

FOUR RIVERS HERITAGE AREA MAKES AN IMPACT

December 2020

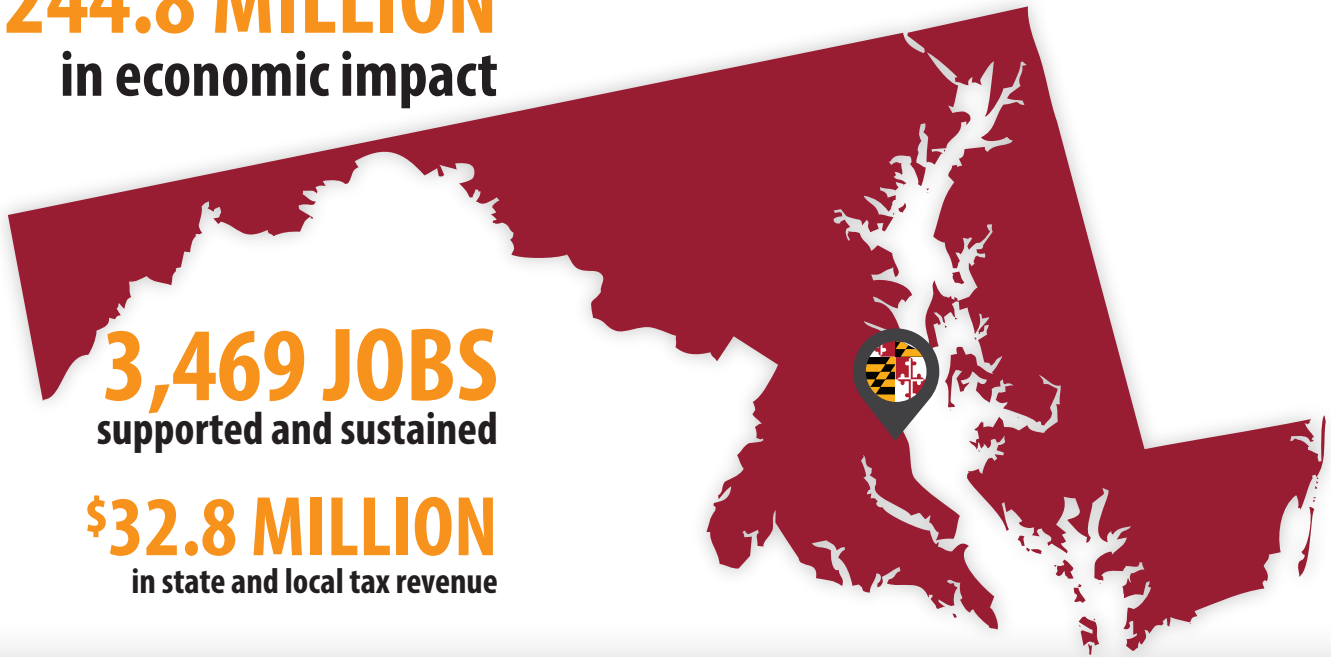


ABOUT FOUR RIVERS HERITAGE AREA

\$244.8 MILLION
in economic impact

3,469 JOBS
supported and sustained

\$32.8 MILLION
in state and local tax revenue



Waterways — the Severn, South, Rhode, and West Rivers, and Chesapeake Bay — mark the heart of the area, bringing together centuries of commerce, history, and nature.

Home to Maryland's four signers of the Declaration of Independence.

Four centuries of history and architecture line the streets of Annapolis, surrounding the nation's oldest State House in continuous legislative use.

The American Revolutionary War was officially ended with the 1784 ratification of the Treaty of Paris in the Maryland State House.

Three centuries of rich African American history and culture are preserved, highlighting the role African Americans played in the development of the region, and the emancipation of Black Americans from the grips of slavery.

Now a meeting place to gather in the name of community and culture, the historic Rosenwald School of Galesville was built for African American children.

As the Sailing Capital of the U.S., the area features an up-close look at the rich historical traditions of shipbuilding and sailing.

The U.S. Naval Academy serves as the training ground for U.S. Navy and Marine Corps officers of the future.

Culture, commerce, history, and heritage are encapsulated at the highly-accessible National Historic Landmark site, Historic London Town & Gardens, on the South River.

The natural and human history of the region is studied at the 2,650-acre Smithsonian Environmental Research Center (SERC), home to the world's longest-running field study on the effects of atmospheric CO2 on plants.

ABOUT FOUR RIVERS HERITAGE AREA

THE MISSION OF THE FOUR RIVERS HERITAGE AREA is to advance, support, and promote the natural, historic, and cultural resources of the region.

Designated a certified heritage area in 2001, the Four Rivers Heritage Area in Anne Arundel County stretches from Sandy Point State Park at the Chesapeake Bay Bridge, extending through southern Anne Arundel County, to Rose Haven at the Calvert County line, encompassing the Severn, South, Rhode, and West Rivers.

From 18th-century buildings, both grand and modest, in the National Historic District of downtown Annapolis, to swaths of pristine landscapes and maritime communities, the Four Rivers Heritage Area strives to honor the stories of those who have called it home for centuries. Southern Anne Arundel County heritage tells the story of generations of farmers and watermen whose lives have been shaped by the Chesapeake Bay and the rich farmland that surrounds it.

As home to hundreds of cultural, natural, and historical resources, the Four Rivers Heritage Area plays an integral role in building capacity and connecting the sites together. The creative synergy of its collaborative approach helps to lift up the smaller, all-volunteer sites and to leverage the professional staff and resources of larger sites, providing access to experts in historic preservation and the organizational insights of professional museum directors. The Four Rivers Heritage Area provides opportunities for peer-to-peer interactions and trainings; best practices in upgrading facilities to accessibility standards; and grant-writing training and support needed to access funds, helping partners to attract dollars from local, state, and federal governments and foundations.

The present-day interconnectivity between sites operating at different levels, such as the world-class research team of the Smithsonian Environmental Research Center (SERC) and the two-person volunteer staff at the Galesville Community Center, would likely never have been realized if not for the Four Rivers Heritage Area, whose multi-faceted operation creates a strong foundation for stability and sustainability among the variety of nonprofit entities working smoothly together in this vibrant and unique heritage community. The collective goal — to lift up the stories, buildings and places, cultural landscapes, traditions, and quality of life, to last and sustain for years to come — is a powerful model for visitors and residents alike.

FOUR RIVERS HERITAGE AREA KEY SITES IN ANNE ARUNDEL COUNTY



ECONOMIC IMPACT OF FOUR RIVERS HERITAGE AREA

ECONOMIC CONTRIBUTION

The economic impact of the Four Rivers Heritage Area is **\$244.8 million** annually. This economic impact consists of tourism driven by the presence of the Four Rivers Heritage Area as well as operations and grantmaking activities.

	Heritage Area Tourism Total Economic Impact
Direct	\$142,033,129
Indirect	\$49,615,255
Induced	\$53,194,083
Total	\$244,842,467

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Four Rivers Heritage Area: **3,469 jobs** supported and sustained. This economic impact is driven by the presence of the Four Rivers' operations, grant-making activities, and tourism in the heritage area.

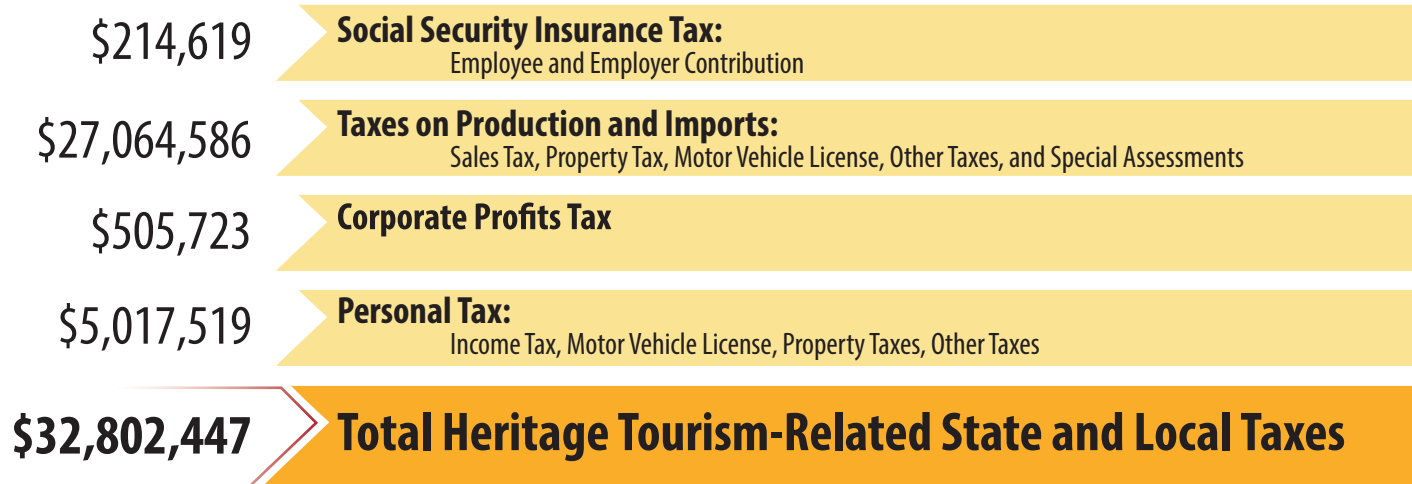
	Heritage Area Tourism Total Employment Impact
Direct	2,467
Indirect	477
Induced	525
Total	3,469

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF FOUR RIVERS HERITAGE AREA

STATE AND LOCAL TAX CONTRIBUTION

State and local taxes generated as a result of the Four Rivers Heritage Area based upon operations, grantmaking, and tourism total **\$32.8 million**.



Source: Parker Philips using IMPLAN

ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 2019. Primary surveys were conducted with heritage area visitors in the heritage area (day and overnight and local and non-local visitors).

FOUR RIVERS HERITAGE AREA

WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural, and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.

FOUR RIVERS HERITAGE AREA: STORY PROJECT

Volunteers are vital to the success of the Four Rivers Heritage Area. Seeking to tell the untold stories of these key individuals behind the scenes, the "Four Rivers Heritage: Story Project" was born. These volunteers believe that knowing the heritage area's history is critical to understanding the future. Meaningful stories about the importance of preserving heritage are selected and shared in a series of mini-video documentaries filmed on location at heritage partner sites. Volunteers have shared powerful stories of their experiences interpreting and preserving the past at Historic Annapolis's Hogshead, Hammond-Harwood House, Thomas Point Shoal Lighthouse, the U.S. Naval Academy Museum, the Galesville Community Center, and more.

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“COLLECTIVELY, THE POWER OF THAT HERITAGE AREA NETWORK OF ORGANIZATIONS IN PROTECTING THE RESOURCES AND THE STORIES BEHIND THEM IS WAY MORE POWERFUL THAN ANY ONE INDIVIDUAL SITE OR ANY SUBSET OF THEM.”

– ANSON “TUCK” HINES
DIRECTOR OF THE SMITHSONIAN ENVIRONMENTAL RESEARCH CENTER

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