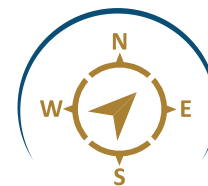


# New Directions

The Heritage Area of Anne Arundel County



## Chesapeake Crossroads

HERITAGE AREA

[ChesapeakeCrossroads.org](http://ChesapeakeCrossroads.org)

### REBRANDING COMPLETED!



Rebranding Celebration at Historic Linthicum Walks

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The long road from boundary expansion and stakeholder outreach to rebranding, rollout, and transition to ALTSCHA's new name and brand, Chesapeake Crossroads Heritage Area, was completed in May of this year, capping more than 2 years of effort that has brought about a significant transformation in our heritage area.

Our work depended on important contributions from two key partners; we worked with Anne Arundel County Cultural Resources to select the sites and areas to be added to the heritage area, and with Cyphers Agency on the rebranding process. The team at Cyphers identified that our heritage area has two primary

target audiences, "Family Leisure Planners," and "Lifelong Explorers."

#### Family Leisure Planners Profile:

- Diverse, skews statistically female, family-focused
- Chief Operating Officers of their household
- Busy but prioritizing family recreation time

#### Lifelong Explorers Profile:

- Skews statistically female
- Slightly older
- Often retired with disposable income
- Living their best life full of experiences

(Cont. Page 2)

**CHESAPEAKE CROSSROADS  
HERITAGE AREA**

**BOARD OF DIRECTORS**

Timothy Leahy: *Chair*  
Linnell Bowen: *Vice Chair*  
Barbara Polito: *Treasurer*  
Jean Russo, Ph.D.: *Secretary*  
Gertrude Makell  
Diane Nowak-Waring, APR  
Lily Openshaw  
Heather Skipper

**COORDINATING COUNCIL**

Donna Anderson  
*Chesapeake Arts Center*  
Lou Biondi  
*Goshen Farm*  
Pamela Browne  
*Wiley H. Bates Legacy Center*  
Honorable Gavin Buckley  
*Mayor, City of Annapolis*  
Robert C. Clark  
*Historic Annapolis*  
Rod Cofield  
*Historic London Town & Gardens*  
Chanel Compton  
*Banneker-Douglass Museum*  
Jane Cox  
*AACO Office of Planning  
and Zoning*  
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*Northern Arundel Cultural  
Preservation Society, Inc.*  
Wylie Donaldson  
*Odenton Heritage Society*  
Erik Evans  
*Downtown Annapolis Partnership*  
Dianne Feeney  
*Hancock's Resolution*  
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Emily Oland Squires  
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Marcie Taylor-Thoma, Ph.D.  
*Education Committee*  
Laura Wood  
*Maryland League of  
Conservation Voters*

**STAFF**

Carol Benson, Ph.D.  
*Executive Director*  
Jody Christian  
*Communications Coordinator*

(Continued from Page 1) The Brand Statement that Cyphers developed says, “The NEW Heritage Area is an authentic, welcoming and wide array of places to visit in Anne Arundel County with cultural, historic, or natural significance that offers families fun experiences of their choosing.” As support, they included the following: “There are more than 100 authentic Heritage sites ranging from historic landmarks and museums to environmental sanctuaries and guided tours. The experiences offered can focus on African American Heritage, natural heritage in and around the Chesapeake Bay, for historic and cultural heritage that deepens appreciation for everything from the area’s rich history to the arts and architecture.”

The Brand Persona that they developed for our Heritage Area is: “Approachable, fun, outdoorsy and energetic. Loves the Chesapeake Bay, rich history and character of our region. Welcomes connection, someone who has a ton of knowledge and is happy to share it and will always have a suggestion for your next adventure. Always has an epic story to

share and they do it passionately.”

**Our Persona’s traits:**

- Knowledgeable but super-approachable
- Fun and Energetic
- Nature Lover & Outdoorsy
- Passionate Storyteller

The Regional Identity Statement that Cyphers developed says: “Embracing the local flavor and character of the heritage area from the Chesapeake Bay to the state capital, from the Naval Academy to railroads and trails all the way to the edges of industrial Baltimore.” When asked whether “heritage” is a term that our audiences relate to, one meeting participant stated that, “heritage, for our organization (a small, all-volunteer, African American heritage site), is the MOST important value that we hold!” As the project comes to a close, we thank both Cyphers and all our stakeholders for their interest, support, and participation in this very fruitful process.

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## Heather Skipper Joins Board of Directors

Chesapeake Crossroads Heritage Area is pleased to welcome Heather Skipper to its Board of Directors. Heather Skipper is the Hospitality Sales Manager at the Naval Academy Business Services Division (NABSD). In that position she oversees the Armel-Leftwich Visitor Center and Guide Services, manages the Naval Academy Club membership coordination, works with approved Business Partners in the local community and manages the NABSD marketing efforts. Most recently she helped to launch the newly-created Naval Academy Tourism website for visitors.

Prior to working on the Yard at the Academy, Heather worked as the Director of Land Operations at Watermark in downtown Annapolis for ten years. She has been an active member of the Downtown Annapolis Partnership (DAP) and before that the Annapolis Business Association. She works with both the

Office of Tourism in Baltimore and Visit Annapolis and Anne Arundel County (VAAAC), and currently serves on the DAP Board and the Promotions Committee. She is in the Flagship Leadership Anne Arundel Class of 2022 and recently received a special recognition as a new leader from Leadership Anne Arundel. She also served on ALTSCHA’s Coordinating Council prior to joining the Board, and is a member of the Chesapeake Crossroads Education Committee. Welcome, Heather!



Heather Skipper at the USNA Visitor Center.

# Interpretive Signage Webinar Shares Best Practices

A workshop proposed and developed with the Education Committee about “Best Practices for Interpretive Signage” was offered free of charge on March 8, featuring former National Park Service specialist (and current consultant) David J. Guiney and 4 panelists: Marcie Taylor-Thoma, Jane Cox, Janice Hayes-Williams, and Andrew Arvizu. Twenty-eight people attended the webinar, and it has had a dozen views on YouTube. Heritage Area colleagues had worked ahead of time to develop a list of questions for the presenter, which included:

- What are the physical design and fabrication requirements that are recommended for the signage to last and be effective as long as possible?
- What are the recommendations about how to go about the removal of signage that is inaccurate, outdated, or culturally offensive?

- Are QR codes appropriate for this kind of signage? If so, how should they be included on signage?
- How should we go about building a budget for this type of project? Are there other appropriate sources of funding (other than MHAA sources) that you know of that you can share?

We thank Mr. Guiney and the panelists for sharing their insights; the webinar was very informative, and questions from attendees added to the session. A recording of the webinar and supporting materials can be found on our website.



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## Small Changes Grant Opportunity Announced

A new grant fund, called the “Small Changes” Grant Opportunity, has been announced. The grant is designed to assist small heritage-related partner organizations (annual budgets of \$100,000 or less) access new opportunities. The vision for this grant fund is to give a boost to smaller organizations, especially those that are recently-established, experiencing a pressing need that, if met, will allow them to increase their effectiveness.

In recognition of the 20th anniversary of ALTSCHA and the launch of the Chesapeake Crossroads brand, Patricia Barland, former Board Chair of Four Rivers, donated funds to serve as seed money to establish this grant, matched by a donation from Board Secretary, Dr. Jean Russo.

### Examples of eligible projects include:

- Professional advancement -- to offset fees for training/workshops, including marketing classes; digital media and communications classes; small museum workshops; Maryland Nonprofit workshops; training on DEI; and more
- Consultant fees — for planning, Board training, financial assistance, environmental workshops
- Stipends for guest speakers Assistance with applications for National Register, Historic Landmarks and other historic designations
- Assistance with archeological investigation

## New Members Added to the Coordinating Council

After ALTSCHA expanded its boundaries and added new sites to the list of partners, we also added new members to our Coordinating Council, seeking fresh voices and new insights. The Council is an advisory body that meets quarterly, and it has been hard at work this year on ideas and initiatives to be incorporated into our upcoming Five-Year Planning. New members include (in alphabetical order):

**Donna Anderson**

**Lou Biondi**

**Pamela Browne**

**Chanel Compton**

**Lynda Davis**

**Wylie Donaldson**

**Dianne Feeney**

**Becky Morris**

Welcome to the Coordinating Council, we appreciate your service!

- Assistance with research for heritage tourism products

“Small Changes” Grants are not for routine administrative expenses or for capital projects. Non-profit heritage-related organizations are eligible to apply, for projects to take place within our designated boundaries. The maximum grant award is \$500, and no match is required; the funds will be remitted once the grant is approved, and a final report is required following completion of the project. Please see our website for more details.





Our Time Tours, Annapolis, MD - 2022 Maryland Day



Touring the Rising Sun Inn, Crownsville, MD - 2022 Maryland Day

## Maryland Day Celebration 2022 Spreads County-Wide

The Fifteenth Annual Maryland Day Celebration took place on March 25-27, 2022, and this year the event was extended to additional partners, making it more “county-wide” than ever before. In all, there were 83 events and 36 partners, including a few virtual offerings. All events were offered to the public for one dollar or FREE during this annual celebration of local history and heritage, featuring this year’s theme of “Telling New Stories.” The planning team, again led by Debbie Wood of the Chesapeake Children’s Museum with consultants Cindy Borchardt (event manager), and Erik Evans (marketing manager), brought on board new locations this year, including Anne

Arundel County Free School Museum, Benson-Hammond House, Kuethe Library, Goshen Farm, Linthicum Walks, Odenton Heritage Society, and Rising Sun Inn. Fair weather, new sites, and excellent cross-promotional marketing combined to make this year’s event memorable!

The Pride of Baltimore II again visited City Dock to participate in the Maryland Day Celebration. Anne Arundel County’s Department of Recreation and Parks also supported the event, opening all four County regional parks for free during the 3-day weekend. In addition, a scavenger hunt created by Visit Annapolis sent visitors all around

downtown to find historical characters and stickers for their “passports.” Creative new partnerships were forged for this year’s events, including the Smithsonian Environmental Research Center (SERC) combining efforts with the Scenic Rivers Land Trust, and the Northern Arundel Cultural Heritage Society collaborating with Hancock’s Resolution. Social media cross-promotions by our partners reached a total of 134,430 impressions on Facebook, 10,000-plus Facebook engagements, and 20,000-plus views to the event website, [www.marylandday.org](http://www.marylandday.org). Many thanks to all who combined efforts to make this year’s event a great success!



### You Make the Difference!

Please remember the Chesapeake Crossroads Heritage Area (legal name ALTSCHA, Inc.) in your charitable donations. Visit our website, [www.chesapeakecrossroads.org/support](http://www.chesapeakecrossroads.org/support) for details on how you can support the organization. ALTSCHA 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.



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