



BALTIMORE
NATIONAL
HERITAGE AREA

2022

YEAR IN REVIEW





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Letter from the Executive Director and Board President

The Baltimore National Heritage Area (BNHA) like most of the country has gotten back to business in its 2022 fiscal year. We went back outside! Supporting our partner projects, by encouraging the community to become active in our outdoor spaces and creating networks and initiatives that advance tourism and neighborhood development in Baltimore.



Shauntee Daniels
Executive Director

No time was wasted in planning innovative programs, jumpstarting traditional programs, expanding the reach of our grants, and coming up with even more innovative ways to increase the exposure of heritage area opportunities and supports. We thank you for your continued support.

BNHA delivered in 2022!

Our partners received over \$1.2 million in grants, and we hosted 20,000 visitors to our City through our virtual experiences. We were able to provide heritage tourism information to over 35,000 visitors through our website.

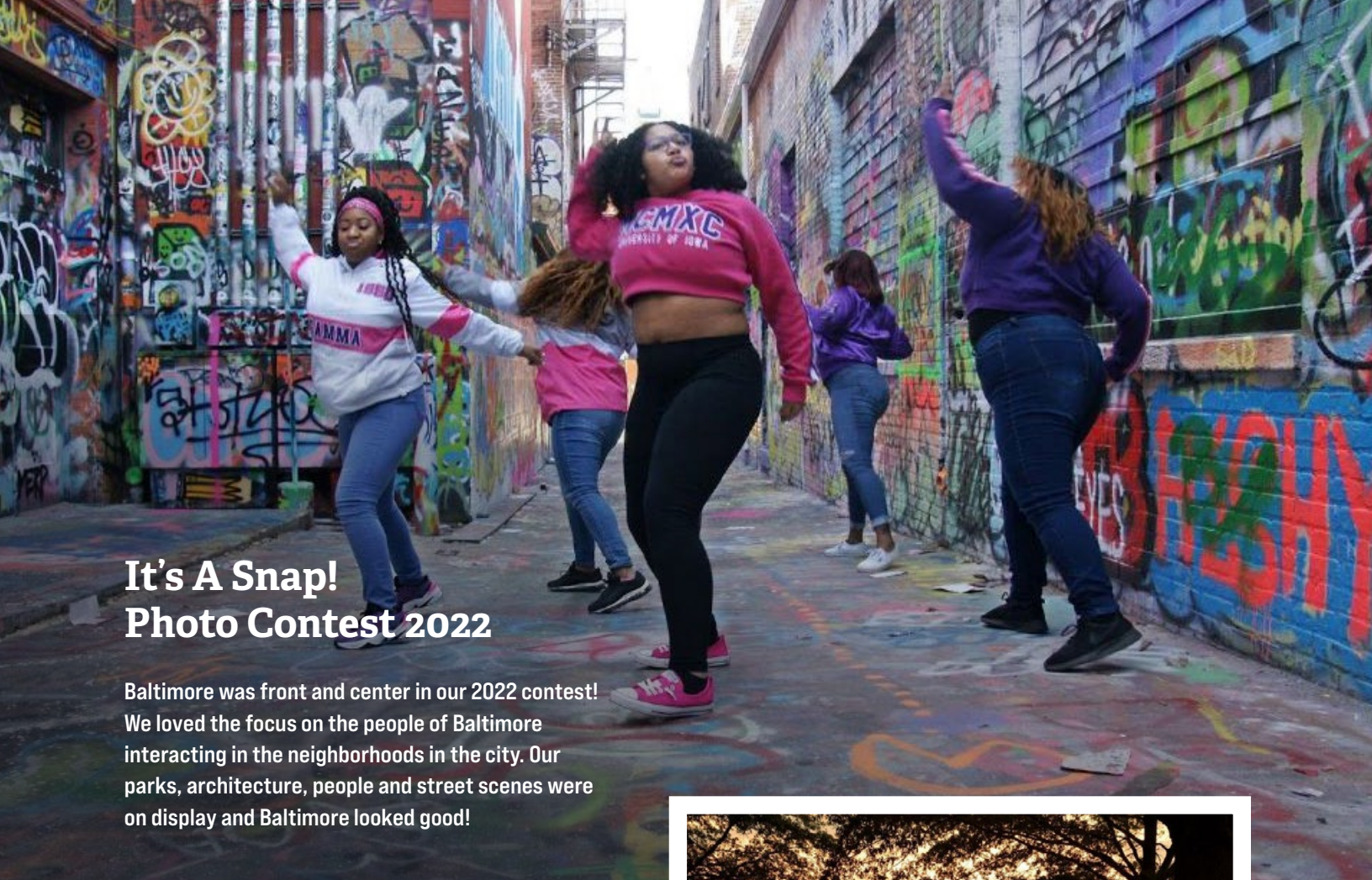


James Piper Bond
President, Board of Directors

BNHA stepped up the content in our *It's More Than History* series, partnered with even more community associations on programs and projects that tell the “complete” story of Baltimore’s historical and iconic figures, and we produced a cutting-edge documentary on the nature of an urban heritage area and the diverse cultures that make it work. Our annual art contests continue to see an increase in participation and BNHA’s neighborhood and cultural institutions focused promotional items continue to be a draw for supporters, donors and the community at large.

Getting back to business as usual has been an adjustment, but BNHA was ready to jump back in and provide the best in grants, programs, initiatives and marketing opportunities for our partners. **We want you to know that we continue to work hard for our partners and the City of Baltimore making sure that the world knows about the cultural and neighborhood gems that make our city great.**





It's A Snap! Photo Contest 2022

Baltimore was front and center in our 2022 contest! We loved the focus on the people of Baltimore interacting in the neighborhoods in the city. Our parks, architecture, people and street scenes were on display and Baltimore looked good!

- *48 Baltimore Photographers Given a Platform for Their Art*
- *Over 300 Public Votes Cast for Our Winners*



Voices of a Black Butterfly Film



BNHA tackled what it truly means to be both an urban heritage area and a diverse city looking to define the role of culture in understanding the past and shaping the future of a major city in its latest documentary - *Voices of a Black Butterfly*.

→ *175 screening attendees*

History Through Art

Youth expressing through art their view of the heritage and future of Baltimore. Thanks to those that submitted to this year's contest, and we cannot wait to see submissions for 2023.

→ *6 Student Artists Awarded*

It's More Than History

Our lunchtime lecture series tackled African American gravesites, neighborhood women protecting their blocks and took a deep dive into Native American history. The topics discussed and the speakers featured all provided a unique way of talking about life in Baltimore. In partnership with The Peale, It's More Than History, continued its mission of looking to tell the little-known stories of Baltimore.

→ *325 attendees had a lunchtime experience with BNHA*





2022

GRANTS



BNJA supports our partners through grant awards to aid them in improving the visitor experience to their neighborhoods, highlighting heritage cultural traditions, building organizational capacity, and assisting in critical capital improvements is especially important to BNHA. We have been working hard to promote our various grant programs to new neighborhoods while supporting existing partners to advance heritage tourism for visitors and city residents alike in our great, historic city.

→ OVER \$1.2 MILLION IN GRANTS AWARDED

Maryland Heritage Areas Authority Grant Fund

This Fund provides grants for non-capital projects and capital projects that advance heritage tourism in Baltimore’s heritage area. All partners provide a required match that increases the public-private investment. The program is administered by the Maryland Heritage Areas Authority, with technical support and local grant committee review by the National Baltimore Heritage Area.

Total awarded in July 2021: \$976,296

THE B&O RAILROAD MUSEUM

Climate Control Updates for the B&O Railroad Museum
\$71,500

BALTIMORE STREETCAR MUSEUM

Museum Exhibition Phase 2: Completion of the Main Gallery exhibit
\$49,850

NATIONAL PARK SERVICE, STAR-SPANGLED BANNER NATIONAL HISTORIC TRAIL

Star-Spangled Banner Trail Mobile Visitor Center
\$32,000

BALTIMORE HERITAGE AREA ASSOCIATION

FY 2022 Block Grant
\$25,000

MAYOR AND CITY COUNCIL OF BALTIMORE

Installing the Stage for Black Heritage Tourism in West Baltimore
\$70,000

THE PEALE CENTER FOR BALTIMORE HISTORY AND ARCHITECTURE

Peale Museum Final Interior Renovations and Finishes
\$95,000

BALTIMORE HERITAGE AREA ASSOCIATION

FY 2022 Management Grant
\$100,000

GREATER REMINGTON IMPROVEMENT ASSOCIATION

Ghost Rivers Neighborhood History Installation
\$47,110

POE BALTIMORE, INC.

Edgar Allan Poe House Visitor Center
\$95,000

BALTIMORE HERITAGE, INCORPORATED

Diversifying Baltimore Heritage’s Virtual and In-Person Content with Student Research
\$7,500

HISTORIC SHIPS IN BALTIMORE

USS Constellation Critical Dry Docking
\$95,000

PRIDE OF BALTIMORE, INC.

ReENGINEering PRIDE OF BALTIMORE II
\$95,000

BALTIMORE OFFICE OF PROMOTION & THE ARTS

Bromo Seltzer Arts Tower Development and Rehabilitation
\$80,000

LIVING CLASSROOMS FOUNDATION

Living Classrooms’ Post-Pandemic Fleet Restoration
\$63,336

THE STAR-SPANGLED BANNER FLAG HOUSE ASSOCIATION, INC.

Archeological Survey of the Star-Spangled Banner Flag House
\$50,000

Heritage Investment Grant Fund

Funded through the U.S. National Park Service, this Fund provides grants for non-capital projects such as events, exhibitions, natural resource projects, collections care, capacity-building support, marketing services and operational support. All partners provide a required match that increases the public-private investment.

Total awarded in July 2021: \$160,000

POE BALTIMORE

The Edgar Allan Poe Homes History
\$15,000

MARYLAND CENTER FOR HISTORY AND CULTURE

I'll Overcome Someday Exhibition Fabrication
\$15,000

EUBIE BLAKE NATIONAL JAZZ INSTITUTE AND CULTURAL CENTER

Eubie Blake Center Preservation Archive Project
\$14,500

BALTIMORE HERITAGE

Diversifying Baltimore Heritage's Virtual and In-Person Content with Student Research
\$7,500

THE ROYAL THEATER AND COMMUNITY HERITAGE CORPORATION

TRTCHC Historic Baltimore African Americans Mural and Montage Restoration Project
\$2,901

CREATIVE ALLIANCE

Creative Immigrant Educators of Latin American Origin (CIELO) Department Strategic Plan
\$12,500

BALTIMORE CONCERT OPERA

Baltimore after Freddie Gray: Building Community through Opera
\$15,000

MARYLAND WOMEN'S HERITAGE CENTER AND MUSEUM (MWHC)

Expanding Operations in our new location at Marian House/ Women's Industrial Exchange
\$15,000

B&O RAILROAD MUSEUM

The B&O Railroad's Early Expansion West Train Model Display Reinterpretation
\$15,000

GREATER BALTIMORE CULTURAL ALLIANCE

GBCA Urban Arts Leadership (UAL) 2021-22
\$15,000

BALTIMORE STREETCAR MUSEUM INC.

Cable Car Wheel Signage
\$3,050

PAINTED SCREEN SOCIETY OF BALTIMORE, INC.

Baltimore's Painted Screens: A Digital Archive
\$15,000

FRIENDS OF PATTERSON PARK, INC.

Planning to Support an Enhanced Visitor Experience in Patterson Park
\$15,000

Small Capital Grant Fund

Funded through Baltimore City bonds, these projects include physical improvements to the City's historic sites and attractions to promote increased visitorship. All partners provide a required match that increases the public-private investment.

Total awarded in January 2022: \$69,160

HOMEWOOD MUSEUM/JHU

Restoring the Museum's Early
19th-Century North Portico
\$15,000

HISTORIC SHIPS IN BALTIMORE

USS TORSK Cathodic Protection Project -
Zinc Replacement
\$9,160

FRIENDS OF SISSON PARK

Park Pavilion
\$15,000

PRIDE OF BALTIMORE

Building Sparlandia - PRIDE OF BALTIMORE II
maintenance facility
\$15,000

ST. MARY'S SPIRITUAL CENTER & HISTORIC SITE

Restoration of the original 1808 Federal-style
2nd Floor balcony of the Mother Seton House
\$15,000

Neighborhood Placemaking Grant Fund

This Block Grant Program is funded by the Maryland Heritage Areas Authority and provides mini grants to support non-capital projects that promote heritage tourism. As a city of neighborhoods, this Fund supports community-driven projects such as community gardens, greenspaces, interpretive signage, wayfinding, community based-planning, cultural festivals and capacity-building workshops. All partners provide a required match that increases the public-private investment.

Total awarded in January 2022: \$25,000

PIGTOWN MAIN STREET

Pigtown Festival
\$5,000

HAMILTON-LAURAVILLE MAIN STREET

Morgan Park Signage
\$5,000

MT. VERNON CONSERVANCY

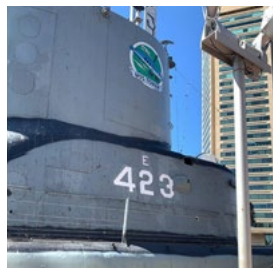
Flower Mart Festival
\$5,000

SIXTH BRANCH

Greening and Signage
\$5,000

CREATIVE ALLIANCE

Dia De Los Muertos and Halloween
Lantern Parade
\$5,000



2022 YOUTH INITIATIVES

Kids on Trails

Our goal is getting kids out on bikes on a nature trail that many of them didn't even know existed. For the first time many of our participants got to see riverbeds, a waterfall, a waterwheel and much more. **In partnership with Baltimore's Department of Parks and Recreation, BNHA was able to share the natural aspects of the heritage area with area youth in a way that they will never forget.**



ParkVentures Boys Excursion

In partnership with the National Park Foundation's ParkVentures Program, BNHA was able to support an urban camping and outdoor recreational experience with Baltimore's youth. This pilot program addressed obstacles that hinder communities from having full and enduring connections to parks, such as not feeling welcome or safe in national parks, lack of representation, or lack of accessibility to information, recreational resources, or interpretive stories.

This learning experience is critically important as most urban youth, despite Baltimore's rich park system, waterways and natural resources, have never accessed these places in Baltimore, right in their backyard.

PRIDE II Experience

Boating as a career for Baltimore Youth? Yes! BNHA in partnership with the Pride of Baltimore II and Fort McHenry National Monument and Historic Shrine was able to host groups of young men on PRIDE II. They learned about the history of the ship and the great need for people to take up nautical careers. They met young people in the industry and got an up-close look at the abundance of nautical careers available in Maryland.

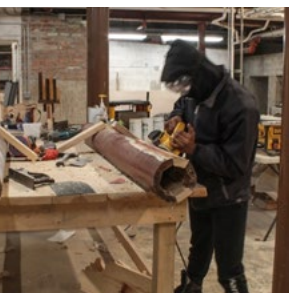
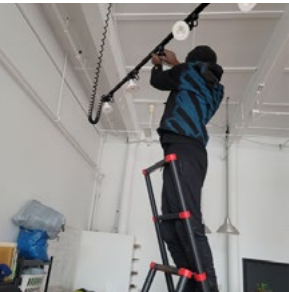


Triple AAA Project

Mission and Purpose

The mission of the **Accomplished Arts Apprentices (AAA)** program is to increase equity and inclusion in the arts,

creative, and preservation trades. AAA pursues this goal by providing creative and hands-on access to rewarding and stable careers through a non-traditional apprenticeship program sponsored by the Peale, Baltimore's Community Museum, with specific focus on apprentices from Baltimore's marginalized communities.



As the number of skilled workers in the construction trades has plummeted in recent years, the shortage of skilled preservation artisans has continued to grow. According to the Associated General Contractors of America (AGC), 81% of construction firms are reporting difficulty in filling salaried and hourly craft positions in the United States. In addition, the general trades workforce is both aging and not adequately representative of the U.S. population. The changing demographics of the American workforce pose opportunities as well as challenges for the preservation of the nation's historic structures and cultural heritage; AAA seeks to be a forerunner in beginning to address the gap.

AAA: The Inaugural Year

On the basis of the success of this proof-of-concept project, and in response to the demand from those apprentices and others in their community, the Peale launched the AAA program in the fall of 2021. Four apprentices, including one from the summer 2020 pilot, participated in the inaugural year of the program, which was funded by grants from the Baltimore National Heritage Area, TransAmerica Foundation, the Institute of Museum and Library Services (IMLS), and individual donors.

The AAA program aims to increase equity and inclusion in the arts, museums, and preservation trades by providing vocational training for young people from Baltimore's

Virtual Tours and Special Partner Content

One of the areas where BNHA continues to see growth is in its virtual experiences via YouTube. Our highlight tours, partner spotlight videos, event recaps and historical pieces continue to garner a huge audience. With in-person options still scarce and many still not able to travel, our virtual experiences are a top way for tourists to connect with the heritage area.

→ *Virtual Experiences
Were a Hit!
20,000 Views*

Staff Development Cultural Partner Sites

This last year, while emerging from the pandemic, the BNHA staff took quarterly visits to some of our partner sites to meet new colleagues in-person, to experience new developments at heritage area's sites and to discuss new ways to partner and work together. BNHA enjoyed visits to the B&O Railroad Museum, the Carrie Murray Nature Center, the Jewish Museum of Maryland, the Peale Center, and the Maryland Center for History & Culture.

disinvested communities who have been hit hardest by the pandemic and its economic fallout. Through a curriculum they help create, apprentices receive hands-on training in exhibition installation, art handling, historic preservation, and related trades, as well as greater involvement in and appreciation of the arts lifelong. The program teaches professional as well as life skills that will be useful to any future employment the apprentices may pursue, including how to identify and secure fulfilling lifetime work opportunities. Importantly for people from economic disadvantage, the trades skills being taught in this program lead to well-paid, meaningful careers that don't require the up-front investment of a college degree but are both financially and creatively rewarding, helping strengthen and preserve communities and their cultural heritage.

→ *Coming Attractions 2023*

Girls Camping Excursion

Why should the boys have all the fun? BNHA has invested in a partnership with the National Park Foundation/Park Ventures Program in a camping experience for girls.

Enhanced Mapping on BNHA Website

Are you in the Heritage Area? BNHA is going to be better able to tell you with an enhanced mapping feature. In addition, you will be able to view all of BNHA's past grants by geographic area and by grant program.

AAA Year Two

The Baltimore National Heritage Area, the Peale and other partners are now evaluating the first full year of the AAA program and beginning planning for a second year. Funding has been secured from the Institute of Museum and Library Services (IMLS) for the minimum costs of supporting four apprentices in the program for the next three years. BNHA has secured additional funding from the City of Baltimore's for FY23 to support an additional four apprenticeships. Fundraising is ongoing to enable the Peale to add more apprentices and instructors to the program, as well as to create jobs at the Peale and elsewhere for graduates of the program.

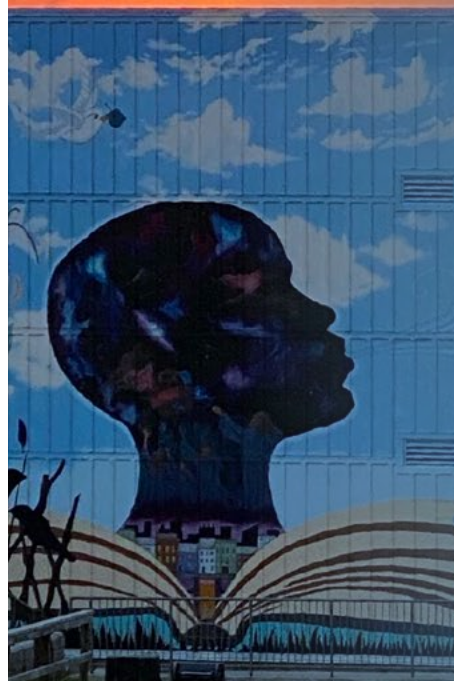


BNHA needs your support! Your donation allows us to continue to preserve, promote and inform on the historic neighborhoods and cultural gems of Baltimore. The way we choose to do this most effectively is to invest in initiatives focused on engaging Baltimore's youth. Our programs like Kids in KAYAKS, Kids on Trails, History Through Art and many others have shown to be vital experiences for youth looking to discover more about their city outside of simply their neighborhoods and schools.

Join us in this mission!

Give to BNHA today.

www.explorebaltimore.org/donate





Baltimore National Heritage Area

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Baltimore, Maryland 21223
Phone: 410.878.6425

MISSION

To promote, preserve, and enhance Baltimore's cultural and historic legacy and natural resources for current and future generations.

The establishing federal legislation states the purpose of a heritage area is to help local agencies and nonprofits to:

- *carry out projects and programs that recognize and protect heritage resources;*
- *develop recreational and educational opportunities;*
- *increase public awareness and appreciation of natural, historic, scenic, and cultural resources;*
- *protect and restore historic sites and buildings that reflect the heritage area's themes; and*
- *ensure that signs identify points of interest.*

explorebaltimore.org |   @BmoreNHA |   Baltimore National Heritage Area

