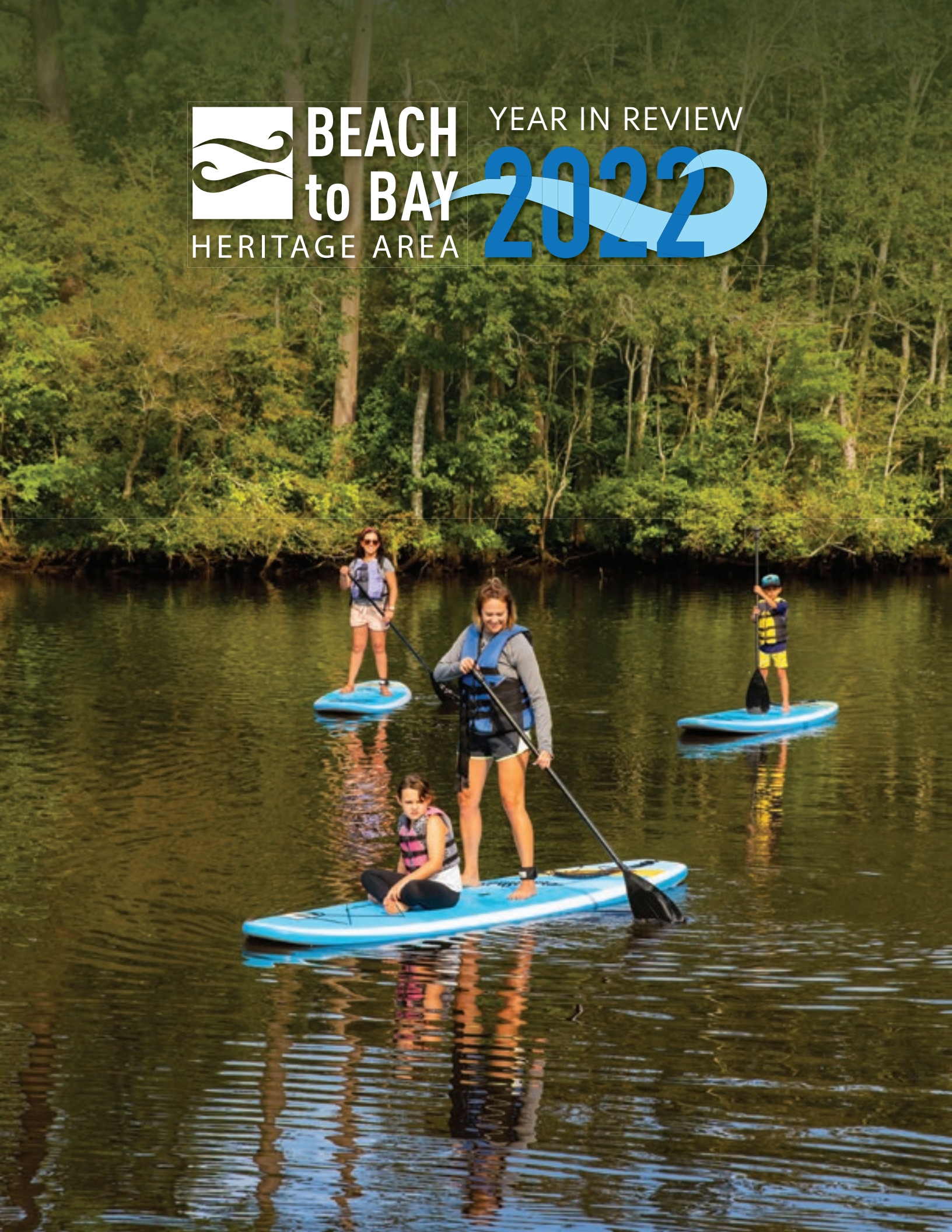




**BEACH
to BAY**
HERITAGE AREA

YEAR IN REVIEW

2022





OUR MISSION:

Promote, preserve and protect the cultural heritage, historical linkages and natural assets of Maryland's lower eastern shore.

OUR VISION:

Maryland's Beach to Bay Heritage Area unifies, elevates and celebrates the collective stories of the lower eastern shore's heritage, cultural traditions and natural resources.



Burgess Rural Life Museum

LETTER FROM OUR LEADERSHIP

The Beach to Bay Heritage Area, in existence for more than 20 years, has continued to strive to expand its programs, special projects and offerings to our region. It's our mission to: promote, preserve and protect the cultural heritage, historical linkages and natural assets of Maryland's lower eastern shore. We had many high points in 2022.

- Met with many stakeholders to develop a five-year strategic plan
- Expanded our boundaries to include the San Domingo School and Germantown School
- Received record funding from federal, state and local government and private foundations
- Led multiple workshops
- Completed several cultural tourism initiatives including the Tindley mural in Berlin

As we look to 2023, we hope to continue to let our new strategic plan be our guiding principle to allow us to chart our course for the future and to continue to elevate, celebrate and sustain the stories, traditions and natural heritage of the Beach to Bay Heritage Area.

We hope you'll be able to take part in one or more of our programs and projects and learn firsthand the pride we take in showcasing our heritage!

Sincerely,

Kristen Goller
President

Lisa Challenger
Executive Director

2022

ACCOMPLISHMENTS



NEWSLETTER

We are proud to send our monthly newsletter each month to over 1,100 subscribers. Each month we highlight news in the heritage area covering grant opportunities, partner news and heritage events.

MEDIA ATTENTION

We made some big waves in the media, check out these great articles! The media value for this coverage equates to more than \$35,000.



47ABC

New SU Project Aims to Create Community Archive of African American History on Delmarva

AAA World

The Galapagos of the Chesapeake Bay

Baltimore Sun

Crab Pickers Legacy

Bay to Bay News

Preservation Maryland Picks Unique Sites in Honor of Maryland Day

Chesapeake Bay Magazine

Museums in Crisfield, Tilghman Open for 2022 Season

Chesapeake Bay Magazine

The Serenity of Smith Island

Chesapeake Conservancy

Nassawango Creek Preserve By Land and By Water

Chesapeake Conservancy

A Camping/Paddling Adventure on Janes Island

CNN Traveler

The Best Beach Camping in the U.S., From the Pacific Northwest to the Florida Keys

The Daily Times

Grandfather of Gospel: Eastern Shore Birthplace to Commemorate the Rev. Charles Tindley

Find Your Chesapeake

A Beautiful Eastern Shore Paddle and Visit to a Town with a Secret History

Maryland Coast Dispatch

Grant to Fund Projects at Furnace Town, Lifesaving Museum

Paste

The Enigmatic Origin of Maryland's Most Storied Dessert

Southern Living

Smith Island Cake Recipe

Southern Living

Maryland's Smith Island Cake Has a Romantic History

Southern Living

Southern Campgrounds for a Weekend of Escape

Washington Post

WMDT

World Atlas

Yahoo News

Pelicans' Paradise on Smith Island, MD

\$6.1 Million Announced for Expanding Salisbury Rail Trail to Fruitland, Delmar

11 Best East Coast Beach Towns

As Maryland Crab houses Face Labor Shortage, Black Crab Pickers Recall Legacy of Struggle and Dedication on the Eastern Shore

PARTNERSHIPS

CHESAPEAKE COUNTRY ALL-AMERICAN ROAD

The BBHA began working with the Eastern Shore heritage areas and tourism officials to begin the interpretive planning process to develop an interpretive plan for the Chesapeake Country All-American Road. Upon completion of the plan in 2023, an implementation plan will be put together to help outline the interpretive elements most critical to the byway.

TINDLEY MURAL

We partnered with the Town of Berlin to bring the mural of the Reverend Dr. Charles Albert Tindley to life. This mural took months in the planning and can be viewed at 25 Commerce St., Berlin.

SMITH ISLAND CAKE SIGN

Working with Smith Island United, we helped apply for a historic food sign for the Smith Island Cake under the Hungry for History program of the William G. Pomeroy Foundation. The sign will be placed at the Smith Island Cultural Center in Ewell.



AFRICAN-AMERICAN INTERPRETIVE SIGNS

Through a grant from the Rural Maryland Council and Choptank Electric Trust, we were able to create five new African-American interpretive signs. The first sign was installed at the Mt. Zion Church in November.

ELECTRIC VEHICLE SUMMIT

The BBHA has also partnered with the Rural Maryland Council, Preservation Maryland and Choptank Communications to host an Electric Vehicle Summit in February 2023. The prime goal is to increase equity and accessibility of historical, cultural and recreational destinations, along a network of scenic byways.



Mockup of new sign

2022

ACCOMPLISHMENTS

STRATEGIC PLANNING

The BBHA, under the direction of our consultant, Choptank Communications, and with input from many stakeholders, developed a five-year strategic plan to guide the organization into the future. The plan can be found on our website. The plan outlines six primary goals:

GOAL 1: Make Beaches, Bays and Waterways synonymous with heritage and cultural tourism on the lower shore.

Increase awareness, engagement and visitation to places, sites, events that are intrinsically linked to our heritage.

GOAL 2: Seek common ground with our heritage 'ways.' Forge mutually beneficial partnerships with heritage organizations and businesses to elevate regional customs and culture beyond geographic boundaries.

GOAL 3: Develop or support initiatives that increase the body of heritage products and assets of the lower shore.

GOAL 4: Increase perception, awareness and engagement of BBHA's mission, programs, opportunities and impact with lower shore residents.

GOAL 5: Build and maintain a strong and sustainable organization rooted in best practices in non-profit and heritage authority administration, fiscal management and board governance.

GOAL 6: Build organizational capacity of heritage area organizations by developing, supporting or promoting initiatives that strengthen their infrastructure.



WE GREW

We once again expanded our boundaries with a boundary amendment approved by the Maryland Heritage Areas Authority. The amendment included two historic sites, the San Domingo School in Sharptown and the German-town School in Berlin. Both sites are restored Rosenwald Schools. The Julius Rosenwald Fund, administered through Booker T. Washington's Tuskegee Normal and Industrial Institute, supported the construction of schools for black children during the early 20th century.



WORKSHOPS ARE BACK

We celebrated the return of in-person programming with a series of workshops on subjects including Birding our Byways and Historic Sites, Pollinator Gardens, and Public Art. We captured new audiences and had a lot of fun!



\$528,000 IN MHA A GRANT FUNDING

The Maryland Heritage Areas Authority announced the FY23 grant awards. The Beach to Bay Heritage Area was successful in receiving a total of \$528,000 in grants to fund projects ranging from restoration work to new exhibits and interpretive materials. Awards were given to:



MINI-GRANT FUNDING

Our mini-grant funds of \$15,000 annually helps fund projects across the lower shore. Mini-grant awardees over the past three years include:

All Hallows Church	FY21
Berlin Heritage Foundation	FY21, 22 & 23
Crisfield Heritage Foundation	FY 22
Delmarva Discovery Museum	FY21, 22 & 23
Furnace Town Living Heritage Museum	FY23
Green Hill Church	FY21
Julia A. Purnell Museum	FY20 & 21
Maryland Coastal Bays Program	FY22
Parsons Cemetery	FY21
Somerset County Historical Trust	FY22
Rackliffe House Trust	FY23
Town of Snow Hill	FY21
Ward Museum	FY21 & 22
Westside Historical Society	FY21
Wicomico County Tourism	FY23

Projects ranged from exhibits to new websites to structural reports and interpretive and wayfinding signage. This funding reflects a total of \$42,686 awarded for projects totaling \$155,897.

Beach to Bay Heritage Area Management Grant	\$100,000
Furnace Town Foundation – Restoration and repair work	\$46,750
Germantown School – Worcester County Voices: Early 20th Century African American Education exhibits	\$31,281
Friends of Assateague State Park – Break the Habit, picnic table construction and educational materials	\$50,000
Ocean City Lifesaving Station Museum – Restoration of 1910 Bank Building	\$50,000
Skipjack “City of Crisfield” – Restoration of the skipjack	\$50,000
Tyree African Methodist Episcopal Church – Restoration work on interior of church	\$100,000
Chesapeake Country All American Road – Interpretive products	\$50,000
MD State Archives – Indigenous Archive Project for the Lower Eastern Shore	\$50,000

These projects offer a total leverage of \$861,646 for total value reaching over \$1.3 million!

2022

ACCOMPLISHMENTS

FUNDRAISING AND GRANTS

The BBHA enjoyed another year of funding with 2022 being the most we received in one year.

\$30,000

The Rural Maryland Council awarded us \$30,000 under the Maryland Agriculture Education and Rural Development Assistance (MAERDAF) program to build upon previously funded projects to continue the economic growth of the region with a vibrant new marketing campaign. The virtual video tours of our museums and attractions, the African-American Heritage interpretive products and our new branding, all projects funded through MAERDAF, will be part of the marketing campaign.

\$100,000

The Maryland Heritage Areas Authority awarded the BBHA \$100,000 for operational support. These funds also help fund our mini-grant program.

\$10,000

Thanks to the Maryland Humanities and the National Endowment for the Humanities, the BBHA was the recipient of \$10,000 under Strengthening the Humanities Investment in Nonprofits for Equity (SHINE) Grant. This grant allows continued general operating support funding.

\$1,500

We participated once again in the Community Foundation of the Eastern Shore, and the Shore Gives More campaign raising \$1,500.

\$10,000

BBHA partnered with the Town of Berlin on the Charles Albert Tindley Mural and received a façade grant of \$10,000.



Charles Tindley Mural

AWARDS & RECOGNITION



Ocean Pines Chamber of Commerce named BBHA Non-Profit of the Year for outstanding contributions to the community and measurable impacts to support stakeholders and community partners.



BBHA took home the Best New Program or Event in the mid-size category for the Charles Tindley Mural during the Maryland Tourism and Travel Summit in Ocean City. The award was submitted in partnership with the Town of Berlin.

EVENTS

BBHA was able to attend and participate in many events post-covid. These activities help us forge partnerships and raise awareness and visibility of our organization.

FEBRUARY: Taste of the Eastern Shore Legislative Reception, Annapolis

APRIL: Burgess Rural Life Museum Opening, Princess Anne • Regional trails planning, Chesapeake Community College

MAY: Bay Day, Ocean Pines
• Ribbon cutting, Ag Exhibit at Tawes Museum, Crisfield
• Nabb Center Fundraiser, Berlin



National Folk Festival

JUNE: Community Foundation of the Eastern Shore, Nonprofit Summit, Salisbury • Public Art Community Conversation, Salisbury

AUGUST: Ribbon cutting, Pocomoke State Park Trail, Snow Hill • National Folk Festival, Salisbury, Wicomico County • MD Tourism Coalition Summer Soiree, Ocean City
• Maryland Association of Counties, Ocean City

NOVEMBER: Ocean Pines Chamber Awards Dinner, Ocean Pines • Giving Tuesday Shore Gives More Campaign
• Maryland Tourism & Travel Summit, moderated panel on Heritage Tourism and Public Art

ECONOMIC IMPACT

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. The study can be found on our website.



Pocomoke State Park Trail Ribbon Cutting

Many of our accomplishments have been led by our experienced board members and stakeholders who have committed countless hours of their time and energy to ensure the success of the organization. By empowering our Board 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.

BOARD MEMBERS

Russell Blake
Mindie Burgoyne, Treasurer
Christina Carlson
Matt Creamer
Curtis Dale
Kristen Goller, President
Ann Hillyer
Jack Lenox
Aaron Levinthal
Dr. Mona Margarita, Secretary
Dr. George Ojie-Ahamiojie
Melanie Pursel
Carrie Samis, Vice President
Dr. Clara Small
Clint Sterling
Cynthia Stevens
Ivy Wells
Lee Whaley
Bill Wilson
Liz Wist

LISA CHALLENGER, Executive Director



Lisa brings decades of tourism experience to the Beach to Bay Heritage Area. She was awarded Tourism Person of the Year by the Maryland Tourism Coalition. She also served on the board of the Maryland Heritage Areas Authority as a Governor appointee. Having retired after 31 years as Worcester County's Tourism Director, Lisa brings her vast

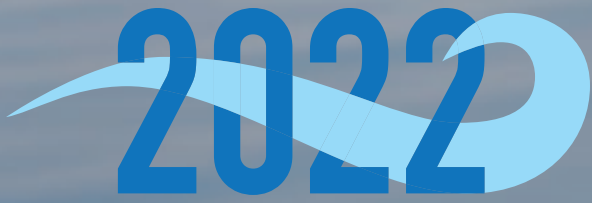
knowledge and experience to help preserve, promote and protect the heritage of Maryland's Wicomico, Worcester and Somerset counties.

KRISTEN GOLLER, Board President



Kristen has been a driving force behind the successes of the Beach to Bay Heritage Area. Her ability to lead the board through these unprecedented times has been both comforting and remarkable. Her calm demeanor and straight-forward approach in garnering consensus at all levels of work has been one of the primary reasons

for our success. She juggles her responsibilities of the heritage area with her career as the Tourism Manager of the Wicomico County Recreation, Parks and Tourism Department.



MEMBERSHIP

We can't do it without you, our members. We thank you for supporting our mission and look forward to working together in 2023!

BUSINESSES & ORGANIZATIONS

Ayers Creek
Adventures
Berlin Heritage
Foundation
Bishop's Stock Fine Art,
Craft & Wine
Chesapeake Ghost
Tours
Choptank
Communications
Delmarva Discovery
Museum
Delmarva Wealth
Management
Duke Marshall Group
Lee Whaley
Associates
Ocean City
Chamber
Ocean City
Development
Corporation
Ocean City Lifesaving
Station Museum
Ocean City Surf Club
Ocean Pines Chamber
of Commerce

Parsons Cemetery
Princess Anne
Main Street
Riley & Company,
LLC
Tri County Council for
the Lower Eastern
Shore
Town of Berlin
Town of Ocean City
Smith Island United
Somerset County
Historical Trust
Somerset County
Tourism
Sustainable Visions, LLC
Ward Museum
Wicomico County
Tourism
Wilson Realty
Worcester County
Tourism

INDIVIDUALS

Barbara Benton
Russell Blake
Sylvia Bradley
Mindie Burgoyne
Lisa Challenger
Michael Day
John Culp
Curtis Dale
Carolyn Fitzgerald
Anne Gee
Nancy Goldsmith
Kristen Goller
Jackie Gordon
Jill Hall
Jamie Heater
Ann Hillyer
Mike Hitch
Nancy Howard
Jacqueline Jones
Gordon Katz

Bill Killinger
Roberta Laynor
Jack Lenox
Mona Margarita
Hannah Miller
Gregory Pokrywka
Melanie Pursel
Susan Pusey
James Rosenberger
Carrie Samis
Deborah Scott
Dr. Clara Small
Carol Smith
Laura Soper
Clint Sterling
Dr. Kristin Sullivan
Ivy Wells
Liz Wist



**BEACH
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HERITAGE AREA

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