

## I.0 INTRODUCTION

The Management Plan for the Annapolis, London Town, and South County Heritage Area has two major purposes. First, it is designed to fulfill the requirements of the Maryland Heritage Preservation and Tourism Areas Program for designation as a Certified Heritage Area. By becoming a Certified Heritage Area, projects and properties within the heritage area will become eligible for a variety of benefits, including grants administered by the Maryland Heritage Areas Authority, broad program support from state government, and tax incentives for properties meeting specified criteria. Second, and equally importantly, the Management Plan is intended as a blueprint for action by public and private sector partners to establish a successful heritage area combining heritage tourism with resource preservation and development. In particular, it is intended as a guide for action by a proposed new management entity – the Annapolis, London Town, and South County Heritage Area Coordinating Council – as it seeks to form the partnerships and secure the commitment of resources necessary to implement the Plan.

The main body of the Plan is divided into the following sections:

Chapter 2.0, ***Vision and Goals***, presents an overall vision for the future of the Annapolis, London Town, and South County Heritage Area, supported by a mission statement, core principles, and goals designed to guide development and implementation of the Management Plan.

Chapter 3.0, ***Interpretive Framework***, describes unifying themes and programs that are recommended to link and enhance interpretation of the diverse attractions and resources within the heritage area.

Chapter 4.0, ***Action Plan***, identifies the actions considered to be of highest priority to establish a successful heritage area. This chapter also describes the management entity recommended to guide implementation of the Management Plan.

Chapter 5.0, ***Return on Investment***, describes the economic benefits that are projected as a result of full implementation of the Action Plan.

The Management Plan includes two appendices that contain further documentation of plan concepts in accordance with the requirements of the Maryland Heritage Preservation and Tourism Areas Program. Appendix A, ***Plan Strategies***, describes the full array of strategies that will be pursued by public and private agencies, organizations, and institutions to meet the state program objectives. Appendix B, ***Certified Heritage Area and Target Investment Zones***, describes how the boundaries of the Certified Heritage Area and Target Investment Zones were established and provides further documentation regarding the Zones.

As part of development of the Management Plan, an initial report was prepared to assess resources and issues related to the Annapolis, London Town, and South County Heritage Area. This report, the Resource Assessment Report, describes existing heritage resources, analyzes the current heritage tourism market, and discusses issues such as land use and development, interpretation, and transportation linkages in the heritage area. The Resource Assessment Report was published as a separate document and is considered background information for the Management Plan.