

2015 Year in Review



FIND YOUR
PARK

*Kids in Kayaks Program
Patapsco's Middle Branch*



**BALTIMORE NATIONAL
HERITAGE AREA**

Challenges, and Opportunities, Marked a Year Like No Other

It's difficult to look past our accomplishments of 2015 without thinking of last April, when the city was roiled by riots and unrest. As spring flowed into summer, we joined the chorus of committed citizens, organizations, and institutions vowing to work together to heal and rebuild our city.

Just a few months later, I was reminded of how our civic organizations—working together—can help bring positive changes to our neighborhoods and our residents. In September, the heritage area and our partners launched a transformative program bringing city school kids to the banks of the Patapsco's Middle Branch for recreational and educational experiences. Through a partnership initiative of the heritage area, National Park Service, Baltimore City Public Schools, and Baltimore City Department of Recreation and Parks, 140 eighth-grade students participated in the Kids in Kayaks program. Thanks to all of our partners that made this program an outstanding success!

I must also thank the Maryland Heritage Areas Authority for emergency grant funding to help support communities affected by the April riots. The heritage area, working with the city's Arts and Entertainment Districts, Main Streets, and other neighborhood organizations, was able to distribute \$30,000 to bolster existing programs that engaged communities impacted by the riots.

While we all paused during the April riots, the heritage area quickly continued to pursue its programs and initiatives propelling our mission: protect, preserve, and enhance our historic, cultural, and natural resources. Our rangers provided more than 470 tours along our Heritage Walk and Historic Fell's Point urban heritage trails. We worked with students from Johns Hopkins University to research places, people, and themes for our next trail in the Lexington Market neighborhood. We conducted three grant cycles for our Heritage Investment and Small Capital grant programs, awarding \$300,000 to 33 projects supporting heritage tourism in our community.

Thank you for your support in 2015, and I look forward to working with you in 2016 as we celebrate the inaugural Light City, prepare for Fleet Week and the Blue Angels in October, and commemorate anniversaries such as the centennial of both the Baltimore Symphony Orchestra and the National Park Service. I am continually heartened by the city's resolve and optimism, and I am proud to be part of a Baltimore that knows its history and believes in its future.

Sincerely,



Jeffrey P. Buchheit

EXECUTIVE DIRECTOR
Baltimore Heritage Area Association

DO YOU HAVE WHAT IT TAKES? BNHA Launches Photo Contest to Capture the Best of the City

At its annual meeting in November, the Baltimore National Heritage Area officially launched a new photo contest: It's a Snap! Baltimore. The contest,

**IT'S A
SNAP!**
Baltimore
PHOTO CONTEST

open through July 2016, invites shutterbugs to photograph the city through the seasons and to capture images of the multitude of city festivals and events.

Photographs must be taken within the boundaries of the heritage area and fall into one

of four categories associated with Baltimore history. The heritage area is looking for photos that —

- Commemorate and celebrate Baltimore as the birthplace of the Star-Spangled Banner,
- Illustrate how Baltimore's geography and natural resources shaped the city's culture and industry,
- Showcase the city's architectural uniqueness and the institutions that helped shape Baltimore, and
- Shed light on Baltimore's rich diversity of cultures and traditions.

A team of judges made up of Baltimore-based artists and professionals will select a grand prize winner as well as winners and finalists for each category. The selected images will be featured in a 2017 wall calendar distributed by the heritage area.

Visit www.explorebaltimore.org/snap for more information on the photo contest, including photograph submission instructions and the rules and requirements.



Mock-up cover of the 2017 wall calendar that will feature images from the It's a Snap! Baltimore photo contest

Heritage Area Settles Into New Office Space in Heart of Historic Mount Vernon

After a few years of enjoying the hospitality and camaraderie of Visit Baltimore, the office of the Baltimore National Heritage Area moved to a new space in the historic Mount Vernon neighborhood, just a moment's walk from the Washington Monument. In August, the heritage area moved into The CO-OP at 12 W. Madison Street.



Front steps of 12 W. Madison

The history of the mansion at 12 W. Madison Street is inseparable from its original builder and owner, John Pendleton Kennedy. Kennedy was an iconic figure in 19th-century Baltimore, with a career that weaved together his passions for politics, writing, law, and business. He was elected to both the Maryland House of Delegates and the U.S. Congress, and served as the first president of the Peabody Institute, president of the Northern Central Railway, and even Secretary of the U.S. Navy. In February 1859 Kennedy built what would be his final home in the lot located at 12 W. Madison Street.

The house continued to be used as a residence after Kennedy's death in 1870, but later transitioned into a commercial building, where it housed a variety of interesting institutions including Co-operative Dental Laboratories, the Baltimore Institute (later the University of Baltimore), and the Commission on Afro-American and Indian History and Culture.

In 2013, the partners of 12 West Madison, LLC purchased the building and set out to restore the building to reveal the original character and charm crafted by original owner John Pendleton Kennedy. The restoration introduced a contemporary style that makes the building one of the premiere workspaces in Baltimore City. Now called The CO-OP, the building is home to a collection of dynamic and growing organizations committed to improving their communities and the City of Baltimore. The managers of The CO-OP seek to create an atmosphere of collaboration and interactivity that give all its members the chance to create new connections and opportunities every day right within the building. The heritage area is delighted to be part of this cooperative dedicated to building a better Baltimore.

Passport Celebrates City's African American History 20,000 Distributed Throughout Baltimore

In February 2015, the heritage area launched *A Lasting Legacy: Baltimore's African American Heritage Passport*. The 48-page passport, supported by funding from the PNC Foundation, is a guide to the people and places that contributed to the city's African American heritage. Sites are grouped by geography, and the passport focuses on West Baltimore, Fell's Point, downtown, and historic Mount Auburn Cemetery. An introduction provides an overview of African American history in Baltimore. Spotlights throughout the passport highlight significant individuals, ranging from jazz legend Cab Calloway to the nation's first black female state senator (Verda Welcome, who served in the Maryland

Senate for 20 years). By the end of 2015, PNC Bank branches throughout the city distributed 10,000 passports; an additional 10,000 passports were distributed by the Mayor's Office of Neighborhoods and through branches of the Enoch Pratt Free Library.

BNHA Welcomes New Board Member



PHOTO/ENOCH PRATT FREE LIBRARY

In March, Enoch Pratt Free Library Chief Executive Officer Carla Hayden, Ph.D., joined the heritage area's board of directors. Hayden, who serves as the board's treasurer, has led the Enoch Pratt Free Library's operations since 1993. Prior to coming to Baltimore, she served as the first deputy commissioner and chief librarian of the Chicago Public Library.

In addition to Hayden's election to the heritage area board, new appointments were made to the BNHA's 26-member advisory committee. The heritage area welcomed Eric Holcomb, who serves as director of the city's Commission for Historical and Architectural Preservation, and Anita Kassof, executive director of the Baltimore Museum of Industry. The advisory committee meets two to three times during the year to provide insight and guidance on BNHA's operations and programs.





Sam Rogers accepts the award with BNHA Executive Director Jeff Buchheit, BNHA Chairman James Piper Bond, and Baltimore Mayor Stephanie Rawlings-Blake.

2015 INDIVIDUAL PARTNER OF THE YEAR SAM ROGERS

Sam Rogers, who serves as the executive vice president and chief marketing officer for Visit Baltimore, the city's convention and visitors bureau, was recognized for his constant advocacy for the heritage area and its mission to promote heritage tourism.



BCRP Director Ernest W. Burkeen, Jr. (holding award) and BCRP staff accept the award from Mayor Rawlings-Blake.

2015 ORGANIZATION PARTNER OF THE YEAR BALTIMORE CITY DEPARTMENT OF RECREATION AND PARKS

The heritage area has increasingly partnered with the incredible staff and resources of the city agency. This strong partnership was showcased during the launch of the Kids in Kayaks program, which brings eighth-grade public school students to the Patapsco's Middle Branch to learn how to kayak as well as learn about the natural resources and history of the Chesapeake Bay.

ALL AWARD PHOTOS COURTESY MARK DENNIS, CITY OF BALTIMORE

Annual Meeting Explores Museums and Issues of Diversity, Inclusion *Partners of the Year Honored at November Event*

On November 17, the heritage area held its second annual meeting at historic Westminster Hall in downtown's Westside. The meeting started with keynote speaker Izetta Autumn Mobley who spoke on how museums could serve as a point of congregation and discussion on matters of race, inclusion, and diversity. Mobley, a diversity educator and American studies doctoral candidate at the University of Maryland College Park, provided thoughtful insights on how museums and other institutions can respond to the evolving cultural landscape.

After the keynote, the heritage area recognized the individuals and organizations that have contributed to its mission to promote, preserve, and enhance Baltimore's cultural, historic, and natural resources. Sam Rogers was named Individual Partner of the Year; the city's Department of Recreation and Parks was named Organization Partner of the Year.

"Heritage areas are only successful with strong partners, and we thank the people and organizations that have helped promote, preserve, and enhance this city's cultural and historic legacy" said Jeffrey Buchheit, executive director of the Baltimore National Heritage Area. "Baltimore has an outstanding network of individuals, institutions, associations, and agencies. Their strengths allow us to work to create better and safer neighborhoods through heritage tourism."

BNHA also honored Janet Caslow as the organization's 2015 volunteer of the year. Caslow has been instrumental in PortFest, an annual week that shines a spotlight on the Port of Baltimore and encourages young people to explore careers in the maritime sciences. She has worked tirelessly to connect students to history through service projects and creative learning opportunities.

The heritage area named Claire Corcoran as the 2015 heritage area urban ranger of the year. Through her work guiding visitors along BNHA's Fell's Point and Heritage Walk trails, Corcoran has garnered exemplary praise for her professionalism, enthusiasm, and knowledge of Baltimore history.

Baltimore Mayor Stephanie Rawlings-Blake received a certificate of appreciation for her constantly strong advocacy for the heritage, cultural, and museum communities of Baltimore. She was honored for her support of the arts and humanities for residents and visitors and her understanding of the economic impact that a thriving arts and culture community brings to the city.



Janet Caslow, Volunteer of the Year



Claire Corcoran,
Urban Ranger of the Year



Mayor Rawlings-Blake was
recognized for her support of the
heritage and cultural communities.

BNHA Awards \$300K to Support Heritage Tourism, Preservation

During 2015, the heritage area held three grant rounds that awarded \$300,000 to local non-profit organizations in support of heritage tourism and historic preservation projects. Two-thirds of the awards were made through the new Heritage Investment Grant program, which provides “small but strategic” grants to fund non-capital activities, including planning and research; development of interpretive materials (brochures, maps, and signage); and programs, such as conferences and living history seminars. Heritage Investment Grant funds also provide operational support to qualified non-profits working in the field of heritage tourism.

“We are thrilled to be able to bring federal support from the National Park Service and Interior Department to our wonderful city,” said Jeffrey Buchheit, executive director of the Baltimore National Heritage Area.

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. Awards were made in February and September.

The recipients of BNHA’s small capital grants were announced at the annual meeting in November. The small capital grants also provide relatively small investments to improve heritage tourism resources within the boundaries of the heritage area. The funding can be used for acquisition of property, new construction, preservation, and restoration. Projects funded range from structural repairs to the Mother Seton House on North Paca Street to the restoration of the Baltimore Museum of Industry’s historic shipyard crane.

“The types of projects supported are as diverse as the city itself,” said Buchheit. “Improving our heritage resources leads to real and positive changes in the city: spurring investment, creating jobs, and helping communities.”

Recipients of the FY2016 Small Capital Grants were announced at BNHA’s November Annual Meeting. Eight projects received funding for capital projects that will help to boost heritage tourism in Baltimore and protect historic resources.

Baltimore Museum of Industry	Restoration of the Shipyard Crane (\$15,000)
Carroll Museums, Inc.	Structural Preparations for the All American House 2016 (\$15,000)
Friends of Patterson Park	Repair of the Park’s Marble Fountain (\$6,000)
Greater Baltimore Urban League	Repairs to the Historic Orchard Street Church Roof and Gutter System (\$7,500)
Maryland Museum of Military History	Design and Fabrication of a World War I Exhibit (\$15,000)
McKim Community Association	Masonry Repairs to the Historic McKim Free School Building (\$15,000)
St. Mary’s Spiritual Center	Water Abatement and Repairs to the Mother Seton House (\$12,500)
St. Vincent de Paul Church	Restoration of the Church’s Front Façade (\$14,000)



Visit www.explorebaltimore.org to see a list of previous grant recipients for the Small Capital, Heritage Investment, and MHAA Project Grant programs.

Marble Fountain at Patterson Park

PHOTO COURTESY FRIENDS OF PATTERSON PARK

State Grants Invest \$345,000 in Baltimore’s Neighborhoods

Spring Emergency Grant Focused on Communities, Main Streets Impacted by April Unrest

In June 2015, the Maryland Heritage Areas Authority (MHAA) awarded \$315,000 in matching grants to six heritage tourism related projects located within the heritage area. Projects funded include interpretive and wayfinding signage for Auchentoroly Terrace and planning for a new core exhibit at the Jewish Museum of Maryland. MHAA also awarded a management grant to the heritage area to support its day-to-day operations.

Following the April riots, MHAA recommended the heritage area apply for an “emergency grant” to help communities impacted by the unrest. After consultation with community partners and stakeholders, BNHA applied for and received \$30,000 to help support existing community engagement programs in the six Main Streets and Arts and Entertainment Districts within the boundaries of the heritage area.

Lecture Series Brings to Life Baltimore Stories

In February 2015, the heritage area held its fifth lecture series at Baltimore City Hall showcasing Baltimore's history and its personalities. "It's More than History!" featured four lectures over February and March that explored Baltimore's African American legacy. February programs looked at early Baltimore history, with lectures on slavery at Mount Clare Mansion and the black experience in Fell's Point from the 1700s through the end of the 19th century. The March lectures, coinciding with Women's History Month, profiled two outstanding women: Hazel Grisham, a real life "Rosie the Riveter" who worked at Martin Aircraft Company's Canton Factory in its Colored Division; and Henrietta Lacks, a poor black tobacco farmer whose cells, taken without her knowledge in 1951, went on to become the first immortal human cells ever grown in the laboratory. Approximately 210 guests attended the Friday noon lectures.

Walking and Trolley Tours Showcase History, Culture

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—neighborhoods. Since 2005, the Baltimore National Heritage Area has offered guided walking tours along the trail network.

During 2015, heritage area urban rangers led 472 tours along Heritage Walk, the Historic Fell's Point Trail, Mount Vernon Cultural Walk, and the Pennsylvania Avenue Heritage Trail. The heritage area continued to work with the Fell's Point Preservation Society to have urban rangers staff the Fell's Point Visitor Center to greet tourists visiting this historic maritime neighborhood.

The heritage area, partnering with the Baltimore Visitor Center and ZBest Limousines, provides interpretive guides for the Baltimore trolley tour. Over 3,000 visitors took a trip on the trolley to learn more about the city's fascinating history.

History, Ecology and Recreation Drive BNHA's Kids in Kayaks Program

After months of planning and working with its partners, the Baltimore National Heritage Area launched (pun intended) the Kids in Kayaks program in the fall of 2016. The program provides Baltimore City eighth-grade students a unique opportunity to learn a new skill (kayaking) while simultaneously learning about the history of their city and the Chesapeake environment. Students learn the basics of kayaking at the Baltimore Rowing Club along the Middle Branch of the Patapsco and are led on a exploration of the river and the small tributaries nearby. Learning stations at the rowing club let students learn more about Baltimore's history (including the explorations of Captain John Smith in the 17th century and the 1814 Battle of Baltimore) and the flora and fauna that call the Chesapeake Bay home. Capped off by a lesson in stewardship, this place-based experience has been called out as "the best field trip ever" by participating teachers and students.



Three schools and approximately 140 students participated in the fall program. The program will continue in spring 2016, serving an additional 460 students. Thanks to additional funding that has been received by project partners, the program will continue in the 2016-17 school year, allowing even more students to explore the Middle Branch of the Patapsco River on kayaks.

The NPS's Northeast Regional Office supported Kids in Kayaks through a \$15,000 special opportunities grant. The heritage area matched this funding dollar for dollar; partners in the program provided additional in-kind funding. The heritage area thanks the many partners that made Kids in Kayaks possible; kudos to Baltimore City Public Schools, Baltimore Department of Recreation and Parks, Star-Spangled Banner Flag House, Maryland Zoo in Baltimore,



When not on the water, students visited several learning stations to learn more about the Patapsco's history and ecology.

and three units of the National Park Service: Fort McHenry National Monument and Historic Shrine, Captain John Smith Chesapeake National Historic Trail, and Star-Spangled Banner National Historic Trail.

Baltimore's Civil Rights Legacy at Heart of Two NPS-Funded Initiatives



Public School No. 103

During 2015, the heritage area launched two research initiatives to better explore and interpret the city's contributions to the nation's Civil Rights Movement. Both programs are supported by funds from the National Park Service.

With funding from the NPS's Northeast Regional Office, BNHA began work on a study and analysis on the life of U.S. Supreme Court

Justice Thurgood Marshall. The documentation will help the heritage area better position Thurgood Marshall's elementary school (Public School No. 103 at 1315 Division Street) as a candidate for National Historic Landmark designation and perhaps as a NPS site. The work will include context study on historic sites in relation to Marshall; a brief analysis of National Historic Landmarks associated with the Civil Rights Movement;

and an inventory of Baltimore city sites associated with the movement. A final report from the study's consultants will be presented during the summer of 2016.

In parallel to the Marshall study, the heritage area partnered with the Maryland Historical Trust and Baltimore Heritage, Inc. (the city's preservation advocacy organization) to examine adding Baltimore sites related to the Civil Rights Movement to the National Register of Historic Places. Funded by a NPS Underserved Communities grant to the Maryland Historical Trust, the project was envisioned with strong student involvement. Working with Baltimore City Public Schools and the Maryland Historical Society, Baltimore City students from two high schools (Digital Harbor and Carter Vocational-Technical) took field trips to West Baltimore sites related to the Civil Rights Movement, received instructions on primary research methodologies, and learned how to approach crafting a National Register nomination form.

LOOKING FORWARD New 2016 Programs and Projects

In addition to continuing to offer guided walking tours and lectures, getting kids into kayaks, and further researching Thurgood Marshall and his life in Baltimore, the heritage area will be engaged in several other initiatives that help promote Baltimore's history and protect our historic, cultural, and natural resources. Keep track of these initiatives on www.explorebaltimore.org, BNHA's official website.

New Marketing Targets Visitors, Encourages Exploration



In 2015, the heritage area developed a comprehensive marketing and communications plan to guide the heritage area in its outreach and promotional efforts. One action item of the plan called for developing new marketing materials that would focus on "experiential" opportunities in Baltimore. Adapted from the Maryland Office of Tourism's work, the new marketing materials encourage visitors and residents to "take a hike" along the urban heritage trails to uncover unique places, people, and stories. The new advertising has been placed in both local and national publications, as well as reflected in displays on the Baltimore Water Taxi.

Working to Preserve Baltimore's Sacred Spaces

In March, the heritage area is hosting a workshop that will explore how Baltimore's sacred places can benefit from partnering with the arts community, neighborhoods, or small- to medium-sized businesses. The purpose of these partnerships is to bring congregations funding to help support the maintenance and preservation of historic sacred buildings.



Stained-glass window, Zion Lutheran Church

In 2015, the Baltimore National Heritage Area received a technical assistance grant from the National Park Service Northeast Region's National Heritage Area program office to implement a Partners for Sacred Places program model.

Sacred spaces within the boundaries of the Baltimore National Heritage Area are invited to attend this congregational town hall meeting. Facilitated by Partners for Sacred Places, the town hall will be the next step in Sacred spaces clergy and lay staff; members of the visual and performing arts community; and community stakeholders are invited to attend to learn more about preserving Baltimore's historic sacred spaces. The Baltimore initiative builds on the Making Homes for the Arts in Sacred Places (AiSP) program, designed to facilitate long-term, mutually beneficial space-sharing relationships

between arts organizations— with inadequate or no home—and houses of worship with space to share.

The March town hall, to be held at historic Zion Lutheran Church, is hosted by BNHA, Greater Baltimore Cultural Alliance, Preservation Maryland, Baltimore Department of Planning's Commission for Historical and Architectural Preservation, and the Mayor's Office of Neighborhoods. More information on the program can be found on the heritage area's website.

BNHA To Host National Heritage Areas

In April 2016, the Baltimore National Heritage Area will host the Alliance of National Heritage Areas (ANHA) spring meeting. The meeting will bring representatives from the 49 national heritage areas to Baltimore to discuss issues related to the National Park Service program. One day of the conference will be spent showcasing Baltimore's cultural and historic attractions which have been positively impacted by BNHA partnership and grant funding. Some of the sites will include the American Visionary Art Museum and the B&O Railroad Museum. ANHA guests will also travel to the Baltimore Rowing Club on the Patapsco's Middle Branch to watch city eighth-grade students participate in the Kids in Kayaks program.

Fleet Week 2016

BNHA is proud to partner with the state and city for the return of the U.S. Navy and the Blue Angels for Fleet Week from October 12 through 17. The heritage area will once again work with our partners on a passport program for ships and attractions and will also coordinate community relations projects to bring Navy volunteers to key heritage sites throughout Baltimore.

2015 Heritage Area Board of Directors and Advisory Committee

BOARD OF DIRECTORS

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<i>Secretary</i>	Tom Noonan <i>Visit Baltimore</i>
<i>Treasurer</i>	Carla Hayden <i>Enoch Pratt Free Library</i>

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Aaron Bryant <i>University of Maryland, College Park</i>	Steven Gondol <i>Live Baltimore</i>	William Johnson <i>City of Baltimore, Department of Transportation</i>	Christopher Rowsom <i>Historic Ships in Baltimore</i>
Ernest W. Burkeen, Jr. <i>City of Baltimore, Department of Recreation and Parks</i>	James Hamlin <i>Pennsylvania Avenue Redevelopment Collaborative</i>	Anita Kassof <i>Baltimore Museum of Industry</i>	Skipp Sanders <i>Reginald F. Lewis Museum of Maryland African American History & Culture</i>
Tina Cappetta <i>Fort McHenry National Monument and Historic Shrine</i>	Rev. Alvin Hathaway <i>Union Baptist Church</i>	Burt Kummerow <i>Maryland Historical Society</i>	Gregory Thornton <i>Baltimore City Public Schools</i>
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Kirby Fowler <i>Downtown Partnership of Baltimore</i>	Eric Holcomb <i>City of Baltimore, Commission for Historical and Architectural Preservation</i>	Camay Murphy <i>Co-Chair, BNHA Advisory Committee</i>	The Honorable Bernard C. "Jack" Young <i>President, Baltimore City Council</i>
Donald Fry <i>Greater Baltimore Committee</i>		The Honorable Stephanie Rawlings-Blake <i>Mayor, City of 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 of 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.