

HCCHA'S MHAA 5 YEAR ACTION PLAN Beginning FY24 (JULY 2023-JUNE 2028)

Name of Heritage Area:	Heart of Chesapeake Country Heritage Area
Date 5-Year Plan Approved Heritage Area Management Entity:	March 21, 2023
Heritage Area Mission Statement:	<ol style="list-style-type: none"> 1. Leverage public and private partnerships to assist individuals, organizations and government entities to protect, preserve and promote Dorchester County's unique historic, cultural and Natural resources. 2. 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.
Proposed Addition/Changes to Management Plan:	None
Heritage Area Vision Statement for Next Five Years:	To protect and build awareness of historic places and cultivate community by maximizing the economic, Cultural and recreational opportunities that benefits our communities and enhances heritage tourism for generations to come.
Heritage Area Accomplishments (past 5 years):	<ul style="list-style-type: none"> • Dorchester's 350th Anniversary Celebration - with Heritage Partner participations in the Heritage Village at the Courthouse • Time Capsule - opened 50-year time capsule at the 350th Celebration and created a new 50-year time capsule to be opened in the future • 360-degree videos - example from the Bucktown Store; working in collaboration with partners during the Pandemic to bring their heritage sites to those who were stuck inside • African-American History - continued focus on promoting one of the unique strengths of our Heritage Area, including promoting mural, providing reenactor at 350th, supporting new sculpture and supporting heritage partners like Museum and State Park and Eastern Shore Network for Change and Alpha Genesis • Artifacts on loan - Heritage Area arranged the loan of a unique selection of Dorchester County artifacts from the Maryland Archaeological Conservation (MAC) Laboratory, now a prominent display at Dorchester Visitor Center

	<ul style="list-style-type: none"> • Audio Tours - created free cell phone app featuring a suite of three self-guided walking and driving tours - the Chesapeake Mural Trail, Downtown Cambridge history and the history of the African American Pine Street community. This project was honored at the Maryland Travel & Tourism Summit (MTTS), where it won the Best Product/Event Award in 2019. • Passport Rubbing Tour - Focusing on children and families: created interactive tour of historic sites as a fun and adventurous way to engage children and families while experiencing Dorchester County’s rich history and culture; also created children's heritage activity and coloring book (no picture attached). • Smithsonian Waterways - Led the group organizing the “Water/Ways,” a traveling Smithsonian exhibit and programming from heritage partners in 2019. • Virtual Reality Tour - enhanced HT UGRR Byway app by developing four augmented reality and virtual reality experiences that bring to life the powerful stories connected to the sites on the app. • Marketing - Created Harriet Tubman Museum video and commercial to enhance the visitors to the museum. • Marketing – Created ads to promote Harriet Tubman’s new statue in the downtown, September 2022. • Marketing- Created ads and campaign to promote Native America jamboree. • Marketing- Created a video of historical churches and cemeteries within the heritage area.
<p>Summary of Program Goals for FY 2024-FY 2028:</p>	<ol style="list-style-type: none"> 1. Enhance Heritage Area Resources 2. Raise Heritage Area Visibility 3. Practice Stewardship
<p>Summary of Organizational Goals for 2024-2028:</p>	<ol style="list-style-type: none"> 1. Build Partnerships with Eastern Shore Heritage Areas 2. Build awareness and understanding of Heritage Partners and their programs and activities. 3. Promote education to younger generations to ensure the Heart of the Chesapeake county heritage will remain a priority and topical for years to come. 4. Create a variety of programs to encourage volunteerism amongst every generation, from teens to the retired. 5. Build awareness of environmental and climate change issues that are of concern for the Heart of the Chesapeake Country

Goal 1: Enhance Heritage Area Resources

Objective	Strategies/ Action Items	Deliverables/ Measurable Items	Project Lead & Partners	Categories of Activity (circle or highlight all that apply)	Project Duration (mth/yr- mth/yr)	Reason for Priority	FY Strategies/ Action Items will Begin
Anticipate, manage, develop and deliver exceptional visitor experiences that inspire people to return	Utilize marketing platforms and technology to enhance and promote all that Dorchester County has to offer its residents and tourists. Showcasing activities that create memories for all groups will enhance the visitor to return and share their experiences with others.	Photography, media plan, calendar of events, strategy to coordinate events.	Holly, Marketing team, Julie	<ul style="list-style-type: none"> • Heritage Product • Partnership • Regional ID • Organizational 	Ongoing	Providing an exceptional visitor experience will promote more visitors to Dorchester County.	FY2024
Implement a formal volunteer service program for youth to provide docents, guides, and interpretive staff at heritage sites	Coordinate with Dorchester County public school systems to promote a program for volunteerism as	School system, newsletters, social media	Heritage board	<ul style="list-style-type: none"> • Heritage Product • Partnership • Regional ID • Organizational 	On Going	Creating a formal volunteer program will create interest in the rich	FY24

	<p>tour guides, greeters for events, frequently visited locations within the heritage area. Utilize newsletters and social media to promote volunteerism within the other interested age groups.</p>					<p>history of Dorchester County in youth and keep other groups and teachers involved within the area.</p>	
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Goal 2: Raise Heritage Area Visibility

Objective	Strategies/ Action Items	Deliverables/ Measurable Items	Project Lead & Partners	Categories of Activity (circle or highlight all that apply)	Project Duration (mth/yr- mth/yr)	Reason for Priority	FY Strategies/ Action Items will Begin
Continue to leverage technology to create, amplify, customize and promote thematic itineraries and experiences geared for target audiences and interests	Create new messaging and identify more opportunities to promote Dorchester as one of the most accessible, affordable, and authentic boating experiences on the Chesapeake.	Marketing, advertising, and brochures.	Heritage board and Holly	<ul style="list-style-type: none"> Heritage Product Partnership Regional ID Organizational 	On Going	Creating interest in the Heritage of Dorchester Country will bring more visitors to the county.	FY24
Raise awareness of the historical wars fought in Dorchester County- Native American Civil War, War of 1812, Revolutionary War, Oyster Wars	Work with tourism and marketing partners to communicate about all Dorchester County has to offer	Marketing, advertising, and brochures.	Holly, Marketing team	<ul style="list-style-type: none"> Heritage Product Partnership Regional ID Organizational 	On Going	Promote the rich history of Dorchester County and the many wars fought on the land.	FY24
Engage younger and future generations to embrace the importance of Dorchester County's	Work with schools and groups to encourage and create services hours to	Public and private school administration.	Heritage board	<ul style="list-style-type: none"> Heritage Product Partnership Regional ID Organizational 	On Going	Implementing a program to entice students with service hours will create a two prong	FY 25

history and keep it relevant	implement the program.					approach of education, giving back to the community and pride of their home.	
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Goal 3: Practice Stewardship

Objective	Strategies/ Action Items	Deliverables/ Measurable Items	Project Lead & Partners	Categories of Activity (circle or highlight all that apply)	Project Duration (mth/yr- mth/yr)	Reason for Priority	FY Strategies/ Action Items will Begin
Elevate the preservation, development, and promotion of Dorchester’s maritime, marine and water assets for the enjoyment by residents and visitors by assisting in raising the visibility of historic maritime assets such as Hooper’s, Elliott’s and Taylor’s islands	Create a partnership in raising the visibility of historic maritime assets such as Hooper’s, Elliot’s and Taylor’s islands.	Group conscious of multiple assets within Dorchester county.	Heritage board	<ul style="list-style-type: none"> • Heritage Product • Partnership • Regional ID • Organizational 	On Going	Preservation of the beautiful assets of Dorchester County, create unity within the county, promote environmental awareness with sustainable action.	FY25
Partner with watermen, oyster growers, restaurateurs and businesses to develop and promote designated oyster and crab trails	Create a partnership among similar minded aquaculture individuals	Develop a parentsip and action plan to create oyster and crab trails.	Business leaders, waterman, oyster growers, and restauranteurs.	<ul style="list-style-type: none"> • Heritage Product • Partnership • Regional ID • Organizational 	On Going	Protect and control one of the important assets of Dorchester County.	FY25

<p>Continue to Identify and advocate for the preservation of threatened and vanishing places, practices and stories</p>	<p>Ongoing exploration of ways to preserve and or relocate historical assets identified in the Dorchester county Hazard mitigation plan.</p>	<p>Advocacy campaigns</p>	<p>Leadership of Dorchester County</p>	<ul style="list-style-type: none"> • Heritage Product • Partnership • Regional ID • Organizational 	<p>On Going</p>	<p>Keeping the important artifacts protected.</p>	<p>FY24</p>