



HEART OF CHESAPEAKE COUNTRY HERITAGE AREA MAKES AN IMPACT

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Parker Philips
assess. analyze. assert!



ABOUT HEART OF CHESAPEAKE COUNTRY HERITAGE AREA



570 JOBS
supported and sustained

\$5.3 MILLION
in state and local tax revenue

\$40.2 MILLION
in economic impact

688

square miles

122,000 ACRES

of wetlands—40% of Maryland's wetlands

LARGEST COUNTY IN MARYLAND

when its water area is included; otherwise it's
the fourth largest.

LARGEST OF THE NINE COUNTIES

on Maryland's Eastern Shore

MORE SHORELINE

than any other county in Maryland

"HEART OF THE CHESAPEAKE"

its geographic shape resembles a heart and it
is located at the mid-point of the Chesapeake

1600s

one of the oldest
colonial counties in Maryland

1669

year established as a county named after
Sir Edward Sackville 4th Earl of Dorset

350TH

Anniversary Celebration in 2019

CAMBRIDGE

is the county seat and largest
municipality in Dorchester.

2 MAJOR TRIBES

of Native Americans – Choptanks and
Nanticokes of the Algonquin Nation.

7 MARYLAND GOVERNORS

from the region, more than any
other place except Baltimore City.

250+ YEARS

boat builders have worked along
the Cambridge Creek shoreline

**17TH, 18TH, AND 19TH
CENTURY ARCHITECTURE**

including historic churches, houses,
schools, graveyards, and mills.

1ST

East New Market is the first town in
Dorchester to be designated a
National Historic District

**FAMOUS
RESIDENTS:**

HARRIET TUBMAN

GLORIA RICHARDSON
DANDRIDGE

ANNA ELLA CARROLL

ANNIE OAKLEY

JOHN BARTH

CAPT. JOHN SMITH

MADE THE FIRST
RECORDED REFERENCE OF
DORCHESTER COUNTY
IN **1608.**

ABOUT HEART OF CHESAPEAKE COUNTRY HERITAGE AREA

THE HEART OF CHESAPEAKE COUNTRY HERITAGE AREA'S VISION is to improve lives, protect places and cultivate community by maximizing the economic, environmental, cultural and recreational opportunities and benefits of heritage tourism in Dorchester County.

The Heart of Chesapeake Country Heritage Area's mission is to:

Leverage public and private partnerships to assist individuals, organizations and government entities protect, preserve and promote Dorchester County's unique historic, cultural and natural resources.

Broaden and deepen the beneficial effect of heritage tourism on the local economy through advocacy, interpretation and preservation that enhances assets and people's awareness, understanding and appreciation of those assets.

In 2002, the Heart of Chesapeake Country Heritage Area became a certified Maryland Heritage Area to celebrate the unique features of Dorchester County. From the Chesapeake Bay to the Choptank and Nanticoke Rivers to dramatic marshland, water is central to life in the heritage area. Watermen (and women) still harvest crab, oysters, clams, and fish from these waters. Dorchester possesses a sense of place, character, and heritage all its own. Dorchester County is home to a rich natural and historic landscape.

The Heart of Chesapeake Country Heritage Area has a long history as an agricultural and canning powerhouse with a rich boatbuilding and maritime heritage. That maritime history, culture, and recreation continue to play a significant role in the heritage tourism economy. Dorchester County offers a mix of old and new, of wide-open spaces and charming small towns, and it is home to many historic churches and cemeteries. The marshes, fishing villages and farmlands are steeped in Native American culture. The legacy of Harriet Tubman and the Underground Railroad in Dorchester County continues to be especially relevant today and is a fundamental component for telling the story of enslaved Africans on the Eastern Shore.

Unspoiled landscapes and nature are on display at Blackwater National Wildlife Refuge and throughout the county. The many waterways and marshland create the perfect backdrop for incredible sunsets. Dorchester draws outdoor enthusiasts, birders, photographers, hunters, cyclists, boaters, paddlers, and others from near and far. These wetlands are scenic and an integral part of the food chain for the Chesapeake Bay. The wetlands and adjoining upland areas contain both protected federal and state reserves for the nature enthusiast, as well as hunting areas for the sportsman.

THE HERITAGE AREA SEEKS TO SUPPORT DORCHESTER'S HERITAGE ECONOMY ALONG NINE SELECT THEMES:

Agricultural Life
Arts, Artists & Entertainment
Chesapeake Landscapes and Outdoor Adventures
Dorchester Families and Traditions
Dorchester History, Architecture & Artifacts
The Environment
Harriet Tubman and African-American History
Maritime Villages, Trades and Life
Native American Heritage

Preserving sense of place is arguably the single most important role that heritage tourism plays in Dorchester County. The outreach process for the Heritage Area's current five-year Strategic Plan underscored the community's concern that proactive work is paramount in order to identify and prioritize both stable and stressed projects before they succumb to environmental, economic, or natural disasters. In its goal to practice stewardship, the Heritage Area is working to leverage the climate change, sea level rise, and hazard mitigation conversation to create engagement and preservation opportunities for visitors, residents, and conservationists and is committed to identifying and advocating for the preservation of threatened and vanishing places, practices, and stories.

The Heart of Chesapeake Country Heritage Area serves as a convener, catalyst, and promoter of tourism, investment, preservation, and education in the region. The Heart of Chesapeake Country Heritage Area has abundant historic, natural, and cultural resources throughout and works with partner organizations to support heritage tourism. The Heritage Area expands its reach annually through partnerships, grantmaking, and encouragement of heritage tourism.

HEART OF CHESAPEAKE COUNTRY KEY SITES

SPAN ACROSS DORCHESTER COUNTY



ECONOMIC IMPACT OF HEART OF CHESAPEAKE COUNTRY HERITAGE AREA

ECONOMIC CONTRIBUTION

The economic impact of the Heart of Chesapeake Country Heritage Area is **\$40.2 million** annually. This economic impact consists of tourism driven by the presence of the Heart of Chesapeake Country Heritage Area (\$38.2 million), and the operations and grantmaking activities of the Heritage Area in collaboration with MHAA (\$2.0 million).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$1,043,113	22,191,858	\$23,234,971
Indirect	\$439,700	7,747,055	\$8,186,755
Induced	\$477,456	8,304,947	\$8,782,403
Total	\$1,960,269	38,243,860	\$40,204,129

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Heart of Chesapeake Country Heritage Area is **570 jobs** supported and sustained. This economic impact is driven by the presence of the Heart of Chesapeake Country's operations and grant making activities, which support 27 jobs, and tourism in the heritage area supporting 543 jobs.

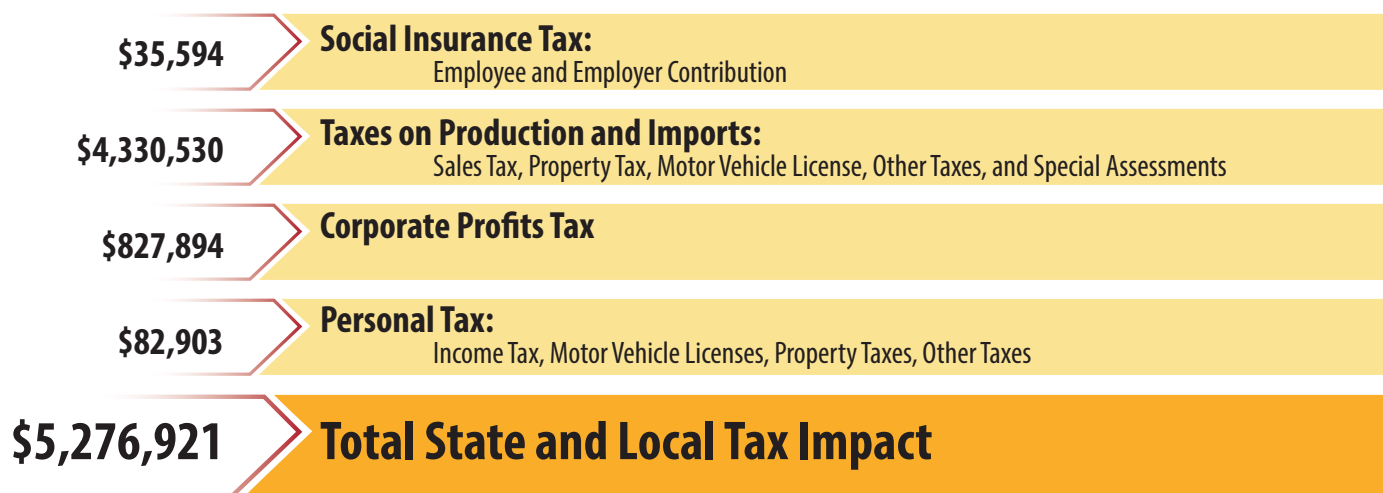
	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	18	386	404
Indirect	4	75	79
Induced	5	82	87
Total	27	543	570

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF HEART OF CHESAPEAKE COUNTRY HERITAGE AREA

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Heart of Chesapeake Country Heritage Area 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).

HEART OF CHESAPEAKE COUNTRY 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.

HARRIET TUBMAN & THE UNDERGROUND RAILROAD

Dorchester County is the home of Underground Railroad "Conductor" Harriet Tubman, who was born here around 1822. After growing up in slavery in Bucktown, Tubman later escaped and returned 13 times over a decade, risking her life, time and again to lead other enslaved people to freedom using the secret network of people and sites known as the Underground Railroad. She later served as a Civil War spy and nurse, a suragist, and a humanitarian.

The Harriet Tubman Museum & Education Center was started in the 1980s and is still run by dedicated local volunteers who want to share Harriet Tubman's story and preserve her legacy. The museum building in downtown Cambridge features a powerful and moving mural of Harriet Tubman that has attracted attention from around the country. The "Take My Hand" mural was commissioned by the Dorchester Center for the Arts and completed in May 2019 by artist Michael Rosato.

The Harriet Tubman Underground Railroad Visitor Center opened to the public in March 2017 in Church Creek in Dorchester County. It is operated by the National and Maryland Park Services and includes exhibits and a video about Harriet Tubman's life and the Underground Railroad in the area. The Visitor Center serves to inspire exploration of the surrounding landscapes, since this is the area where Tubman was born, toiled, worshiped, and led journeys to freedom.

The Harriet Tubman Underground Railroad Byway is a self-guided driving tour that winds for 125 miles through Dorchester and Caroline Counties on Maryland's Eastern Shore and includes 36 sites related to Tubman and the Underground Railroad, including the Harriet Tubman Museum & Education Center and the Harriet Tubman Underground Railroad Visitor Center.

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“HARRIET TUBMAN WAS BORN IN DORCHESTER COUNTY AND LIVED HERE FOR NEARLY THREE DECADES. HER STORY OF HEROISM DRAWS PEOPLE TO OUR AREA TO LEARN MORE ABOUT HER LIFE AND HELPS TO FURTHER THE CONVERSATION ABOUT SLAVERY AND RACISM IN OUR COUNTRY. AS A RESULT OF NATIONAL ATTENTION BEING PAID TO HARRIET TUBMAN’S LIFE, MORE AND MORE PEOPLE ARE COMING TO THE COUNTY AND LEARNING ABOUT OUR RICH HISTORY.”

~ HERSCHEL JOHNSON
PRESIDENT OF FRIENDS OF STANLEY INSTITUTE
BOARD MEMBER HISTORICAL SOCIETY OF DORCHESTER COUNTY

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