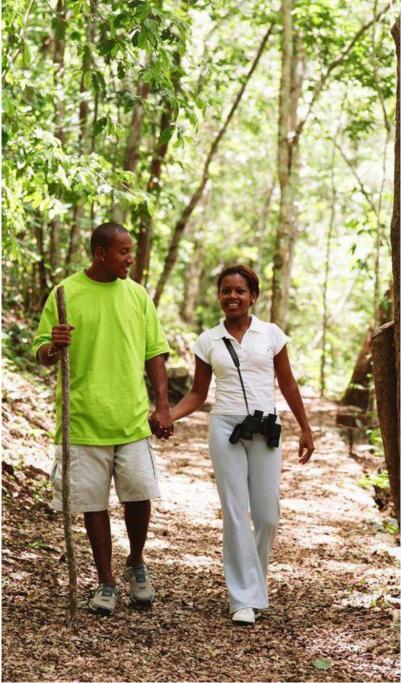


Heritage Tourism and Working Landscapes

What is Heritage Tourism?



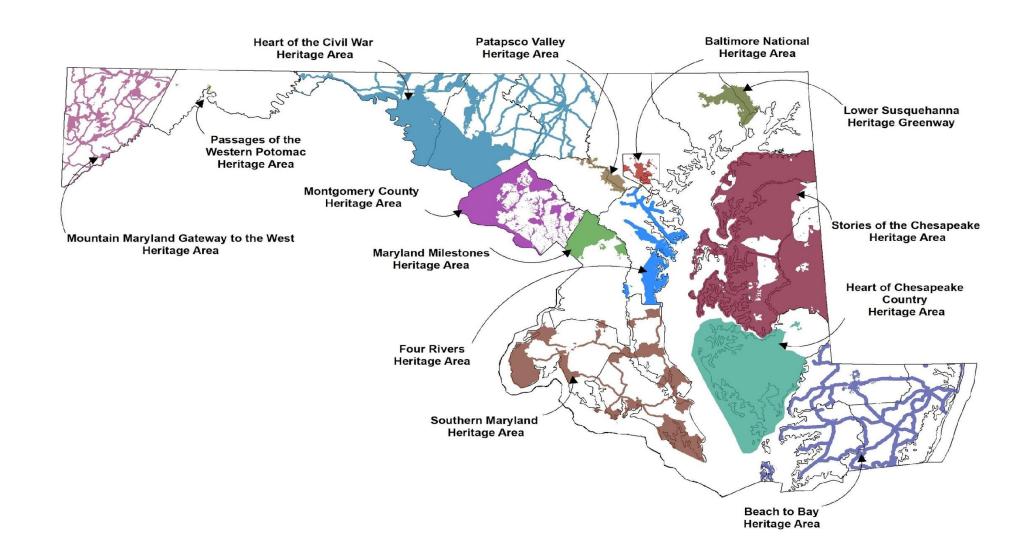








- 13 Heritage Areas in State of Maryland
 - Locally Designated, State-Certified
 - Supports Heritage Tourism
 - Funded through Program Open Space
 - Granting Organization





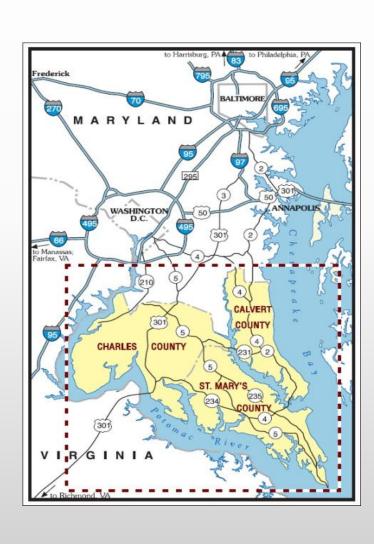
Maryland Heritage Areas Make An Impact

\$2.4 Billion in Annual Economic Impact

33,815 Jobs Supported and Sustained

\$319.8 Million in Annual State and Local Tax Revenue

— DESTINATION — **Southern Maryland**



Who Are We?

Southern Maryland Heritage Area

Calvert, Charles, and St. Mary's Counties (Will include Southern Prince George's with the National Designation)

We Are Rural!

What Do We Do?

Heritage Tourism

Promote the Region (Regional Identity)

Support through Grants & Advocacy

Build Partnerships



Destination Southern Maryland (Southern Maryland Heritage Area) is a successful state-based heritage area.

Now it is time to go National!

Why?

We are a National Story

A National Heritage Area is...

...a place designated by the United States Congress where natural, cultural, historic, and recreational resources combine to form a cohesive, nationally significant landscape arising from patterns of human activity shaped by geography.



Only 55 National Heritage Areas in the United States.

Southern Maryland National Heritage Area aiming to be the 56th!

Congressional Legislation Introduced

117 YES CHANGES NO.

S. 825

To establish the Northern Maryland National Heritage Area, and for other purposes.

IN THE SENATE OF THE UNITED STATES

Mass to 18, 2921

Mr. Camers (for himself and Mr. Vax Hotaars) introduced the following full, which was read twice and referred to the Committee on Energy and Natural Resources.

A BILL

To establish the Southern Maryland National Beritage Area, and for other purposes.

- 1 He it enacted by the Seante and House of Representa-
- 2. Tives of the United States of America in Congress assembled,
- 3 SECTION 1. SHORT TITLE.
- 4 This Act may be eited as the "Southern Maryland
- 5 National Heritage Area Act".

117m CONGRES

H.R. 2024

To establish the Southern Maryland National Heritage $\Delta m_{\rm h}$ and for other purposes,

IN THE HOUSE OF REPRESENTATIVES

Major to 18, 2021

Mr. Hower introduced the following hill, which was referred to the Committee on Natural Heaters

A BILL

To establish the Southern Maryland National Heritage Area, and for other purposes.

- 1 Be it exacted by the Senate and House of Repersenta-
- 2 tives of the United States of America in Congress assembled,
- 3 SECTION L SHORT TITLE.
- 4 This Act may be cited as the "Southern Maryland
- 5. National Heritage Area Act".

Southern Maryland National Heritage Area Feasibility Study



Partnerships!









Funding for this study was supported by the Rural Maryland Council.

Stories of Southern Maryland

- 1) Piscataway People: The Land is Who We Are
- 2) Sea Change: Time and Tide Shape Land and Life
- 3) Tobacco: A Growing Concern
- 4) Spirit of Faith, Spirit of Law, Spirit of Progress
- 5) Defense of a Nation

Resiliency

Recovery

Sustainability



Working Landscapes
Cultural Landscapes

OPPORTUNITIES
CONSERVATION
EDUCATION

SOUTHERN MARYLAND CONSERVATION ALLIANCE

















-- DESTINATION -- Southern Maryland

Lucille W. Walker

Executive Director

lwalker@tccsmd.org

www.destinationsouthernmaryland.com