

MARYLAND HERITAGE AREAS PROGRAM

FY2011 Budget Request: \$3,000,000

(Governor's Budget Request is for Level Funding from FY 2010)



Maryland's Heritage Areas are locally designated and State certified regions where public and private partners make commitments to preserving historical, cultural and natural resources for sustainable economic development purposes through heritage tourism. Since its creation in 1996, the Maryland Heritage Areas program has **awarded a total of approximately \$19 million** to local governments and non-profit organizations through a competitive grants process for heritage tourism projects.

Heritage Area grants must be matched by non-State investments and in the last 5 years alone **\$10,739,797 in Heritage Area grants have leveraged \$35,531,564 in non-State matching funds –an over 3:1 match!** In addition, research shows that **every State dollar invested in heritage tourism in Maryland returns \$4.61 in tax revenues to State and local governments.**

The program is governed by the 17 member Maryland Heritage Areas Authority (MHAA), including representatives from 7 state agencies to encourage **collaborative work and cooperation** in the diverse interests of history, culture, natural resources, agriculture, recreation, economic development, and education.



Maryland's certified and recognized Heritage Areas include portions of every county and Baltimore City.

Non-profits, local governments, and citizens within the 11 State Certified Heritage Areas receive the following benefits:

- ✓ **Competitive Matching Grants**: Non-profits and local governments are eligible to apply to the MHAA for heritage tourism project grants that must be matched, at minimum, dollar for dollar.
- ✓ **Loans to small businesses** to for projects that support heritage tourism product
- ✓ **Marketing grants** to Heritage Area and Destination Marketing Organizations to bring visitors to the region
- ✓ **Operating support** to local Heritage Areas to build partnerships amongst heritage institutions, enhance the quality of heritage tourism product, and provide technical assistance to communities.
- ✓ Eligibility to apply for Heritage Preservation **Tax Credit**. Buildings in Heritage Areas do not have to be eligible for inclusion in the National Register of Historic Places if the MHAA certifies the project as having a heritage tourism impact

The Maryland Heritage Area Authority has received \$3 million annually since FY 2006 through the Maryland Department of Planning budget.

Please support the Governor's \$3 million FY 2011 budget request for Maryland's Heritage Areas