



BEACH to BAY

HERITAGE AREA



2020

YEAR IN REVIEW



LETTER FROM OUR LEADERSHIP

2020 was a challenging year. It produced an unprecedented global pandemic that made the ongoing mission of the Beach to Bay Heritage Area more difficult than ever before. Our challenge was to stay relevant, continue to offer our mini-grant program, and expand our projects and programs to reach a virtual tourism and economic development community.

Undaunted, the Beach to Bay Heritage Area got creative. We downsized our operations footprint to become more self-sustaining moving into the future. We applied for and received funding to undertake new initiatives, and partnered with the Community Foundation to raise additional funds.

A generous grant from the Rural Maryland Council (RMC) allowed us to accomplish our rebranding efforts. The rebranding effort included strategic planning and the creation of a marketing platform that will enable us to expand outreach and improve status, position, and relevancy. We updated our trade name to the Beach to Bay Heritage Area (BBHA) and launched the largest campaign in our history to advocate heritage-oriented economic development and tourism in keeping with the unique character of the area by providing education, technical support, and resources to local citizens and organizations. This process involved roughly one hundred stakeholders from the tri-county area.

The RMC's grant also allowed us to produce virtual tours of some of our heritage assets. These virtual tours are designed to further advance the Beach to Bay Heritage Area's visibility while giving the local tourism offices and the museums, attractions and historic sites themselves, a valuable tool to bring the rich heritage of our area to visitors.

For the first time, the BBHA participated with the Community Foundation of the Eastern Shore and the Shore Gives More Initiative on Giving Tuesday. We raised funds and communicate with donors in a way we had not done before. By taking part in this program, we learned from other local nonprofits by sharing ideas, programs and incentives that work.

As we look forward to the new year, we will continue to create new partnerships, increase our membership and visibility in the community, and continue to create online content and videos. We will blend economic development at the local level with the conservation of the area's natural, cultural and historic resources in a regional heritage area approach that better serves all counties and municipalities on Maryland's Lower Eastern Shore. Thank you for joining us.

Sincerely,

Kristen Goller
President

Sincerely,

Lisa Challenger
Interim Director



Beach to Bay Heritage Area Accomplishments 2020

A YEAR OF CHANGE

New Branding

Thanks to a generous grant from the Rural Maryland Council; Maryland Agricultural Education and Rural Development Assistance Fund in the fall of FY20, we hired a consultant to facilitate an inclusive strategic planning and outreach process resulting in our development of an authentic marketing position for our heritage area. This new brand reflects and represents stakeholder input which supports our mission to: Preserve, protect and promote the cultural, natural, and historical heritage of Somerset, Wicomico and Worcester Counties. The new branding 'Beach to Bay Heritage Area' and the new website BeachesbBaysWaterWays.org is the outcome of our strategic planning process.

New Web Site

The new website offers options for telling the story of "our ways" whether it be art ways, bike ways, byways, fly ways, folk ways, food ways or waterways, we are now offering engaging content on these subjects. Content changes frequently to coordinate monthly e-news content. **BeachesBaysWaterWays.org**



Monthly e-newsletter

The Beach to Bay Heritage Area re-committed to publishing monthly professional newsletters. Each month we engage nearly 600 subscribers with new features that cover seasonal and current events in addition to standard information such as grant opportunities and other funding agencies and partners. BeachesbBaysWaterWays.org

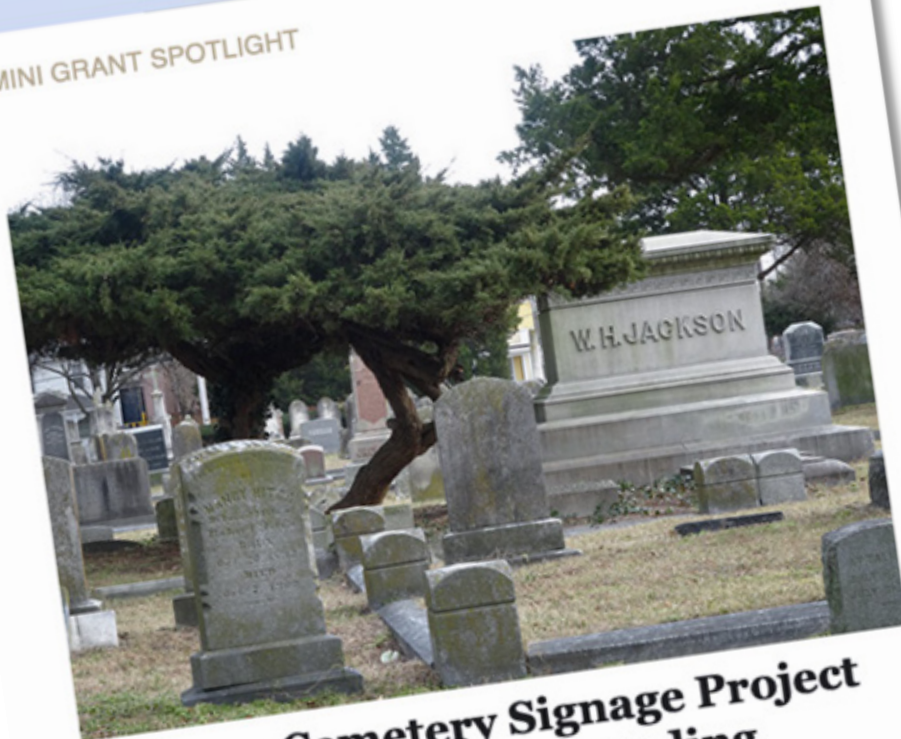


OUR WAYS



**Beaches, Bays
& Water Ways**

MINI GRANT SPOTLIGHT



**Parsons Cemetery Signage Project
Receives Mini-Grant Funding**



Virtual Video Tours

The Beach to Bay Heritage Area received another round of funding from the Rural Maryland Council- Maryland Agricultural Education and Rural Development Assistance Fund to help fund a series of virtual video tours of our museums and historic sites. COVID-19 is keeping people at home so heritage sites and museums are creating online tours across the country. This is a new project for the region and being done in order to encourage visitation to our sites and improve the economic viability of our heritage tourism partners and the region itself. The BBHA is producing one long version (5 minutes) and one :30 version better adapted for use on social media channels. The tours will be available on our YouTube channel in addition to tourism websites of each county and through the heritage site itself.





Virtual Video Tours

- Calvin B. Taylor House Museum
- Delmarva Discovery Museum
- Furnace Town Historic Site
- Julia Purnell Museum
- Ocean City Lifesaving Station Museum
- Pemberton Historical Park
- Skipjack Heritage Center
- Smith Island
- Tawes Museum
- Teackle Mansion
- Ward Museum
- Whitehaven

Mini-Grant Program





Our mini grant funds of \$15,000 annually help to fund projects across the lower shore.

Mini grant awardees over the past three years include:

- ➔ All Hallows Church, Worcester County FY21
- ➔ Assateague Island Alliance, Worcester County
- ➔ Berlin Heritage Foundation, Worcester County FY21
- ➔ Crisfield Heritage Foundation, Somerset County
- ➔ Delmarva Discovery Center, Worcester County FY21
- ➔ Friends of Poplar Hill Mansion, Wicomico County
- ➔ Furnace Town Living Heritage Museum, Worcester County
- ➔ Green Hill Church, Wicomico County FY21
- ➔ Julia A. Purnell Museum, Worcester County FY21
- ➔ Lower Shore Land Trust, Tri-County
- ➔ Ocean City Lifesaving Station Museum, Worcester County
- ➔ Parsons Cemetery, Wicomico County FY21
- ➔ Rackliffe House Trust, Worcester County
- ➔ Salisbury Art Space, Wicomico County
- ➔ St. Martins Church, Worcester County
- ➔ Town of Snow Hill, Worcester County
- ➔ Ward Museum, Wicomico County
- ➔ Westside Historical Society, Wicomico County FY21
- ➔ Whitehaven, Wicomico County
- ➔ Wicomico County Parks and Recreation

Projects range from exhibits, to new websites to structural reports and interpretive signage.

This funding reflects a total of \$40,523 awarded for projects totaling nearly \$133,000.



Fundraising & Grants

The Beach to Bay Heritage Area participated in the Shore Gives More Campaign with the Community Foundation of the Eastern Shore, raising \$1805.

The BBHA was awarded a \$10,000 Maryland Non Profit Recovery Initiative Grant (NORI) to assist nonprofit organizations such as ours whose critical operations have been financially impacted by COVID-19 and state-of-emergency.

The BBHA was awarded \$10,000 from the Humphreys Foundation, Inc to continue to produce virtual video tours for our local attractions and museums.

MHAA Awarded the BBHA \$72,410 operating grant for FY21

MAERDAF Awarded the BBHA \$35,000 to continue into Phase III of our branding and marketing efforts as well as to start our first product development in years. We received grant money to help heritage assets and county tourism offices during this time of COVID by producing virtual tours of assorted museums located in our Tri-county area.





Economic and Programmatic Impact Study

The BBHA participated in a year-long study with the Maryland Heritage Areas Authority and the other 12 state certified heritage areas throughout the state to quantify the impact of the economic activity and the programmatic value of our technical and financial assistance.

Beach to Bay Heritage Area supports and sustains 3,142 jobs and generates \$29.6 million in tax revenues for state and local governments.

Since 2008, nearly \$1.6 million in financial assistance has been awarded through the MHAA and more than \$3.6 million in non-state funds for heritage tourism projects and programs have been leveraged.

BEACH TO BAY HERITAGE AREA MAKES AN IMPACT

\$230.0 MILLION
in economic impact

3,142 JOBS
supported and sustained

\$29.6 MILLION
in state and local tax revenue

Smith Island is Maryland's only inhabited island in the Chesapeake accessible only by water.

1,235
miles of shoreline

Home to the
Assateague Seashore

Only place in Maryland where the shores of the Atlantic Ocean and the Chesapeake Bay are only an hour apart.

Isaiah Fassett was the oldest living civil war veteran when he died in 1946 at the age of 102. He was the second oldest in the state of Maryland.

1st Presbyterian Church
in the United States

Smith Island Cake
Maryland's official state dessert

Baseball Hall of Famers Evan Phillips and Bruce Howard hailed from Salisbury, MD

Steven & Lemuel Ward, fondly known as the Ward brothers, turned handmade hunting decoys into an art form, and those decoys have a place in museums around the country.



Mission

Preserve, protect and promote the cultural, natural, and historical heritage of Somerset, Wicomico and Worcester Counties.

Board & Staff

Much of our accomplishments this year have been led by committee members, the team at Choptank Communications who executed our new brand and helped with our focus groups to determine our rational path forward to accomplish our organizational mission, and our new Acting Director, Lisa Challenger. We have created informal spokespeople for each of the three county contingents. By empowering our Board members and committee members, we have created a dynamic and energized Board of Directors who will move the Beach to Bay Heritage Area into the future with sound footing.



Lisa Challenger, _____

Acting Executive Director

Lisa brings decades of tourism experience to the Beach to Bay Heritage Area. She was Tourism Person of the Year as awarded by the Maryland Tourism Coalition. Having recently retired after thirty years as Worcester County's Director of Tourism, Lisa brings her vast knowledge and experience to help preserve, protect, and promote the heritage of Maryland's Wicomico, Somerset and Worcester counties.



Board Members By County

Wicomico County

Kristen Goller,
President

Sylvia Bradley

Matt Creamer

Kristin Sullivan

Jack Lenox

Lee Whaley

Bill Wilson

Worcester County

Russ Blake

Dr. Cynthia Byrd,
Immediate Past President

Ann McGinnis Hillyer

Dr. Mona Margarita

Ivy Wells

Melanie Pursel

Curtis Dale

Liz Wist

Somerset County

Mindie Burgoyne,
Treasurer

Carolyn Fitzgerald

Anne Gee

Carrie Samis,
Vice President

Cynthia Stevens,
Secretary

Clint Sterling



Kristen Goller, _____

Board President

Kristen agreed to serve on the Board, replacing an outgoing member of the Wicomico County contingent. Shortly thereafter, she bravely agreed to take the helm and calmly lead the Beach to Bay Heritage Area into the future. She succeeds Dr. Cynthia Byrd who capably guided the organization's efforts to begin Phases I and II of the branding and identity process. Kristen is the current Tourism Manager of the Wicomico County Recreation, Parks and Tourism Department.

Membership

Individuals

Geraldine Bell
Russell Blake
Sylvia Bradley
Mindie Burgoyne
Dr. Cynthia Byrd
Lisa Challenger
Michael Day
John Culp
Curtis Dale
Carolyn Fitzgerald
Ian Fleming
Anne Gee
Emril Getcher
Nancy Goldsmit
Kristen Goller
Jackie Gordon
Jill Hall
Josh Hastings
Jamie Heater
Ann Hillyer
Mike Hitch
Nancy Howard
Jack Lenox
Kimberly Linton
Bill Killinger
Dr. Mona Margarita
Stacy Pixley
Pokrywka Gregory
Melanie Pursel
Mary Raley
James Rosenberger
Carrie Samis
Robert Schreiber
Clarissa Shoen
Carol Smith
Clint Sterling
Cindy Stevens
Connie Strott
Laura Soper
Brent Sullivan
Kristin Sullivan
Cheryl Vincent
William Wilson
Ivy Wells
Liz Wist
Dee Dee Wood
Weston Young

Business/Organization

Ayers Creek Adventures
Berlin Heritage Foundation
Bishop's Stock Fine Art Craft & Wine
Chesapeake Ghost Tours
Choptank Communications
Rural Maryland Council
Lee Whaley Associates
Delmarva Discovery Museum
Duke Marshall Group
Ocean City Chamber of Commerce
Ocean City Development Corporation
Ocean City LifeSaving Station Museum
Ocean City Surf Club
Parsons Cemetery
Pocomoke City
Princess Anne Main Street
Riley & Company LLC
Town of Berlin
Town of Ocean City
Town of Snow Hill
Ward Museum
Wicomico Tourism
Wilson Realty
Worcester County Tourism

Beach to Bay Heritage Area

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Funded by the Rural Maryland Council