

3.0 INTERPRETIVE FRAMEWORK

3.1 OVERVIEW

Heritage resources and their interpretation are at the core of the Management Plan. They are the primary reason for heritage tourists to visit, linger, and return to the area, as well as a source of community identity for residents. Because Annapolis and Anne Arundel County are a mature heritage destination and quality of life is central to the Vision Statement and Core Principles set forth in Chapter 2.0, the Management Plan emphasizes linking and enriching existing sites and resources. Key to this objective is establishment of an overall interpretive framework comprised of unifying interpretive themes supported by a series of proposed interpretive programs, products, and linkages.

3.1.1 Importance of Interpretation

The purposes of the Annapolis, London Town, and South County Heritage Area are set forth in the Vision Statement, the Mission, and the Core Principles described in Chapter 2.0. Rich and varied interpretive programs can contribute significantly to realizing the vision for the heritage area. They relate directly to the vision, the mission, and the principles by:

- Identifying and celebrating the diversity of people and cultures that historically inhabited and currently occupy the heritage area.
- Instilling in present and future citizens knowledge of and pride in the historic and present significance of the city and the country.
- Attracting heritage visitors interested in high-quality, high-value programs that fulfill their sense of discovery and personal growth, thus contributing to economic well-being of the area not by major increases in the numbers of tourists, but by promoting extended stays and return visits.
- Contributing toward sustaining a high quality of life, both for present and future residents and visitors.

To fully realize the value of interpretation, a set of interpretive themes should be developed to permit a clear transition from the overarching concerns expressed in the vision, mission, and core principles to interpretive programs throughout the heritage area. These themes should accomplish the following:

- The interpretive themes should be inclusive. That is, each resource in the area should have elements in the themes that will enrich their own specific interpretation. None should feel excluded.
- The themes should enhance the opportunity for linkages between individual resources so that the experience of the whole is greater than the sum of the parts.

- The themes should also:
 - Enhance the appreciation of regional heritage as a place of continuous history and of national significance.
 - Promote heritage tourism that is lively, engaging, informative and respectful of historical, cultural and ecological resources.
 - Encourage a sense of community based on shared history, common geography and active involvement in heritage planning and programs.

These interpretive objectives are consistent with the principle of balance between quality of life and tourism development and are supportive of sustaining both historical continuity and a sense of place.

3.1.2 Intended Audiences

The heritage area initiative seeks to develop interpretive experiences that engage, delight, and inform people of diverse ages, backgrounds, and interests – residents and visitors alike. Three particular audience segments are of special interest in developing themes, linkages, and programs:

- Heritage tourists who are interested in high-quality, high-value programs that fulfill their sense of discovery and personal growth about Maryland history and the ecology of the Chesapeake Bay.
- Area residents who are engaged by issues of historic preservation, cultural conservation, family and community history, folklife, commemoration, and celebration.
- School children from the county and state who travel to the heritage area to learn about Maryland History and the ecology of the Chesapeake Bay.

A number of heritage area organizations and sites, such as Historic Annapolis Foundation (HAF), London Town, and the Smithsonian Environmental Research Center (SERC), offer or are planning programs targeted at one or more of these critical audience segments.

3.2 RECOMMENDED INTERPRETIVE THEMES: WATERWAYS, LIVING PAST, AND AMERICA'S ROOTS

The experiences of the audiences described in Section 3.1.2 will be enriched if interpretive programs are conceived in the context of a unifying framework that serves to link the area's diverse heritage resources. Such a framework has been developed and is presented below. It is an extension of and incorporates the basic themes of *America's Roots: Sotweed, Seaports, and Sailors*, the thematic framework contained in the initial application for Recognized Heritage Area status submitted to the Maryland Heritage Areas Authority in 1997. The proposed interpretive framework is structured around the following primary themes:

- Waterways
- Living Past
- America's Roots

3.2.1 Primary Interpretive Themes

Waterways

Throughout its history, the Annapolis, London Town, and South County Heritage Area has been shaped by its relationship to the Chesapeake Bay and its tidal tributaries, including the Severn (a state-designated “Scenic River”), South, and West Rivers. Waterways is a term that embraces the region's geography and ecology, its maritime traditions and recreational sailing, its settlement patterns (including those of Native Americans), water-related crafts and traditions, commerce (including the tobacco economy), consumption, and communication on local, regional, national, and global scales. Sites from the Barge House Museum in Eastport to Herrington Harbor (including several County parks) are encompassed within this theme. It speaks to one of the area's most obvious and pervasive attributes – extended shoreline and water views – while embracing the full sweep of regional history as experienced by all kinds of people, black and white and red.

Living with the Past

The heritage area is a living landscape, neither fixed in time or meaning. The story of how the presence of the past informs life in the present engages some key ideas, i.e.:

- History is a dynamic relationship between past and present (expressed in sites throughout the heritage area).
- The relationship between people and place is continuously evolving.
- There are many ways to recover, restore, preserve, and celebrate the past.
- Scenes of historical significance, such as the Maryland State House, are still important today.

The theme of living with the past invites area residents as well as tourists and school children to see history as an open-ended story in which people make history and in which many diverse experiences and viewpoints are at play.

America's Roots

The heritage area is, in many ways, a model on which America as a nation has been patterned. From its early colonization the region was committed to a market economy, to global commerce, and to individual enterprise. For European settlers the area was an open society in which individuals could accumulate resources, rise in status, and attain prominence based on merit and achievement, exemplified, for example, in the four major historic house museums in Annapolis and in numerous National Register properties throughout the County. For African-Americans, the region is a case study in adaptation, survival, and cultural resilience as indicated in the Frederick Douglass House, the Maynard-Burgess House, and the Banneker-Douglass Museum. This theme also embraces the important state and national events associated with the American Revolution, the Civil War, and other key events. Most important, the overall theme helps visitors and residents to explore what was distinct and significant about the regional experience, to discover how it

was different from other areas, and to understand how the region has changed over time.

If one considers how these three themes complement each other, it is evident that *Waterways* tells how people and place have influenced each other over many centuries. *Living Past* encourages contemporaries to consider their relation to the past. And *America's Roots* offers a "take" on why this particular area is historically and culturally significant. In short, this set of themes responds directly to the three threshold questions that most people bring to heritage sites: What happened here? Why is this important? What does this mean to me?

3.2.2 Secondary Interpretive Themes

Each of the three primary themes described lends itself to exploration of a number of secondary themes. Secondary themes recommended for inclusion in this interpretive framework are described below.

Waterways: Secondary Themes

1. The Ecology of the Water's Edge

Anne Arundel County, with more than 450 miles of tidal shoreline, has been powerfully shaped by the ecology of the Chesapeake Bay and the numerous rivers and streams which empty into it. The Native Americans had little impact on the shape of the land bordering the Chesapeake, but they had profound effects on its plants and animals. Cultivated and abandoned agricultural fields increased biological diversity while seasonal burning of the forests converted vast acreage of temperate jungle into park-like woods. The coming of European settlers impacted the native fauna, and even the shape of the land itself began to change. Expanding populations, clearance of the woods, and erosion and estuary siltation have transformed the ecology of water's edge, leading to contemporary efforts of conservation and restoration.

Key Resources:

- Beverly Triton Park (proposed)
- Chesapeake Bay Foundation
- City Dock (landfill)
- Franklin Point
- HAF Museum (proposed)
- London Town
- Quiet Waters Park
- Sandy Point State Park
- SERC
- Tobacco Prise Warehouse

2. Waterborne Commerce and Communication

The Native Americans traveled extensively throughout the Chesapeake using dugout canoes; European settlers traveled, traded and communicated largely through the waterways. Many of the County's early villages and plantations were located at waterside, some served as ports of entry, and the most prominent,

Annapolis, grew rapidly in the early 18th century through mercantile activity and the growth of commercial neighborhoods. Even when waterborne commerce declined after the Revolution and the ascent of Baltimore as the state's preeminent port city, sailing ships and steamboats plied the County's landings, docks, wharves, and shoreside markets. In the late 19th century commercial crabbers, oystermen, and fishermen sailed from South County villages. Today, water taxis carry people from City Dock to Eastport and around the harbor, while boat tours travel visitors through time along the waterways.

Key Resources:

- Annapolis Historic District
- Barge House Museum
- Capt. Salem Avery House
- City Dock
- Deale
- Eastport Historic Walking Tour
- Galesville
- HAF Museum (proposed)
- Harbor Boat Tours
- London Town
- Sandy Point Lighthouse
- Shady Side
- Steward Shipyard
- Thomas Point Lighthouse

3. Commerce to Recreation

At the end of the 19th century, the growing prosperity and leisure time of America's upper classes inaugurated new forms of water-based activity to the County. Thousands of visitors from Washington and Baltimore flocked to the heritage area's seasonal resorts, recreational sailing and fishing, and waterside communities. Bay Ridge (1886), Highland Beach (1893), Sherwood Forest (1913), Gibson Island (1922), and Annapolis Roads (1920s) were designed as recreational communities, while older watermen's communities like Shady Side hosted summer guests in hotels and boarding houses. Water-related recreation in the Area has continued to expand as evidenced in marinas, boatyards, and waterside restaurants. Today, Annapolis is one of the leading hubs of recreational sailing in the U.S.

Key Resources:

- Annapolis Harbor
- Barge House Museum
- Bay Ridge
- Boat Tours of Annapolis Harbor
- Capt. Salem Avery House
- Deale
- Eastport
- Frederick Douglass Summer House (Highland Beach)
- Galesville
- Herrington Harbor Marina

- Sandy Point State Park
- Shady Side

4. Life on the Water

The lives of sailors and merchants, watermen, and naval personnel over three centuries are evidenced within the heritage area. Underwater archaeology and historical research at Steward Shipyard reveal the lives of 18th-century boatbuilders, seamen, merchants, and the early navy. Galesville and Shady Side (especially the Captain Salem Avery House) present facets of watermen's lives, while the Barge House Museum and the Eastport Walking Tour interpret the expansion of recreational boating. The Naval Academy Museum touches on changing naval traditions and life on the water, and the Naval Academy Visitor Center and guided tours interpret the lives of the contemporary U.S. Navy. Water-borne tours of Annapolis and walks on City Dock provide glimpses of recreational sailing. The Visitors Center operated by the Annapolis and Anne Arundel County Conference and Visitors Bureau (AAACCVB) and HAF Museum (when completed) will also offer access to “lives on the water.”

Key Resources:

- Boat Tours of Annapolis Harbor
- Capt. Salem Avery House
- City Dock
- AAACCVB Visitors Center
- Deale
- Galesville
- HAF Museum (proposed)
- Maryland State Archives
- Naval Academy Guided Tours
- Naval Academy Museum
- Naval Academy Visitor Center
- Shady Side
- Steward Shipyard

Living Past: Secondary Themes

1. Living Landmarks

The heritage area is textured and informed by a wide range of living historical landmarks – institutions and sites with great historical significance that remain active in their original roles and, often, their original forms as well. The Maryland State House, Government House, the Naval Academy, St. John's College, and City Dock are prominent landmarks that retain their original functions. Many of the heritage area's churches, the exemplars of religious community, also function as living landmarks in both urban and rural settings. Gardens and parks are another form of living landmark, as are active waterfronts and boatyards, taverns and inns. Finally, the waterways and highways that crisscross and integrate the heritage area are important landmarks, especially advantageous for interpretation because travelling them is a form of “soft” adventure.

Key Resources:

- All Hallows Church
- Annapolis Walkabout
- Asbury Methodist Church
- Boat Tours of Annapolis Harbor
- Chase-Lloyd House and Garden
- City Dock
- Discover Annapolis Tours
- Eastport Self-Guided Walking Tour
- Government House
- Hammond-Harwood House and Garden
- Kunta Kinte-Alex Haley Foundation
- London Town House and Gardens
- Market House
- Maryland Inn
- Maryland State Archives
- Maryland State House
- Middleton's Tavern
- Naval Academy
- Reynold's Tavern
- St. Anne's Parish Church
- St. James Church
- St. John's College
- St. Mary's Catholic Church
- Three Centuries Tours
- Walk with Walter Cronkite (HAF Walking Tour)
- William Paca House and Garden

2. Preserving the Past

Cultural conservation and historic preservation, archaeological investigation and historical research, landmarking, community celebrations, and commemoration are all ways of preserving the area's distinctive heritage resources. The opportunity for people to do historical investigation, including genealogical research, is an important element in developing a relationship with the past. The story of various preservation efforts is well told in a number of diverse settings. Adding environmental preserves and parklands broadens the theme and expands the variety of experiences.

Key Resources:

- Archaeological digs and archives
- Banneker-Douglass Museum
- Barge House Museum
- Beverly Triton Park (proposed)
- Capt. Salem Avery House
- Charles Carroll House
- Charles Carroll, the Barrister House
- Chesapeake Bay Foundation
- Galesville Historical Society
- HAF Museum (proposed)

- Hammond-Harwood House
- Kunta Kinte-Alex Haley Memorial Site
- London Town Archaeology Center
- London Town House and Garden
- Maryland State Archives
- Maynard-Burgess House
- Naval Academy restoration of Chapel dome and Tiffany windows
- Smithsonian Environmental Research Center
- William Paca House

3. The Re-Usable Past

Adaptive re-use is one of the most effective and most dramatic ways in which the past and present are joined together. Annapolis and Anne Arundel County embrace a number of successful and intriguing stories of historic adaptation for contemporary uses.

Key Resources:

- Banneker-Douglass Museum (former Mount Moriah church)
- Barge House Museum
- HAF Museum (if sited in former school building)
- Ogle Hall (former residence)
- Shiplap House (former tavern and residence)
- Trumpy Yacht Yard
- Victualling Warehouse (now museum store)

4. Artists, Architects, and Artisans

Annapolis at various periods has been the home of distinguished designers, craftsmen, builders, and artists. Much of the City's celebrated architecture was built in a few decades just prior to and after the Revolution. But individual sites, works of art and craft, and ensembles lend themselves to themed tours organized around types of art (e.g., Georgian five-part houses), period (e.g., High Victorian), or creator (e.g., Charles Willson Peale or John Shaw).

Key Resources:

- Annapolis City Plan
- Charles Carroll House
- Chase-Lloyd House
- HAF Museum (proposed)
- Hammond-Harwood House
- Maryland State House
- National Register Properties (City and County)
- Naval Academy (Ernest Flagg)
- Shaw House (John Shaw)
- Shiplap House (Francis Blackwell Mayer)
- Upton Scott House (William Brown)
- William Brown House at London Town
- William Paca House and Garden

America's Roots: Secondary Themes

1. A Revolutionary Time

The role of Annapolis during the Revolution is conspicuous. During the 1760s and 1770s, Annapolis experienced a period of intense growth and building activity, a notable feature of which was the construction of large, elegant town houses embodying a mix of rural and urban traditions. This was also a period of political ferment with the court party and country party vying for preference and advantage. The constitutional crisis between Britain and her colonies manifested itself in a tea party, the site of the Liberty Tree, and delegates to the Continental Congress. Three of the four Maryland Signers of the Declaration of Independence were Annapolis residents and Maryland regiments were important elements in the Continental Line. The upper Chesapeake Bay was used to transport a British Army to attack Philadelphia, the Galloway-Steward Shipyard (and a privateer being built there) were burned by the British Navy, and a Continental-French Army sailed the Chesapeake on its way to attack the British at Yorktown. In 1783-84 Annapolis served as temporary capital of the United States, and the Maryland State House witnessed Washington's resignation of his commission as Commander-in-Chief of the Continental Army and the ratification of the Treaty of Paris which ended the Revolutionary War. Shortly after, the Annapolis Convention recommended that the states convene in Philadelphia to amend the Articles of Confederation, the first step toward the U.S. Constitution.

Key Resources:

- Charles Carroll House
- Chase-Lloyd House
- Hammond-Harwood House
- Maryland State Archives
- Maryland State House
- Middleton's Tavern
- Peggy Stewart House
- Revolutionary Annapolis (HAF Walking Tours)
- St. John's College
- William Paca House

2. War and Peace

War and peace has been a recurring theme throughout the history of the heritage area. This theme is reflected in such disparate events as the Native American war canoes that plied the Chesapeake in the 17th century and the current role of Annapolis's largest employer in preparing midshipmen for possible future wars. The conflicts that have affected the heritage area have varied from outright cultural aggression (Susquehannock attacks on the Algonquins) to religious differences (Severn Puritan hostility to the Calverts and Catholics), political divisiveness (the American Revolution and the Civil War), and involvement in two world wars.

Key Resources:

- Barge House Museum
- Eastport History Trail

- Fort Nonsense
- HAF Museum (proposed)
- Maryland State Archives
- Maryland State House
- Naval Academy Chapel and Crypt of John Paul Jones
- Naval Academy Museum and Visitor Center
- Steward Colonial Shipyard

3. African Americans in Anne Arundel

Africans and African Americans have been an important part of the heritage area for three centuries. The labor-intensive work of tobacco culture was a factor in the development of chattel slavery that brought unwilling thousands from Africa to the towns and plantations of the heritage area. Slaves were integral members of households, and their presence can be interpreted in plantations, public buildings, watermen's villages, and the homes of the wealthy. Free Blacks were a feature of urban life even before the Civil War. After the abolition of slavery, within the regimes of racial segregation, African Americans endured and adapted. The heritage area encompasses African-American churches, neighborhoods, and communities, including Highland Beach, the first African-American resort community. The current African-American community and its role within the heritage area should also be addressed. In general, the history and contributions of the heritage area's free African-American population offers a unique heritage tourism marketing opportunity (see Section 3.3).

Key Resources:

- African-American Audio Walking Tour
- African-American Heritage in Annapolis
- Annapolis City Hall
- Annapolis Historic District
- Asbury Methodist Church
- Banneker-Douglass Museum/Mount Moriah Church
- Brewer Hill Cemetery
- Charles Carroll House
- Galesville
- HAF Museum (proposed)
- Hammond Harwood House
- Highland Beach (Frederick Douglass Summer House)
- Kunta Kinte-Alex Haley Memorial Site, City Dock
- Maryland State Archives
- Maryland State House
- Maynard-Burgess House
- Naval Academy (role in local African-American history)
- Shady Side
- William Paca House

3.3 DEVELOPING THE INTERPRETIVE THEMES

3.3.1 Planning for Heritage Tourism

Programming and marketing the selected interpretive themes constitute a primary goal for Annapolis, London Town, and South County Heritage Area. If this is to be done effectively, several dimensions that affect visitors, programmers, and marketers need to be considered. Three important considerations in planning interpretive programs and linkages for heritage tourism are:

- Making effective use of existing resources, public and private, within the heritage area.
- Responding to the primary imperatives of the heritage tourism industry and heritage tourists.
- Developing programs that build on current programs, that are feasible, and that can be developed cooperatively in a phased process.

The Annapolis, London Town and South County Heritage Area has a strong base of existing heritage tourism resources. Section 3.2 lays out a clear, compelling interpretive framework that specifies primary and secondary themes. Together, the existing resources and proposed interpretive framework provide an excellent foundation for extending current programs and developing the next generation of heritage tourism products.

Detailed inventories of resources and themes have been developed as part of the process of preparing the Management Plan. These are essential bases for developing interpretive linkages. However, interpretive programs must also respond to the needs of the projected market, in this case the heritage tourist. It is thus appropriate to review some of the imperatives of the heritage tourism industry as they bear on the heritage area before proceeding to specific recommendations grounded in the interpretive framework.

Heritage tourists seek experience, immediacy, discovery, and adventure in authentic sites. Heritage tourists see themselves – and are often cast – as explorers who are taking expeditions in the present and the past. For these tourists to maximize their opportunities in exploration and discovery, interpretive resources and programs need to be developed that are responsive to the following considerations:

- Programs should link heritage attractions in ways that make them accessible and oriented toward experiential learning, “soft” adventure, and authenticity.
- Featured venues and programs in the heritage area should present well-defined precincts, timeframes, and sequences of experience.
- Events and activities should be sufficiently concentrated that "down-time" is minimized and attractions are dense enough to create destinations.

Interpretive linkages and fill-ins function in several ways to enhance the heritage experience. Not all interpretive linkages work at all levels simultaneously, but each intended program should encourage one or more of the following outcomes:

- Enrich the visitor experience by revealing connections and contexts that are not apparent at any one site.
- Encourage visitors to access multiple sites and resources that are thematically or experientially linked.
- Extend visitor opportunities and length of stay in the heritage area by connecting to significant heritage attractions that lie beyond its boundaries.
- Increase visitor enjoyment by increasing the number of learning opportunities between major attractions, thus reducing down time.

Because the Annapolis, London Town, and South County Heritage Area is a mature heritage tourism destination, these principles are already manifested in heritage-related programs. The recommendations that follow are designed to encourage deepening of current programming and marketing in a clear, cost-effective way. Extensions of existing programs and new initiatives can offer heritage tourists and heritage tourism organizers additional reasons for visiting the area.

3.3.2 Filling In: Increasing the Density of the Heritage Experience and Reducing Down Time

While heritage tourists enjoy immediate and authentic experiences, the realities of the present-day world frequently disperse, conceal, or limit access to heritage attractions. One of the goals of heritage tourism programming, therefore, is to make evident and accessible to visitors resources which are poorly known, scattered, or hard to get to. It is also important to fill in the "down-time" between attractions so that visitors are not bored, distracted, or discouraged as they tour the area.

Interpretive programs based on the heritage area's primary and secondary interpretive themes can help to "fill in" the gaps in space and time between attractions. This can be done in several ways:

- Calling out heritage resources that lie between major attractions but are not obvious to heritage tourists.
- Interpolating interpretive themes and stories along tourist routes where resources are thin or absent.
- Organizing sequences of attractions whose cumulative effect may be more appealing and satisfying than that of discrete sites.
- Creating opportunities for heritage tourists to explore resources that are usually off-limits.

The following instances are offered as examples of the ways that in-fill can be accomplished using existing resources presented in the context of the heritage area interpretive themes.

Foot Notes: Self-Guided Walking Tours

Annapolis is a walking city. A series of printed guides or "Foot Notes" for short walking tours would enable visitors to get acquainted with some of the less well-known blocks and neighborhoods that lie between or adjacent to or on the way to major attractions. The City is currently sponsoring an extensive series of detailed Block Studies that provide a wealth of information about buildings, streetscapes and the many unrecognized characters who resided in the City and contributed to the area's heritage. The following is an example of how a "Foot Note" self-guide leaflet could interpret the primary themes of Living Past and America's Roots in a walk around one block adjacent to several major tourist attractions:

A quiet stroll around Block 25, bounded by King George Street, Hanover Street, Maryland Avenue, and Garden Road, could introduce visitors to, among others, Cezar Ghiselin, a French Huguenot immigrant who is the first silversmith known to have worked in Annapolis. Ghiselin was commissioned by the Mayor and Aldermen in 1721 to make 12 silver spoons as prizes for a horse race, perhaps the first public commission in America. Thomas Rutland, builder of the Peggy Stewart House and the Tilton House, was also the builder of the Willing Tom, the only known ship to have been built in Annapolis during the Revolution. Daniel St. Thomas Jenifer, president of the Council of Safety, was one of three Annapolis signers of the U.S. Constitution in 1787. The Rev. Jonathan Boucher directed a boy's school in the rectory of St. Anne's Church among whose students was Parke Custis, stepson of George Washington (who is reputed to have lodged in the rectory).

This one block, which abuts several prominent heritage sites, can deepen the heritage area interpretive themes, introduce visitors to new levels of discovery, and reduce "down-time" for pedestrian tourists. Eastport, which has a marked heritage trail already in place, could develop short, intensive "Foot Notes" programs interpreting the Waterways theme, as could Shady Side and Galesville. The proposed "Foot Notes" concept makes use of resources that are primarily private, yet publicly accessible from the street, to enhance and intensify the visitor experience.

Highways And Byways: A Self-Guided Auto (Audio) Tour

South County offers visitors an historic landscape, significant waterside towns, rural viewsapes, and many historically important structures and sites – all of which speak to the heritage area's primary themes. However, visitor access to these resources is not always easy when seen from the visitors' point of view. South County has narrow roadways, limited signage, and some confusing intersections. In addition, South County heritage resources are scattered with considerable "down-time" in between.

It is feasible to chart a scenic driving route in southern Anne Arundel County that takes visitors through rural landscapes, small villages, and historic sites. The tour begins in the London Town area in the north, moves south as far as Rose Haven, and then returns north to London Town or Annapolis. The tour could be presented as a printed self-guiding driving tour, but it is recommended that it be organized instead as an audio tour. Audio would free individual visitors to drive and listen; for many

people, reading in a moving car is unsettling. Audio would also provide visitors with "in-fill" in the form of music, drama, poetry, sound effects, oral history, etc. This kind of enrichment would enable application of the interpretive framework of Waterways, Living Past, and America's Roots to South County in a clear, coherent program. An audio tour also offers opportunity for modest profit if a sponsor or funding source can be found to support development costs.

The tour, shown in Figure 1 and described below, could be completed in a bit over one hour with non-stop driving, or it could be extended to a half-day or longer, with lunch, if visitors chose to stop at various sites.

Tour Route: *Beginning near London Town, take Central Avenue (214) east to Muddy Creek Road (468); south to a right turn onto Swamp Circle Road; right turn on Deale Road (256); left turn on Franklin Gibson Road; left turn on Leitch Road; right turn on Town Creek Road to Fairhaven Road (423); south to a left turn on Friendship Road (261) to Rose Haven harbor. Reverse direction by Friendship Road (261) north and west to a right turn on Solomons Island Road (2); right turn on Old Ridge Path; right turn on Nutwell Road; left turn on Sudley-Nutwell Road north to Sudley Road; north (straight) on Sudley Road to left turn on Owensville Road (255); west to Solomons Island Road (2); right turn on Solomons Island Road (2); continue north to South River and Annapolis.*

This route takes visitors past Galesville (restaurants), through Deale with views out over Rockhold and Tracy's Creeks, through woods on a country road, past the monumental 1940s farm complex, along an avenue of cedars, over a sandbar at the mouth of a creek to Rose Haven (restaurants), past St. James Church, and along Sudley Road through lovely countryside. Stops could be made at SERC, Galesville, Rose Haven, and several historic sites located on or near the route. Shady Side could be included as a "spur" off of the main route. The driving tour could be organized around several of the proposed secondary interpretive themes: Life on the Water, Preserving the Past, and Revolutionary Time. Additional sites and resources could be included, such as the Steward Shipyard.

Thematic Tours: On the Trail of . . . (Self-Guided and Guided Tours)

While some visitors enjoy the serendipity of chance discovery or the eclecticism of diverse venues, many others enjoy a more organized, orderly approach to heritage tourism. One approach is to develop themed itineraries, in the form of printed brochures, audio cassettes, or guided tours, that are premised on thematic linkages among different sites. Themed tours are also important products for marketing to organized groups. Indeed, customized theme tours can be arranged (at additional cost) for groups desiring special experiences focused on their particular areas of interest. Among the most common theme tours are those that cater to special interests (e.g., architecture, archaeology, or decorative arts); to ethnic heritage; and to prominent events, features, and personalities. Each of the types of themed tours described here can be framed and informed by the heritage area interpretive themes. Guided tours could be implemented through public/private partnerships involving private tour operators.

Special Interest Tours

Tours of heritage area architecture, maritime sites, decorative arts, waterways, ecology, historic preservation, and archaeology are prominent candidates for development as programs. These tours could address a wide range of heritage and conservation resources as indicated in previous sections of this paper. Here are examples of two special interest tours based on heritage area themes:

Building Boats (Waterways): *The heritage area is oriented to the water and to boating. Starting at City Dock or in Eastport at the Barge House Museum, self-guided tours can take visitors along Annapolis Harbor, through Eastport (with a stop outside the building housing the office of Bruce Farr, Naval Architect), to the Naval Academy Museum (highlighting the models in the Class of 1951 Gallery of Ships), over to London Town, down into South County (Steward Shipyard, Galesville, Shady Side, Rose Haven) and well beyond as far as Solomons and the Calvert Marine Museum. This tour would encompass historic and active boatyards, shipbuilding models, marine archaeology, boat restoration and preservation, and present-day harbors, piers, marinas, and waterside maritime services.*

Good Food and Drink – Taverns, Inns, Clubs, and Restaurants (Commerce to Recreation/Living Landmarks): *Middleton Tavern, Reynolds Tavern, and Indian King Tavern in Annapolis are starting points for a self-guided or guided tour that can move to London Town (archaeological investigation of a tavern), to Galesville (waterside restaurants), and to Shady Side (Captain Salem Avery House and private clubs). Nearby sites such as the Rising Sun Inn could also be included. This kind of tour has potential tie-ins with the hospitality industry.*

Ethnic Heritage Tours

The centrality of African-American heritage in the region has already been acknowledged in heritage area programming and a self-guided audio tour produced for Annapolis. The U.S. Naval Academy Visitors Center also has an African-American heritage tour. The Annapolis tour could be expanded and enriched by including more historic sites, interpreting additional dimensions of the African-American experience (including racial discrimination), and extending the story into the 19th and 20th centuries. An African-American tour could also extend beyond Annapolis into London Town, South County, and immediately adjacent areas. This tour should include commercial, religious, and residential sites.

Prominent Events, Features, and Personalities

Many heritage area sites interpret important and fascinating characters from the past. HAF has recently completed an educational program that features four Annapolitans who were prominent during the Revolutionary era. This package is being converted into a self-guided set of walking tours, beginning with “William Paca’s Revolutionary Road.” In addition to Revolutionary Annapolis, programs that address interpretive themes such as Life on the Water, Artists, Architects, and Artisans, and War and Peace are strong possibilities. These tours could be extended into the heritage area and beyond. The following is an example of a tour that focuses on the theme of Revolutionary Time as seen through the experience of Samuel Ogle, the mid-18th century Governor of Maryland and his extended family.

Starting at Ogle Hall, Samuel Ogle's residence, visitors would move on to the State House, Treasury Building, and Government House. One of Ogle's daughters married John Ridout, Secretary to Governor Horatio Sharpe of White Hall. John Ridout built Ridout Row on Duke of Gloucester Street and Anne Tasker Ogle, Gov. Ogle's widow, lived there in her later years. Gov. Ogle's son Benjamin Ogle also served as Governor. He married Henrietta Maria Hill who inherited a large piece of land just outside Annapolis – the plantation on which Eastport was developed. While Eastport has been developed other Ogle family property, such as Belair Mansion, has seen fewer changes over time. At Belair visitors can learn of the Woodwards, the 19th and 20th century owners, and visit the Belair Stables. The Woodwards donated funding for the Woodward Library at St. John's College and helped to preserve the Liberty Tree.

Many special interest tours could be devised based on current research and programming. Not all of these need be developed as audio or even print tours. Instead, some could be organized as databases available at the AAACCVB Visitors Center, new HAF Museum, and London Town and printed out in response to visitor interests and requests. This would provide enhanced, customized visitor service at little cost after tour planning is completed. Special interest tour itineraries can be described or downloaded via websites on the Internet.

Expeditions: Off the Beaten Path (Guided Tours)

The heritage area offers relatively few guided tours, most of which focus on the highlights of Annapolis. Increasingly, heritage tourists are in search of "soft" adventure. Minibus, van, or boat tours that would take visitors out of Annapolis into the heritage area's nooks and crannies are an important supplement to programs and activities that can be easily accessed by visitors on their own at any time.

One possibility would be to arrange a limited number of tours to private properties in South County (exterior visits only) which would give a select few access to some of the many National Register properties detailed in *The Historic Properties of Anne Arundel County*. Another way to "access" these invaluable resources would be to organize special water-borne tours during off-peak weekends in April and October. Water views of significant properties can provide access denied to road-bound visitors. The cachet of exclusivity would help to market these programs and to justify premium charges.

A sequence of van or jitney tours could be offered on high season weekends, one on Saturday and a different one on Sunday. The tours could be marketed by the AAACCVB as a form of special event, using the Visitors Center or Information Booth at City Dock as the point of departure or, alternatively, the Visitors Center at London Town.

Commercial tour operators currently operating in the heritage area should be commissioned to manage or operate the "expeditions." Funding would need to be solicited to provide operating subsidies for at least three years (the minimum time needed for new products to find their markets). At least four distinct expeditions should be developed so that visitors would have a reason to come back and the expeditions can secure the cooperation of private owners of heritage resources and of smaller sites for biweekly or monthly "special" visits.

3.3.3 Creating Linkages

Creating effective connections among area resources is important for the success of heritage tourism, economic development, and preservation. Improving linkages among heritage area resources and visitor experiences is partly a matter of transportation and partly a matter of psychology and expectation. Even if transportation links are efficient, visitors will maximize their use when they can see and understand the relations and history that link one site to another. Programmatic linkages help to give the area integrity and coherence. Linkage opportunities described in this section include:

- Joint marketing
- “Cross-talk” between heritage sites
- Linkages to sites beyond the heritage area
- Other opportunities for linkage

Joint Marketing: Passports, Brochures, and Websites

Passport Program

Heritage area sites and organizations have already piloted several forms of joint marketing. The recent "Passport to History" program celebrated the 350th anniversary of the founding of Providence, the area's first European settlement. It marketed 19 of the most prominent resources throughout Annapolis and Anne Arundel County, each on an equal footing with the others. This marketing initiative should be continued and, over time, expanded to include additional sites. In future versions of the "Passport" program, some effort should be made to provide visitors with an interpretive overview and a thematic or geographic organization. Alphabetical listings can be maintained, but visitors need additional guidance on how to organize their tours and frame their expectations.

Collaborative Brochures

In addition to institutional brochures that market particular sites and resources, heritage area planners should consider development of collaborative brochures that provide visitors with interpretive overviews and thematic listings. Such brochures can be prominently displayed at state tourism offices, the AAACCVB, participating sites, and at commercial hospitality businesses (shops, restaurants, and hotels).

Celebrations and Special Events

Celebrations and special events are useful starting points for multi-disciplinary, multi-site collaborations. While some special events are singular to a particular site, many others engage shared themes that embrace several or many organizations. At the macro level, celebrations such as the 350th Anniversary bring together most of the active heritage and cultural organizations. Since special events are either one-time or regularly scheduled activities, they offer a clearly defined, circumscribed framework for organizational collaboration – in effect, strategic alliances for specific purposes. This allows organizations of different types and scales to work cooperatively on short-term projects. In addition, special events provide outstanding opportunities for the integration of cultural and performing arts into heritage area

programming. As an example, a festival of baroque era music would provide a logical linkage to Annapolis' baroque city plan.

Cross-Talk: Interpretation and Training

Joint marketing by itself will not be a panacea. For interpretive linkages to be effective, managers of heritage sites and attractions will need to make conscious efforts to market each other through systematic (rather than incidental) cross-referencing, which might be termed "cross-talk." The Hammond-Harwood, Paca House, Chase-Lloyd House, and Charles Carroll House already engage in some cross-talk, but even these closely-related sites focus most of their attentions on themselves, without broader reference to the City, County, or region. London Town relates itself to Annapolis in a broad, general way. The Galesville Historical Society and the Shady Side Heritage Society not only reference each other, but also mention their joint publication, a calendar featuring historical images. The Cultural and Heritage Alliance is an informal network of heritage organizations in the City and County formed to promote cross-fertilization and address issues of common concern. Clearly, there are opportunities for more cross-talk and linkage among the heritage sites. The following are some suggestions for promoting cross-talk in heritage area sites and programs:

Interpretive Elements

A series of uniform interpretive elements at each major site in the heritage area can also promote cross-talk and provide visitors with overviews of themes and contexts. Contextual interpretation at individual sites can help visitors to understand where they are, what happened at this place, and why it is significant to a contemporary visitor. These kinds of site-specific orientations can take many forms: an interpretive plaque, marker, or kiosk that is uniform throughout the heritage area; a small-scale video orientation, also consistent throughout the region; print materials that employ a consistent format; or personal reception that welcomes and orients visitors. Because some area sites are open only for limited hours (or are actually in private possession), site orientation is recommended in formats that are legible from public walkways, roadways, and waterways and that provide convenient access, day and night.

Site Visits and Interpretive Research

In meetings held during development of the Management Plan, it became clear that staff at the various heritage sites are anxious to know more about each other's sites. One approach is to organize regular visits among the heritage sites so that staff and volunteers can get to know each other directly and immediately, in the same way that visitors experience the sites. In addition, opportunities are already in place for interpreters at various sites to learn more about the area's history. These opportunities need to be extended, first by making the substance of new findings and interpretation available on video or audio tape or readable reports, and then through cooperative training based on current research.

Cooperative Training

Shared training of interpreters, volunteer and professional, would greatly enhance visitor experience both at individual sites and in the heritage area as a whole. A carefully developed training program would assist in the presentation of accurate

information, encourage innovative new forms of interpretation, and reinforce basic themes. Participants could include administrative staff, commercial tour operators, educators and curriculum developers, community historians and academic historians, preservationists and conservationists, and visitor services staffs as well as site interpreters.

Visitor Services

The AAACCVB staff is very knowledgeable and responsive to heritage tourism sites and programs. To keep its base of information and ideas on heritage tourism possibilities current and lively, it is recommended that all AAACCVB staff, especially the front-line information-givers, be given the opportunity to make periodic visits to area attractions, to participate in briefings on seasonal programs and special events, and to try out for themselves new self-guided tours. In fact, AAACCVB staff are an ideal test group for piloting new interpretive programs and linkages: if they buy in, they will become strong marketers, and if they are dissatisfied, then the pilot probably needs revision.

Interpretation at Key Sites

The single most effective enhancement of linkage among area heritage resources is likely to be a re-casting of the interpretation at the U.S. Naval Academy and the Maryland State House. Although these are the two largest attractions within the heritage area and have played a key role in local history, they under-interpret Annapolis and the region. A re-interpretation that places these two key institutions in their historical and geographic contexts and links them to other area resources is an essential step in establishing effective interpretive linkages for the heritage area. The following are suggestions as to how the sites might be better integrated into interpretation of area history using the proposed interpretive framework:

Maryland State House:

Waterways

- The State House is a focal point in the city plan at the strategic juncture of water and land routes (City Dock and West Street).
- 18th century legislators, lobbyists, and petitioners often arrived in Annapolis by water.
- “Silver Set” traces the growth of Maryland: most early settlements were on or near the water.
- The bell of USS Maryland helps to link to maritime/naval tradition and to the U.S. Naval Academy.

America’s Roots

- The State House was the scene of political struggles between court and the country party and mobilization for the American Revolution.
- The State House portraits link local, provincial, state, and national politics (e.g., signers of the Declaration of Independence) and tie the site to key historic houses, taverns, and other sites.

- The State House was the temporary capitol of the United States and the scene of Washington’s resignation as Commander-in-Chief and ratification of the Treaty of Paris.

Living Past

- The State House is one of the oldest in the U.S. and the oldest in continuous use as a state capitol.
- The new state house of the 1770s originally housed the offices of both city and county governments.
- The State House embodies generations of adaptive reuse: expansion, rebuilding, and restoration have gone on since its construction (e.g., second dome, Senate Room).

U.S. Naval Academy:

Waterways

- The site was chosen because of water access and its central location.
- The Naval Academy is the home of many maritime traditions ranging from small-boat sailing to religious traditions (the placement of the coracle in sacred space as protection for sailors).
- Naval seamanship is a marked contrast to contemporary recreational sailing and a throwback to an earlier era when maritime commerce, shipbuilding, and naval warfare were keys to colonial life.

America’s Roots

- The Naval Academy has traditionally been a leading training center for American leadership: military and often civilian.
- The Naval Academy has played a key role in national defense, major wars, and foreign interventions.
- The role of the area and the state in the Civil War – when Maryland was a divided border state – is underscored by the temporary move of the Naval Academy to Newport during the war.

Living Past

- Many 19th and early 20th century structures are still in use and are exemplary of Beaux Arts architecture.
- The Naval Academy incorporates historically important properties including the Government House, a former part of St. Johns College, and private residences; thus it is rich in archaeological resources.
- The Naval Academy has continued to be a key economic asset to the local area from the 19th century through the present day; it was built in large part by local workmen (including many African Americans).

Taken together, these and other themes and linkages can help integrate the State House and Naval Academy into the heritage area while enriching interpretation of the area’s two most prominent and popular sites.

Interpretive Linkages Beyond the Heritage Area

The Annapolis, London Town, and South County Heritage Area is an important component of the larger Chesapeake Bay region. The heritage area has many historical ties to other sites in the Tidewater, and these linkages represent an opportunity for cooperative marketing. The heritage area sits at a strategic crossroads on the north-south route from Southern Maryland attractions to Baltimore and on the east-west route from the Eastern Shore to Washington, DC. From this standpoint, the heritage area could be viewed as the hub of a culturally rich region deserving repeat visitation. The key is to position it as the starting point for heritage tourism that extends outward for day trips in all directions.

Seen in this way, both Baltimore and Washington become prospective resources, and in select cases, partners for heritage tourism in the region. As one example, the Maryland Historical Society (MHS) museum is an underutilized resource with rich collections that were enhanced when it became the heir to the Peale Museum and the City Life Museums. It has an extensive maritime collection that tells the story of the Chesapeake Bay. It might make good sense to develop tour programs that invite heritage area visitors to make an excursion to the MHS museum, followed by visits to historic sites in Baltimore that link thematically to heritage area sites and carry the heritage tourist to a panoply of sites. Similar excursions could be planned for Washington, the Eastern Shore, and Southern Maryland.

In addition to the Maryland Historical Society, the Maryland Historical Trust (MHT) is a potential partner in promoting heritage tourism. Besides promoting historic preservation throughout the state, MHT operates the Banneker-Douglass Museum of African-American history and culture in Annapolis and the Jefferson Patterson Park and Museum of history and archaeology in Calvert County.

Another logical partner is the Maryland Office of Tourism Development (OTD), which promotes Maryland as a travel destination and disseminates information on the state's recreational, historical, and cultural attractions. The OTD operates the visitors center and guide service at the Maryland State House (see discussion above regarding interpretation at key sites). With respect to interpretive linkages beyond the heritage area, the area is rich in resources that relate to several of OTD's Product Development Initiatives, including Maryland Civil War Trails, the Star Spangled Banner National Heritage Trail, and the Chesapeake Bay Gateways and Water Trails.

Other opportunities for cooperative marketing with sites outside of the heritage area can be found through historical or thematic linkages. The secondary theme "African Americans in Anne Arundel" suggests linkage to MHT's African-American museum in Baltimore when it is completed, as well as to the Great Blacks in Wax Museum, an established draw for African-American tourists. Washington, DC has several museums that interpret African-American life and culture including the Frederick Douglass House and the Anacostia Museum; these might become partners for promoting African-American heritage tourism in the region. Marketing linkages geared towards other ethnic and cultural groups might work along the same lines.

Architecture and archaeology are other potentially important thematic linkages. London Town is an excellent fit with Jefferson Patterson Park and Museum and

with Historic St. Mary's City, both located to the south of the heritage area. Linkages can also be made to sites such as Sotterley Plantation in St. Mary's County, home of the Plater family which rose to prominence during the American Revolution and was closely associated with the Signers whose homes are such prominent landmarks in Annapolis. Maritime history and boat building could provide comparable linkages between Eastport, the fishing villages of South County, and the Calvert Marine Museum at Solomons.

There are two keys to productive marketing linkages: reciprocity and advantage. Reciprocity means that marketing activities for the heritage area will need to address attractions outside of the area and vice versa. At the same time, both the heritage area and its partners will need to derive clear benefit from the joint marketing efforts. From the standpoint of the heritage area, joint marketing should concentrate on sites within an easy day trip of the Annapolis area so that the area can serve as a base for touring resources elsewhere in the region while extending stays within the heritage area. Sites in Anne Arundel County outside of the heritage area are a logical starting point for establishing marketing linkages; many of these sites are included in the "Passport to History" program.

The following are some of the many resources that could be included in day-long excursions from the Annapolis, London Town, and South County Heritage Area, listed according to the primary and secondary themes of the proposed interpretive framework. (* indicates sites located in Anne Arundel County outside of the heritage area.)

Waterways – The Ecology of the Water's Edge

- Assateague Island National Seashore, Virginia
- Battle Creek Cypress Swamp Sanctuary, Calvert County
- Blackwater National Wildlife Refuge, Dorchester County
- Flag Ponds Nature Park, Calvert County
- Horsehead Wetlands Center, Queen Anne's County
- Jug Bay Wetlands Sanctuary*
- National Aquarium, Baltimore City
- Patuxent Wildlife Research Center*
- Rock Creek Nature Center, Washington, DC
- White Cliffs State Park, Calvert County

Waterways – Waterborne Commerce

- Calvert Marine Museum, Calvert County
- Chesapeake Bay Maritime Museum, Queen Anne's County
- MHS Museum, Baltimore City
- Piney Point Lighthouse Museum and Park, St. Mary's County

Waterways – Commerce to Recreation

- Calvert Marine Museum, Calvert County
- Chesapeake Bay Maritime Museum, Queen Anne's County
- Chesapeake Beach Railway Museum, Calvert County

Living Past – Living Landmarks

- B&A Trail Ranger Station*
- Carroll County Farm Museum, Carroll County
- Kinder Farm Park*
- Museum of Rural Life, Carroll County
- National Colonial Farm, Accokeek, Prince Georges County
- Naval Academy Dairy Farm*
- Oxon Hill Farm, Oxon Hill, Prince Georges County
- The White House, Washington, DC
- U.S. Capitol, Washington, DC

Living Past – Re-usable Past

- B&O Railroad Museum, Baltimore City
- Baltimore Streetcar Museum, Baltimore City
- Calvert Marine Museum (Lighthouse), Calvert County
- The Octagon, Washington, DC
- Rising Sun Inn*

Living Past – Preserving the Past

- Annearrundell County Free School*
- Ashland Furnace, Baltimore County
- Baltimore Museum of Industry, Baltimore City
- Benson-Hammond House*
- Cider Mill Farm, Howard County
- DuVall Tool Collection, Upper Marlboro
- Friendship House, Charles County
- Hancock’s Resolution*
- Historic St. Mary’s City, St. Mary’s County
- Jefferson Patterson Park and Museum, Calvert County
- Montpelier Mansion, Prince Georges County
- Neild Museum (Dorchester County Historical Society), Dorchester County
- Old Wye Grist Mill, Queen Anne’s County
- Rising Sun Inn*
- Sotterley Plantation, St. Mary’s County
- The Old Stone House, Washington, DC

Living Past – Artists, Architects, and Artisans

- Baltimore Museum of Art, Baltimore City
- Evergreen House (Johns Hopkins University), Baltimore City
- Homewood House (Johns Hopkins University), Baltimore City
- Lewis Museum of Art (Morgan State University), Baltimore City
- Maryland Historical Society, Baltimore City
- National Building Museum, Washington, DC
- National Museum of American History (Smithsonian), Washington, DC
- The Octagon, Washington, DC

America’s Roots – A Revolutionary Time

- Baltimore Maritime Museum, Baltimore City

- Carroll Mansion, Baltimore City
- D.A.R. Museum, Washington, DC
- National Museum of American History (“After the Revolution”), Washington, DC
- National Portrait Gallery (Smithsonian), Washington, DC

America’s Roots – War and Peace

- Airmen Memorial Museum, Prince George’s County
- Fort George G. Meade Museum*
- Fort McHenry National Monument, Baltimore City
- Historical Electronics Museum*
- National Air and Space Museum (Smithsonian), Washington, DC
- National Museum of American History (Smithsonian), Washington, DC
- The Navy Museum, Washington, DC
- Star Spangled Banner Flag House, Baltimore City
- U.S. Army Center of Military History, Washington, DC

America’s Roots – African Americans in Anne Arundel

- Anacostia Museum, Washington, DC
- Benjamin Banneker Historical Park, Howard County
- Great Blacks in Wax Museum, Baltimore City
- Frederick Douglass National Historic Site, Washington, DC
- Lewis Museum of Art (Morgan State University), Baltimore City
- Maryland Museum of African Art, Columbia, MD
- National Museum of African Art (Smithsonian), Washington, DC

Other Opportunities for Linkage

Receiving an overview of area history is one of the most pressing needs of heritage tourists. Site interpretation now provided throughout the region is seemingly random and unrelated to an organizing framework. Simple recitation of names and dates associated with a particular site is unlikely to reward visitors who have come greater or lesser distances to learn, to experience, and to be delighted. Visitors need help to traverse the psychological distance between the past and the present; to connect ideas and events, people and places to each other; and to identify the big ideas, themes, and stories that give meaning to their visits.

Visitor services provided by the AAACCVB are very helpful in setting visitors off to heritage destinations. But visitors still need a powerful experience that provides them an orientation, a context, and an overview. The museum proposed by HAF is conceived as precisely this kind of interpretive experience for heritage tourists of diverse backgrounds, ages, and interests. The museum is conceived as a major interpretive facility with an orientation film, thematic exhibits, and a variety of public interpretive programs. In order to embrace heritage sites throughout the region, present plans call for involvement of an advisory committee representing key heritage sites that will be interpreted (and promoted) in the museum.

While the HAF museum and the proposed new AAACCVB Visitors Center (see Section 4.1.2) are distinct facilities with distinct functions, they are complementary

and both will provide orientation services for visitors. As such, planning of the two facilities should be closely coordinated.

3.4 ARTS AND TRADITIONAL CULTURE

While the proposed interpretive framework described above focuses on historic and natural resources, there is an important role as well for the arts and traditional culture in virtually every dimension of phased program development. Repositioning the cultural arts in the context of the interpretive themes and their development reveals many opportunities for linkages to heritage resources. The performing and visual arts, folklore, and traditional culture can contribute powerfully to the interpretation of key secondary themes, most notably the following:

- Waterways: Commerce to Recreation; Life on the Water
- Living Past: Preserving the Past; Re-Usable Past; Artists, Architects, and Artisans
- America's Roots: Revolutionary Time; African Americans in Anne Arundel County

The arts should not be an afterthought in creating new heritage tourism programs. Instead, cultural arts organizations should be involved in program planning and development from the outset. Music, theater, dance, and storytelling are integral elements in projects such as the self-guided auto tour (Highways and Byways), thematic tours (e.g., taverns and ethnic heritage), and celebrations and special events. The arts can materially enrich neighborhoods and sites, introduce new dimensions to the heritage narrative, and increase the density of visitor experience.

In addition, the collaboration of heritage and cultural arts organizations can help to break down artificial divisions between the arts and humanities that are fostered by federal and state funding agencies. Increasingly these agencies have come to recognize that significant projects often lie at the intersection of the arts and humanities and are interested in funding projects that engage both the heritage and cultural communities.

Accordingly, the cultural arts and traditional arts organizations in the heritage area should be represented on the Annapolis, London Town, and South County Heritage Area Coordinating Council (see Section 4.1.6) as well as being involved in discrete projects, programs, and special events. Richer, more productive interpretive programs are likely outcomes of cross-disciplinary collaborations that begin early and continue throughout program interpretation.

3.5 PHASED PROGRAM DEVELOPMENT

One of the most important operating questions in any planning process is: What do we need to do first? The next step is the key step in program development. The following suggestions are organized in a phased development sequence. Early

implementation or short-term tasks and projects are those that can be worked on immediately with little or no additional resources beyond the heritage area institutions. This phase also includes planning for longer range programs. Mid-term projects will require seed money or modest implementation grants to move them along. Long-term projects will require more substantial efforts and financial support. These can be deferred or taken on as funds become available.

3.5.1 Early Implementation Projects

Recommended early implementation (short-term) projects will continue or elaborate on current heritage area activities, building on an existing base of resources, networks, and programs. The following early implementation projects are proposed:

- Improved Communications Among Heritage Organizations
- Joint Marketing/Passport Program
- Interpretive Planning with Key Sites
- Cooperative Staff Training
- Fill-ins: Pilot Foot Notes Projects
- Coordinated Festivals and Special Events

Improved Communications Among Heritage Organizations

As noted in Section 3.3.3, one early project is to organize one or more tours of the heritage area sites and resources for staff and volunteers of the various agencies and organizations. These site visits can be followed up with staff meetings organized around the primary themes; the meetings will help the participating agencies to identify opportunities for cross-talk and interpretive linkages. In addition, all participating heritage area organizations should jointly create a mailing or distribution list for ongoing dissemination of relevant interpretive information. Regular mailings from each organization to all other area heritage organizations should include at least the following:

- Annual reports
- Newsletters and periodicals
- New brochures and marketing materials
- Press releases and announcements
- Research reports and training materials

A knowledge of the current activities of each of the heritage organizations is essential to improved interpretive linkages.

Joint Marketing/Passport Program

This project is a reprise of the “Celebrate 350” Passport to History. The next edition of the Passport Program should be organized around the interpretive themes and can offer visitors, either as part of the booklet or as inserts, a few suggested tour itineraries based on either primary or secondary interpretive themes.

In an associated action, each heritage organization could install a brochure rack displaying the heritage area name (and logo). These should be uniform in size, color, and prominent location at each participating site. Production of a joint brochure – as

distinct from the Passport – can wait until the second phase of program development.

Interpretive Planning with Key Sites

The two largest and most visited sites, the U.S. Naval Academy and the Maryland State House, are grounded in area history and the interpretive themes proposed in this report. However, both sites tend to under-interpret their linkages to the heritage area (see Section 3.3.3). A series of meetings with representatives of the two sites, either jointly or individually, should be initiated to explore opportunities for coordinated heritage tourism planning and promotion.

Cooperative Staff Training

Mention has been made of periodic meetings of historians and interpreters to share research findings and report on interpretive activities. It has been observed that current technologies make it possible to disseminate audio and video tapes of these sessions for wide distribution to all heritage sites. The costs are nominal, but having the resources widely dispersed is important. This also sets the stage for cooperative planning for new training and professional development initiatives.

Fill-ins: Pilot Foot Notes Projects

Block-by-block research is underway in Annapolis to document prior and existing conditions of selected blocks. Thus it is an opportune time to begin planning for the conversion of these block studies into self-guided walking tours in print or audio format. The biggest cost of these projects is in the research, and this is already covered. Translation of research into program is relatively inexpensive and can be accomplished with a limited budget, especially if carried out on a pilot basis. The result – information and evaluation – is useful in any case. Pilots to test a few projects, coupled with systematic evaluation, will determine if more or different programming is required in future phases.

Coordinated Festivals and Special Events

The heritage area boasts a substantial annual calendar of celebrations, festivals, and special events. These need to be thought of in terms of the interpretive themes and promoted accordingly. The major cost of annual programs is already covered by the sponsoring agencies. They are also marketed by the sponsors and the AAACCVB. Thematic overlays of individual events and development of a menu or matrix of themes and programs are relatively inexpensive and cost-effective to develop. A full-scale matrix can be developed slowly over several years and refined as program change and develop.

3.5.2 Mid-Term Projects

Proposed mid-term projects include the following:

- Fill-ins: Self-Guided Tours
- Visitor Orientation

Fill-ins: Self-Guided Tours

A number of ideas have been offered in this paper for self-guided tours organized around the primary and secondary themes of the heritage area. The following tours are recommended for second-stage development:

- Highways and Byways (Self-Guided Audio Driving Tour): South County
- Special Interest Tour: Boat Building (Walking and/or Driving Tour)
- Ethnic Heritage Tour: Expanded African-American Tour (Walking and/or Driving Tour)
- American Revolution: Annapolitans and Others (Walking or Driving Tour)

Development of these tours will require an institutional sponsor and a grant for program development. Grants may be sought in the public sector, private foundations, or corporate community.

Visitor Orientation

Planning among the heritage organizations and the AAACCVB is needed to coordinate orientation and contextual interpretation efforts and to assure that they are not redundant of each other. These planning discussions can set the groundwork for capital fundraising campaigns that are couched in the broad contexts of the heritage area interpretive themes and the promotion of heritage tourism/preservation.

3.5.3 Long-Term Projects

Proposed long-term projects include the following:

- Fill-ins: Off the Beaten Path (Guided Tour Programs)
- Linkages Beyond the Heritage Area

Fill-ins: Off the Beaten Path (Guided Tour Programs)

Thematic and special interest tours with limited schedules and availability can be piloted with modest initial resources. Piloting will give the heritage sites and private site owners an opportunity to try out various modes of guided tours (van, jitney, boat), various routes and itineraries, and diverse themes. The relatively high costs of planning and implementation suggest that this initiative be deferred, although targets of opportunity may emerge in earlier phases of implementation.

Linkages Beyond the Heritage Area

Because the heritage resources within the region are so numerous and integration through themes and programs so complex, it is recommended that linkages to sites outside the heritage area (with the exception of sites in Anne Arundel County) be deferred until area linkages are strengthened. However, occasional targets of opportunity may surface in the short or intermediate term. These can be pursued on a case-by-case basis, preferably as pilot projects rather than long-term commitments. Piloting can provide needed information and experience without the dedication of major resources over the long term.

3.6 CHAPTER SUMMARY

1. Establish a unifying interpretive framework for heritage area attractions and resources comprised of the following themes (Section 3.2):

Primary Interpretive Themes

- Waterways
- Living Past
- America's Roots

Secondary Interpretive Themes

- **Waterways:** The Ecology of the Water's Edge, Waterborne Commerce and Communication, Commerce to Recreation, Life on the Water
- **Living Past:** Living Landmarks, Preserving the Past, The Re-Usable Past, Artists, Architects, and Artisans
- **America's Roots:** A Revolutionary Time, War and Peace, African Americans in Anne Arundel

2. Develop the interpretive framework and themes into expanded interpretive programs and products that will enhance the heritage tourism experience by achieving the following two objectives (Section 3.3):

- "Filling in" to increase the density of heritage experiences and reduce "down time" between heritage attractions
- Creating linkages among heritage area sites and resources

Specific programs and products proposed to achieve these objectives are:

Filling in

- "Foot Notes," a series of self-guided walking tours of places of interest within the heritage area, beginning with blocks and neighborhoods of interest in Annapolis
- A self-guided auto (audio) tour of South County
- Self-guided and guided tours that cater to visitors interested in specific topics, such as ethnic heritage (e.g., African-American heritage) or prominent personalities from the past
- Guided tours (expeditions) that take visitors "off the beaten path," such as water-borne tours or expeditions to natural areas

Creating Linkages

- Joint marketing of heritage area sites and attractions (a continuation of the recent passport program, collaborative brochures, celebrations and special events)
- Improved communication among heritage area sites (linked interpretive programs, regular site visits, cooperative training and research)
- Re-casting of interpretation at the U.S. Naval Academy and Maryland State House to more fully address Annapolis and the region

- Interpretive linkages to sites and resources outside of the heritage area, starting with Anne Arundel County and eventually extending to the larger region
3. Integrate the cultural and performing arts and cultural institutions into heritage area programming and development (Section 3.4)
 4. Develop the proposed interpretive programs and products in phases, beginning with projects that require relatively minor commitments of resources and deferring projects that require more substantial resources and funding to the longer term (Section 3.5). The recommended phases are:

Early Implementation Projects

- Improved communications among heritage organizations
- Joint marketing/passport program
- Interpretive planning with the US. Naval Academy and the Maryland State House
- Cooperative staff training
- Pilot projects to test the “Foot Notes” concept in Annapolis
- Coordinated festivals and special events

Mid-Term Projects

- Self-guided tours (e.g., audio driving tour of South County, African-American ethnic heritage tour)
- Planning to coordinate visitor orientation and contextual interpretation at heritage area sites

Long-Term Projects

- “Off the beaten path” guided tours (van, jitney, boat)
- Linkages to sites outside of Anne Arundel County