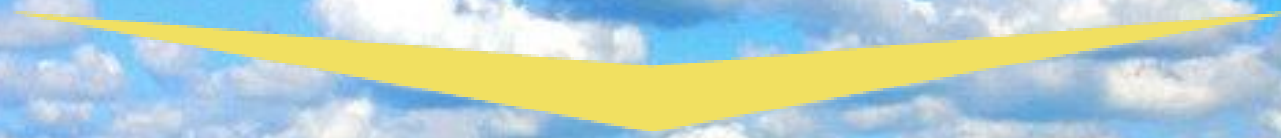


— DESTINATION —

# *Southern Maryland*

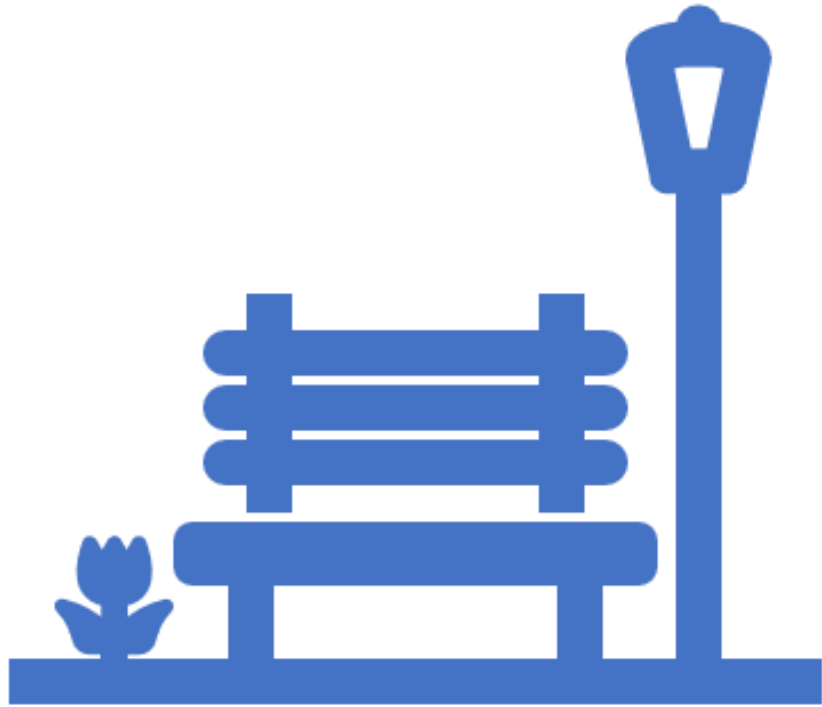


Southern Maryland Heritage Area



- **13 Heritage Areas in State of Maryland**
- **Supports Heritage Tourism, Preservation, Education**
- **Promotes, sustains, and creates authentic experiences for visitors and residents alike**
- **Funded through Program Open Space**
- **Granting Organization**

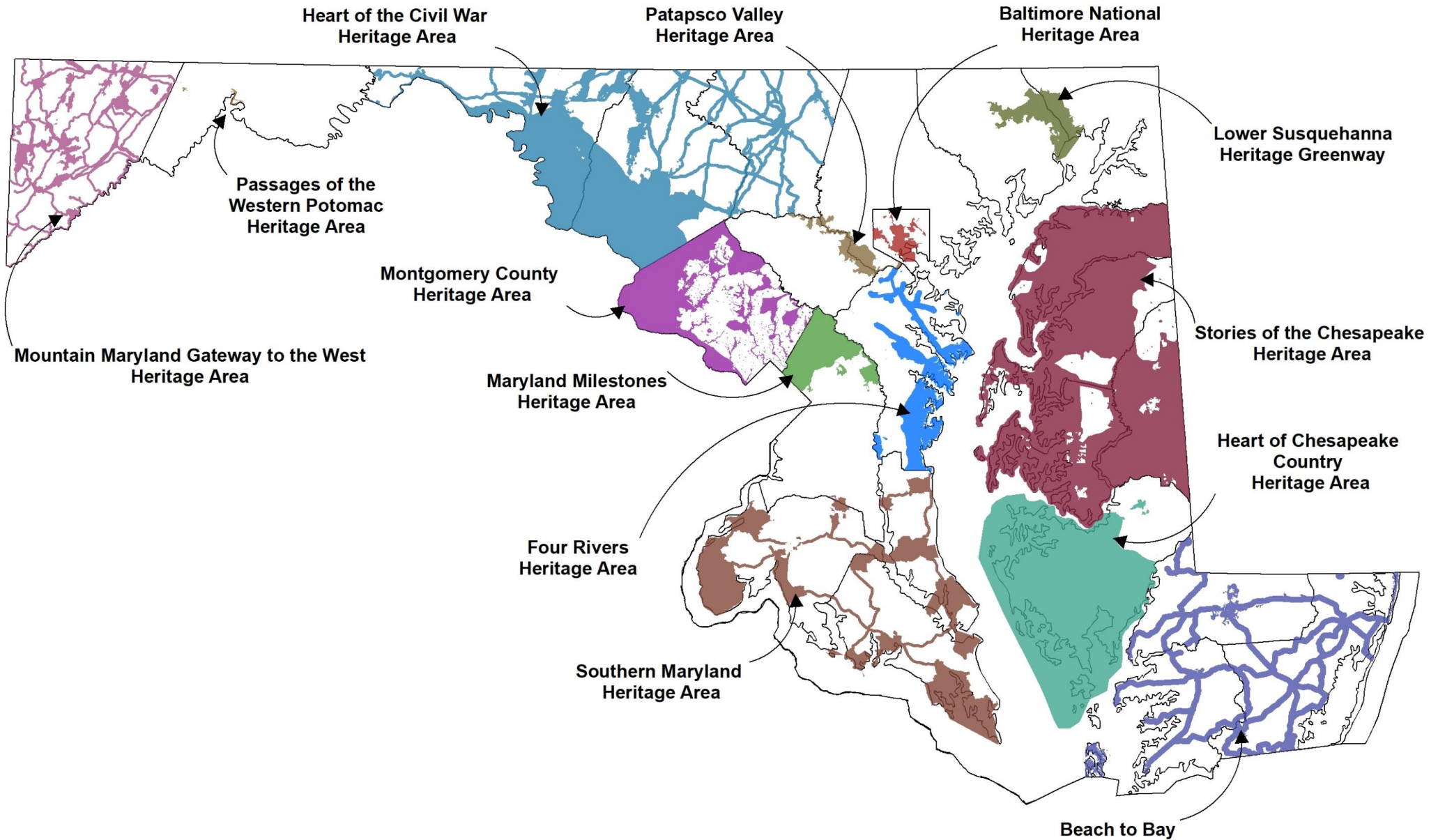




Are you  
in a Heritage Area?

Is your program  
in a Heritage Area?

How to partner  
with a Heritage Area?



# Maryland Heritage Area Grants

- **Non-Capital**

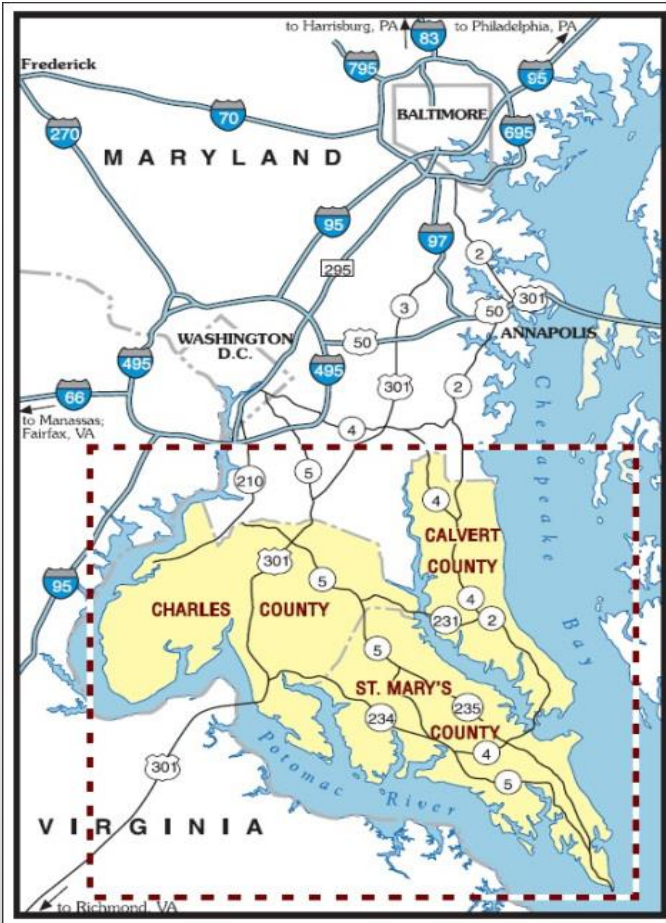
- Up to \$50,000
- For Programming, Planning, Interpretation

- **Capital**

- Up to \$100,000
- For Restoration, Rehabilitation, Acquisition, Pre-Development

— DESTINATION —

# *Southern Maryland*



## Who Are We?

- ❖ Southern Maryland Heritage Area
- ❖ We include Calvert, Charles, and St. Mary's Counties
- ❖ Grant Funded and Granting Organization

## What Do We Do?

- ❖ Promote the Region
  - ❖ Support through Grants & Advocacy
  - ❖ Build Partnerships



— DESTINATION —  
*Southern Maryland*

**Grants to Southern Maryland (FY 2020)**

- ❖ \$341,00 in Capital and Non-Capital Grants
- ❖ \$40,000 in Seed Grants

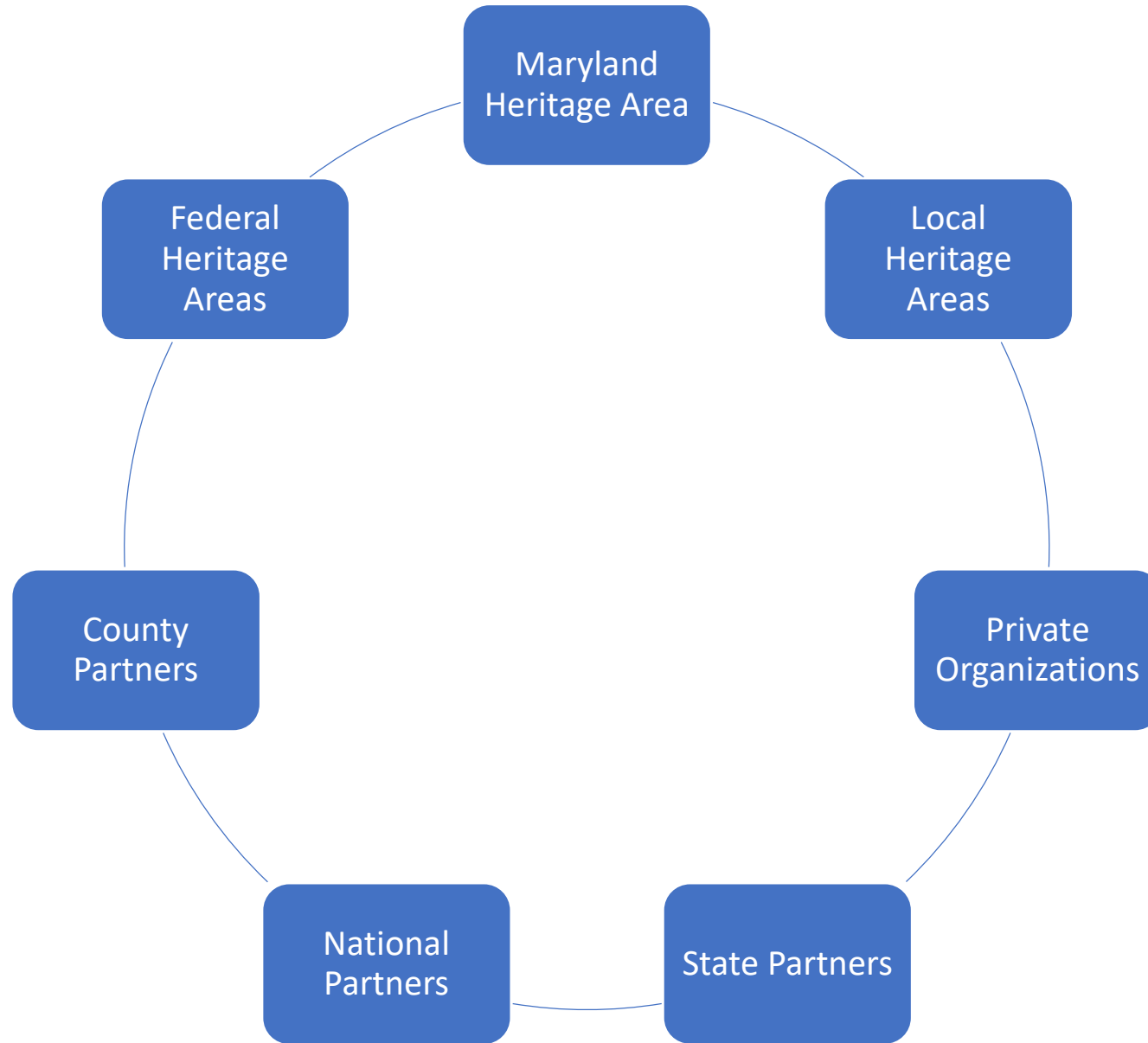
**Grants to Southern Maryland (FY 2021)**

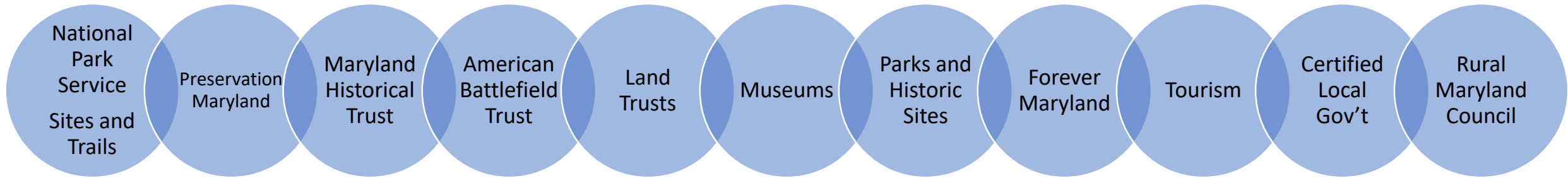
- ❖ \$435,000 in Capital and Non-Capital Grants
- ❖ \$40,000 in Seed Grants



# It's All About Partnerships, Leverage, Opportunities







*Destination Southern Maryland  
And Partners*

Make an Impact!

---

**\$187.0 MILLION in  
economic impact**

---

**\$25.3 MILLION in state  
and local tax revenue**

---

**2,637 JOBS supported  
and sustained**



*Maryland Heritage Areas  
And Partners*

Make an Impact!

---

**\$2.4 BILLION** in annual  
economic impact

---

**\$319.8 MILLION** in annual  
state and local tax revenue

---

**33,815 JOBS** supported  
and sustained each year





# Time to Go National!



# National Heritage Area Designation

**Why?**

**Why Now?**

**What will this mean?**

## WHY?

This Heritage  
Area is of  
National  
Importance

## WHY NOW?

Funding is available on the National Level  
Maryland's 400<sup>th</sup>  
Excellent Federal Partners

## What Will This Mean?

Raise the National Profile  
Double the Impact  
Enhanced Partnerships  
Federal Funds

# Come Join Us!





— DESTINATION —  
*Southern Maryland*

*Lucille W. Walker*

Executive Director  
Southern Maryland Heritage Area  
*Destination Southern Maryland*  
[lwalker@tccsmd.org](mailto:lwalker@tccsmd.org)  
c. 301-343-2771

— DESTINATION —  
*Southern Maryland*

**MAKES AN IMPACT**

**\$187.0 MILLION** in economic impact

**2,637 JOBS** supported and sustained

**\$25.3 MILLION** in state and local tax revenue



**MARYLAND HERITAGE AREA**  
Maryland Heritage Areas Authority