

# TREASURES

# 2019



2019 YEAR IN REVIEW

**PRESERVING THE TREASURES  
OF THE GREAT AMERICAN CITY.**

BALTIMORE  
NATIONAL  
HERITAGE AREA



# 20

**"The Baltimore National Heritage Area (BNHA) continues to be a critical supporter of tourism in Baltimore. The BNHA grants program has helped several neighborhoods become tourism-friendly, enabling visitors to explore more of Baltimore's 250+ diverse neighborhoods."**

– **Charles H. Jeffers II,**  
Chief Operating Officer at Visit  
Baltimore | @BaltimoreMD

## Baltimore National Heritage Area

### BOARD OF DIRECTORS

#### PRESIDENT

James Piper Bond  
*Living Classrooms Foundation*

#### TREASURER

Julie Rose  
*Homewood House Museum*  
*Johns Hopkins University*

#### SECRETARY

Jeannie Howe  
*Greater Baltimore Cultural Alliance*

### STAFF

#### EXECUTIVE DIRECTOR

Shauntee Daniels  
[sdaniels@baltimoreheritagearea.org](mailto:sdaniels@baltimoreheritagearea.org)

#### MARKETING & COMMUNICATIONS MANAGER

LaDawn Black  
[lblack@baltimoreheritagearea.org](mailto:lblack@baltimoreheritagearea.org)

#### GRANTS PORTFOLIO MANAGER

Danielle Walter- Davis  
[dwalterdavis@baltimoreheritagearea.org](mailto:dwalterdavis@baltimoreheritagearea.org)

#### INTERPRETATION & OUTREACH COORDINATOR

Kenyona Moore  
[kmoore@baltimorenationalheritagearea.org](mailto:kmoore@baltimorenationalheritagearea.org)

**Cover photo:** Kevin Moore, It's A SNAP! Photo Contest,  
The Old American Brewery Building in East Baltimore

# Letter from the Executive Director and Board President

The Baltimore National Heritage Area (BNHA) has had to innovate and go virtual. Our challenge was to continue to offer the best grantmaking opportunities, walking tours, programs and events in a changing tourism space. Much of what we do is now virtual and many of you have partnered with us to continue to make Baltimore's attractions and neighborhoods accessible to tourists, families and students who are often now "visiting" in new ways and under new guidelines. We thank you for your continued support.

Even with the changing landscape of cultural tourism we are focused on producing results. The work of the BNHA has provided nearly \$754 million in economic impact to the city and nearly \$61 million in state and city tax revenue. Collectively our projects have employed nearly 6,500 people. Our partners received over \$468,000 in grants and we hosted 900 visitors to our city through our walking tours. In addition, we were able to provide tourism information to over 50,000 people through our website during this reporting period. BNHA has expanded our partnership with Baltimore City Public Schools to make sure that future generations know their role in contributing to the City. We keep our fingers on the pulse of national news that affects Baltimore tourism and the overall Baltimore brand and make sure our

partners are aware of their role in shaping a positive message.

Even with our new normal, we are able to deliver funding resources, virtual programs, video tours and promotional vehicles to support the Baltimore National Heritage Area and to serve you - the community that we love. We want you to know that we are committed to continuing to work diligently for our partners and the City of Baltimore making sure that the world knows about the cultural and neighborhood gems that make Baltimore great.

**Shauntee Daniels**  
*Executive Director*

**James Piper Bond**  
*President, Board of Directors*

# HISTORY

## History Through Art

Where do our young people see themselves in the historical narrative of Baltimore City? Our second annual History Though Art presented 2-D works from Baltimore City Public School students. Sixty visual arts students answered our call and showed us their vision of Baltimore. There were images of hope, trauma, triumph, beauty, culture and self. What we learned from the exhibition most was that our youth see themselves as Baltimoreans with the power to shape who they become and the City that they love.



Mary Braman, It's A Snap! Photo Contest, Mr. Trash Wheel



### It's A Snap! 2019 Photo Contest

We love a great Baltimore image! Our parks, architecture, people and street scenes were on display in this year's contest. There was a fantastic mix of amateurs and professionals all vying for the chance to show the very best of Baltimore.

**110 Baltimore Photographers Given a Platform for Their Art**

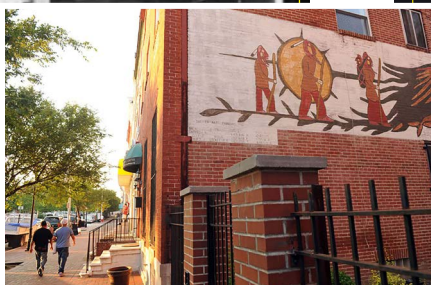
**60 Students Artists Exhibited**



## It's More Than History

Our fifth lunchtime lecture series in partnership with The Peale Center for History and Architecture, continues to tell little known stories of Baltimore. This highly received program takes a deeper dive into women that influenced the politics, social movements and culture of the Country. In past years this program has focused on the Lumbee Native Americans that settled in East Baltimore, the Women of Frederick Douglass and the Ghost of Johns Hopkins. We brought experts together for discussions highlighting the unique role that Baltimore played in the local history and culture throughout Maryland.

## 400 Attendees Had a Lunchtime Experience with BNHA



## BY ANY MEANS NECESSARY Film

Squeegeeing in Baltimore is just another example of Baltimore citizens making a way out of no way. Through the BNHA produced short film *BY ANY MEANS NECESSARY... Stories of Survival* by Director Tony Mendez, squeegeeing is placed in a historical context. This film allows squeegeeing youth an opportunity to speak for themselves and provide viewers with their take on their lives and why this means of supporting themselves is attractive. The BNHA screened the film several times locally and received favorable feedback. Each of our screenings have not only introduced another side of the squeegee debate, but has also resulted in donations and partnerships to aid squeegee workers. Currently, we are fielding requests for showings and looking to bring it to a network in September of 2020.

## 323 Virtual Viewers



# GRANTS

Over \$450,000 directly awarded to 51 projects while leveraging over \$1.3 million in state funds over two years to support heritage tourism in Baltimore.

## Heritage Investment Grant Awardees

*This program provides funds for non-capital projects such as publications, events, exhibit planning and operational support to advance heritage tourism.*

## Grants

**Awarded 51 for**

**Over \$468K**

Baltimore Architecture Foundation - <i>Doors Open Baltimore</i>	<b>\$10,650</b>
Port Discovery Children's Museum - <i>Port Exhibition</i>	<b>\$15,000</b>
Maryland Historical Society - <i>Fashion Archives Exhibition</i>	<b>\$10,000</b>
Historic Ships of Baltimore - <i>Mobile App Project</i>	<b>\$15,000</b>
Friends of Wyman Park Dell - <i>Harriet Tubman Grove Design</i>	<b>\$7,291</b>
National Great Blacks in Wax Museum - <i>Operating Support</i>	<b>\$10,000</b>
Irish Railroad Workers - <i>Programming</i>	<b>\$9,960</b>
Fells Point Main Street - <i>Maritime Festival</i>	<b>\$6,500</b>
Pigtown Main Street - <i>Operating Support</i>	<b>\$7,000</b>
Zion Lutheran Church - <i>Sexton House Design</i>	<b>\$3,000</b>
St. Vincent DePaul Church - <i>Signage</i>	<b>\$6,545</b>

*“BNHA’s grant awards have been invaluable to the Baltimore Architecture Foundation to support Doors Open Baltimore, our largest program to promote heritage education and visitation to historic buildings and sites. Through grant support we were able to broaden collaboration with heritage area partners to diversify audiences and access.”*

- **Kathleen Lane**  
Executive Director  
AIA/ Baltimore Architecture Foundation | @aiabaltimore

BNHA's Impact By the Numbers

\$754 million in economic impact to Baltimore

\$61 million in state and city tax revenue

6,500 people employed by BNHA partner projects

Baltimore Museum of Industry - <i>Increasing Diversity in BMI Exhibitions</i>	\$8,500
Pride of Baltimore, Inc. - <i>Operating Support</i>	\$10,000
The Peale Center for Baltimore History & Architecture - <i>Sustaining Baltimore's Stories: A Capacity Building Program for Storytellers from the Peale</i>	\$15,000
Baltimore Public Markets Corporation - <i>Hollins Market Renovation</i>	\$15,000
Friends of President Street Station - <i>Interpretive Touchscreen Kiosk, Mobile App Walking Tour and Website for the Baltimore Civil War Museum</i>	\$12,750
Fells Point Main Street - <i>What are they now? Recording Fells Point's businesses through the years.</i>	\$5,000
Baltimore Streetcar Museum, Inc. - <i>Display Enhancements at Baltimore Streetcar Museum</i>	\$3,400
Historic Ships in Baltimore, Inc. - <i>Historic Ships Brand Implementation Signage Project</i>	\$5,000
National Great Blacks in Wax Museum - <i>ReMEMBERing US</i>	\$5,000
Star-Spangled Banner Flag House Association, Inc. - <i>Operating Support</i>	\$5,000
Arch Social Community Network, Inc. - <i>Arch Talks</i>	\$7,500
Chesapeake Shakespeare Company - <i>Operating</i>	\$10,000

\$468K

# AWARDEES

## Small Capital Grant Awardees

Funded through Baltimore City bonds, these projects include physical improvements to the City's historic sites and attractions.

- » **Southwest Partnership**  
(Restoration of historic Malachi Mills House)  
**\$14,100**
- » **Greater Baltimore Urban League** (Easement Process/ Historic Preservation Plan for Master Plan)  
**\$14,460**
- » **Peale Center for Baltimore History & Architecture**  
(Support for Electrical Panel)  
**\$10,000**
- » **Baltimore Heritage, Inc.**  
(Lafayette Square Comfort Station renovation)  
**\$15,000**
- » **Star-Spangled Banner Flag House** (Historic preservation of capital projects)  
**\$15,000**
- » **Black Cherry Puppet Theater**  
(Critical roof repair)  
**\$15,000**
- » **Friends of President Street Station** (Restoration of historically significant paintings)  
**\$4,330**
- » **Baltimore & Chesapeake Steamboat Company**  
(Restoration of historic Charles D. Gaither Police Patrol/Fireboat)  
**\$6,000**
- » **Irish Railroad Workers Museum** (Critical roof repair)  
**\$6,110**
- » **Baltimore Office of Promotion & the Arts**  
(Emergency Repair of the Bromo Seltzer Tower)  
**\$15,000**
- » **The Peale Center**  
(Capital Restoration Project: Building Entrance)  
**\$15,000**
- » **Greater Baltimore Urban League** (Urgent Window Repair Development Project)  
**\$15,000**
- » **Homewood Museum**  
(Library Refurbishment Project)  
**\$8,259**
- » **Downtown Sailing Center**  
(Emergency Dock Repair: Access to Waterways Project)  
**\$14,525**
- » **National Great Blacks in Wax Museum** (Building Entrance Capital Project)  
**\$15,000**
- » **Baltimore Immigration Museum** (Front Steps and Railing Repair Project)  
**\$1,500**
- » **The Walters Art Museum**  
(Restoring the Entrances to 1WMVP Project)  
**\$8,000**

"BNHA's grant funds were an excellent source of leverage to secure other funding to support our critical capital projects for our historic property, a gem in Baltimore. BNHA never strays from its goal to support the success of its grantees while providing guidance and technical assistance that proved essential to our success."

- **Tiffany Majors**  
President and CEO of the Greater Baltimore Urban League | @GBULorg



# Neighborhood Placemaking Grants

Our neighborhoods get to shine through this program: small streetscape improvements, community gardens, greenspaces, interpretive signage, wayfinding, community based-planning, festivals and workshops.

- » **Jewish Museum of Maryland**  
(Jonestown Festival)  
**\$4,035**
- » **Pigtown Main Street**  
(18th Annual Pigtown Festival)  
**\$5,000**
- » **The Chinatown Collective/  
Strong City Baltimore**  
(Charm City Night Market)  
**\$5,000**
- » **Madison Park Improvement  
Association/Midtown  
Community Fund**  
(Madison Park Cleaning  
& Greening Initiative)  
**\$5,000**
- » **South Baltimore Partnership/  
Fusion Partnership**  
(Walking Tour Development) **\$5,000**
- » **Remington Village  
Green/Greater Remington  
Improvement Association**  
(Community Access Project)  
**\$2,410**
- » **Historic Marble Hill/Beloved  
Ministries Community  
Services Corp.** (Juanita Mitchell Rose  
Walk Sign & Ceremony)  
**\$1,500**
- » **Southeast Community  
Development Corporation**  
(Highland Art Walks)  
**\$4,893**
- » **Sixth Branch, Inc.**  
(Johnson Square Greenway  
& Heritage Project)  
**\$5,000**
- » **Creative Alliance**  
(Great Halloween Parade & Festival)  
**\$5,000**
- » **Lithuanian Hall  
Association, Inc.**  
(Windmills International  
Dance Festival 2020)  
**\$1,500**
- » **Druid Heights Community  
Development Corporation**  
(Promoting Druid Heights  
Legends Along Avenue)  
**\$5,000**
- » **Waverly Main Street**  
(Waverly Main Street Market Analysis)  
**\$5,000**

*"The Annual Pigtown Main Street Festival is a celebration of Pigtown's heritage, culture and people. BNHA's support for this festival was essential to bringing thousands of people to our historic community and to local businesses. We sincerely appreciate BNHA for their innovation, willingness to always help and collaborate which has resulted in better outcomes for communities, organizations and our beloved city."*

- **Kim Lane**  
Executive Director at Pigtown Main Street, | [pigtownmainst](#)

# PUBLIC

## Public Programs

### Kids in Kayaks

Baltimore students explored the Chesapeake Bay by kayak while also learning about conservation, water safety and the complex ecology of the Bay. BNHA supports the Kids in Kayaks program because it looks to broaden students' love for Baltimore's natural resources, teaches them a new skill and shows them their unique role in maintaining the Bay. In addition to experiencing the water, there are land-based educational stations that explore the complex ecology of the Chesapeake Bay and the Patapsco River.



*"I want to let you know that our scholars came back happier than I have ever seen them! They had an amazing time and many of them overcame their fear of being in the water. Your team worked well with our scholars; while also providing enough structure to ensure a successful experience and enough freedom to ensure they could learn and discover on their own! Thank you for offering this amazing experience to our scholars!"*

- **Mr. Wyatt Oroke**  
City Springs Elementary/Middle School | @cityspringsschool

### Walking Tours

Our walking tours provided tourists with an intimate look at the neighborhoods and cultural institutions in the Heritage Area. Filled with little known facts and guided by our highly knowledgeable Urban Rangers; visitors are able to get a feel for Baltimore beyond the standard tourist spots. We now offer virtual highlight walking tours via our YouTube channel "BmoreNHA" for those looking to learn more about the heritage area 24/7 from the comfort and safety of their homes.



### Partnership with National Park Service and The Hampton Estate

BNHA quickly transitioned into a virtual tour facilitator with our partnership with the National Park Service to provide behind the scenes tours of the Hampton National Historic Site. These video tours provided access to rooms, artifacts and stories that are not part of the traditional tour of the site. We learned about living conditions for enslaved people, the journey toward freedom in Baltimore and quite a few facts around the forgotten people who made the site successful. You can view these tours at BNHA's YouTube page - "BmoreNHA."

**950 Viewers Took  
the Virtual Tour of  
the Hampton Estate**



PROGRAMS

# MISSION

## Mission

**To promote, preserve, and enhance Baltimore's cultural and historic legacy and natural resources for current and future generations.**

The federal establishing legislation states the purpose of the heritage area is to help local agencies and nonprofits to:

- » carry out projects and programs that recognize and protect heritage resources;
- » develop recreational and educational opportunities;
- » increase public awareness and appreciation of natural, historic, scenic, and cultural resources;
- » protect and restore historic sites and buildings that reflect the heritage area's themes; and
- » ensure that signs identify points of interest.



### **Baltimore National Heritage Area**

1524 Hollins Street  
Baltimore, Maryland 21223

**Phone:** 410.878.6411  
**explorebaltimore.org**

**IG:** @bmorenha

**Twitter:** @bmorenha

**Facebook:** Baltimore National Heritage Area

**YouTube:** BmoreNHA

---

### **Special thanks to our supporters:**

