

## 2.0 VISION AND GOALS

### 2.1 VISION STATEMENT

The Annapolis, London Town, and South County Heritage Area is a place steeped in history and tradition, inhabited by many different peoples who through the centuries have shaped its rich natural and cultural resources. It possesses two fundamental qualities:

- The **DIVERSITY** of its people, places, and environments; and
- Its sense of **CONTINUING HISTORY**, as the past is alive in the present and informs the future.

By building on these qualities, the heritage area can reinforce the role of heritage resources as a source of pride for residents and a draw for visitors seeking to learn about the area's impressive history and culture. Accordingly, in our Vision of the Future, the Annapolis, London Town, and South County Heritage Area is a place where:

- Historic, cultural, and natural sites, resources, and landscapes have been preserved and enhanced for the appreciation and use of future generations.
- Opportunities to learn about and experience the area's rich heritage and traditions are readily accessible to both residents and visitors.
- Heritage tourism creates economic opportunities for citizens while supporting quality of life.
- Multiple forms of transportation, both land and water-based, work together to meet the needs of residents and visitors for mobility and access.
- A coordinated interpretive program tells the stories of the heritage area's diverse people and resources.

In this vision, the Annapolis, London Town, and South County Heritage Area Coordinating Council has been instrumental in bringing about the desired future by acting as a catalyst for positive change. The council has been guided by the principle of **BALANCE**, working to ensure that heritage tourism supports rather than compromises quality of life and the carrying capacity of sites, resources, and the different parts of the heritage area. Through the work of the council and its public and private sector partners, the Annapolis, London Town, and South County Heritage Area is known throughout the nation for the way in which its unique and special resources have been preserved, enhanced, and presented.

## 2.2 MISSION

A plan framework has been developed in support of the vision statement to provide a structure for developing and implementing the Management Plan. This framework begins with the following statement defining the overall mission for the Annapolis, London Town, and South County Heritage Area:

*Preserve and share the resources of the Annapolis, London Town, and South County Heritage Area in order to broaden and increase appreciation for the region's rich legacy while enhancing quality of life and strengthening economic opportunities for the County and its citizens.*

## 2.3 CORE PRINCIPLES

Core principles are the ideas that form the basis of the Vision Statement and inform all aspects of the Management Plan and its implementation. Three core principles have been identified:

***Diversity:*** *people, places, and environments.*

This principle reflects the great variety of resources in the heritage area, including the people who have lived here in the past and the present; its varied historic and cultural sites, districts, and landscapes; and its rich natural environment structured around the relationship between land and water. The principle of diversity is key to preserving, enhancing, and interpreting the area's resources, and highlights the need for different treatment of distinctive parts of the heritage area, such as Annapolis and South County.

***Continuing history:*** *the interplay of past, present, and future.*

The heritage area is a dynamic, changing place, reflecting the evolution of people, places, and environments over centuries of human settlement. The idea of people continuing to use and adapt cultural and natural resources and traditions over time should inform all preservation and interpretation activities. In addition, this principle suggests consideration of new approaches to managing and presenting the area's unique resources that could serve as models for the rest of the nation.

***Balance:*** *ensuring quality of life while promoting heritage tourism.*

This principle encompasses two primary ideas. First, the things that make the area attractive for residents will also make it a desirable destination for visitors. Second, tourism (and other types of development that affect the quality of life within the heritage area) should be carefully managed so as not to exceed the carrying capacity of resources and infrastructure.

## 2.4 GOALS

The plan framework includes a series of goals in support of the vision statement, mission, and core principles. The goals are as follows:

***Preservation:*** Preserve and enhance the heritage area’s historic, cultural, and natural resources.

***Education:*** Promote learning and research regarding the authentic history, culture, traditions, and natural resources of the heritage area.

***Economic Development:*** Encourage development of new facilities and services that support heritage tourism while maintaining resources and quality of life.

***Transportation Linkages:*** Develop a multi-modal transportation system that meets the needs of both residents and visitors for mobility and access.

***Interpretative Linkages:*** Create a coordinated program that tells the stories of the heritage area’s diverse resources, links them thematically and programmatically, and markets them jointly.

***Management:*** Establish an effective organizational structure to coordinate implementation of the strategies and actions contained in the Management Plan.

