



2018 Year in Review



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BNHA Welcomes New Board Member, Says Farewell to Longtime Director

Julia Rose, director and curator of Johns Hopkins University's Homewood Museum, joined the BNHA board in 2018. Previously director of the West Baton Rouge Museum,



Rose brings expertise in museum management and interpreting difficult histories. She holds a doctorate from Louisiana State University and a master of arts in teaching in museum education from George Washington University. Rose serves as the heritage area's treasurer, replacing Visit Baltimore's Sam Rogers who is now with Visit Norfolk in Virginia.

In December 2018, Jeff Buchheit announced his departure after serving an eleven-year tenure as BNHA's executive director. Buchheit will serve as the executive director of the nonprofit that manages the tall ship *Pride of Baltimore II*.

"Change is always bittersweet," said Buchheit. "After 11 years with the heritage area as its executive director I am very sad to leave. With that being said I am leaving the BNHA in very strong hands with its current staff, board of directors, and all of our amazing partners. I feel blessed to not be leaving Baltimore and to be taking on a new role where I can partner with the heritage area in new and exciting ways."

"We are very sad to see Jeff move on," said BNHA Board President James Piper Bond. "Jeff has done a great job leading our organization for more than a decade. Thanks to Jeff's leadership the heritage area is stronger than it has ever been."

Under Buchheit's leadership the heritage area received federal designation, transitioned to a non-profit organization, and grew its grants programs that now award nearly \$1 million annually to local partners to promote heritage tourism. Most recently the heritage area entered into an agreement with the City of Baltimore to renovate the H.L. Mencken House (see page 5 for more information).

BNHA Photo Contest Captures What Makes Baltimore Monumental

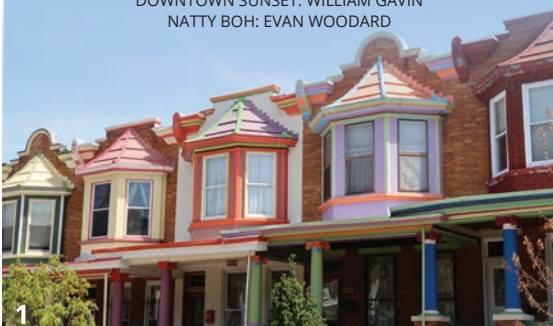
The heritage area's annual photo contest — It's a Snap! Baltimore — invited amateur and professional photographers from across Maryland and the nation to submit pictures representing what makes the city "monumental." Twenty-six images were selected to be featured in a 2019 wall calendar distributed to BNHA's partners and available at local museum gift shops.



Congratulations to Baltimore's Teresa Duggan for her grand-prize winning photo of an araber cart at the Arabber Preservation Society in West Baltimore.

2019 Calendar

The photo contest for 2019 is up and running! Visit the BNHA website for full contest details and how to submit pictures online: explorebaltimore.org/snap



Heritage Area Links Successful Fleet Week with Education and Heritage Tourism Programming

The Baltimore National Heritage Area played a key role in educational and heritage tourism components of 2018's Maryland Fleet Week and Air Show Baltimore. From October 3 through 9, more than 200,000 people experienced the event, which included tours of visiting naval and civilian vessels, shows by the U.S. Air Force's Thunderbirds, and a three-day festival in the Inner Harbor.

Representatives from BNHA and the Baltimore City Public Schools co-chaired the event's education committee, which coordinated field trips for more than 2,800 city school students. Students toured the visiting ships, met U.S. naval personnel, and participated in hands-on STEM programming.

During the festival, BNHA distributed 15,000 Fleet Exploration passports from its booth in the Inner Harbor. The publication, designed for visitors to collect stamps from the ships, included history on the city's historic waterfront neighborhoods and historic sites and attractions just steps away in Historic Jonestown, Fell's Point, and Locust Point. BNHA also rewarded 1,000 passport holders who collected ten stamps with a commemorative token.



Fleet week visitors to Fell's Point could explore the waterfront neighborhood with BNHA's new walking tour mobile app (tourfells.org). Made possible with grant funding from the Maryland Heritage Areas Authority, the web-based app connects 18 historic sites with Fell's Point's maritime heritage.

The heritage area was also instrumental in assisting the U.S. Navy in its community relations projects. BNHA facilitated communications with the Navy and the city's parks department to identify three community engagement initiatives resulting in a Fleet Week legacy project.



Maryland schools across the Baltimore region took full advantage of the on-site educational opportunities afforded by the 2018 Fleet Week. Many ships offered tours and hands-on lessons in maritime traditions. *Photo: Historic Ships in Baltimore*

Long-Standing Lecture Series and Youth Programs Continued in 2018

BNHA started its lunchtime lecture series seven years ago. The title — "It's More Than History" — speaks to how Baltimore's heritage, people, and places bring tangible connections with the past and shapes the way we interact daily with the city's architecture, neighborhoods, and communities. In 2018, the lecture series found a new home at the Peale, the historic 1815 building steps away from City Hall.

The January, February, and March lectures touched on a variety of fascinating topics: the city's segregated school system, the women who influenced Frederick Douglass, and the peculiar popularity of Civil War Era "spirit photography." Presenters included master storyteller and drummer David Fakunle, historian Philip J. Merrill, National Park Service ranger Brittany Hall, and Smithsonian curator and author Peter Manseau.

More than 400 students participated in the 2018 round of Kids in Kayaks. This ongoing program provides Baltimore City students a unique opportunity to learn a new skill (kayaking) while simultaneously learning about the history of the Patapsco River and the Chesapeake Bay. Capped off by a lesson in stewardship, this place-based experience has been called "the best field trip ever" by participating teachers and students.

BNHA continued to support the National Park Service's Every Kid in a Park program with a grant from the National Park Foundation to provide bus services. The program brought 2,599 fourth graders on field trips to Fort McHenry National Monument and Historic Shrine and Hampton National Historic Site in Towson, Maryland.

The heritage area also worked in partnership with the Maryland Historical Trust, Baltimore Heritage, and Baltimore City Public Schools on a project to nominate Civil Rights Movement-related sites in Baltimore to the National Register of Historic Places. The project showed students the nomination process by providing them with a field trip to the Maryland Historical Society and the Lillie Carroll Jackson Civil Rights Museum. During the field trip students learned how to research primary documents and received lessons in Baltimore's civil rights history.

BNHA Grant Programs Invest \$210,000 in Heritage Tourism and Preservation Projects

In 2018, the heritage area awarded 20 non-profit organizations grants through the Small Capital and Heritage Investment grant programs. Both grant programs make modest, but strategic, investments for improvements to the city's cultural, historic, and natural resources.

"We're delighted that the heritage area was able to award more than \$210,000 to our treasured museums, historic sites, neighborhoods, and parks," said heritage area Interim Executive Director Shauntee Daniels. "The projects funded help a broad swath of the Baltimore community. While varied in scope and size, all the projects help promote, protect, and enhance the city's heritage."

The Heritage Investment grant program provides funds for non-capital projects, such as publications, events, exhibits, planning, and operational support. The grant program is supported with funds from the National Park Service. The twelve awards were made in spring 2018 and fund a variety of projects, including new museum exhibits and programming, interpretive signage, and operating support.

The Small Capital grant round began in September 2018, with an award announcement made in December. Funded through Baltimore City bonds, the projects include physical improvements to the city's historic sites and attractions.

To better serve BNHA grant recipients, the heritage area made numerous improvements to its grant reporting requirements, including streamlining the process through the online grant portal system.



Fell's Point Main Street received a \$6,500 Heritage Investment Grant to rebrand and revitalize the Privateer Festival for its 15th anniversary in April 2019. Festival planners are seeking a more immersive experience emphasizing the historic aspects of privateering in 1800s Baltimore.

Photo: George Sass

2018 Heritage Investment Grant Awards

Baltimore Architecture Foundation	Doors Open Baltimore (\$10,650)
Carroll Museums	Operating Support (\$10,000)
Fell's Point Main Street	Maritime Festival Planning and Support (\$6,500)
Friends of Wyman Park Dell	Landscape Planning (\$7,291)
Historic Ships in Baltimore	Mobile Touring Application (\$15,000)
Irish Railroad Workers Museum	Heritage Programming (\$9,960)
Maryland Historical Society	Fashion Archives Exhibition (\$10,000)
National Great Blacks in Wax Museum	Operating Support (\$10,000)
Pigtown Main Street	Operating Support (\$7,000)
Port Discovery	Port of Baltimore Exhibit (\$15,000)
St. Vincent de Paul Church	Exterior Interpretive Signage (\$6,545)
Zion Lutheran Church	Sexton House Architectural Planning and Design (\$3,000)

FY2018 Small Capital Grant Awards

Baltimore and Chesapeake Steamboat Company	Preservation of the <i>Charles D. Gaither</i> Police Patrol/Fireboat (\$6,000)
Baltimore Heritage, Inc.	Lafayette Square Park Comfort Station Restoration (\$15,000)
Black Cherry, Inc.	Black Cherry Puppet Theatre 40th Anniversary Renovation, Phase I (\$15,000)
Friends of President Street Station	Restoration of Paintings: Typical Early Freedom Train and Lincoln (\$4,330)
Greater Baltimore Urban League	Professional Preparation of Easements for Orchard Street Church (\$14,460)
Irish Railroad Workers Museum	Critical Roof Repair (\$6,110)
Peale Center for Baltimore History and Architecture	Electrical Support Project (\$10,000)
Southwest Partnership of Baltimore	Malachi Mills House Restoration (\$14,100)
Star-Spangled Banner Flag House	House Historic Preservation Project (\$15,000)

Record \$900K in Project Grants Awarded by State Heritage Areas Authority



Twelve Baltimore non-profit organizations, including the heritage area, received \$914,577 in grants from the Maryland Heritage Areas

Authority. The grant funds support heritage tourism projects and initiatives that draw visitors and expand economic development and tourism-related job creation.

Projects funded include the construction of a new main exhibit at Port Discovery Children's Museum, support for the Poe House's successful international festival, campus upgrades at the Baltimore Streetcar Museum and the Maryland Historical Society, and needed maintenance of the U.S. Coast Guard cutter *Taney* and the Living Classrooms Foundation's *Lady Maryland*.

BNHA received grants for operational support, marketing initiatives (see page 5), programming for Fleet Week 2018, and funding for the 2019 round of the Neighborhood Placemaking Grant Program (article below).

Heritage Neighborhood Program Makes First Micro-Grant Awards

In late 2017, BNHA asked Baltimore's residents to share what made their neighborhoods special places. Neighborhoods with the most survey responses were awarded micro-grants for improvement projects; the micro-grants (ranging from \$250-500) were awarded to Patterson Park, Pigtown, Jonestown, Fell's Point, and Madison Park.

"Our historic neighborhoods are essentially the heart of Baltimore," said Imani Haynes, BNHA's heritage neighborhood coordinator. "We're very excited to focus funding on ways to help our neighborhoods share their stories."

With the success of the survey and micro-grant awards, BNHA decided to formally expand the program. A \$25,000 block grant from the Maryland Heritage Areas Authority will fund the first round of the Neighborhood Placemaking Grants. This grant program will provide up to \$5,000 of support for projects such as small streetscape improvements, development of community gardens and greenspaces, interpretive signage and wayfinding, community-based planning, festivals, and workshops. BNHA will offer technical assistance to support residents and community groups interested in showcasing their neighborhood's heritage and history. The first round of the placemaking grants opened in late 2018 with applications due on April 1, 2019.



Photo: Ilinca Ciubotariu

New Website, Radio and TV Spots Showcase BNHA's Mission and Work

With grant funding from the Maryland Heritage Areas Authority, BNHA launched its first coordinated media campaign to highlight the heritage area's mission and key programs.



Still image from BNHA's spot on MPT

BNHA's two-month campaign on Maryland Public Television (September-October 2018) appeared 40 times and ran adjacent to locally produced news, travel, and arts programs. MPT's 1.3 million weekly viewers span

the entirety of Maryland and the District of Columbia as well as parts of Delaware, Virginia, West Virginia, and Pennsylvania. The messaging relayed BNHA's work promoting heritage tourism as a smart economic development tool to boost Baltimore's vibrant and historic neighborhoods. The messaging was repeated in January and February of 2019 to coincide with the state legislative session in Annapolis.

The TV spots were complemented with messaging on WYPR, Baltimore's National Public Radio station. WYPR ran 71 spots for BNHA, and roughly 75 percent of the messages were announced during the morning and afternoon drive times with a reach of 186,900 listeners. Total estimated number of impressions was nearly 600,000.



In fall 2018, the heritage area launched a thoroughly rethought and redesigned website (explorebaltimore.org). Content was streamlined to connect with the most popular parts of the website: information on BNHA's grants programs and Baltimore's African American heritage. The new site, developed by Baltimore-based Alex+Tom, incorporates best practices in web design and is more easily readable on mobile devices. A stunning panoramic photo of Baltimore by Greg Pease Photography scrolls along the top of the site and highlights historic neighborhoods and attractions.

Heritage Area Takes on House Restoration, Opening to Public as Museum Celebrating Life of the "Sage of Baltimore"



H.L. Mencken's House at 1524 Hollins Street

On September 12, 2018, BNHA entered into a lease agreement with the City of Baltimore to assume stewardship of the home of journalist, critic, and author H.L. Mencken (1880-1956). The three-story, Italianate rowhouse on Hollins Street was built around 1880 and is both a city landmark and a National Historic Landmark. Mencken, who reported for the *Baltimore Sun*, was known for myriad essays and his three-volume study *The American Language*. Except for his five years of marriage, he occupied the house from 1883 until his death in 1956.

BNHA will manage the renovation, working closely with the Baltimore City Department of Housing and Community Development and the Commission for Historical and Architectural Preservation. Upon completion, the heritage area will collaborate with the Mencken Legacy Group to develop museum exhibitions and programming and set hours for the public to visit the home. Funds for renovation, ongoing maintenance, and interpretation will be provided by the estate of Max Hency, who made a \$3 million bequest to Baltimore City for this purpose.

"I am very happy and grateful that this historic landmark will now be receiving the care and attention it deserves," said Brigitte V. Fessenden, president of the Society to Preserve H.L. Mencken's Legacy. "It's a win-win situation for the house, H.L. Mencken's legacy, the Union Square neighborhood, and heritage tourism for Baltimore City."

While the house is structurally sound, years of vacancy require restoration of the home's flooring and interior finishes, repairs to the roof, and general improvements to bring the building up to modern codes. Once complete, rooms on the first and second floors will interpret Mencken's life and legacy. BNHA will occupy parts of the second floor and third floor as office space. Restoration of the house will begin in spring 2019, and the goal is to re-open the house with a public event in September 2019.

2018 INDIVIDUAL PARTNER OF THE YEAR
Bill Vaughan



Bill Vaughan, a real estate attorney based in Annapolis, was recognized for his volunteer service on BNHA's lease for the H. L. Mencken House. Vaughan provided hours of pro bono legal services and served as an incredible advocate as the heritage area navigated the agreement with the City of Baltimore.

2018 ORGANIZATIONAL PARTNER OF THE YEAR
Baltimore City Commission for Historical and Architectural Preservation



Over 20 years ago, CHAP led the effort to designate a heritage area within the boundaries of the city. Since then, the commission has been a strong advocate and partner of BNHA. Preservation planners Lauren Schiszik and Walter Gallas accepted the award on behalf of the commission.

2018 EDUCATION PARTNER OF THE YEAR
Kirsten Perry



Kirsten Perry was instrumental in the design and implementation of the Kids in Kayaks program, which brings eighth-grade students to the Patapsco's Middle Branch to learn how to kayak and learn about the ecology and history of the Patapsco River. Now with the city's parks department, Perry continues to ensure the program inspires city students to care for the local waterways.

2018 EDUCATION PARTNER OF THE YEAR
Monica Whippo



Monica Whippo of Baltimore City Public Schools is a tireless advocate for the humanities and the city's museums and historic sites. She has been key to many BNHA projects, including the 2016 and 2018 Fleet Week educational programs and a recent project researching Civil Rights Movement sites in the city.

On November 9, the heritage area recognized four partners of the year and ranger of the year at the organization's annual meeting reception at the Rawlings Conservatory in Druid Hill Park. Each year BNHA awards the distinction to those who have helped the heritage area and its mission to promote, preserve, and enhance Baltimore's historic and cultural legacy.

2018 RANGER OF THE YEAR
Cheryl Harris



Harris was honored for her devotion to sharing the city's history to both visitors and residents. She is a familiar and welcoming face at the Poe House, where she has clocked nearly 400 hours keeping the house open. She is BNHA's "go to" ranger for tours of the Pennsylvania Avenue Heritage Trail, which highlights significant sites of African American heritage in the Old West Baltimore historic district.



The Baltimore National Heritage Area thanks the Baltimore City Department of Recreation and Parks for hosting the 2018 Annual Meeting Reception and Awards and extends its gratitude to Mount Royal Printing and Atlantic Wine and Spirits for their support.

EVENT PHOTOGRAPHY BY JAMIE-LEIGH BISSET



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Building the Foundation for Brighter, Stronger Future

Looking back over the past year, I'm truly grateful to our amazing partners who rally behind our mission to promote, protect, and enhance our historic, cultural, and natural resources.

In 2018, we committed to building stronger connections with the communities we serve. We're proud of launching the new Neighborhood Placemaking Grant program dedicated to making our historic neighborhoods more visitor-ready for heritage tourism. New marketing initiatives on public television and radio spread the word about our mission and our programs, and a new website showcased our truly unique constellation of historic sites and attractions.

We continued to offer an array of programs and products that help residents and visitors alike explore Baltimore's people, places, and stories. Our spring lecture series found a new home with the Peale Center, a wonderful resource dedicated to all the voices who are inspired by this great city. We continued to provide guided walking tours in our historic neighborhoods, showing nearly a thousand people the unique places that have shaped Baltimore's story.

Just like a home, an organization needs a strong foundation to continue to thrive. Our partnership with the City of Baltimore to restore and re-open the H.L. Mencken House in southwest Baltimore will provide BNHA with a solid footing to bring about new, exciting heritage tourism products and broaden our reach to Baltimore's visitors and residents.

Lots of changes are in store for us in 2019. We look forward to welcoming a new executive director this spring and meeting our new neighbors on Hollins Street. Our humble organization just keeps getting better and stronger. We thank our Board of Directors and all of those who helped us in 2018 to share the wonderful stories and places that make Baltimore such an incredible city.

Best,

Shauntee Daniels

INTERIM EXECUTIVE DIRECTOR
Baltimore Heritage Area Association

Support the Mission of the

BALTIMORE NATIONAL 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 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 and cultural 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.



Photo: Mary Braman