

Currents

ANNE ARUNDEL COUNTY

The newsletter of the Four Rivers Heritage Area

2021 Was A Transformative Year!

Despite the many challenges of 2021, Four Rivers Heritage Area looks back on a great and transformative year; and as 2022 begins, we look forward to new opportunities to come with our new name and brand.

The year began with an important impact study released by the Maryland Heritage Areas Authority (MHAA), the governing body of the Maryland Heritage Areas Program, that estimated the annual contribution of the Four Rivers Heritage Area to the statewide economy (as of 2019) to be more than \$244.8 million, and 3,469 jobs. The Heritage Areas Program statewide was estimated to have had a total economic contribution of \$2.4 billion, generating an estimated 33,815 jobs in the state. In 2019, nearly 20.7 million tourists in the state were categorized as heritage tourists.

In February, we finalized the map to be used for the Boundary Amendment, marking the first time that our organization had enlarged its geographic definition; and after a public hearing and approval by the Maryland Heritage Areas Authority in April, our “footprint” in Anne Arundel County approximately doubled in size.

The next task undertaken was to meet our new partners across the county who had become part of the heritage area, a process that had been delayed by the pandemic. We called it a “Getting to Know You” year, and the meetings and conversations are still ongoing. Seven new members have been added to the Four Rivers Coordinating Council, an advisory body that meets quarterly.

In July, we commenced our Rebranding process. We selected the Cyphers Agency as our consultant, and announced a plan to develop a new name and brand. We held a fun, creative brainstorming session in late September, and from that input we collaborated on a Creative Brief to inform the rest of the Rebranding process.

In November, while the Rebranding continued, our organization celebrated an important milestone: we cele-



brated the Twentieth Anniversary of our certification as one of Maryland’s Heritage Areas. As part of that celebration, we recognized the funding impact that has been a large part of the economic contribution cited above: the total state funds invested in grant projects in our heritage area reached \$6.6 Million, and the total project funding for our heritage area’s grant projects reached \$22.3 Million.

From a “short list” of name suggestions provided by Cyphers, our Board Subcommittee came up with what we feel is the ideal new name for our larger, more inclusive, and more broadly-themed heritage area: “Chesapeake Crossroads Heritage Area.” As we finalize all the elements that go into a brand, and transition to our new identity, look for an announcement that our transformation is complete this Spring!

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ANNAPOLIS,
LONDON TOWN,
AND SOUTH COUNTY

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Thank You For Your Support!

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

In 2021, we received major grant support from the Maryland Heritage Areas Authority, Anne Arundel County and the City of Annapolis, and benefited from a generous partner relationship with Visit Annapolis and Anne Arundel County (VAAAC). We are also grateful to the following donors: Patricia Barland, Lou Biondi, *Linnell Bowen, Glenn Campbell, Deborah Coons, Lynne Forsman, Mark Hildebrand, Ray and Jean Langston, *Gertrude Makell, *Diane Nowak-Waring, Emily Oland Squires, *Lily Openshaw, Kristen Pironis, *Barbara Polito, Restrospect, Eric Ruark, *Jean Russo, Melanie Teems, Beth Terranova, Dorothy Whitman, and Laura Carrier Wood.

Four Rivers would also like to recognize many additional local partners for in-kind contributions made in 2021, including: Anne Arundel County Department of Planning and Zoning, Anne Arundel County Department of Recreation and Parks, Anne Arundel County Board of Education, Chesapeake Children's Museum, City of Annapolis, Historic London Town and Gardens, Q Marketing and Design, and Visit Annapolis

and Anne Arundel County.

Four Rivers salutes the following individuals for their generous donations of volunteer time in 2021: Donna Anderson, Lisa Arrasmith, Becky Benner, Cindy Borchardt, *Linnell Bowen, Terry Brandon, Pam Browne, Lillie Caldwell, Eve Case, Robert Clark, Rod Cofield, Chanel Compton, Jane Cox, Betsy Crooks, Lynda Davis, Wylie Donaldson, Johanna Doty, Christine Dunham, Erik Evans, Dianne Feeney, Kim Forry, Lynne Forsman, Lori Fowler, Janet Hall, Mary-Angela Hardwick, Janice Hayes-Williams, Sabriyah Hassan, Anson Hines, Diana Klein, *Tim Leahy, Rachel Lovett, *Gertrude Makell, Claudette McDonald, Becky Morris, *Diane Nowak-Waring, *Lily Openshaw, Kristen Pironis, *Barbara Polito, Anastasia Poulos, Hilary Raftovich, *Jean Russo, William Sanders III, Susan Seifried, Jo Shallcross, Lauren Silberman, Heather Skipper, Tony Spencer, Caitlin Swaim, Emily Oland Squires, Marcie Taylor-Thoma, Drew Webster, Tatiana Wells, Katara West, Dorothy Whitman, Debbie Wood, and Laura Carrier Wood.

**indicates current Board Member*

Story Project Concludes

The Four Rivers Story Project has completed its final videos, please make sure to visit our Story Project page (www.fourriversheritage.org/story-project/) on the Four Rivers website to view them. The final four video subjects included:

- Ben Secundy of Highland Beach
- Tatiana Klein of the Chesapeake Children's Museum
- Sharyn Martin of the Deale Area Historical Society
- Tony Spencer of the Northern Arundel Cultural Preservation Society

SAVE THE DATES
MARCH 25-27, 2022



Grants Awarded in 2021

In 2021, the Four Rivers Heritage Area brought \$442,039 in state funding to capital and non-capital projects at heritage sites, museums, and municipalities in our area, as well as

three grants to Four Rivers, which include support for our popular mini-grant program. These fully-matched grants leveraged more than \$1.5 million in total project costs.

Type of Grant	Recipient and Project	Category	Grant Amount	Total Project Amount
MHAA Capital Project Grant	Annapolis Maritime Museum Inc. Lighting the Park: Public Safety and Accessibility	Capital Improvement	\$95,000	\$197,347
	Chesapeake Arts Center Expanding Gallery Space and Exhibitions Program	Capital Improvement	\$62,750	\$125,500
MHAA Non-Capital Project Grant	Annapolis Greek Heritage Organization Annapolis Greek Heritage Project	Heritage Tourism Product	\$7,500	\$63,582
	Galesville Community Center Persistence, Purpose and Preservation: Rosenwald Schools in Anne Arundel County	Education and Community	\$49,500	\$147,523
	Galesville Heritage Society, Inc GHS Replacement and Acquisition of Outdoor Interpretive Panels	Heritage Tourism Product	\$8,524	\$17,048
	London Town Foundation Inc. Enhancing the Visitor Experience in the Gardens	Heritage Tourism Product	\$15,765	\$47,295
	Smithsonian Enviroment Research Center Woodlawn Heritage Trail Planning and Design	Heritage Tourism Product	\$25,000	\$50,000
MHAA Management Grant	ALTSCHA, Inc. FY2022 Management Grant	Management	\$100,000	\$287,000
MHAA Marketing Grant	ALTSCHA, Inc. FY2022 Marketing Grant -- Rebranding Project	Marketing	\$25,000	\$80,000
MHAA Block Grant (Mini-Grant Program)	ALTSCHA, Inc. FY2022 Block Grant -- Mini-Grant Program	Block Grant	\$25,000	\$264,964
Totals for State Funding in FY2022			\$414,039	\$1,280,259
Four Rivers Mini-Grant Program Grants, Fall 2021 (FY22)	Annapolis Maritime Museum Inc. Preservation of the Skipjack Lydia D	Preservation and Education	\$2,500	\$13,366
	Captain Avery Museum Expanding Learning and Accessibility	Education and Accessibility	\$2,500	\$8,000
	Chesapeake Arts Center Community Open House	Education and Community	\$2,500	\$7,490
	Chesapeake Children’s Museum, Inc Maryland Day Weekend 2022	Heritage Tourism Product	\$4,000	\$82,740
	Chesapeake Children’s Museum, Inc Hello Radio! A Look Back at Local Radio Involvement in Civil Rights	Education and Interpretation	\$3,000	\$10,000
	Hammond-Harwood House Exhibition Catalogue for “Ambition: Charles Willson Peale in Annapolis”	Heritage Tourism Product	\$2,500	\$6,047
	Historic Annapolis James Brice Master Interpretive Plan	Preservation and Education	\$2,500	\$61,000
	London Town Foundation The William Brown House Reinterpretation Project	Education and Interpretation	\$3,500	\$66,300
	Lost Towns Project Native American Archaeology and Heritage Toolbox: Resources for the Schools & the Public	Education and Interpretation	\$5,000	\$10,021.27
	Totals for Mini-Grant Funding in FY2020			\$28,000
Totals for Funded Projects in 2021			\$442,039	\$1,545,223

Four Rivers Eighteenth Annual Heritage Awards Ceremony Also Marks 20th Anniversary

On Thursday, November 4, 2021, the Four Rivers Heritage Area held its Eighteenth Annual Heritage Awards Ceremony at Historic London Town and Gardens, under the patio tent. This event also celebrated the organization's Twentieth Anniversary of certification as one of Maryland's first Heritage Areas, which took place in October of 2001.



Secretary Robert McCord

The Chairman of the Maryland Heritage Areas Authority, Secretary of Planning Robert McCord, was on hand to share remarks about the Heritage Areas program and to congratulate the organization on reaching this milestone. Tim Leahy, the Chair of Four Rivers' Board of Directors, also offered introductory remarks. Four Rivers Executive Director, Carol Benson, stated, "This year's honorees are outstanding examples of the excellence of the many heritage-related efforts in our community. We are excited to share their stories and achievements with new audiences, and we congratulate all those who made these important projects a success."

The Four Rivers Heritage Awards recognize individuals, organizations, partnerships, programs and products that contribute significantly to the community by interpreting, promoting, preserving, researching and/or supporting our historical legacy. The honorees have had a



Board Member Gertrude Makell with Honoree Barry Gay

lasting impact on authentic stories and experiences at our museums and historic attractions, the sustainability of local organizations, and the preservation of the history and heritage of the local community.

The list of 2021 Heritage Awards honorees includes:

Heritage Tourism Product (Exhibit):

The Annapolis Maritime Museum and Park's new Permanent Exhibit, "Our Changing Waterfront."

Heritage Tourism Product (Event Series): Historic London Town and Gardens' "Colonial Cocktails" series.

Heritage Volunteers of the Year: Susie Cosden and Cynthia Czubat, of the Galesville Heritage Society.

Heritage Professional of the Year:

Catherine Rogers Arthur, of the Maryland State Archives.

Heritage Interpreter of the Year: Barry Gay, of the Galesville Community Center Organization and the Lost Towns Project.

Heritage Leadership Award: Glenn Campbell, of Historic Annapolis.

Patricia Barland Leadership Award: T.C. Magnotti, a founder of the Captain Avery Museum in Shady Side.



Board Chair Tim Leahy, Honoree T.C. Magnotti, and Executive Director Carol Benson

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.



THE HERITAGE AREA OF
ANNAPOLIS,
LONDON TOWN,
AND SOUTH COUNTY

Four Rivers: The Heritage Area of Annapolis, London Town & South County
Arundel Center, 44 Calvert Street
Annapolis, Maryland 21401
410-222-1805 • heritage_area@aacounty.org
www.fourriversheritage.org

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.

