

Currents

The newsletter of the Four Rivers Heritage Area

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FOUR RIVERS STEPS UP COMMUNICATIONS STRATEGIES IN 2016

In 2016, while celebrating our fifteenth year since certification, Four Rivers also worked diligently to advance our communications strategies and skills, with an eye to raising our profile in the community and increasing our impact as a result. "Communications" sounds easy, but it turns out that there's a lot to it!

Our "communications portfolio" includes:

- Continuing communications about heritage area activities in our quarterly printed newsletter, *Currents*; our weekly E-newsletter, "News from Four Rivers"; our various stakeholder and committee meetings; and a variety of e-mail communications that keep stakeholders informed about heritage tourism products, programs and experiences for visitors and residents;
- Increasing the use of public web tools including social media (Facebook, Twitter, Instagram) and links, to drive public traffic to and across stakeholder websites;
- Upgrading our website through a projected funded by an MHAA Marketing grant, and continual updates of Four Rivers web content for effective communication and outreach;
- Reviewing and updating Four Rivers' "Things to Do" web listings to ensure relevance and accuracy;
- Adding new content periodically to the Four Rivers "Blog" to attract new readers, including posts from guest blogger Donna Cole, who was commissioned to write a series for bird-watchers in March and April 2016;



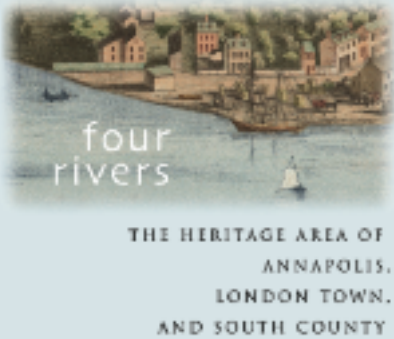
"Plan Your Weekend" graphic for Facebook

- Continuing the annual collaborative event, "Maryland Day Celebration" in March 2016, and marketing the event through the dedicated website, marylandday.org, E-blasts, social media posts, press releases, and media contacts;
- Conducting an annual review of visitor programs and products at our annual Site Director Summit, where all stakeholders gather to share their plans for the coming year;
- Hosting and sponsorship of effective workshops for interpreters, volunteers, site staff, etc., and peer-to-peer problem-solving discussions (such as our Education Committee meetings), to positively impact the quality and effectiveness of programs impacting the heritage tourism experience;
- Continuing to work with Visit Annapolis and Anne Arundel County (VAAAC), our county's Destination Marketing Organization (DMO), and with other partners' marketing efforts, to co-promote the wide variety and quality of visitor experiences on the web; and
- Continuing to attend, with exhibit displays when appropriate, a wide variety of heritage-related meetings, special events, and public activities supported by Four Rivers funding.

Also in 2016, Four Rivers' Board of Directors began work on a "Strategic Messaging" initiative, to refine our message about "who we are and what we do" in the community. Through our many activities (including this communications portfolio), our grant programs, and our various means of convening partners together, as well as our "toolbox" of technical assistance, we aim to strengthen the entire network of heritage sites, organizations, and stakeholders in the area. Keep us informed about how we can help YOU, too!

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	Spotlight on: Annapolis Maritime Museum	Grants Awarded Recap	Thanks to our Supporters

**BOARD OF DIRECTORS***Chair:* Diane Nowak-Waring, APR*Vice-Chair:* Timothy Leahy*Treasurer:* Barbara Polito*Secretary:* Elizabeth Ramirez

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Four Rivers welcomes **Constance Ramirez** to Coordinating Council



Constance Ramirez

Four Rivers is excited to welcome a new member to the Coordinating Council this month. Constance Werner Ramirez, PhD., grew up in Annapolis and became interested in the city's history as a junior guide for Historic Annapolis. She has a degree in architectural history from Wheaton College (MA) and graduate degrees in city planning from Yale and Cornell. She has worked as the historic preservation officer for several federal agencies and, since 1984, she has taught graduate courses in historic preservation at universities in this area.

Currently she is a trustee of the Chase-Lloyd House and a member of the West Annapolis Heritage Partnership, the Annapolis Heritage Commission and the National Preservation Institute, which she founded in 1980. She is the author of *Street Signs to History: The Story of the West Annapolis* and *Wardour Street Names* and lives in West Annapolis at her 1926 home, Wimsey Cove. **Welcome, Connie!**

SPOTLIGHT ON: Annapolis Maritime Museum

The Annapolis Maritime Museum (AMM) serves as a community anchor that showcases the area's rich maritime history with an emphasis on the important role of the local waterman. Formally established in 2000, the Museum continues to evolve and thrive as a cultural center by continually improving its exhibits

and expanding diverse programming including lectures, concerts and art exhibits. The Museum also recently opened an extensive research library that highlights local maritime heritage with onsite collections and an online digital archive. AMM is also proud of its extensive education programs, which reached capacity in 2016



Fishing on AMM Pier

CREDIT ANNAPOLIS MARITIME MUSEUM



Bay view of AMM

CREDIT ANNAPOLIS MARITIME MUSEUM

with over 6,000 students served. Their Education Center is a leader in hands-on engagement of local students, from Pre-K to 8th grade, as they learn about the Bay and the rich maritime heritage of the region. Looking to the future and to meet the increasing demand for the Museum's programs, AMM recently entered into a lease with the City of Annapolis to expand the area's heritage sites to include the Ellen Moyer Back Creek Nature Park. The Museum will now have an extended campus and a dedicated Education Center at the 12-acre waterfront park. For more information, visit www.amaritime.org.

GRANTS AWARDED IN 2016

MHAA Grants Awarded FY2017

Recipient and Project	Type of Grant	Category	Grant Amount	Total Project
Annapolis Maritime Museum, Inc., for AMM's Exhibit "White Gold: Fishing and Farming the Maryland Oyster"	Non-Capital	Education and Interpretation	\$25,000	\$95,000
Maryland Hall for the Creative Arts, Inc., for Improved Public Access for the Art-Exterior Doors and Entranceways	Capital	Capital Improvements	\$80,000	\$250,000
Smithsonian Environmental Research Center, for Sellman House Rehabilitation for Visitor Orientation Center	Capital	Capital Improvements	\$80,000	\$600,000
ALTSCHA (Four Rivers) for Management and Operations	MHAA Management Grant^	Management	\$100,000	\$220,000*
ALTSCHA (Four Rivers) in partnership with Visit Annapolis & Anne Arundel County, for development of a new website	MHAA Marketing Grant	Marketing	\$25,000	\$50,000
Totals for State Funding in FY17			\$310,000	\$1,215,000*

Spring FY16 Mini Grants Awarded in 2016

Recipient and Project	Category	Grant Amount	Total Project
Charles Carroll House of Annapolis, Inc., for Marketing and Outreach Strategies for the Charles Carroll House of Annapolis	Marketing	\$2,500	\$7,500
City of Annapolis, for Preservation50: Strengthening the Local Economy Through Historic Preservation	Heritage Tourism Product	\$1,800	\$6,280
Lost Towns Project, Inc., for Hands-On Archaeology Workshops	Education and Interpretation	\$2,500	\$5,000
Maryland Federation of Art, for Art in Historic Places	Heritage Tourism Product	\$2,500	\$11,733.84
West/Rhode Riverkeeper, Inc., for Ride for the Rivers	Heritage Tourism Product	\$2,500	\$13,525
Wiley H. Bates Legacy Center, for Bates Legacy Educational Community Project	Education and Interpretation	\$646.98	\$1,618.96
Total Spring FY16 Mini Grant Funding		\$12,446.98	\$45,657.80

Fall FY17 Mini Grants Awarded in 2016

Recipient and Project	Category	Grant Amount	Total Project
Annapolis Maritime Museum, Inc., for Phase I: Back Creek Nature Park	Education and Interpretation	\$2,500	\$25,600
Brewer Hill Association, Inc., for The People's Community of Brewer Hill Cemetery	Education and Interpretation	\$1,000	\$13,400
Chesapeake Children's Museum, for Maryland Day Weekend	Heritage Tourism Product	\$2,500	\$66,073
Deale Area Historical Society, Inc., for Signage and Brochures for entrance to Historic Village	Heritage Tourism Product	\$800	\$1,600
Galesville Heritage Society, for New Galesville Heritage Society Museum Brochure	Heritage Tourism Product	\$1,620	\$3,355
Town of Highland Beach, for Highland Beach Historical Properties Passport	Heritage Tourism Product	\$2,500	\$7,040
Historic Annapolis, Inc., for "Past to Present, You to Me: Stories that Connect Us" School Program and Educator Workshop	Education and Interpretation	\$2,500	\$14,550
Make Your Mark Media, Inc. in partnership with History Project of the Property Association Owners of Arundel-on-the-Bay, for Arundel on the Bay History Book and Video	Heritage Tourism Product	\$2,250	\$10,699
Friends of the Maryland State Archives, for Washington's Resignation Speech: An Historic Document for Maryland	Heritage Tourism Product	\$1,532	\$3,414
The Mitchell Gallery, St. John's College, for Ruth Starr Rose: Revelations of African American Life in Maryland and the World	Education and Interpretation	\$1,950	\$35,995
Total Fall FY17 Mini Grant Funding		\$19,152	\$181,726
Totals for Funded Projects in 2016		\$341,598.98	\$1,442,383.80

^Four Rivers Management Grant includes \$10,000 redistributed to mini-grant recipients *These figures include matching funds from other grants

Grant-Funded Projects Completed in 2016

MHAA-Funded Projects:

- Charles Carroll House, Structural repairs and stabilization of the façade damaged by Hurricane Sandy (Capital Grant FY2014)
- Galesville Community Center, "Field of Dreams: Home Grown History," a companion program to the Smithsonian's traveling exhibit (Non-Capital Grant FY2015)
- Historic Annapolis, Planning and Development for Renovation of 1 Martin Street property (Capital Grant FY2014)
- Historic Annapolis, Website redesign and mobile walking tour application for Historic Annapolis (Non-Capital Grant FY2015)
- Historic London Town and Gardens, Planning for Accessibility for the historic area (Capital Grant FY2016)

Four Rivers Mini-Grant Funded Projects:

- Annapolis Maritime Museum, Feasibility Study for the Back Creek Nature Park
- Anne Arundel County Trust for Preservation, Inc., *Field Guide to Galesville*
- Captain Avery Museum, Conversations with the Past – turning oral histories into searchable documents
- Deale Area Historical Society, Inc., Skirmishes at Herring Creek (War of 1812) Commemoration
- Friends of the Maryland State Archives, *Washington, Lafayette and Tilghman at Yorktown* Brochure
- Historic Annapolis, Interpretive Brochure for the William Paca House and Garden
- Historic Annapolis, Sands House Study: Determining the Best Future Use
- Kunta Kinte-Alex Haley Foundation, Haley Memorial Interpretive Videos and Quick Response Coding
- London Town Foundation, Inc., Illuminated London Town event
- Maryland Hall for the Creative Arts, Exhibit: *A Single Goal: The Art of Trumpy Yacht Building*
- West Annapolis Business Affiliation, Inc., History of West Annapolis: (1) *A Biography of Major Luther Giddings*; and (2) *Names of the Streets of West Annapolis*
- West/Rhode Riverkeeper, Inc., Ride for the Rivers event

THANK YOU *for your support!*

Thank you to all of our sponsors, donors and active supporters of the Four Rivers Heritage Area this year!

In 2016, we received major grant support from the Maryland Heritage Areas Authority, Anne Arundel County and the City of Annapolis, and benefited from an important partner relationship with Visit Annapolis and Anne Arundel County (VAAAC). We are also grateful to the following individual donors: Elaine Rice Bachmann, Tim Baker, Patricia Barland, Patsy Blackshear, Tara Clifford, David Craig, Alma Cropper, Maria Day, Jean Jackson, Gaile Jones, Ray and Jean Langston, Ted and Betty Mack, *Gertrude Makell, *Diane Nowak-Waring, Constance Ramirez, Jean Russo, Melanie Teems, Donna Ware, and Dorothy Whitman. Four Rivers would also like to gratefully acknowledge the following organization and business contributors: Anne Arundel County Public Schools (AACPS), Annapolis Maritime Museum, Greenstreet Gardens, and Scenic Rivers Land Trust.

Four Rivers would also like to recognize many additional local partners for in-kind contributions made in 2016, including: Towne Transport, Anne Arundel County Department of Planning and Zoning, Anne Arundel County Department of Recreation and Parks, Anne Arundel County Board of Education, Historic London Town and Gardens, Maryland State Archives, the Wiley H. Bates Legacy Center, the Smithsonian Environmental Research Center, the Chesapeake Bay Foundation, the Annapolis Maritime Museum, Historic Annapolis, Maryland Hall for the Creative Arts, and Q Marketing and Design.

Four Rivers salutes the following individuals for their generous donations of volunteer time in 2016: Lisa Barge, Patricia Barland, Becky Benner,

Darian Beverungen, Linnell Bowen, Web Chamberlain, Amelia Chisholm, Alice Christman, Robert Clark, Rod Cofield, Jane Cox, Joanna Cox, Lisa Craig, Alma Cropper, Kyle Dalton, Maya Davis, Connie Del Signore, Frank DiVenti, Christine Dunham, Alice Estrada, Erik Evans, Lynne Forsman, Janet Hall, Darren Heater, Anson "Tuck" Hines, Emily Huebner, Ben Isenberg, Mianna Jopp, John Kille, Sarah Knebel, Sarah Krizek, Rick Leader, Eileen Leahy, *Tim Leahy, Mark Leone, Margie Long, Rachel Lovett, Betty Mack, Ted Mack, *Gertrude Makell, Lyndra Marshall, Sue McKenzie, Rebecca Morris, Mia Nardini, *Diane Nowak-Waring, Lily Openshaw, Sara Phillips, Terry Poisson, *Barbara Polito, Anastasia Poulos, Constance Ramirez, *Elizabeth Ramirez, Morrisa Reddon, Aliya Reich, Lisa Robbins, Gerry Robertson, Jean Russo, William Sanders III, Jo



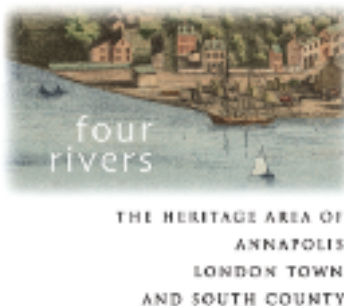
Emily Oland Squires (above left), pictured with Four Rivers Executive Director Carol Benson, was recognized with the Four Rivers Volunteer of the Year Award, for her many hours of volunteer support in 2016.

Shallcross, Heather Skipper, Stephanie Sperling, Caitlin Swaim, Emily Oland Squires, Susan Seifried, Melanie Teems, Elinor Thompson, Dorothy Whitman, Debbie Wood, and Laura Wood.

**indicates current Board Member*

Please remember the **Four Rivers Heritage Area** (legal name ALTSCHA, Inc.) in your charitable donations. Visit our website, www.fourriversheritage.org/support for details on how you can support the organization.

DID YOU KNOW you can also support Four Rivers when shopping on Amazon.com? To do this, login to Smile.Amazon.com and look us up under "Annapolis, London Town and South County Heritage Area." Designate us as your charity of choice and a portion of your purchases will support the heritage area!



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Four Rivers is a 501 (c) 3, charitable non-profit organization. Your contribution supports the heritage sites and organizations that make a difference to our region's quality of life.

