Connecting Communities Through Heritage Tourism

- Interpretation
- Preservation of Baltimore's heritage resources
- Economic development - benefits of heritage tourism
- Neighborhoods – tourism & community

Source: BNHA Comprehensive Management Plan (CMP) 1.2.3 Update
“Cultural heritage tourism is traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources.”

Source: National Trust for Historical Preservation, April, 2014
Designated by the U.S. Congress in 2009 as a federally designated heritage area - the Baltimore National Heritage Area covers roughly 22 square miles of the city’s most vibrant and historic neighborhoods.
Heritage Neighborhood Program

Imani Haynes
Baltimore National Heritage Area
A heritage neighborhood is a visitor-friendly neighborhood whose cultural, historic and natural resources tie into the heritage area interpretive themes and contribute to heritage tourism in Baltimore City. The continuity between heritage neighborhoods and the Baltimore National Heritage Area's (BNHA) interpretive themes will in turn build a sense of place and improve the quality of life for neighborhood residents.
The mission is to connect residents and visitors to the stories and history that make each neighborhood unique. The goal of the Baltimore National Heritage Area's (BNHA) heritage neighborhood program (HNP) is to collect information on those resources and preserve and promote the history of the neighborhoods within the heritage area.
Project 1: Data Collection (Geoloom data, community survey, BNHA data)

PROJECT

When implementing our goal we will gain inventory of heritage neighborhood’s cultural resources to see where they measure on a scale of low, medium and high according to readiness.

The Baltimore National Heritage Area is launching an exciting new program supporting Baltimore’s historic neighborhoods.

Showcase your local pride and share what makes your neighborhood authentic.

Neighborhoods with the most unique survey responses will receive project mini-grants!

Connecting Communities Through Heritage Tours
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<th>National Register of Historic Places</th>
<th>Community Development Corporation</th>
<th>Museums and Public Spaces</th>
<th>Streets</th>
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<th>Fort Mchenry Connection &amp; National Historic Trails</th>
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Projected Outcome

Once assessed, we work with neighborhood organizations to see how the HNP grants can help to make them a successful and well-rounded heritage neighborhood. With the funding of neighborhood programs and visibility of neighborhood visitorship, our outcome is to create a sense of place for residence while educating visitors on each neighborhoods rich heritage.
Project 2: Development of mini-grant program for neighborhoods (PILOT)

One year grant awards of $5,000 or less with required $1:$1 match from grantee

Our goal is to provide grant funding to heritage neighborhoods to assist them with programs and projects to drive in visitors to highlight Baltimore's diverse history.
HNP Readiness Chart

Heritage Neighborhood Readiness Chart

Cultural, National and Historic Resources

- High 7+
- Med 4-6
- Low 0-3

Heritage Neighborhood

- Windsor Hills
- Woodberry
- Remington
- Upton/Sandtown
- Hollins Market
- Waverly
- Mount Vernon
- Patterson Park
- Pennsylvania Avenue
- Druid Heights
GOALS OF GRANT PROGRAM

Assist neighborhoods with enhancing their quality of life through heritage tourism stewardship to:

- Become more visitor-friendly;
- Balance community and tourism;
- Increase awareness of BNHA and its available resources for neighborhoods.
Green Your Neighborhood

- Greening activities that promote environmental stewardship, beautification;
- Citizen community education;
- Litter removal;
- Investment in parks and open spaces to enhance safe and accessible recreational activities.
Navigate Your Neighborhood

Projects that attract visitors and assist in navigating through a heritage neighborhood.

- Community festivals and events;
- Interpretative signage and pedestrian way-finding;
- Development of smart navigation platforms and apps;
- Development of visitor experience plans;
- Marketing campaigns.
Revitalize Your Neighborhood: PLAN!

✓ Planning and feasibility studies for capital projects;
✓ Vacant lot development and planning;
✓ Market research;
✓ Event/project evaluations.
Grants Application Process

Integrating community asset identification data into the application
Projected Outcome

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