

Maryland Scenic Byways



Maryland Scenic Byways Program Planning Workshop Recreational Opportunity and Visitor Experience

January 12, 2015
8:30 AM – 4:30 PM

at **Charles Carroll House of Annapolis**
107 Duke of Gloucester Street
Annapolis, MD

Heritage and nature-based travelers—more than ever—are seeking out high quality travel experiences. Byways, Heritage Areas, river/trail organizations, Main Streets and Tourism Directors need to work together to both expand the range of things to see and do, coordinate those experiences, and promote their corridors and areas as a set of related experiences.

To register please go to the following link:

<https://www.eventbrite.com/e/msb-recreational-opportunity-and-visitor-experience-workshop-annapolis-tickets-14274873531>

(Space limit to 80 attendees)

PARKING

Use Noah Hillman Parking Garage at 150 Gorman Street. For additional parking information, go to http://www.downtownannapolis.org/_pages/transport/tr_parking.htm

This workshop is for byway managers, heritage area directors, regional trail managers, main street managers, and tourism directors. Site managers and town managers will be invited to attend if there are remaining open seats.

WORKSHOP AGENDA

(See back for descriptions of presentations and speakers)

- 8:30 – Arrival
- 9:00 – Introduction
Terry Maxwell, Maryland Scenic Byways/Recreational Trails Program, SHA
- 9:15 – Overall goals of the workshop
Jim Klein, Lardner/Klein Landscape Architects
- 9:25 – Need for collaboration
 - Richard Hughes – MD Heritage Areas - MDP
 - Anne Kyle/ Heather Ersts - OTD
 - Amy Seitz – Maryland Main Street - DHCD
 - John Wilson – Land Acquisition & Planning - DNR

Presentations

Recreational Opportunities

- 9:45 – Tools for Enhancing Recreational Opportunities – Water Trails
- 10:30 – Break (refreshments sponsored by hosts)
- 10:45 – Connecting Communities to the Economic Engine of Outdoor Recreation
- 12:15 – Lunch (recommended establishments along Main Street)

Visitor Experience Planning

- 1:30 – Smart Strategies for Developing Land and Water-based Visitor Experiences along National Historic Trails in the Chesapeake
- 2:15 – Destination Creation: Revealing History through Interpretive Media
- 3:00 – Break
- 3:15 – C&O Canal Trust's new "Plan Your Visit"
– Maryland Historic National Road Mobile Application
- 4:15 – Final thoughts – ideas for moving forward
- 4:30 – Adjourn

Photos above: (from left to right) Main Street Middletown, Blackwater National Wildlife Refuge, Town Hill Overlook, American Visionary Art Museum, Historic Downtown Cambridge, Patuxent Water Trail Jackson Landing, Bicyclists in Dorchester County (Source: Dorchester County Tourism)

Sponsors





Water trail in Dorchester County
Source: Dorchester County Tourism



Bicyclist window shopping in Annapolis
Source: www.visitannapolis.org



Historic National Road Interpretive sign at the Hagerstown Visitor Welcome Center

The Maryland Scenic Byways Program, along with its partners, seek to work together towards achieving a sustainable system of scenic byways that contribute towards the State's goals for preserving our natural and cultural heritage, enhancing economic opportunities related to that heritage, and providing the means to experience that heritage in a safe and enjoyable manner. To see the plan, go to <http://www.roads.maryland.gov/OED/MSBP.pdf>

**Maryland Scenic Byways/
Recreational Trails Program**
Office of Environmental Design
State Highway Administration
707 N Calvert Street
Baltimore, MD 21201
Phone: 410-545-8637
Email: tmaxwell@sha.state.md.us



PRESENTATION DESCRIPTIONS AND SPEAKERS

Recreational Opportunities

Linking your byway, heritage area or Main Street with recreational access and nature-based tourism to increase economic activity in your region and community.

Tools for Enhancing Recreational Opportunities – Water Trails

Learn about Maryland's Public Access, Water Trails and Recreation Planning Program and how to apply for technical assistance to plan and/or develop water trails and water access sites to enhance recreational access for your byway. Participants will hear about state and regional water trail and water access goals and initiatives, learn about partnerships, and see examples of completed projects.

Lisa Gutierrez, Director of the Maryland Public Access, Water Trails and Recreation Planning Program, Department of Natural Resources.

Connecting Communities to the Economic Engine of Outdoor Recreation

River Towns, Trail Towns, Creek Towns and Canal Towns represent regional programs connecting communities to the rising tide of the outdoor recreational market. This presentation will offer models of several successful regional programs resulting in collaborative marketing, infrastructure improvements, visitor amenities and services and business growth. The presenters will also offer steps to launch a similar program in your region.

*Catherine McCollom, Director, River Town Program
Bill Atkinson, President, Mountain Maryland Trails*

Visitor Experience Planning

Linking byways, heritage areas, Main Streets, and Greenways/Trails together through coordinated interpretation, education, awareness programs, and navigational tools.

Smart Strategies for Developing Land and Water-based Visitor Experiences along National Historic Trails in the Chesapeake

National Historic Trails in Maryland have benefited greatly from anniversary events, including the bicentennial of War of 1812 and the 400th anniversary of the founding of Jamestown. Learn about the development and implementation of Visitor Experience Strategies for the Captain John Smith Chesapeake and Star-Spangled Banner National Historic Trails, and our recent focus on partner capacity-building, land protection and recreational programming in response to shifting funding opportunities and priorities. Participants will hear about the process behind and early lessons learned from building multi-state, history-based land and water trail networks along the national trails.

*Suzanne Copping, Resource Protection and Partnerships, National Park Service Chesapeake Office
Abbi Wicklein-Bayne, Chief of Interpretation, National Park Service Chesapeake Office*

Destination Creation: Revealing History through Interpretive Media

Learn how to use historical research, community collaboration, and professional design skills to create new byway destinations. The presenters will show a suite of interpretive media produced for Middletown's 2014 Civil War Sesquicentennial—expanded-size wayside exhibits, portable gallery exhibits, a brochure, street banners, and an innovative artifact case. Participants will examine actual exhibits in the classroom and put their media knowledge to the test.

*David Guiney, Senior Planner, Interpretive Direction LLC
Becky Reich, Manager, Main Street Middletown*

C&O Canal Trust's new "Plan Your Visit"

Hear about plans for the C&O Canal Trust's new "Plan Your Visit" section of their website, which will provide users with maps, resources, and planning tools to make their visit to the C&O Canal National Historical Park, Canal Towns, as well as navigation along the C&O Canal Byway more meaningful. Learn how the site is being planned and programmed, and how content is being developed with both web development and tourism best practices in mind.

*Heidi Glatfelter, Director of Communications, C&O Canal Trust
Becky Curtis, Director of Programs and Partnerships, C&O Canal Trust*

Maryland Scenic Byways



Maryland Scenic Byways Program Planning Workshop Recreational Opportunity and Visitor Experience

January 14, 2015

8:30 AM – 4:30 PM

at **Washington County Library**

100 South Potomac Street
Hagerstown, MD

Heritage and nature-based travelers—more than ever—are seeking out high quality travel experiences. Byways, Heritage Areas, river/trail organizations, Main Streets and Tourism Directors need to work together to both expand the range of things to see and do, coordinate those experiences, and promote their corridors and areas as a set of related experiences.

To register please go to the following link:

<https://www.eventbrite.com/e/msbp-recreational-opportunity-and-visitor-experience-workshop-hagerstown-tickets-14275124281>

(Space limit to 50 attendees)

PARKING

Parking lot is located behind the Library. For additional parking information, go to http://www.washcolibrary.org/assets/documents/Parking_Hagerstown_Branch.pdf

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- 12:15 – Lunch (sponsored by Hagerstown/Washington County CVB and Hagerstown Department of Community & Economic Development)

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Water trail in Dorchester County
Source: Dorchester County Tourism



Bicyclist window shopping in Annapolis
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