



DESTINATION SOUTHERN MARYLAND MAKES AN IMPACT

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Parker Phillips
assess analyze assert

DESTINATION
*Southern
Maryland*

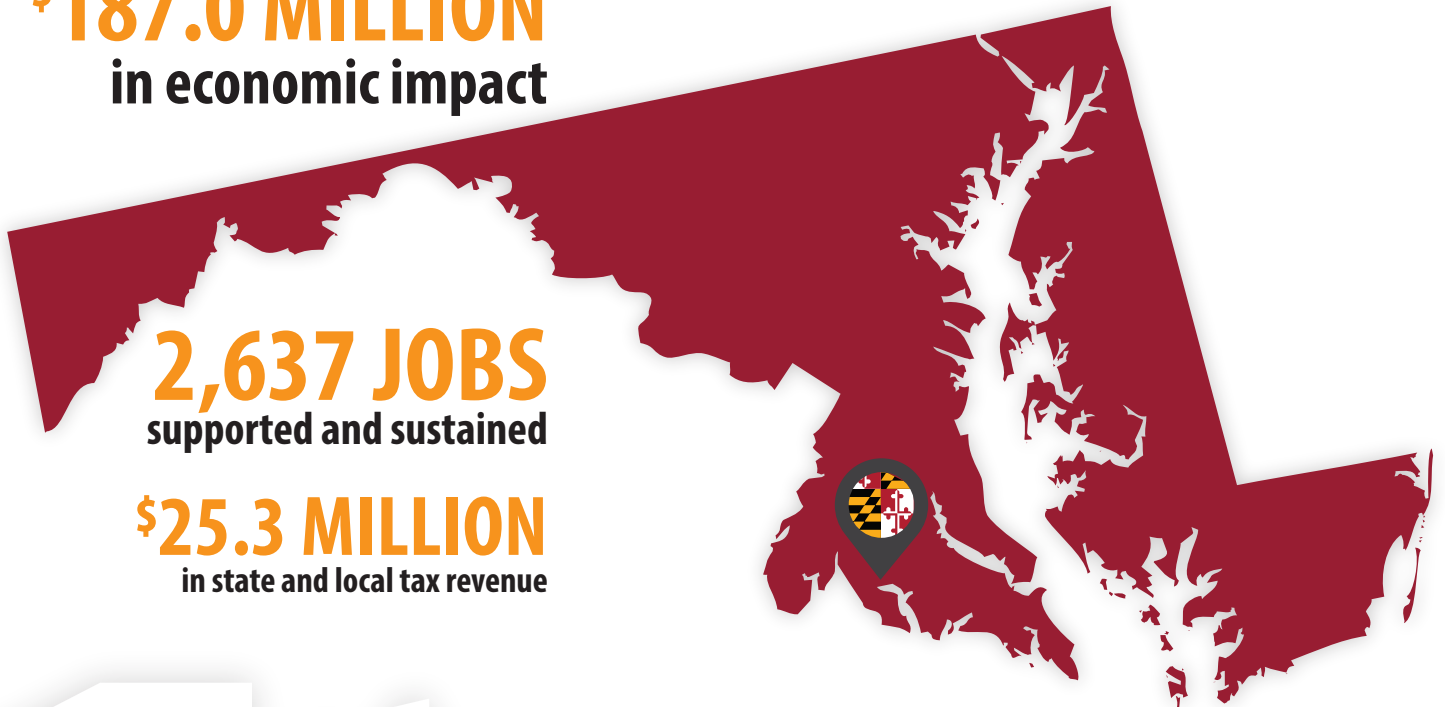


DESTINATION SOUTHERN MARYLAND MAKES AN IMPACT

\$187.0 MILLION
in economic impact

2,637 JOBS
supported and sustained

\$25.3 MILLION
in state and local tax revenue



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SOUTHERN MARYLAND IS A LAND OF FIRSTS

MARCH 25, 1634:
MARYLAND BEGINS AS
ENGLISH SHIPS – THE ARK
AND DOVE – LAND AT ST.
CLEMENTS ISLAND IN WHAT
IS NOW ST. MARY'S COUNTY.

IN 1642,
MATHIAS DE SOUSA,
ONE OF THE ORIGINAL
COLONISTS WAS THE FIRST
PERSON OF AFRICAN
DESCENT TO SERVE IN A
LEGISLATIVE BODY IN
AMERICA, AND THE FIRST
TO EXERCISE THE RIGHT
TO VOTE.

ST. MARY'S CITY
ESTABLISHED AS FIRST
CAPITAL OF MARYLAND.

IN 1649,
THE ACT CONCERNING
RELIGION CODIFIED
RELIGIOUS FREEDOM INTO
LAW FOR THE FIRST TIME IN
THE WESTERN WORLD. THE
BILL, NOW REFERRED TO AS
THE TOLERATION ACT,
GRANTED FREEDOM OF
CONSCIENCE AND WAS A
FOUNDATION FOR
RELIGIOUS FREEDOM IN
THE UNITED STATES
CONSTITUTION.

JUNE 24, 1648:
MARGARET BRENT WAS
THE FIRST WOMAN TO
PETITION FOR THE RIGHT
TO VOTE IN AMERICA. SHE
IS KNOWN AS THE VERY
FIRST SUFFRAGETTE.

**FROM THOUSANDS
OF YEARS AGO TO
PRESENT DAY,**
SOUTHERN MARYLAND
HAS BEEN HOME TO
FIRST PEOPLES, THE
PISCATAWAY
CONOY TRIBE.

ABOUT DESTINATION SOUTHERN MARYLAND

OUR MISSION IS TO ENHANCE SOUTHERN MARYLAND through innovative heritage tourism experiences, comprehensive cultural and natural resource conservation, and excellence in educational opportunities. We assist our region with economic development and work directly with the tourism entities in each of the three counties. SMHAC provides grants to the Southern Maryland region, builds partnerships, and promotes regional identity.

Destination Southern Maryland is the public face of the Southern Maryland Heritage Area Consortium (SMHAC). Founded in 2003, SMHAC is one of the 13 Heritage Areas in Maryland. The heritage area represents Calvert, Charles, and St. Mary's counties. It lies entirely within the Atlantic Coastal Plain and is bounded by the Chesapeake Bay on the east and by the Potomac River on the west and south. Southern Maryland has a thousand miles of shoreline with fossil-laden cliffs, quiet tidal inlets, and sandy beaches. Southern Maryland is a land of ancient history, natural history, native people's history, colonial history, African American history, agricultural history, history of religion, history of wars, history of space exploration, and history of shipwrecks – it is the history of where time and tide meet.



Calvert Cliffs State Park, Chesapeake Beach, Purse State Park, and Flag Ponds Nature Park are only a few of the many Southern Maryland locations that boast amazing fossil hunting for **ancient creatures** from Maryland's prehistoric past. The Calvert Marine Museum (as the Maryland Paleontology Center) houses over 100,000 fossils in the collection.

Maryland's First Peoples, the Piscataway Conoy Tribe and the Piscataway Indian Nation are still a vital part of the Southern Maryland community, and were officially recognized by the State of Maryland in 2012.

Southern Maryland is where Maryland began. On March 25, 1634, the English ships, the Ark and Dove arrived with settlers (a carefully selected group of Catholics and Protestants) and landed at St. Clements Island in St. Mary's County, marking Maryland's beginning. One of these colonists, Margaret Brent, was the first woman to petition for the right to vote in America in 1648, the very first suffragist.

The Act Concerning Religion, passed by the Maryland General Assembly on April 21, 1649, was the first legislative act allowing liberty of conscience in the Western World. Here, in Southern Maryland, was the first time that religious freedom was codified into law, and, although it applied to differences within Christianity at the time, this law provided the foundation for religious freedom for all faiths (or none) in the First Amendment to the Constitution of the United States of America. Southern Maryland is the **birthplace of religious freedom**.

African American contributions are critical to the story of Southern Maryland. This region has played an important role within the **African American experience**. Southern Maryland is the home of the first person of African descent to be elected to and serve in a legislature, Mathias de Sousa, in 1642.

Wars spanning centuries have played a role in shaping the region's historical landscape. Southern Maryland was one of the most affected regions of the country during the War of 1812 (1812-1815) between the United States and Britain.

DESTINATION SOUTHERN MARYLAND KEY SITES SPAN ACROSS CHARLES, CALVERT, AND ST. MARY'S COUNTIES



KEY

- Museum
- Point of Interest
- Scenic Byway/Historic Road/Railway
- Historic House
- Trail
- Park
- * Pictured

Dr. Samuel A. Mudd House Museum
Historic Benedict Area *

Smallwood Retreat & State Park

Chesapeake Beach Railway Museum



American Chestnut Land Trust
Battle Creek Cypress Swamp Sanctuary



Annmarie Sculpture Garden & Arts Center *
Calvert Cliffs State Park
Calvert Marine Museum
Flag Ponds Nature Park
Jefferson Patterson Park and Museum



Mallows Bay National Marine Sanctuary

Maryland Veterans Museum at Patriot Park
Port Tobacco Historic Village *
**St. Thomas Manor House/
St. Ignatius-Church & Cemetery**
Thomas Stone National Historic Site

Greenwell State Park *
Historic Leonardtown
Historic Sotterly Plantation
Patuxent River Naval Air Museum
St. Clement's Island Museum
St. Clement's Island State Park



Historic St. Mary's City
**Piney Point Light House Museum &
Historic Park**
Point Lookout State Park & Lighthouse *

This map represents a graphic interpretation of the heritage area boundaries, and should not be used to determine whether sites are inside or outside the boundaries.

ECONOMIC IMPACT OF DESTINATION SOUTHERN MARYLAND

ECONOMIC CONTRIBUTION

The economic impact of Destination Southern Maryland is **\$187.0 million** annually. This economic impact consists of tourism driven by the presence of the Destination Southern Maryland tourism (\$185.5 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$1.5 million).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$950,327	\$107,643,075	\$108,593,402
Indirect	\$278,099	\$37,577,607	\$37,855,706
Induced	\$226,495	\$40,283,697	\$40,510,192
Total	\$1,454,921	\$185,504,379	\$186,959,300

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The total employment impact of Destination Southern Maryland is **2,637 jobs**. This employment impact consists of jobs supported and sustained by Destination Southern Maryland's operations and grant making activities (10 jobs) and tourism (2,627 jobs).

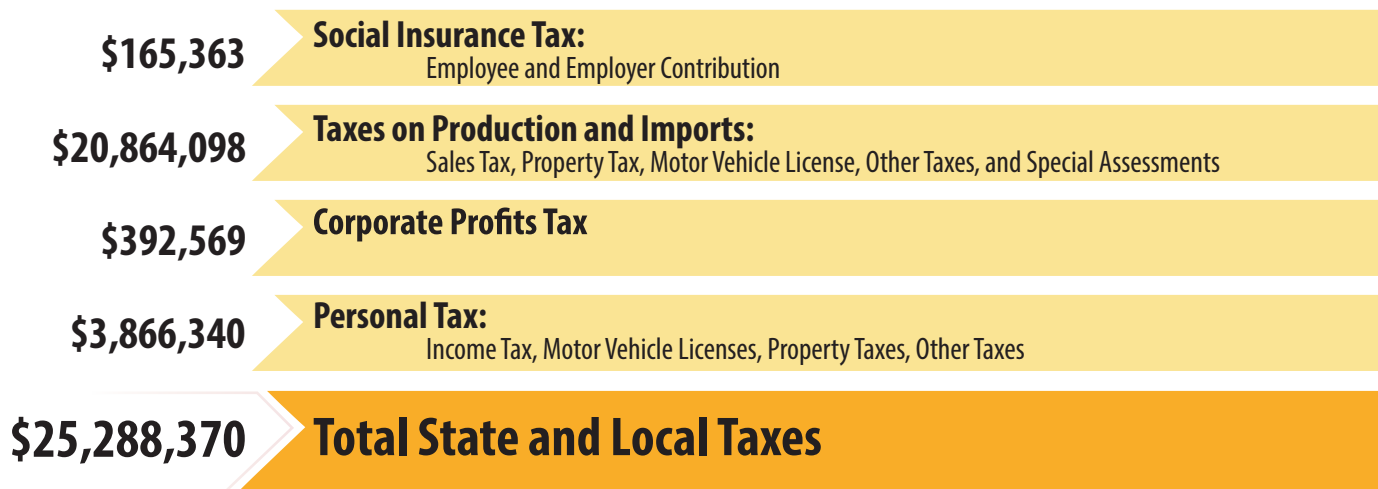
	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	5	1,868	1,873
Indirect	3	361	364
Induced	2	398	400
Total	10	2,627	2,637

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF DESTINATION SOUTHERN MARYLAND

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of Destination Southern Maryland based upon operations, grantmaking, and tourism totals **\$25.3 million.**



Source: Parker Philips using IMPLAN

ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

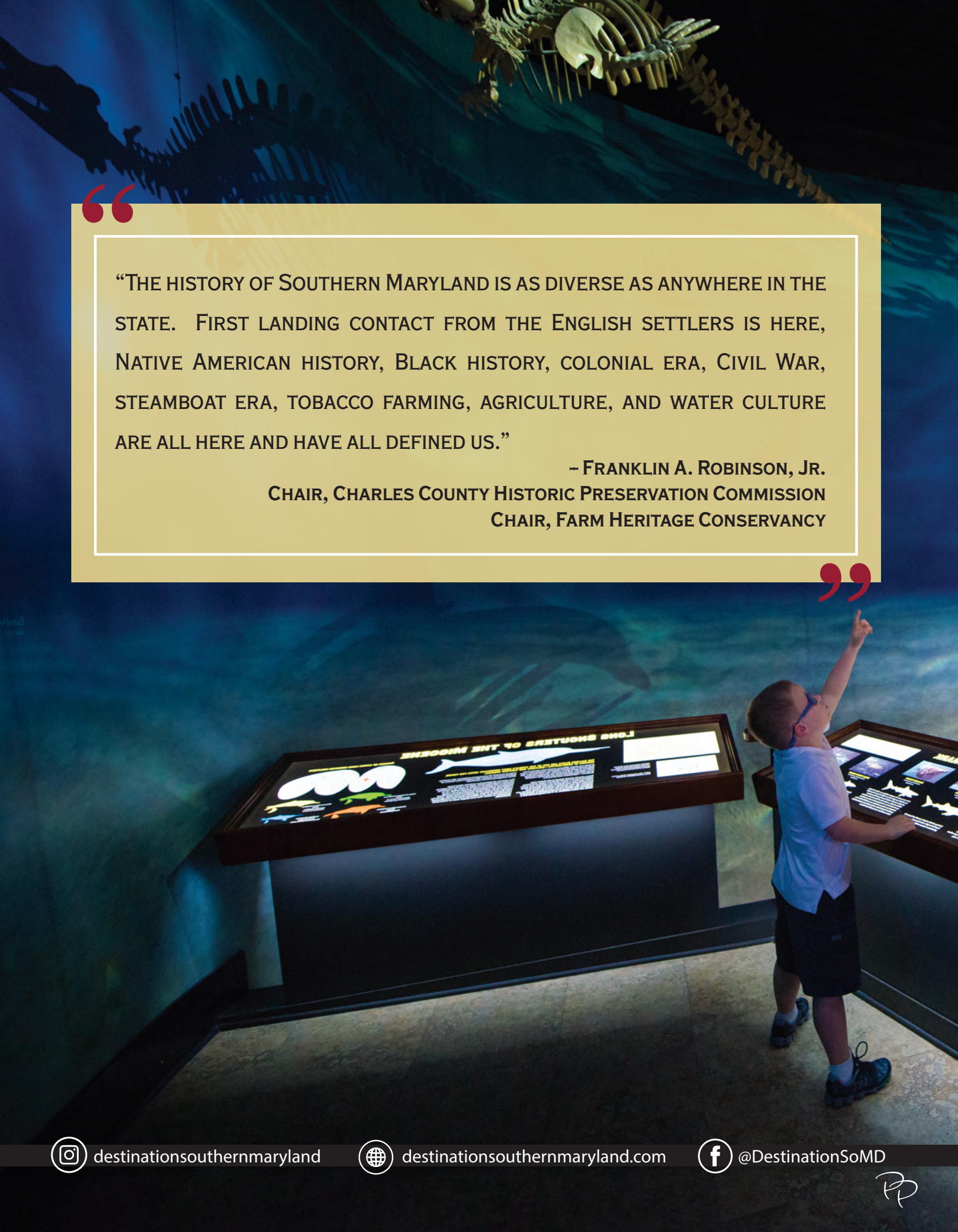
The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 19. Primary surveys were conducted with heritage area visitors across the state in the heritage area (day and overnight and local and non-local visitors).

DESTINATION SOUTHERN MARYLAND

WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.

THE CULTURAL LANDSCAPE OF SOUTHERN MARYLAND is shaped by its history in agriculture and maritime culture. The importance of the land and sea is everywhere in this region including farms that go back to the foundation of Maryland, historic skipjacks, steamboat landings, and fresh oysters and crab from a waterman's morning catch. The region is home to the National Marine Sanctuary of Mollows Bay where a ghost fleet of sunken ships is enjoyed by weekend kayakers.



“THE HISTORY OF SOUTHERN MARYLAND IS AS DIVERSE AS ANYWHERE IN THE STATE. FIRST LANDING CONTACT FROM THE ENGLISH SETTLERS IS HERE, NATIVE AMERICAN HISTORY, BLACK HISTORY, COLONIAL ERA, CIVIL WAR, STEAMBOAT ERA, TOBACCO FARMING, AGRICULTURE, AND WATER CULTURE ARE ALL HERE AND HAVE ALL DEFINED US.”

– FRANKLIN A. ROBINSON, JR.
CHAIR, CHARLES COUNTY HISTORIC PRESERVATION COMMISSION
CHAIR, FARM HERITAGE CONSERVANCY