY EVAN WOODARD



BNHA Grant Programs Invest \$208,000 in Heritage Tourism and Preservation Projects

During 2017, the heritage area awarded 19 non-profit organizations grants through the Small Capital and Heritage Investment grant programs. Both grant programs make modest, but strategic, investments for improvements to the city's cultural, historic, and natural resources.

"We're delighted that each year we can help our beloved museums, historic sites, neighborhoods, and parks through BNHA's two grant programs," said heritage area Executive Director Jeffrey Buchheit. "The projects awarded in 2017 range from the highly visible, such as emergency repairs to the Bromo Tower, to more modest projects, such as helping small museums plan for new exhibits."

The Heritage Investment grant program provides funds for non-capital projects, such as publications, events, planning, and operational support. The grant program is supported with funds from the National Park Service. The eleven awards, totalling \$100,800, were made in spring 2017 and fund a variety of projects, including new museum exhibits and visitor experience planning.

The Small Capital grant round began in November 2017, with an award announcement made in January 2018. Funded through Baltimore City bonds, the projects include improvements to the city's historic sites and attractions.



The Baltimore Streetcar Museum on Falls Road received a \$5,000 Heritage Investment Grant for a plan to improve the visitor experience through new exhibits and programming.
Photo: Jason Vaughan/BNHA

2017 Heritage Investment Grant Awards

Baltimore Architecture Foundation	Doors Open Baltimore Program Expansion — Developing a Model for Maryland (\$10,000)
Baltimore Heritage, Inc.	Baltimore Legacy Business Project (\$3,500)
Baltimore Museum of Industry	Update and Refresh the BMI Communications Exhibition (\$10,000)
Baltimore Operation Sail	Social Media Program to Increase Visitorship to Visiting Ships (\$5,000)
Baltimore Streetcar Museum	Mapping a New Route for the Museum Project (\$5,000)
Friends of Patterson Park	Connecting Patterson Park Events to History (\$7,300)
Greater Baltimore Cultural Alliance	Creating Spaces: Performing Artists in Sacred & Historical Places (\$10,000)
The Peale Center for Baltimore History and Architecture	Be Here — Baltimore Storytelling Project (\$10,000)
Poe House and Museum	Poe to Print Project (\$10,000)
Port Discovery	Port of Baltimore Exhibit (\$10,000)
Walters Art Museum	Reinstalling One West Mount Vernon Place (\$10,000)

FY2018 Small Capital Grant Awards

Baltimore Immigration Museum	Front Steps and Railing Repair (\$1,500)
Baltimore Office of Promotion and the Arts	Emergency Repairs on the Bromo Seltzer Tower (\$15,000)
Greater Baltimore Urban League	Orchard Street Church Window Repair (\$15,000)
Downtown Partnership of Baltimore	Historic and Cultural Signage Project for Preston Gardens (\$15,000)
Downtown Sailing Center	Emergency Dock Repair: Access to Waterways (\$14,525)
Homewood Museum of Johns Hopkins University	Library Refurbishment (\$8,259)
National Great Blacks In Wax Museum	Museum Entrance and Visitor Services Renovation (\$15,000)
The Peale Center for Baltimore History and Architecture	Building Entrance Renovation (\$15,000)
Walters Art Museum	Entrance Restoration of 1 W. Mount Vernon Place (\$8,000)



Photo: Mark Dennis/City of Baltimore

On February 16, 2018, Baltimore Mayor Catherine Pugh honored the nine organizations that received FY2018 Small Capital Grant awards. The Peale Center for Baltimore History and Culture hosted the event at the historic Peale Museum, steps from city hall.

Following the ceremony, BNHA and the Peale Center welcomed guests to attend a lecture on the history of Baltimore's segregated schools. Dr. David Fakunle, master storyteller and drummer, opened the program, which featured a presentation by historian and television personality Dr. Philip J. Merrill.

Additional \$200,000 in Project Grants Awarded by State Heritage Areas Authority



Four Baltimore non-profits received more than \$200,000 in grants from the Maryland Heritage Areas Authority. The grant funds support heritage tourism projects and activities that draw visitors and expand economic development and tourism-related job creation in Baltimore. Projects funded include the preservation of Winan's Chapel in Leakin Park, critical hull repairs to the USS *Constellation*, refitting the *Pride of Baltimore II*, and creating a waterfront learning landscape at the National Aquarium's Inner Harbor campus.



Photo: Joe Brooks

Annual Meeting Honors Partners, Ranger of the Year

On November 16, BNHA hosted its annual meeting reception at the Baltimore Streetcar Museum on Falls Road. The heritage area was privileged to welcome U.S. Representative John Sarbanes, who was on-hand for the presentation of the partners of the year awards as well as the announcement of the recipients of the 2017 Heritage Investment Grants.

BNHA recognized Baltimore Visitor Center Director Frank Riggio-Preston as its Individual Partner of the Year. Since 2002, Riggio-Preston has been a familiar face at one of the most visited places at the Inner Harbor. He has been a tremendous advocate of the



U.S. Representative John Sarbanes stands with the recipients of the 2017 Heritage Investment Grants.

heritage area, its network of urban heritage trails, and the urban rangers who lead tours from the visitor center into the city's historic neighborhoods. Riggio-Preston has supported the heritage area's various efforts to better promote and market the tours, and has provided a wealth of insight and guidance.

The 2017 Organizational Partner of the Year Award was bestowed to non-profit Baltimore Heritage. For nearly six decades, Baltimore Heritage has stood at the front lines preserving the city's architectural integrity and promoting the neighborhoods that make Baltimore a truly world-class city. In 2017, BNHA and Baltimore Heritage worked together on a program to engage Baltimore City high school students with the history of the Civil Rights Movement in Baltimore (see page 1). Baltimore Heritage was critical in the success of this endeavor to educate students and give them the skills to conduct research that will further their knowledge of this important facet of Baltimore history.

Kathy Bernson was named the heritage area's urban ranger of the year. She was honored for not only delivering incredible tours, but always being at the ready to fill in, whether along a heritage trail or help staff the historic Poe House and Museum.

“One of the best walking tours I have been on. The ranger was a great tour guide. This tour exceeded my expectations. Thanks for a memorable experience!”

— Feedback from a visitor after a tour with Kathy Bernson

HERITAGE NEIGHBORHOOD PROGRAM

New Initiative Highlights Historic Neighborhoods

On Saturdays in the summer, a free shuttle whisks visitors from the Inner Harbor Visitor Center up to the Maryland Zoo in Druid Hill Park. Sometimes the shuttle driver winds through the city streets instead of taking the Jones Falls Expressway. Visitors would get an up-close view of Baltimore's historic neighborhoods, but may not know about the centuries of history and heritage these communities hold. Nothing visually communicates this past.

Throughout 2017, BNHA Urban Steward Imani Haynes worked to develop a new heritage area program that would assist neighborhoods make connections to history and provide ways to share this history with visitors and residents alike. Haynes met with community groups, municipal agencies, and other stakeholders to gather input and information to craft the initiative: BNHA's Heritage Neighborhood Program.

Through mini-grants and technical assistance, the Heritage Neighborhood Program (HNP) will help historic neighborhoods highlight their connection to broad swaths of Baltimore history. Mini-grants will fund projects such as streetscape improvements, interpretive signage and wayfinding, community-based planning, and festivals and workshops. The goal: help Baltimore's historic neighborhoods build a sense of place, improve life quality, and sow the seeds for heritage tourism.

During 2017, BNHA compiled inventories of neighborhood cultural, natural, and historic resources and crafted a visitor-readiness index. This background information will help BNHA target neighborhoods that in the past have been unable to attract funding for heritage tourism projects. It will also be able to help the heritage area track the growth and success of these investments.

Direct engagement with the neighborhoods began in January 2018 with an online survey asking residents to share their thoughts on why their place in Baltimore matters. The survey will gather data on what historic resources, people, and events are treasured by the community and help BNHA fine-tune the overall program. Neighborhoods with 50 or more unique survey responses will qualify for a \$250 mini-grant.

Whether a neighborhood played a part in the history of Fort McHenry or was once a center for immigrants seeking prosperity, the Heritage Neighborhood Program will let each community share its story. Through heritage tourism, these important neighborhoods can connect with each other, connect with the city as a whole, and connect with visitors exploring Baltimore's special places.

HISTORY IS A DRAG

On April 15, 2017, the Baltimore National Heritage Area held its first gala fundraiser to support the Heritage Investment Grant program. Hundreds rocked out in the ballroom at Baltimore's Marriott Waterfront, enjoying performances by local signers belting *Hairspray* hits and jaw-dropping acts from the region's best drag performers.



Thank you to all the sponsors and friends who supported the inaugural gala event!

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BALTIMORE HERITAGE AREA ASSOCIATION, INC.

12 W. Madison Street, Suite 120
Baltimore, MD 21201



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New Initiatives and Strong Partnerships Made 2017 a Banner Year for Heritage Area

It's hard to believe that the heritage area has been a part of Baltimore's historic and cultural scene for two decades. In 2017, we celebrated the 20th anniversary of the Baltimore City Heritage Area (our forerunner) being recognized by the Maryland Heritage Areas Authority.

Over the past 20 years the heritage area has been a proud partner of many of the museums, historic sites, non-profit organizations, small businesses, and hard-working municipal agencies that call Baltimore home. These friends have been invaluable over the years, and I was delighted when many turned into strong supporters of our first fundraising gala in April 2017.

As the heritage area matures, we've been able to launch new initiatives that expand our visibility in the city. Our urban rangers today not only give tours, but also help staff the Fell's Point Visitor Center, Poe House, and President Street Station. We started messaging on the city's public radio station to help spread the word on how heritage tourism fosters economic development. BNHA recently entered into a partnership with the Greater Baltimore History Alliance to provide administrative support, forging a stronger alliance with the city's museum community.

We're extremely excited to launch our Heritage Neighborhood Program in 2018. Based on the incredible groundwork prepared in 2017 by Urban Steward Imani Haynes, the program will provide financial and technical assistance to historic neighborhoods who want to use heritage tourism to become more visitor-ready and build pride in place.

Thank you to all of those who helped us in 2017. We look forward to building upon these relationships, making new friends, and together sharing the wonderful stories and places that make Baltimore such an incredible city.

Jeffrey P. Buchheit
EXECUTIVE DIRECTOR
Baltimore Heritage Area Association

Support the Mission of the

BALTIMORE NATIONAL HERITAGE AREA

The Baltimore National Heritage Area works to promote, preserve, and enhance Baltimore's historic and cultural legacy and natural resources for current and future generations.

The heritage area provides guided walking tours, develops tourism products, creates and maintains a network of urban heritage trails, provides grant opportunities, and advances awareness of the city's heritage and historic and cultural sites.

Successful heritage areas are based upon strong public/private partnerships. Private financial support, a 100 percent tax-deductible contribution, enables the heritage area to serve as the local "glue" binding Baltimore's cultural, historic, and natural resource communities together. Contributions match federal and state grant funding to enable BNHA to provide high-quality programming and provide attractive and informative products to visitors and our partners in the city.



Photo: William Gavin