



# HERITAGE AREAS ATTRACT TOURISM & SPARK ECONOMIC DEVELOPMENT

Presented by Preservation Maryland, data provided by Maryland Historical Trust

**Maryland's Heritage Areas are places to experience** – to see, hear and even taste – the authentic heritage of this great state in a unique way. Heritage Areas are where the stories of the people, the land and the waters of Maryland, which have been intertwined for thousands of years, are told.

## SUPPORT FULL FUNDING FOR HERITAGE AREAS AT \$3 MILLION IN FY17

### HERITAGE TOURISM ECONOMICS

The state's 13 designated heritage areas are one of the primary tools used to encourage heritage tourism to Maryland and cuts to Maryland Heritage Area funding will be directly passed on to local heritage tourism oriented businesses.

**Visitors to Maryland spent over \$14.9 billion, generating more than \$2 billion in state and local tax revenue across Maryland in just one year.**

Studies have repeatedly found that heritage tourists stay longer and spend more than any other travelers, so an investment in Maryland Heritage Areas is an investment in a great economic development tool and a more prosperous Maryland.

#### Our 13 Heritage Areas:

- Anacostia Trails Heritage Area
- Baltimore National Heritage Area
- Canal Place Heritage Area
- Four Rivers Heritage Area
- Heart of Chesapeake Country Heritage Area
- Heart of the Civil War Heritage Area
- Lower Eastern Shore Heritage Area
- Lower Susquehanna Heritage Greenway
- Montgomery County Heritage Area
- Mountain Gateway to the West Heritage Area
- Patapsco Heritage Greenway
- Southern Maryland Heritage Area
- Stories of the Chesapeake Heritage Area

### RESULTS IN NUMBERS (FY98-FY15)

**\$126** non-state support  
**MILLION** leveraged

**\$4.61** in tax revenue for every \$1 spent

**671** projects funded

**\$31.3** total grants  
**MILLION** awarded

**EVERY COUNTY IN MARYLAND IS SERVED BY AT LEAST ONE STATE HERITAGE AREA!**

