



WHAT IS THE BALTIMORE NATIONAL HERITAGE AREA?

The Baltimore National Heritage Area received its national designation in 2009, acknowledging Baltimore as a place where historical, cultural, and natural resources that combine creating a nationally distinctive landscape.

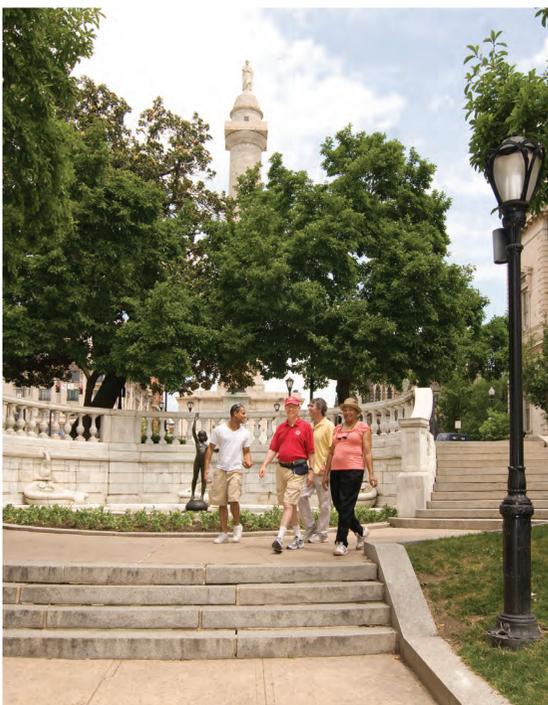
The Baltimore National Heritage Area is one of a few national heritage areas located primarily in an urban environment. The heart of the heritage area is at the center of the city of Baltimore and the Inner Harbor. From this central location, the heritage area expands to include sections of the city with high concentrations of historic, cultural, and natural attractions for both visitors and residents. Approximately 22 square miles (more than 14,000 acres) are included within the heritage area's boundaries.

Before national designation the state of Maryland had previously designated the heritage area as a Maryland Heritage Area (1997) and a Maryland Certified State Heritage Area (2001).

BALTIMORE NATIONAL HERITAGE AREA ENCOMPASSES:

- 24 national historic landmarks
- portions or all of 25 national register historic districts
- 12 Chesapeake Bay Gateways
- an unparalleled system of parks and waterways
- portions of five Maryland scenic byways, the Charles Street National Scenic Byway, the Historic National Road All-American Road, the Star-Spangled Banner National Historic Trail, the Captain John Smith National Historic Trail, and Washington-Rochambeau Revolutionary Route National Historic Trail

WHAT DOES THE HERITAGE AREA DO?



- works with more than 200 active and engaged partners in the Baltimore area with common interests in preservation, conservation, and education regarding the city's historical, cultural, and natural resources
- manages state and local grant programs supporting heritage tourism and historic preservation within the heritage area - in 2010, we helped award almost \$300,000 in grant funds
- administers and expands the city's network of urban heritage trails, including designing and installing route signage, developing guide products, and staffing the urban ranger guide program
- works with city agencies and partners to plan and organize support for sustainable uses for city-owned landmarks, such as President Street Station and the Peale Museum
- helps lead planning and organize support for the upcoming 2012 to 2014 bicentennial commemoration of the War of 1812 (on behalf of the city of Baltimore)
- serves as an advocate for under-utilized historic, cultural, and natural sites and attractions in order to make them more visitor-ready and visitor-friendly
- works closely with city of Baltimore agencies including the Department of Transportation, the Department of General Services, and the Commission for Historical and Architectural Preservation
- manages the Charles Street National Scenic Byway



MANAGEMENT PLAN PURPOSE

The legislation establishing the Baltimore National Heritage Area requires that a plan be prepared to guide future management of the heritage area over the next 10 to 15 years. The plan will include elements as required by the 2009 legislation establishing the Baltimore National Heritage Area (Public Law 111-11), as follows:

- comprehensive policies, goals, strategies, and recommendations for telling the story of the heritage of the region and encouraging long-term resource protection, enhancement, interpretation, funding, management, and development of the heritage area
- consideration of existing state, county, and local plans in the development and implementation of the management plan
- description of actions and commitments that governments, private organizations, and citizens plan to take to protect, enhance, and interpret the natural, historic, scenic, and cultural resources of the heritage area
- existing and potential sources of funding or economic development strategies to protect, enhance, interpret, fund, manage, and develop the heritage area
- inventory of the natural, historic, cultural, educational, scenic, and recreational resources of the heritage area relating to the stories and themes of the region that should be protected, enhanced, managed, or developed
- policies and strategies for resource management including, the development of intergovernmental and interagency agreements to protect the natural, historic, cultural, educational, scenic, and recreational resources of the heritage area
- program for implementation of the management plan
- analysis of, and recommendations for, ways in which federal, state, tribal, and local programs may best be coordinated (including the role of the National Park Service and other federal agencies associated with the heritage area)
- interpretive plan for the heritage area
- business plan

THE PLANNING PROCESS

BALTIMORE NATIONAL HERITAGE AREA MANAGEMENT PLAN

| SPRING 2012 | FALL 2012 | WINTER/SPRING 2013 | SUMMER 2013 AND BEYOND |
|--|---|--|---|
| <p>BEGIN THE PLAN</p> <ul style="list-style-type: none"> • Vision, Mission, Goals and Objectives • Interpretive Planning • Resource Inventory and Analysis • Stakeholder Meetings <p>HOW YOU CAN HELP</p> <ul style="list-style-type: none"> • Check plan progress on our website • Attend public workshops • Send us your ideas and comments | <p>DEVELOP AND EVALUATE STRATEGIES</p> <ul style="list-style-type: none"> • Management Strategies • Business Plan and Market Analysis • Stakeholder Meetings <p>HOW YOU CAN HELP</p> <ul style="list-style-type: none"> • Check plan progress on our website • Send us your ideas and comments | <p>ASSEMBLE MANAGEMENT PLAN</p> <ul style="list-style-type: none"> • Business Plan and Market Analysis • Stakeholder Meetings <p>HOW YOU CAN HELP</p> <ul style="list-style-type: none"> • Check plan progress on our website • Attend public workshops • Send us your ideas and comments | <p>IMPLEMENT MANAGEMENT PLAN</p> <p>HOW YOU CAN HELP</p> <ul style="list-style-type: none"> • Work with the heritage area to implement the plan, as funding allows |

THE PLANNING PROCESS

WE NEED YOUR THOUGHTS AND IDEAS ON:

- What does a “heritage area” mean to you?
- What can the Baltimore National Heritage Area do for you? What are your expectations of us?
- What potential programs would you like to see us develop, such as walking tours, lectures, mobile apps, etc.?
- Would you take advantage of guided or self-guided walking tours, lectures, or mobile apps?
- Should the heritage area focus its interpretation and programming resources on history, culture, or natural resources? Alternatively, should we give equal attention to all three?
- In which of the following themes are you most interested?
 - Maritime Conflict Sets the Stage
 - Free Black Community
 - The Battle of Baltimore
 - The Star-Spangled Banner
 - The National Anthem
 - Explorers and Entrepreneurs
 - International Port on the Chesapeake
 - Immigrant Influx
 - New Enterprises
 - Rise of Labor Unions
 - Roots of Education
 - Parks and Public Works
 - Architecture and Monuments
 - Firsts in Business and Industry
 - Pursuit of Knowledge and Arts
 - A Sporting Town
 - Monumental Changes
 - Living Traditions
 - The Underground Railroad
 - Religious Freedom
 - The Civil War in Baltimore
 - The Struggle for Civil Rights





VISION

In 2016, the following will be true: Across the nation and abroad, Baltimore is viewed as one of America's premier historic cities; it is considered a must-see destination for its richness of history and culture. Many more visitors and residents are seeking out and enjoying its harbor and stream valleys, historic neighborhoods, main street commercial districts, trails, tours, museums, sites, exhibits, performances, and other events, raising civic pride and awareness of the city's heritage to an all-time high. Investment in development that complements the city's heritage—adaptive reuse, heritage tourism-serving businesses, and more—are increasingly common. As never before, the city's heritage resources are viewed as essential to its quality of life and economic well-being.



The Baltimore National Heritage Area and scores of museums, historic sites, and cultural attractions accomplished this by effective collaboration and stimulated by the opportunity to leverage the bicentennial of the War of 1812 as a launching point to focus capital investment and create exceptional programming that has brought greater visibility to the city's role in shaping a distinctly American identity. Thus, through the development of new experiences and activities and the improvement of existing offerings, Baltimore's heritage leaders have created measurable economic impact through increased visitation.

– Baltimore City Heritage Area Management Action Plan Update (p 39)

GOALS

Goal 1. Interpretation

Interpret Baltimore as the unique port city where an American identity was forged and refined.

Goal 2. Preservation

Strengthen support for the preservation of Baltimore's heritage resources.

Goal 3. Development

Increase the economic benefits of heritage tourism in Baltimore.

Goal 4. Neighborhood

Assist neighborhoods to improve their quality of life, become more visitor-ready, and balance tourism and community.

Goal 5. Management

Assure a strong, sustainable organization for the Baltimore National Heritage area.

– Baltimore City Heritage Area Management Action Plan Update (pp 39 and 40)



OBJECTIVES

Goal 1 – Interpretation

Interpret Baltimore as the unique port city where an American identity was forged and refined.

- Objective 1.1 Create a unified image and understanding of Baltimore’s nationally and regionally specific interpretive themes.
- Objective 1.2 Using the BHA interpretive framework and plan, lead collaborative efforts to present the stories of Baltimore’s contributions to America’s history and cultural expression in ways that invite engagement and raise Baltimore’s profile as a place with significant local and national heritage.
- Objective 1.3 Create greater understanding of Baltimore’s role in national history by leveraging the bicentennial of the War of 1812, the Battle of Baltimore, and creation of the American Flag and the poem that became the Star-Spangled Banner.
- Objective 1.4 Focus effort on nationally significant stories known to enjoy popularity among cultural heritage travelers.
- Objective 1.5 Teach American history using Baltimore’s cultural heritage resources.
- Objective 1.6 Structure heritage tourism marketing messages around the BHA interpretive framework and plan.

Goal 2 – Preservation

Strengthen support for the preservation of Baltimore’s heritage resources.

- Objective 2.1 Lead advocacy for heritage tourism product development and promotion.
- Objective 2.2 Heighten recognition of and support for stewardship of heritage resources associated with the War of 1812/Battle of Baltimore.
- Objective 2.3 Heighten recognition of and support for stewardship of heritage resources associated with the African American push for equality and opportunity, urban revitalization and restoration of the urban ecosystem, and other assets associated with stories that resonate with cultural heritage travelers.
- Objective 2.4 Support efforts to strengthen the city’s historic preservation efforts.

Goal 3 – Development

Increase the economic benefits of heritage tourism in Baltimore.

- Objective 3.1 Support efforts to develop or expand businesses serving the heritage tourism market.
- Objective 3.2 Ensure that visitor-serving businesses positively represent Baltimore.

Goal 4 – Neighborhood

Assist neighborhoods to improve their quality of life, become more visitor-ready, and balance tourism and community.

- Objective 4.1 Foster connections between the Inner Harbor and key cultural heritage attractions in the neighborhoods.
- Objective 4.2 Make Baltimore’s less-visited historic neighborhoods feel more inviting to visitors.
- Objective 4.3 Incorporate recreation as an element in the connective work of the heritage area, using the city’s green spaces and waterways to link neighborhoods.

Goal 5 – Management

Assure a strong, sustainable organization for the Baltimore National Heritage area.

- Objective 5.1 Build broad, non-partisan leadership support for the heritage area.
- Objective 5.2 Develop a sustainable, diversified range of financial resources for the heritage area.
- Objective 5.3 Increase National Park Service presence and support in Baltimore.
- Objective 5.4 Build the NHA staff resources incrementally as programmatic needs require and financial resources permit.
- Objective 5.5 Communicate heritage area efforts and accomplishments as well as the work of heritage area partners broadly.

– Baltimore National Heritage Area Five-Year Plan 2011
(derived from Management Action Plan Update
(pp 39 through 47))



THEMATIC FRAMEWORK FOR INTERPRETATION

OVERARCHING THEME

AMERICAN IDENTITY

Citizens in Baltimore helped secure American independence, forge a national identity, and establish a notable center of commerce and culture on the Chesapeake Bay.

PRIMARY THEME

ESTABLISHING INDEPENDENCE

During the early 1800s, Americans in Baltimore fought to uphold the independence of the United States, and their determination still inspires us today.

1A MARITIME CONFLICT SETS THE STAGE

In the early 1800s privateers and armed schooners operating out of Baltimore plagued British shipping, bringing war to the Chesapeake Bay and the city's harbor.

1B FREE BLACK COMMUNITY

Baltimore's free black community, one of the largest in any American city, helped to defend the city in 1814 and set a precedent for personal liberty long before the abolition of slavery.

1C THE BATTLE OF BALTIMORE

The successful defense of Baltimore in 1814 boosted American morale, turned the tide of war, and established international recognition of the sovereignty of the United States.

1D THE STAR-SPANGLED BANNER

The 15-star, 15-stripe Star-Spangled Banner—made in Baltimore, and flown in battle over Fort McHenry—remains one of America's most treasured icons.

1E THE NATIONAL ANTHEM

Francis Scott Key's immortal song, penned in Baltimore Harbor, has inspired Americans at some of the most meaningful events in their personal and national lives.

PRIMARY THEME

SEEKING PROSPERITY

The rich resources of the Chesapeake Bay and Baltimore drew enterprising men and women seeking prosperity.

2A EXPLORERS AND ENTREPRENEURS

Beginning in 1608 with Captain John Smith, explorers and entrepreneurs have been drawn to this farthest-inland East Coast port.

2B AN INTERNATIONAL PORT ON THE CHESAPEAKE

By the late 1800s, Baltimore, with its prospering shipyards, clipper schooners, and trading enterprises, had reached the status of a premiere world port.

2C IMMIGRANT INFLUX

In the 1800s and early 1900s millions of immigrants entered the United States through the portal of Baltimore, some settling in the city and others seeking their fortunes across the continent.

2D NEW ENTERPRISES

Baltimore's inland harbor, streams for waterpower, and burgeoning immigrant workforce set the stage for large-scale enterprises such as milling, sugar refining, canning, shipbuilding, and railroading.

2E RISE OF LABOR UNIONS

The wealth generated by industry precipitated bitter struggles for fair wages and working conditions.

2F ROOTS OF EDUCATION

Baltimore's leaders recognized that education held the key to prosperity and opened schools at every level, including many dedicated to black students.

PRIMARY THEME

SHAPING A MONUMENTAL CITY

The largest city in the Chesapeake Bay watershed brought forth distinctive industries, technologies, architecture, and enduring cultural and artistic traditions.

3A PARKS AND PUBLIC WORKS

The city's diverse natural landscapes inspired planners to design a city that integrated green spaces, public squares, parks, and innovative utilities into the evolving urban environment.

3B ARCHITECTURE AND MONUMENTS

From humble rowhouses to majestic statues to gleaming skyscrapers, Baltimore's architecture reflects the city's diversity, prosperity, and aspirations.

3C FIRSTS IN BUSINESS AND INDUSTRY

The city lays claim to many "firsts," including the first railroad, gas lights, telegraph line, canned corn, YMCA, and investment banking.

3D PURSUIT OF KNOWLEDGE AND ARTS

Philanthropic Baltimoreans founded institutions that have received worldwide acclaim in the fields of education, research, and medicine, and the city was home to creative geniuses like F. Scott Fitzgerald, Billie Holiday, Cab Calloway, and Rembrandt Peale.

3E A SPORTING TOWN

Baltimore is famous for sports heroes such as Babe Ruth, Johnny Unitas, and Cal Ripken, Jr., and sports have always been a vital part of the Baltimore experience.

3F MONUMENTAL CHANGES

The city has evolved over time, but has also undergone dramatic changes such as those related to the Great Fire of 1904 and the Inner Harbor revitalization of the 1980s.

3G LIVING TRADITIONS

Traditions established decades ago remain in evidence today—among them, neighborhood produce vendors (arabbers), painted screens on home fronts, and the most renowned menu item, blue crabs.

PRIMARY THEME

GAINING FREEDOM FOR ALL

Baltimore has long welcomed diverse peoples, leading to controversy and conflict—as in the Civil War—but also to reconciliation and greater freedom for all.

4A THE UNDERGROUND RAILROAD

Free blacks in Baltimore, among them the noted abolitionist Frederick Douglass, helped runaway slaves secure passage through the Chesapeake region to safety in the North.

4B RELIGIOUS FREEDOM

Maryland was founded on the principle of religious freedom, and Baltimore became a crucible in which the nation's commitment to toleration was tested.

4C THE CIVIL WAR IN BALTIMORE

A city with allegiances to both North and South, Baltimore suffered the effects of polarization, and came under Federal occupation until the end of the war.

4D THE STRUGGLE FOR CIVIL RIGHTS

After the Civil War, the struggle for civil rights and racial equality continued to divide Baltimoreans, but eventually led to a more just society for all.