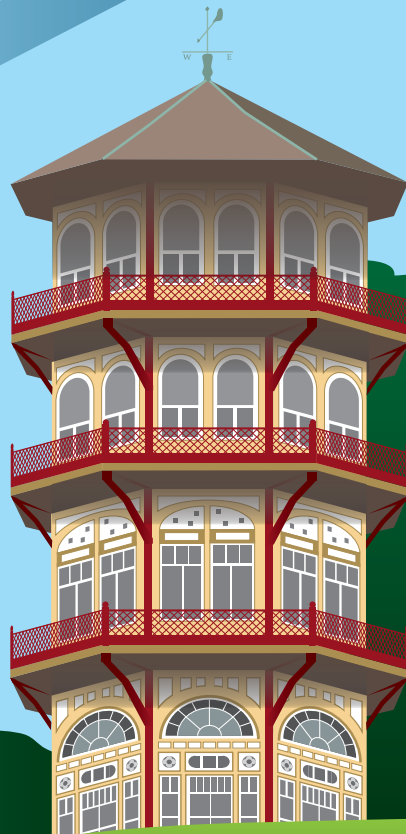
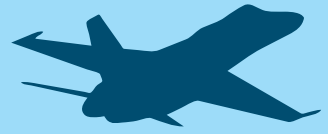


# 2014

## Year in Review



**BALTIMORE NATIONAL  
HERITAGE AREA**

## Looking Back at Year of Monumental Proportions

I feel like I say it every year but 2014 was truly a "spectacular" year! The heritage area staff worked relentlessly to make sure that all aspects of the Star-Spangled Spectacular and the culmination of the War of 1812 Bicentennial that we were responsible for went perfectly. Whether it was unveiling the new War of 1812 regional map and guide, distributing more than 60,000 passports and 700 commemorative coins, assisting with the Bicentennial Living Flag at Fort McHenry National Monument and Historic Shrine, or scheduling and coordinating more than 800 U.S. Navy volunteers to assist our partners with on-site projects... we stayed busy. We are thankful to the more than 100 partners who attended our first annual meeting. And our new Heritage Investment Grant Program, which uses a large portion of our federal funding, is now on the street.

I want to thank our Advisory Committee members and committee co-chairs James Piper Bond and Camay Murphy for all of their support. I also thank the more than 120 volunteers who assisted us during 2014. The value of the volunteer hours alone is worth more than \$107,000!

Although I am mentioning them last, they are foremost in my heart—I want to thank our 20 urban rangers who serve as our frontline staff as they guide walking tours and provide interpretation on the Baltimore Trolley virtually year-round. Our rangers were also instrumental in our successful partnership with the Fell's Point Preservation Society. Rangers were on site at the society's visitor center to welcome tourists, provide information, and guide tours along the Historic Fell's Point Trail.

I look forward to our partnership with you in 2015 as we all continue our work in turning our amazing urban park from a "hidden gem" into a shining star.

Sincerely,



Jeffrey P. Buchheit

EXECUTIVE DIRECTOR  
Baltimore Heritage Area Association

## Heritage Area Events, Programs Showcase Baltimore's History During War of 1812 Bicentennial

In 2014, the nation's eyes were once again focused on Baltimore and its commemoration of the 1814 battle that turned the tide in the War of 1812. Although the September Star-Spangled Spectacular was the showcase of the bicentennial events, the heritage area and its partners worked throughout the year to educate students on the importance of the war, promote visitation at the city's War of 1812 sites, and prepare the city for the more than one million visitors who came to celebrate.



At the start of 2014, the heritage area began distributing its regional guide to War of 1812 sites in Baltimore City and Baltimore County. Designed by Baltimore-based, woman-owned Klinedinst Design, *In Triumph Shall Wave* features a timeline of the war, maps, and detailed information on 34 historic sites and attractions. The free guide was widely distributed through the Baltimore and Annapolis corridor. A grant from the State of Maryland War of 1812 Bicentennial Commission funded the publication.

In April, more than 600 elementary and middle school students from eleven Baltimore area schools visited Fell's Point to take part in a War of 1812 Bicentennial educational festival coordinated by BNHA and the War of 1812 Education Committee. During the event, part of the three-day Fell's Point Privateer Festival, groups of 30 students worked their way through educational stations set-up along Broadway Pier, in the Fell's Point Visitor Center, and at the 1765 Robert Long House. Education specialists from Fort McHenry National Monument and



More than 6,000 students from across the state gathered at Fort McHenry on September 9 to create a 15-star, 15-stripe living flag. BNHA provided funding for bus transportation for the students and provided on-site event support.

PHOTO: NPS/TIMOTHY ERVIN

Historic Shrine, the Maryland Historical Society, and the *Pride of Baltimore II* provided hands-on experiences for the students to learn about the sailors, ships, and weaponry used during the War of 1812 era. The Fell's Point Preservation Society opened the doors to its visitor center and the historic Robert Long House to give students a glimpse of how people lived in the early 19th century and how archeology is used to learn more about this historic period.



Kate Marks of the National Park Service and Sue Brooks of Clifton Mansion help stamp bicentennial passports at the May 30 History Field Day in Patterson Park.

In May, the heritage area worked with Baltimore City Public Schools and the National Park Service to coordinate a War of 1812 History Field Day in Patterson Park. Over 600 fifth and eighth grade students participated in the event. The eighth grade students spent the school year learning about the War of 1812 and shared their knowledge with the fifth graders at ten learning stations set up around the Patterson Park Pagoda (the site of the city's defenses during the 1814 Battle of Baltimore). Students from Patterson Park Public Charter School were on hand as U.S. Representative John Sarbanes, Baltimore Mayor Stephanie Rawlings-Blake, and NPS representatives unveiled a new sign for the Star-Spangled Banner National Historic Trail. The students worked with NPS trail staff to design the sign now in place at the pagoda's base.

As Baltimore prepared to welcome 1.43 million visitors for the September Star-Spangled Spectacular, Mayor Rawlings-Blake accepted the heritage area's donation of seventy-five 15-star, 15-stripe commemorative flags to fly over downtown municipal buildings and police and fire stations throughout the city. Representative Sarbanes and officials from the city's police and fire departments were on hand on August 20 as the mayor accepted the flags and read a proclamation asking all city residents and businesses to fly the commemorative 15-star, 15-stripe flag. The heritage area worked in partnership with the Friends of Fort McHenry and Visit Baltimore to make the flags available to businesses.

The heritage area was a proud supporter of the Friends of Fort McHenry's Living Flag celebration on September 9. More than 6,600 Maryland students—clad in red, white and blue—created the largest-ever 15-star, 15-stripe living flag in honor of the 200th anniversary of the writing of the national anthem. BNHA secured \$15,000 in a Star-Spangled 200 grant to fund buses to bring Baltimore City Public School students to the fort. The heritage area staff provided logistical support and helped staff the event. BNHA also coordinated with the U.S. Navy to bring military personnel to the fort to volunteer with on-site event management. The heritage area also donated graphic design services to provide a commemorative souvenir postcard for the student participants.

Repeating the success from 2012, the heritage area again worked with the U.S. Navy to coordinate community relations events bringing volunteers to sites across the city during the Star-Spangled Spectacular. More than 800 U.S. Navy and Marine personnel built benches and tables at Carroll Park, cleaned up the streetscape near the National Great Blacks in Wax Museum, and helped install internal supports and shoring in preparation for the drydocking of the 1854 sloop-of-war USS *Constellation*.



The heritage area continued to distribute the popular War of 1812 Bicentennial Passport at events before and during the Star-Spangled Spectacular. Over 100,000 passports were distributed between the summer of 2013 and September 2014. During the September bicentennial events, heritage area staff and volunteers manned coin redemption sites at the Inner Harbor, Maryland Historical Society, and the Star-Spangled Banner Flag House. More than 700 visitors redeemed their completed passports for a commemorative coin during the Star-Spangled Spectacular. BNHA will continue to redeem passports and distribute coins until the limited supply is exhausted. The passports and coins were made possible by the generosity of the Dorothy L. and Henry A. Rosenberg, Jr. Foundation.

The success of the passport program was in no small part due to the heritage area's tireless 1812 Bicentennial coordinator: Janet Caslow. From December 2011 to November 2014, Caslow led the charge for educational programs and community relations projects that connected the U.S. Navy with local non-profits for community service projects. She also coordinated BNHA Bicentennial events, including History Happy Hours and 1812 fashion shows. Her great attitude and ability to connect individuals and organizations for a common purpose is hard to match.



The heritage area was an official partner of Star-Spangled 200, the state's War of 1812 Bicentennial coordinating entity.





**2014 INDIVIDUAL PARTNER OF THE YEAR**

**KATHLEEN KOTARBA**

CHAP Executive Director Eric Holcomb (left) accepted the award on behalf of Kathleen Kotarba. Presenting the award are Baltimore Heritage Area Association President James Piper Bond, Mayor Stephanie Rawlings-Blake, and heritage area Executive Director Jeffrey Buchheit.



**2014 EDUCATION PARTNER OF THE YEAR**

**RAE LYNNE SNYDER**



**2014 ORGANIZATION PARTNER OF THE YEAR**

**DEPARTMENT OF GENERAL SERVICES**

Department of General Services Director Steve Sharkey, accompanied by Samuel Savin and Jackson Gilman-Forlini, accepted the award.

## Inaugural Annual Meeting Honors Heritage Area Partners

The heritage area hosted its first annual meeting and luncheon on November 4 at the historic Star-Spangled Banner Flag House and Museum. More than 100 heritage area partners attended the event featuring keynote speaker Aaron Henkin, co-creator and producer of WYPR's "The Signal."

Mayor Stephanie Rawlings-Blake assisted Executive Director Jeffrey Buchheit in recognizing the heritage area's 2014 Partners of the Year. "Baltimore has an outstanding network of individuals, institutions, associations, and agencies," said Buchheit. "Their strengths allow us to work to create better, safer, and stronger neighborhoods through heritage tourism."

The 2014 Individual Partner of the Year Award was given to Kathleen Kotarba. Kotarba, who recently retired as the city's executive director for the Commission for Historical and Architectural Preservation, was instrumental in the establishment of the Baltimore City Heritage Area, the forerunner of today's federally designated heritage area. Kotarba served on the BNHA advisory and executive committees and provided invaluable advice and insight in the heritage area's mission to foster heritage tourism and preserve the city's historic structures.

Baltimore City Public Schools Social Studies Specialist RaeLynne Snyder was recognized as BNHA's Education Partner of the Year. Snyder was a crucial partner in BNHA's educational programming focused on the War of 1812 bicentennial. Her dedication and leadership were especially welcome in the development of the May 30 Patterson Park History Field Day.

The Baltimore City Department of General Services was the recipient of the 2014 Organization Partner of the Year Award. The heritage area has relied on the department's expertise and guidance on a number of critical projects, most notably the rehabilitation of Public School No. 103, U.S. Supreme Court Justice Thurgood Marshall's elementary school on Division Street. The heritage area also worked with the agency to provide 15-star, 15-stripe flags to fly over municipal buildings for the 2014 Star-Spangled Spectacular and on the installation of signage related to BNHA's network of urban heritage trails.

The heritage area also presented a certificate of appreciation to Jacqueline Carrera, the executive director of the Parks and People Foundation. Carrera, who left the foundation at the end of 2014, has served on the heritage area's board as treasurer and helped guide the heritage area as it transitioned from a city department to an independent non-profit organization.



During the annual meeting, panoramic images by Baltimore photographer Greg Pease were displayed in the meeting room. Visit [gregpeasephotography.com](http://gregpeasephotography.com) for more information about Pease's work and how to purchase a panorama.

## Small Cap, MHAA Grant Awards Bring \$300,000 for Heritage Tourism, Preservation Projects

For over the past decade, the heritage area has managed the Small Capital Grant Program in partnership with the Mayor and City Council of Baltimore. The small cap grants are funded through Baltimore City voter-approved bonds and provide small but strategic investments in heritage tourism capital projects. In 2014, \$99,954 was awarded for eight projects. The heritage area recently completed a report on the ten-year program, highlighting the variety of heritage tourism projects funded. The report is included in the *2014 Year in Review* and includes the eight awards made in 2014. Visit [www.explorebaltimore.org](http://www.explorebaltimore.org) to view the small capital grant report online.

In June 2014, the Maryland Heritage Areas Authority awarded \$229,100 in matching grants to eight heritage tourism projects located within the boundaries of the Baltimore National Heritage Area. MHAA also awarded a management grant to the heritage area to support its day-to-day operations.

B&O Railroad Museum	Exhibit and public programming commemorating the end of the Civil War	\$19,500
Baltimore Heritage, Inc.	Digital storytelling initiative on the War of 1812 and the Battle of Baltimore	\$16,000
Fell's Point Creative Alliance	September 2014 events commemorating the Battle of Baltimore	\$19,500
Friends of Patterson Park	Improvements to the Patterson Park Pagoda and design plan for the park's historic promenade	\$35,000
Historic Ships in Baltimore	Permanent exhibition fabrication for the USS <i>Constellation</i> Education and Heritage Center	\$50,000
Jewish Museum of Maryland	Creation of the A-Mazing Mendes Cohen exhibition	\$12,500
Maryland Historical Society	Design and launch of the Virtual Forum for Maryland History	\$26,600
<i>Pride of Baltimore II</i>	Programming for War of 1812 bicentennial events in the Chesapeake Bay	\$50,000



## 2014 Brings New Grant Program, Administrator to Heritage Area

At its annual meeting and luncheon in November 2014, the heritage area announced the launch of a new grant program to fund heritage tourism programs and products. The Heritage Investment Grant will provide "small but strategic" grants to fund a variety of activities, including planning and research; development of interpretive materials (brochures, maps, and signage); and programs, such as conferences and living history seminars. A portion of the funds will be made available for operational support to qualified non-profits working in the field of heritage tourism.

As a federally designated heritage area, BNHA receives financial support from the U.S. Department of the Interior. The Heritage Investment Grants use a portion of these funds to promote activities that foster heritage tourism within the boundary of the heritage area. For the inaugural grant cycle, \$100,000 was available, with \$30,000 reserved for general operating grants. The first grant applications were accepted in December 2014; the grant awards will be made in February 2015.

To help manage this new grant program—as well as support the Small Capital Grant Program and BNHA's coordination of the Maryland Heritage Areas Authority Grants—the heritage area brought in Paula Hankins to serve as a grants administrator. She brings with her over 16 years of experience in historic preservation, museums, non-profit management, and development. In addition to her work at BNHA, she serves as the part-time executive director of Carroll Museums, board treasurer of the Greater Baltimore History Alliance, and volunteer administrator for Historic Jonestown. Paula and her family live in Charles Village.

## *Lecture Series Brings to Life Baltimore Stories*

For the fourth year in a row, the heritage area coordinated a lecture series at Baltimore City Hall to showcase Baltimore's history and its personalities. The "It's More than History!" series featured six lectures through February, March, and April. February lectures focused on music and Baltimore's African American voice with programs on opera singer Anne Brown and jazz pianist Ellis Larkins. March programs, presented in partnership with the Jewish Museum of Maryland and the Maryland Historical Society, commemorated Women's History Month. April events included a walking tour of City Hall Plaza and a photographic journey through Baltimore's forgotten movie theaters.

## *Authentic Baltimore Continues to Grow*

Launched in 2004, Authentic Baltimore is a membership program for hotels, bed and breakfasts, restaurants, historic attractions, and retail stores that provide a unique and authentically Baltimore experience. To showcase member sites, BNHA and Carroll Museums hosted its annual Authentic Baltimore guided holiday motor coach tour led by historian Wayne Schaumburg. Attendees visited five Authentic Baltimore sites and enjoyed lunch at the Carroll Mansion in Historic Jonestown.

BNHA continued to improve and upgrade the new Authentic Baltimore website that was launched in 2013. The website includes news and announcements about programs for visitors seeking a unique Baltimore experience, including specialized tours, restaurants, events, and products. Visit [www.authenticbaltimore.org](http://www.authenticbaltimore.org) to learn more.

## **National Spotlight on Heritage Areas as Program Celebrates 30th Birthday**

In August 1984, President Ronald Reagan signed a law establishing the Illinois & Michigan Canal National Heritage Corridor as the nation's first national heritage area. The program has grown to 49 national heritage areas in 32 states. In 2009, the Baltimore National Heritage Area was established, adding the city's story to the American history and culture shared by the heritage areas across the country.

To help commemorate the 30th anniversary of the program, BNHA participated in a National Park Service-led social media campaign (#HeritageArea30) to build awareness in heritage areas and their impact to their communities. From August 24 through August 30, BNHA used Twitter and Facebook to highlight the role of heritage areas in historic preservation, education, conservation, and recreation. On August 30, BNHA focused the message on economic impact, citing a study by research firm Tripp Umbach. The study found that BNHA helped generate \$318.8 million in economic impact, supports 4,184 jobs, and raises more than \$31 million in tax revenue.

BNHA is an active member of the Alliance of National Heritage Areas (ANHA), which is committed to raising awareness of the program among U.S. government leaders and the public. BNHA worked closely with ANHA with efforts to pass legislation that will solidify and clarify the National Heritage Area Program as a permanent NPS program. BNHA staff participate in ANHA meetings, and BNHA Executive Director Jeff Buchheit recently served on a committee to create a set of clear performance metrics for the national program.

## **Planning Helps Sites Improve Visitor Experiences at Small, Mid-Sized Museums**

In spring 2014, the Baltimore National Heritage Area began working with five Baltimore attractions to develop customized plans to help improve visitor experiences. The plans will help the sites better relate to visitors through improved access and exhibits. The sites all share one unique feature: they are historic and cultural resources located along the one-mile-wide corridor of the Charles Street National Scenic Byway.

The heritage area selected Interpretive Direction, LLC (ID) to develop plans for five sites: Bromo Arts Tower, Babe Ruth Birthplace and Museum, Eubie Blake National Jazz Institute and Cultural Center, G. Krug & Sons, and the Baltimore Streetcar Museum. Funding for the plans was made possible by a National Scenic Byways Program grant managed by the Maryland State Highway Administration.

"We're delighted with this planning process that will help these institutions continue to grow and further add to the byway's vibrancy," said Terry Maxwell of SHA's Office of Environmental Design.

ID and heritage area staff met with each site during a day-long workshop to identify current and potential audiences, storylines, and desired visitor experiences. The workshop included a tour of the resource and its collection of artifacts. The plans were completed in the summer of 2014 and may serve as a springboard for grant projects funded through the BNHA small capital and the Maryland Heritage Areas Authority grant programs.



## Tours Showcase City History, Guide Visitors to Baltimore's Historic Neighborhoods

The Baltimore National Heritage Area manages a series of urban heritage trails that wind through some of the city's most historic neighborhoods. Loosely patterned on Boston's Freedom Walk, the trails are designed to encourage heritage tourism in less-traveled—yet historically vibrant—parts of the city. Since 2005, the Baltimore National Heritage Area has offered guided walking tours along the trail network. Trained and knowledgeable urban rangers take visitors on 90-minute tours offering insightful interpretation and “only in Baltimore” stories.

During 2014, BNHA urban rangers led more than 1,100 visitors along Heritage Walk, the Historic Fell's Point Trail, Mount Vernon Cultural Walk, and the Pennsylvania Avenue Heritage Trail. The heritage area also worked with the Fell's Point Preservation Society to have urban rangers staff the Fell's Point Visitor Center to greet tourists arriving for War of 1812 Bicentennial events.

Urban rangers also narrate the Baltimore Trolley Tour, which departs from the Baltimore Visitor Center. Over 5,000 visitors took a trip on the trolley to learn more about the city's history.



A look inside of the Bromo Arts Tower clock room is a highlight on a tour of the building. The iconic 1911 structure will be an attraction along the new urban heritage trail.

In April 2014, the heritage area hosted a public meeting to gather input for its latest urban heritage trail. The new trail will include the historic Lexington Market neighborhood and the Bromo Tower Arts and Entertainment District. Linkages will connect to a cluster of sites around the B&O Railroad Museum. The urban heritage trail will provide structure to encourage visitors to see the neighborhood and engage local business and non-profits in developing heritage tourism products to spur economic development. During the April meeting, the public was asked to weigh in on which sites were important to be called out as “Star Attractions” along the trail. This public input will guide heritage area staff on the route of

the trail and the themes that will be explored through historic interpretation. In 2015, the heritage area will work with students from John Hopkins University's Museum and Society Program to help research the themes and provide content for interpretive panels to be set along the trail route.

### SAMPLES OF TOUR FEEDBACK FROM 2014

***Absolutely great!***

**by far the  
high point  
of my visit  
in Baltimore**

The rangers were really great.

**Next time our  
group comes  
to Baltimore  
we plan to  
make this tour  
mandatory**

**Articulate, accessible for  
questions and full of facts**

***Thanks for a great day  
in your fair city***

***Highly recommend it to any one  
interested in history and insider stories!***

## New Projects, Programs Underway for 2015

With the close of the War of 1812 Bicentennial, the Baltimore National Heritage Area is excited to launch new programs and projects focusing on other significant facets of Baltimore history. Building upon the success of the Bicentennial passport program, BNHA will launch a new passport that will facilitate visitation at the city's African American heritage sites. *A Lasting Legacy: Baltimore's*



*African American Heritage Passport* will launch in February 2015 during Black History Month. The 48-page passport, generously funded by the PNC Foundation, includes information on sites across the

heritage area with features

highlighting the lives and legacies of important Baltimoreans, such as civil rights pioneer Lillie Carroll Jackson and portraitist Joshua Johnson. Also in February, the fifth season of the City Hall lecture series kicks off with a fascinating look at Carroll Park's Mount Clare and the enslaved families that lived and worked on the grounds of the plantation.

New efforts will be deployed to further engage visitors to show Baltimore's diverse array of attractions and neighborhoods. The heritage area is working with Baltimore Trolley Tours to launch a new tour showcasing the city's monuments and memorials. A new marketing initiative will further promote the Authentic Baltimore website as a resource to visitors and new specialized touring opportunities will promote the uniqueness of Authentic Baltimore members. The heritage area is also looking forward to begin working with community partners to develop a heritage neighborhoods initiative.

# 2014 Heritage Area Board of Directors and Advisory Committee

## BOARD OF DIRECTORS

<i>President</i>	James Piper Bond <i>Living Classrooms Foundation</i>
<i>Secretary</i>	Tom Noonan <i>Visit Baltimore</i>
<i>Treasurer</i>	Jacqueline Carrera <i>Parks &amp; People Foundation</i>

## ADVISORY COMMITTEE

Martin Azola <i>Azola Companies</i>	Bill Gilmore <i>Baltimore Office of Promotion &amp; The Arts</i>	Kathleen Kotarba <i>City of Baltimore, Commission for Historical and Architectural Preservation</i>	Skipp Sanders <i>Reginald F. Lewis Museum of Maryland African American History &amp; Culture</i>
Aaron Bryant <i>University of Maryland, College Park</i>	Steven Gondol <i>Live Baltimore</i>	Burt Kummerow <i>Maryland Historical Society</i>	Gregory Thornton <i>Baltimore City Public Schools</i>
Ernest W. Burkeen, Jr. <i>City of Baltimore, Department of Recreation and Parks</i>	James Hamlin <i>Pennsylvania Avenue Redevelopment Collaborative</i>	Michael McDaniel <i>Baltimore Water Taxi</i>	Courtney Wilson <i>B&amp;O Railroad Museum</i>
Tina Cappetta <i>Fort McHenry National Monument and Historic Shrine</i>	Rev. Alvin Hathaway <i>Union Baptist Church</i>	Camay Murphy <i>Co-Chair, BNHA Advisory Committee</i>	Roland Woodward <i>Baltimore Museum of Industry</i>
Rudy Chow <i>City of Baltimore, Department of Public Works</i>	Johns Hopkins <i>Baltimore Heritage, Inc</i>	The Honorable Stephanie Rawlings-Blake <i>Mayor, City of Baltimore</i>	The Honorable Bernard C. "Jack" Young <i>President, Baltimore City Council</i>
Kirby Fowler <i>Downtown Partnership of Baltimore</i>	Jeannie Howe <i>Greater Baltimore Cultural Alliance</i>	Nicholas Redding <i>Preservation Maryland</i>	
Donald Fry <i>Greater Baltimore Committee</i>	William Johnson <i>City of Baltimore, Department of Transportation</i>	Christopher Rowsom <i>Historic Ships in Baltimore</i>	

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## Support the Mission of the 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 Baltimore National Heritage Area provides guided walking tours, develops tourism products, creates and maintains a network of urban heritage trails, provides grant opportunities, and advances awareness in the city's heritage and historic 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.