

ALTSCHA, Inc.

Four Rivers Heritage Area

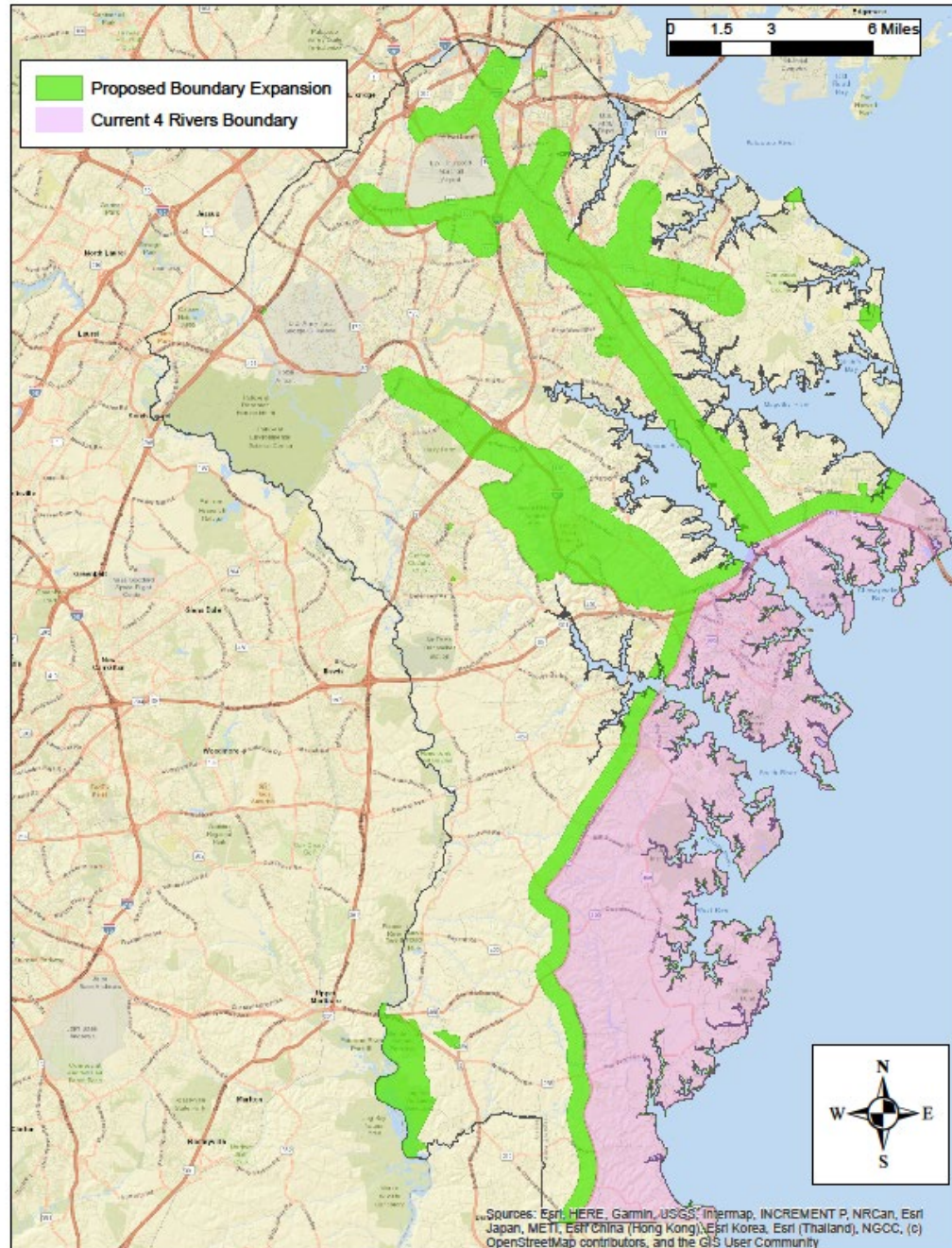
REBRANDING
BRIEFING –
CHARACTERISING
THE ORIGINAL
AND NEW AREAS



THE HERITAGE AREA OF
ANNAPOLIS,
LONDON TOWN,
AND SOUTH COUNTY

Four Rivers Heritage Area Boundary Expansion

MAP:
Purple
for
Original,
Green
for New



PART ONE – ORIGINAL AREA

BACKGROUND, GEOGRAPHY AND CHARACTER:

Original Name: Annapolis, London
Town and South County Heritage Area

Marketing Name: Four Rivers Heritage
Area

WHAT ARE THE FOUR RIVERS?

- SEVERN
- SOUTH
- WEST
- RHODE

KNOWN TO THOSE FAMILIAR WITH
AA COUNTY, BUT NOT TO VISITORS

AREA IS A LONG, THIN, NORTH-SOUTH
SLIVER ALONG THE CHESAPEAKE BAY

CHARACTER IS MARITIME;
HERITAGE DERIVING FROM WATER-
BASED (BAY/RIVER) TRANSPORTATION,
SETTLEMENT, COMMERCE,
RECREATION, ECOLOGY

STORY THREADS:

- NATIVE AMERICANS LEFT OUT
- COLONIAL ERA EMPHASIZED, I.E., GEORGE WASHINGTON, SIGNERS
- MARITIME LIVELIHOODS
- VIEWS OF AND FROM THE WATER
- CITY WITH WALKABLE HISTORIC DISTRICT
- WELL-PRESERVED ARCHITECTURE
- ENJOYABLE RURAL CHARACTER

FOUR RIVERS HERITAGE AREA --
SUCCESSFUL NAME!

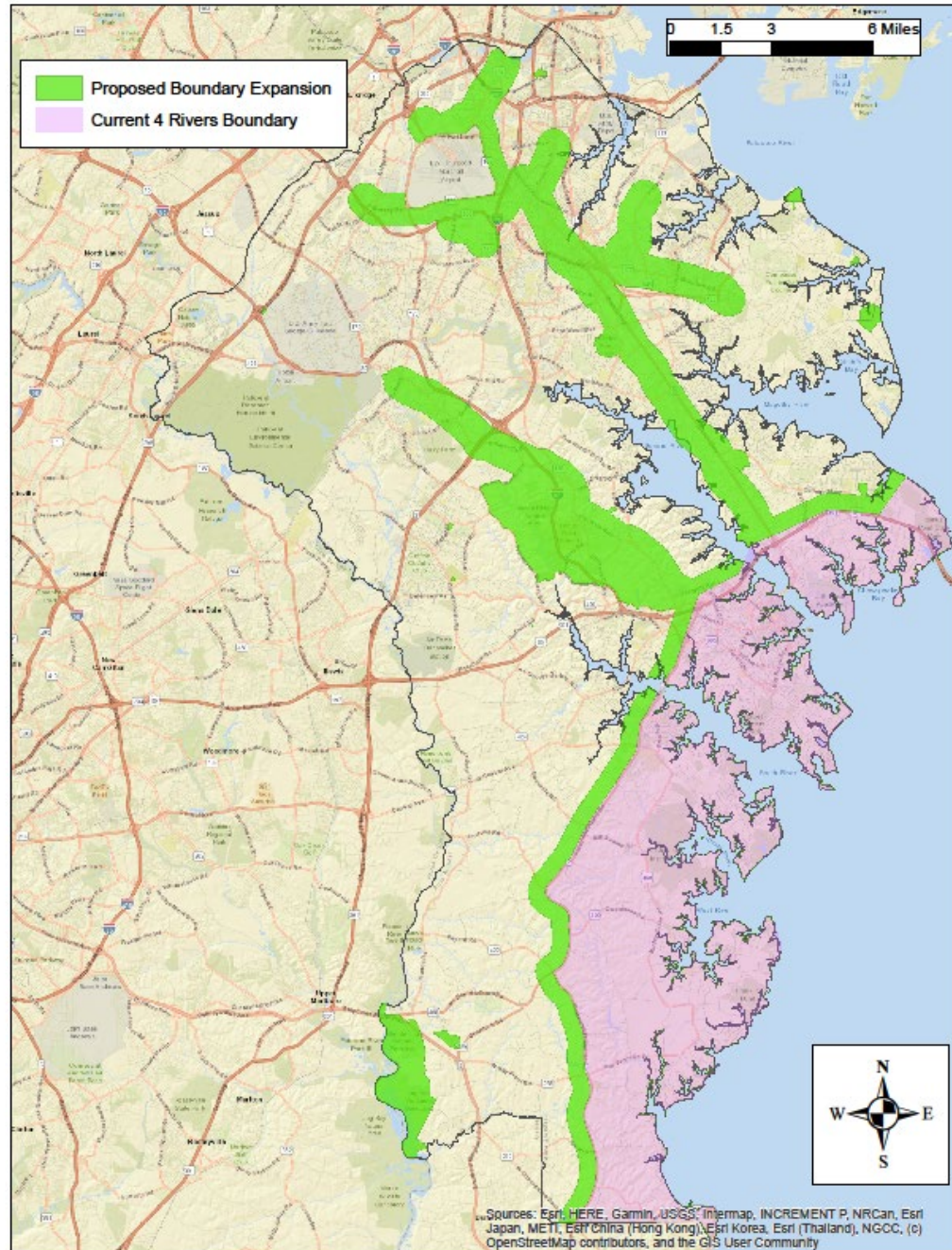
GREAT VIBE FOR A HERITAGE
AREA!

EVOKES WATERFRONT
EXPERIENCES --
PAST TO PRESENT

Four Rivers Heritage Area Boundary Expansion

PART
TWO –
NEW
AREAS

(IN
GREEN)



PART TWO – NEW AREAS

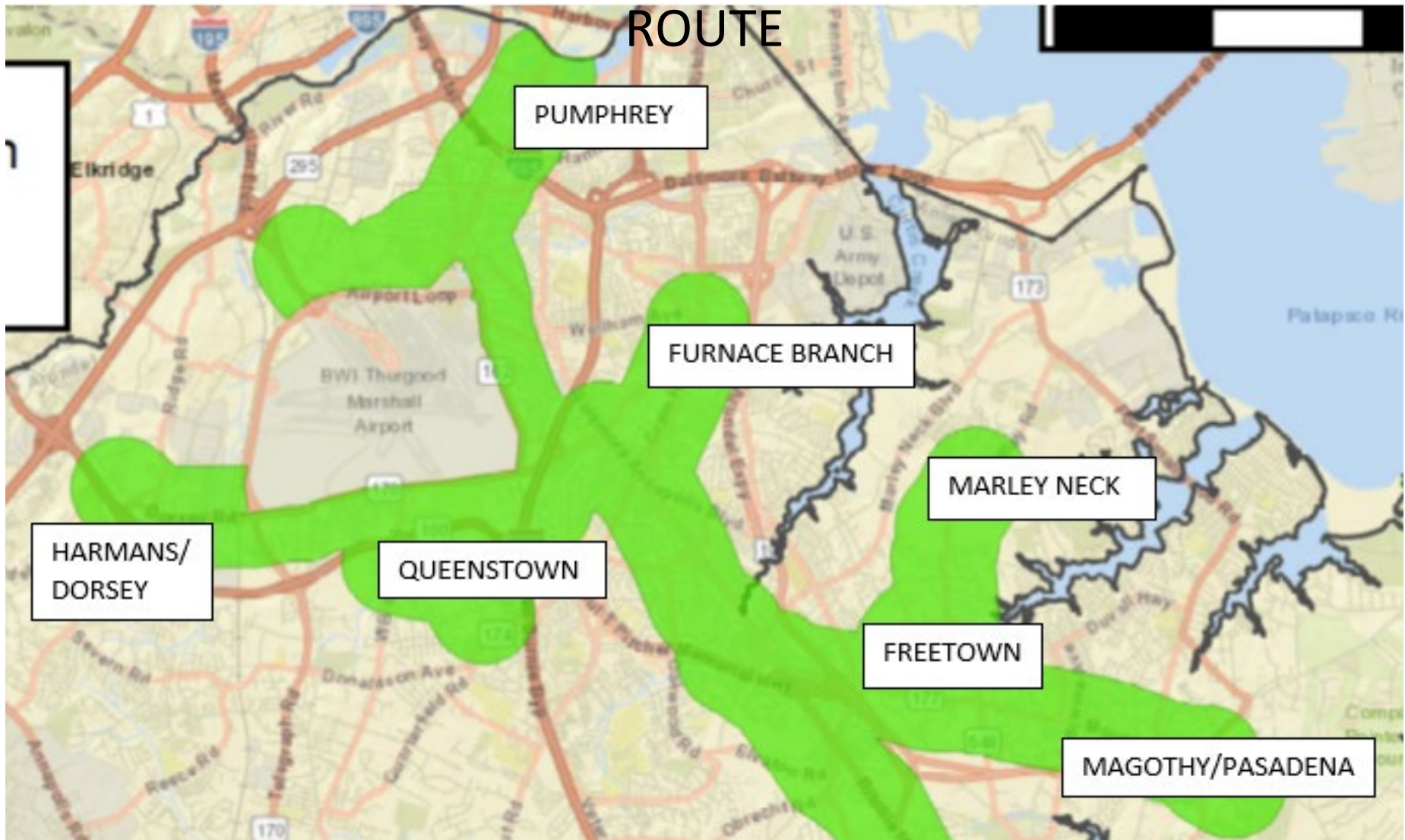
AREAS THAT ADD NEW EXPERIENCES:

- NATURAL AND RECREATIONAL –
MANY ARE PARKS
- NEW STORIES
- AFRICAN AMERICAN COMMUNITIES
- NEW INDIVIDUAL ATTRACTIONS

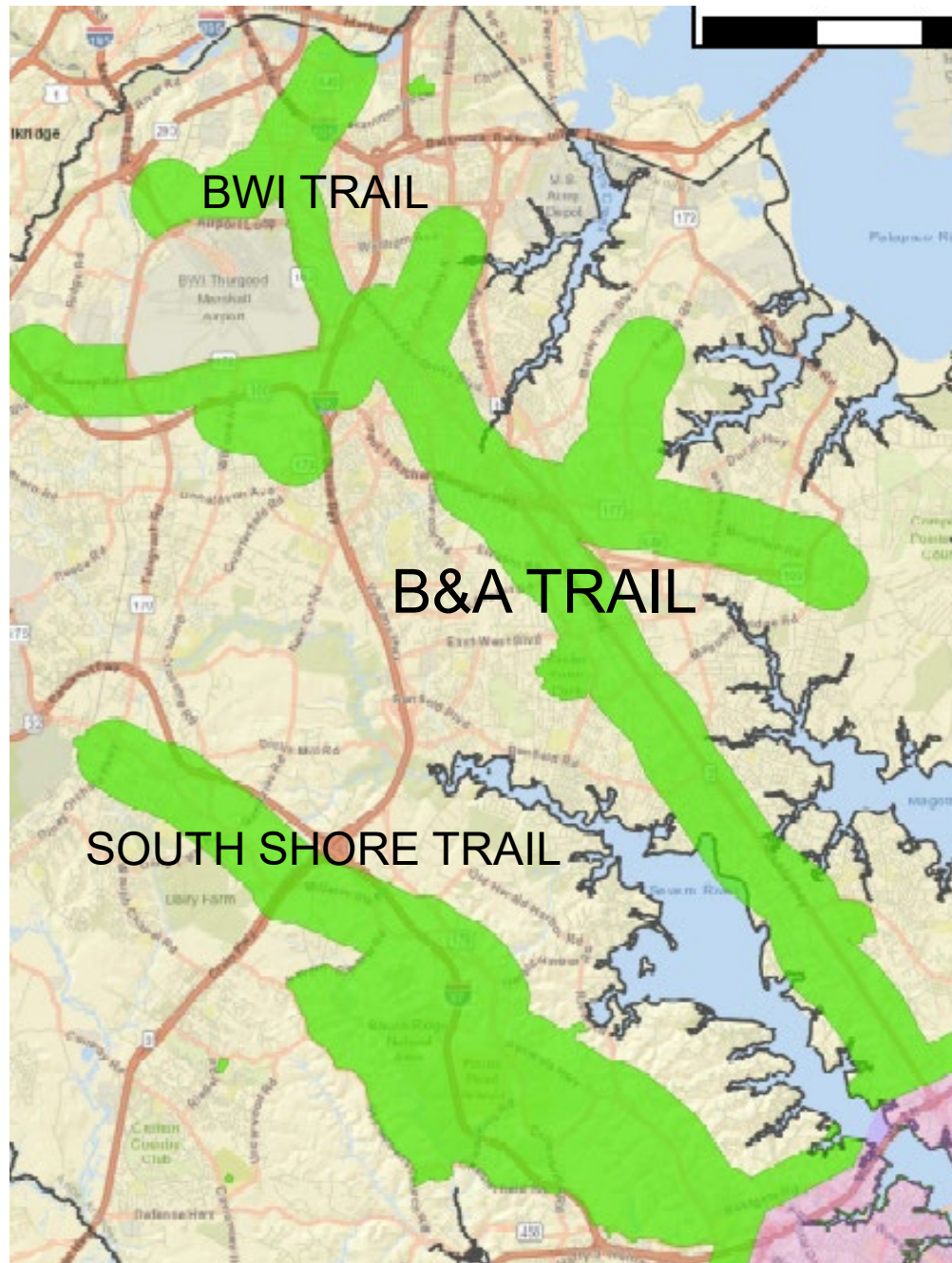
KEY THREADS:

- MOST ARE NOT WATERFRONT
- MANY HAVE TRANSPORTATION IN THEIR HERITAGE
- INLAND AREAS HAVE AGRICULTURE IN THEIR HERITAGE
- DIVERSE STORIES FROM ALL WALKS OF LIFE

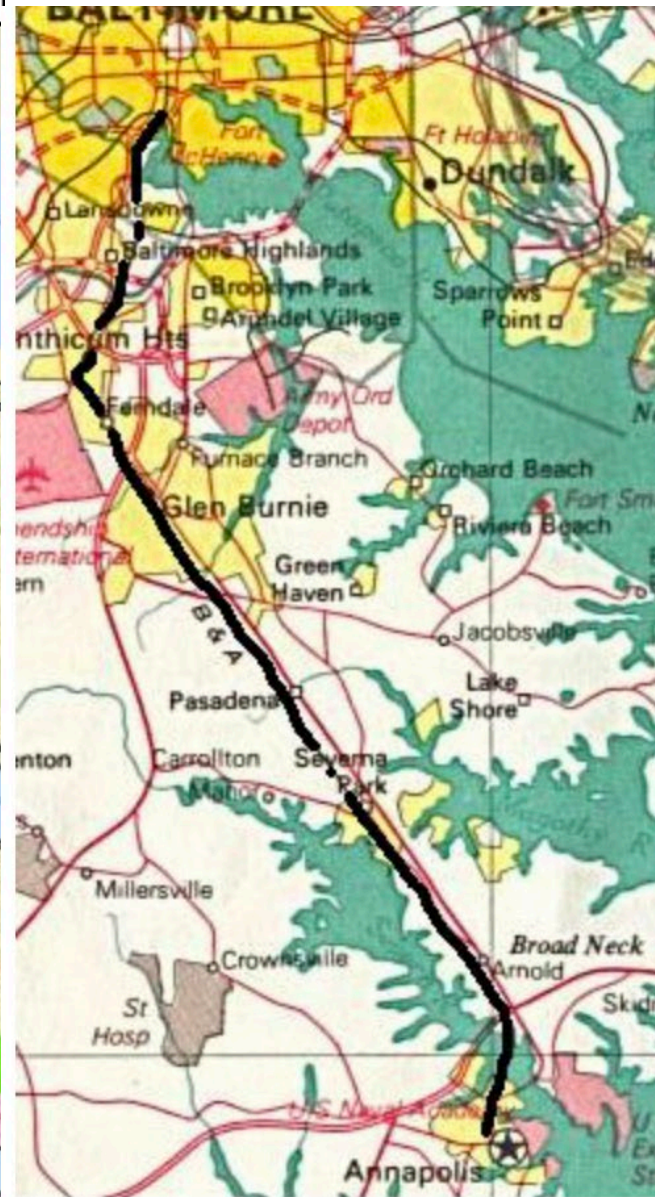
DETAIL: NORTH COUNTY AFRICAN AMERICAN TRAIL, INCLUDES HALF-MILE BUFFER ON EITHER SIDE OF TRAIL



RECREA-
TIONAL
TRAILS
(RAIL-TO-
TRAIL)
INCLUDE
HALF-
MILE
BUFFER

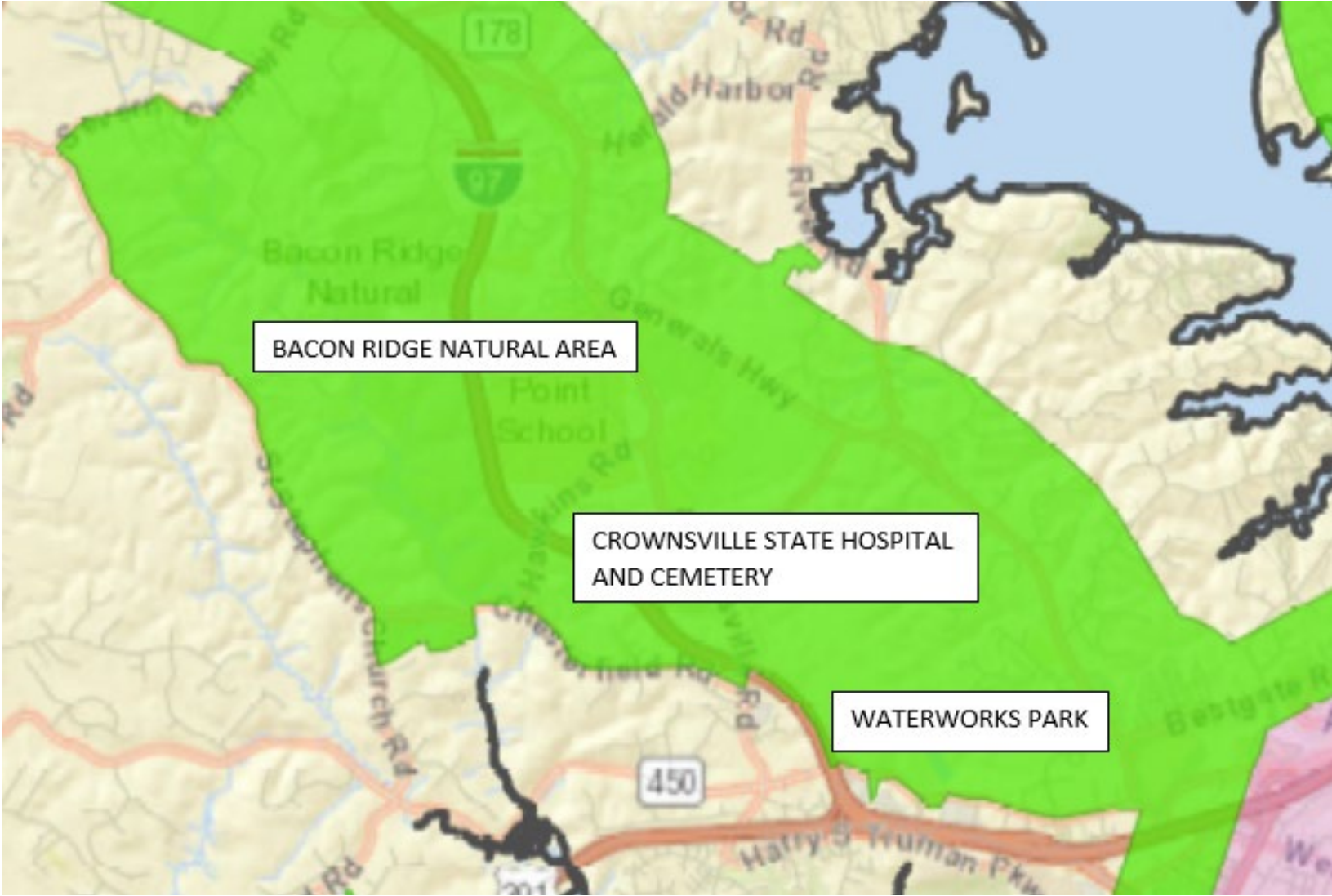


RAIL
TRAILS
=
RECREA-
TION
+
HERITAGE

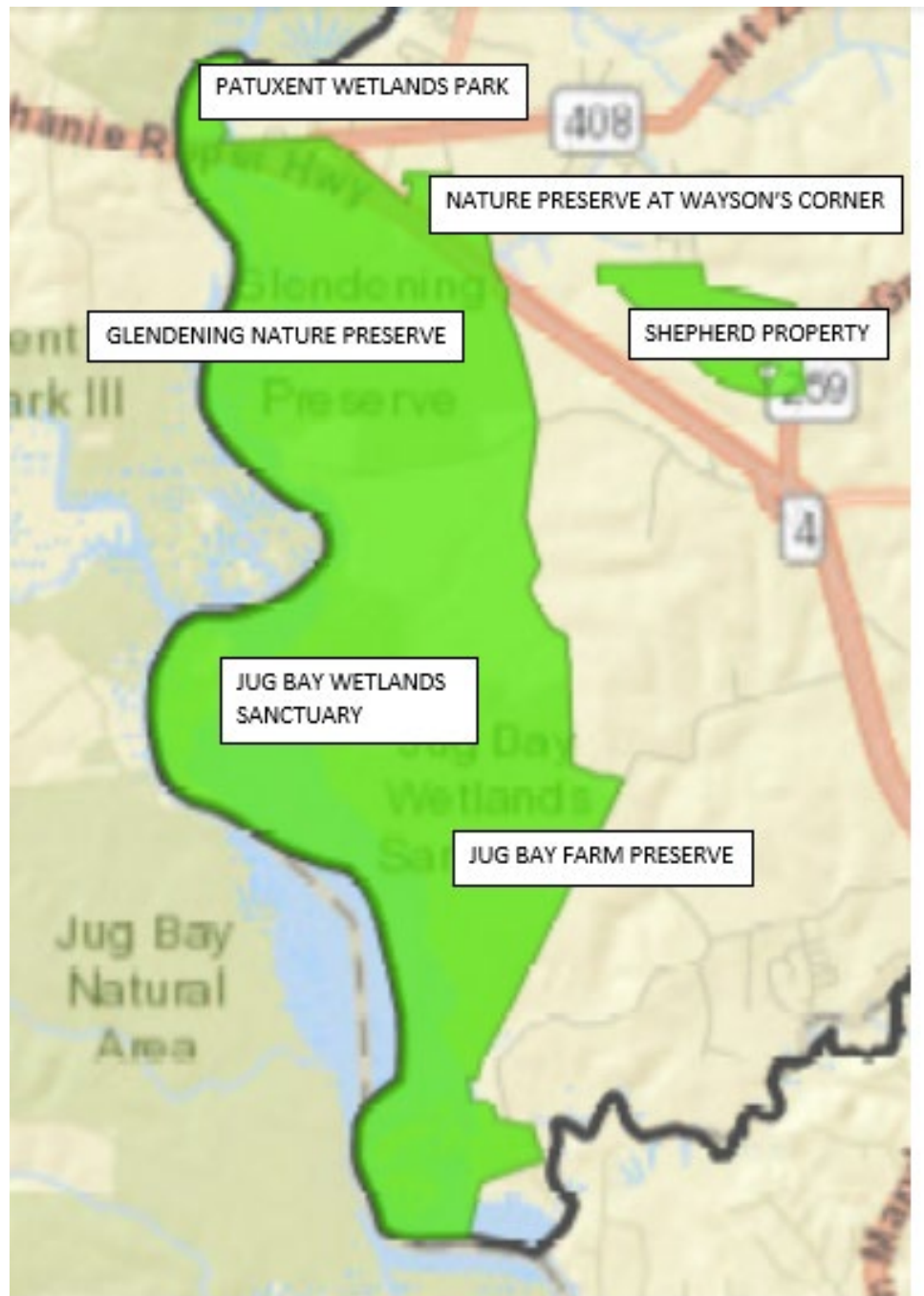


— B&A Railroad

DETAIL: MID-COUNTY CLUSTER



DETAIL: JUG BAY CLUSTER



ALSO INDIVIDUAL ATTRACTIONS, LARGE AND SMALL, INCLUDING:

Chesapeake Arts Center

Hancock's Resolution

Goshen Farm

National Electronics Museum

National Cryptologic Museum

Whites Hall

Linthicum Walks

Free School Museum

Rising Sun Inn

Odenton Historical Society

Benson-Hammond House

Kuethe Library

New partners include:

- Community entities
- Rosenwald Schools
- Churches
- Historical societies
- Historic districts
- Anne Arundel Community College

We envision outdoor projects such as:

- Murals
 - Interpretive signs
 - Coach and Walking tours
 - Events
 - Apps/websites
- in addition to projects that might be developed inside one of our heritage attractions.

OUR TASK:
WE NEED A NEW NAME!

MUST ALSO BE A GREAT VIBE FOR
A HERITAGE AREA!

NAME TO EVOKE ENGAGING
EXPERIENCES OF THIS PLACE