



**BEACH
to BAY**

HERITAGE AREA



2021

YEAR IN REVIEW



We hope to continue on our path to create new partnerships, increase our membership and visibility in the community and continue to 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.

LETTER FROM OUR LEADERSHIP

The Beach to Bay Heritage Area saw many milestones in 2021. Although COVID still had an impact on our operations and activities, it didn't hold us back from achieving some great things!

Our challenge was to stay relevant, continue to offer our mini-grant program and expand our projects and programs to reach a hybrid tourism community.

- We continued to operate virtually with the exception of our Annual Luncheon Meeting in October. Kate Clifford-Larson was our speaker who spoke about her research and book on Harriet Tubman.
- Last year we began a strategic planning process to develop a 5-year plan with our consultant, Choptank Communications. This process is involving many of our stakeholders who took part in our new branding effort.
- Thanks to another generous grant from the Rural Maryland Council, we were able to continue our marketing and brand identity and to begin developing African American heritage tourism products including more interpretive signs, murals and a self-guided driving tour.
- We increased our heritage area with a boundary amendment in order to include two very important properties; the West Ocean City Commercial Harbor and the Mt. Zion Memorial Church near Princess Anne.
- To further advance our marketing and visibility, we set out to create a series of virtual tours, again with the assistance of funding from The Rural Maryland Council and the Humphreys Foundation. A total of 14 virtual videos were produced in addition to a membership campaign video and a "Who We Are" video. These videos are serving as online tours for our museums, attractions and historic sites to bring the rich heritage of our area to visitors through this online content.
- The BBHA once again participated with the Community Foundation of the Eastern Shore and the Shore Gives More Initiative. We were able to raise funds and communicate with donors in a whole new way. In taking part in this program, we learned from other nonprofits here on the shore by sharing ideas, programs and incentives that work.

As we look forward to the new year, we hope to continue on our path to create new partnerships, increase our membership and visibility in the community and continue to 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.

Sincerely,

Kristen Goller
President

Lisa Challenger
Executive Director

2021 ACCOMPLISHMENTS

MARKETING

OUTDOOR ADVERTISING

The Beach to Bay Heritage Area promoted our brand throughout the tri-county area on billboards along major highway corridors.

RACK CARD

A rack card was developed and distributed at area welcome centers.



TRADE SHOW DISPLAYS

Four vertical vinyl banners were purchased to be used at all of our events.

MONTHLY E-NEWS

The Beach to Bay Heritage Area is currently issuing a monthly newsletter engaging over 1,100 subscribers. This is nearly doubled from 2020. Each month new features cover seasonal and current events in addition to standard information such as granting agencies and partners.



VIRTUAL TOURS

The Beach to Bay Heritage Area received 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 continues to have constraints on visitation to our museums and historic sites. This was a new project for the region and was done in order to encourage visitation to our sites and improve the economic viability of our heritage tourism partners and the region itself. A total of 16 videos were produced. All are available on our YouTube channel, "Beaches Bays Waterways."



ANNUAL MEETING

Our Annual Meeting was our first "in-person" meeting in more than a year and a half. The event was held at the Henson Center on the campus of the University of Maryland Eastern Shore. Our Guest Speaker, Dr. Kate Clifford Larson, a Tubman Scholar and a New York Times bestselling author, spoke of her biography: "Bound for the Promised Land: Harriet Tubman, Portrait of an American Hero."

BOUNDARY AMENDMENT

As part of a state certified heritage area, any boundary changes must be approved by the Maryland Heritage Areas Authority. In April of 2021, we proposed two boundary amendments to include the commercial fishing harbor in West Ocean City and the Mt. Zion Memorial Church near Princess Anne.

Mt. Zion Church is listed on the National Register of Historic Places, constructed in 1887 and renovations made in 1916. Today the church is used by the congregation and community at large for various events including Day of Remembrance held annually in August, Christmas tours and travelling choir/singers programs.

The commercial fishing harbor in West Ocean City can trace its early cultural heritage and economic development roots to the 1930s. Fishing traditions continue with various working vessels harvesting commercially important species. The harbor is host to the annual Harbor Day at the Docks and is a tourist draw to the many restaurants that serve up the fresh, local catches.



Mt. Zion Church (at left). West Ocean City commercial fishing harbor (above).

2021 ACCOMPLISHMENTS

STRATEGIC PLANNING

A strategic planning process was embarked upon in October and will continue through the first half of next year. The strategic plan is based on four organizational pillars: Organizational Management, Regional Identity, Building Partnerships and Product Development. Prioritized goals were established that include:

- Increase awareness of and engagement and visitation to the BBHA
- Increase perception and awareness by regional residents
- Embrace and align product development, strategic partnerships and marketing campaigns with updated heritage themes
- Forge linkages through and across history, culture, and the environment to elevate shared regional customs beyond borders and geographic boundaries
- Build a highly engaged and proactive board
- Identify, define, document and direct initiatives or partnerships that protect, preserve and promote our cultural traditions, folkways and foodways.



Another outcome of our strategic planning was a newly adopted mission and vision statement.

MISSION:

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

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.



ALL AMERICAN ROAD DESIGNATION

In February, we celebrated the inclusion of the Chesapeake Country All-American Road, a more than 400-mile route from Chesapeake City to Smith Island and Pocomoke on country roads along the Chesapeake Bay's edge, into the U.S. Department of Transportation "America's Byways" collection. The inclusion of the Chesapeake Country All-American Road in the National Scenic Byways network will open new doors for federal funding that can help our communities preserve, showcase and monetize their historic, cultural, natural, recreational and tourism resources. Tourism officials and heritage area staff worked on this effort as a partnership and received \$50,000 in funding to help create an eastern shore-wide interpretive plan.



MINI-GRANT PROGRAM

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

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

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

This funding reflects a total of \$38,959 awarded for projects totaling \$195,516.

2021

ACCOMPLISHMENTS

FUNDRAISING AND GRANTS

The Beach to Bay Heritage Area had a successful year in grants and donations.

- We were awarded \$10,000 from the Humphreys Foundation to create virtual tours for historic sites and museums in the heritage area.
- The Rural Maryland Council awarded us \$40,000 to develop African American tourism products
- The Maryland Heritage Areas Authority awarded the BBHA \$93,700 for our management grant. This is the largest amount we have received to date.
- We participated once again with the Community Foundation of the Eastern Shore and their Shore Gives More Campaign, raising \$1,308.
- Thanks to the Maryland Humanities and National Endowment for the Humanities who awarded a \$10,000 grant to the Beach to Bay Heritage Area through the Sustaining the Humanities through the American Rescue Plan (SHARP). These grants offer support for non-profit cultural organizations.
- Our Annual Luncheon Meeting brought in \$4,855 in sponsorships and donations. New this year were sponsorships from Choptank Electric, Washington Post, Delmarva Power, Chesapeake Ghost Tours, Lee Whaley Associates, Salisbury Elks Lodge, Joan Jenkins Foundation and Avery Hall Insurance.



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. The study can be found on our website.

2021

BOARD & STAFF

Many of our accomplishments have been led by a variety of 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
- Sylvia Bradley
- Mindie Burgoyne, Treasurer
- Dr. Cynthia Byrd, Immediate Past President
- Matt Creamer
- Curtis Dale
- Carolyn Fitzgerald
- Anne Gee
- Kristen Goller, President
- Ann Hillyer
- Jack Lenox
- Dr. Mona Margarita
- Melanie Pursel
- Carrie Samis, Vice President
- Dr. Clara Small
- Cynthia Stevens, Secretary
- Clint Sterling
- Dr. Kristin Sullivan
- 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 straightforward 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.

2021

MEMBERSHIP

We can't do it without you, our members. The year 2021 saw a record level of memberships. We thank you for supporting our mission and look forward to working together in 2022!

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
Main Street Princess Anne
Ocean City Chamber
Ocean City Development Corporation
Ocean City Lifesaving Station Museum
Ocean City Surf Club
Tri County Council for the Lower Eastern Shore
Parsons Cemetery
Riley & Company, LLC
Rural Maryland Council
Town of Berlin
Town of Ocean City
Town of Pocomoke City
Town of Snow Hill
Somerset County Tourism
Smith Island United Sustainable Visions
Tawes Insurance Agency
Ward Museum
Wilson Realty
Wicomico County Tourism
Worcester County Tourism

INDIVIDUALS

Jeff Bacon
Geraldine Bell
Barbara Benton
Russell Blake
Sylvia Bradley
Ernest Boger
Mindie Burgoyne
Lisa Challenger
Michael Day
John Culp
Curtis Dale
Carolyn Fitzgerald
Ian Fleming
Anne Gee
Gina Gerhard
Emril Getcher
Nancy Goldsmith
Kristen Goller
Jackie Gordon
Jill Hall
Josh Hastings
Jamie Heater
Ann Hillyer
Mike Hitch
Nancy Howard
Roberta Laynor
Jack Lenox
Kimberly Linton
Bill Killinger
Mona Margarita
Edward Phillips
Stacy Pixley
Melanie Pursel
Susan Pusey
Gregory Pokrywka
Mary Raley
James Rosenberger
Carrie Samis
Robert Schreiber
Deborah Scott
Clarissa Shoen
Dr. Clara Small
Carol Smith
Laura Soper
Clint Sterling
Brent Sullivan
Kristin Sullivan
Connie Strott
Ivy Wells
Liz Wist
Dee Dee Wood
Weston Young
Cheryl Vincent

BEACH TO BAY HERITAGE AREA

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Funded by the Rural Maryland Council

Decoy in Time

In previous times, when American waterfowl hunters first used decoys, they were made of wood and painted to look like the birds. In the 1920s, decoys were made of tin and painted to look like the birds. In the 1930s, decoys were made of plastic and painted to look like the birds. In the 1940s, decoys were made of metal and painted to look like the birds. In the 1950s, decoys were made of fiberglass and painted to look like the birds. In the 1960s, decoys were made of plastic and painted to look like the birds. In the 1970s, decoys were made of metal and painted to look like the birds. In the 1980s, decoys were made of plastic and painted to look like the birds. In the 1990s, decoys were made of metal and painted to look like the birds. In the 2000s, decoys were made of plastic and painted to look like the birds. In the 2010s, decoys were made of metal and painted to look like the birds. In the 2020s, decoys were made of plastic and painted to look like the birds.

