

2022 State of the Town *Bold Plans*

March 11, 2022

Bold Initiatives



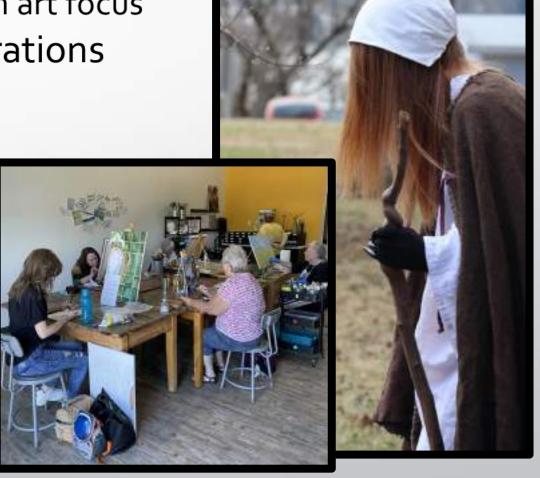
- Encourage Multi Day Visits to Leonardtown
- First Fridays are now First Weekends
 - ✓ May-Mad About Leonardtown
 - ✓ June-Celebrating St. Mary's
 - ✓ July-Jazzy July
 - ✓ August-Dog Days of Summer
 - ✓ September-A&E FF
 - ✓ October-Fall Festival



Bold Collaborations

- Town and Business Collaborations
 - Moll Dyer Event
 - Mad About Leonardtown
 - Classes and Workshops with an art focus
- Business to Business Collaborations
 - Fenwick Inn
 - Port of Leonardtown
 - The Rex
 - Shepherd's Old Field Market
 - Spice Studio
 - Crazy for Ewe





People Love Leonardtown











Bold Promotions for Leonardtown

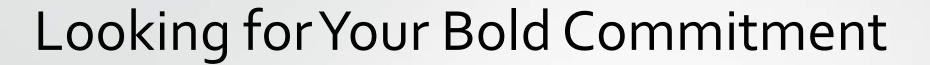
- Visitor Facing Website-www.VisitLeonardtownmd.com
 - Expanded Business Listings and photos
 - o Videos
 - Landing Pages for Events
- Tourist Map
 - All Businesses Included
 - Expanded to Include Action Lounge & Above Par
- Partnership with Visit St. Mary's for Greater Reach



Boldly Claiming Our Voice

- A Voice to the Town for Businesses
- A Voice to the Town for Community
- Town Council Candidate Forum
 - o Monday, April 4th







Sponsorship

Membership

Participation























Thank you to our Awesome Sponsors!



OUR MISSION

Visit St. Mary's serves the community and economy of St. Mary's County by designing, developing, and supporting tourism assets and by attracting overnight visitors for the economic benefit of the County.



IN A NUTSHELL....

If your business welcomes visitors or tourists, we are your partner for:

- Out-of-County Marketing
- Product Development
- Cross-County Partnerships



OUR YEAR IN REVIEW

- Used State grant funding to advertise small businesses locally
- Used State grant funding to market Leonardtown in DC, Baltimore, VA, PA, NY, NJ, and OH online and on-air
- Worked with the LBA and the Town on the Trolley test
- Assisted Fish the Bay Charters in creating Cruises @ Leonardtown Wharf
- Collaborated with SMC Museums and the Town on events, including Jazz Fest
- Worked with the Town and the SMCHS on Moll Dyer Day, including hosting the Spirits for Spirits Cocktail Contest



OUR YEAR AHEAD

- Publish new Visitor Guide and new Visitor Map of St. Mary's County
- Launch new VSM branding and revamped website
- Provide free marketing collateral to local businesses
- Support more unique experiences and events
- Promote First Weekends, the Inn, and the unique events and experiences in Leonardtown in our target markets
- Add new Fish the Bay Charters Cruises @ Leonardtown Wharf
- Continue to show up where we're invited and help out where we can!



Our Best offer: Free Marketing For Your Business

- VisitStMarysMD.com reaches almost 240,000 people annually
- Make sure your business information is accurate and enticing
- Send us photos that showcase your awesomeness!
- Post your events on our event calendar—tourists plan early!
- Contact us at <u>info@visitstmarysmd.com</u>

AND NOW A WORD FROM OUR PARTNER.....

THE OLD JAIL IS YOUR VISITOR CENTER TOO!

- Almost 4,000 people visited in 2021
- Half of the visitors came from outside St. Mary's County
- 25% of the visitors came from outside of Maryland



WE WANTYOUR RACK CARDS!

WE WANT TO HELP YOU TO BE BOLD!

Ideas, questions, comments, invitations, or just to say hello....

Barbara Sopato

Executive Director,

Visit St. Mary's MD

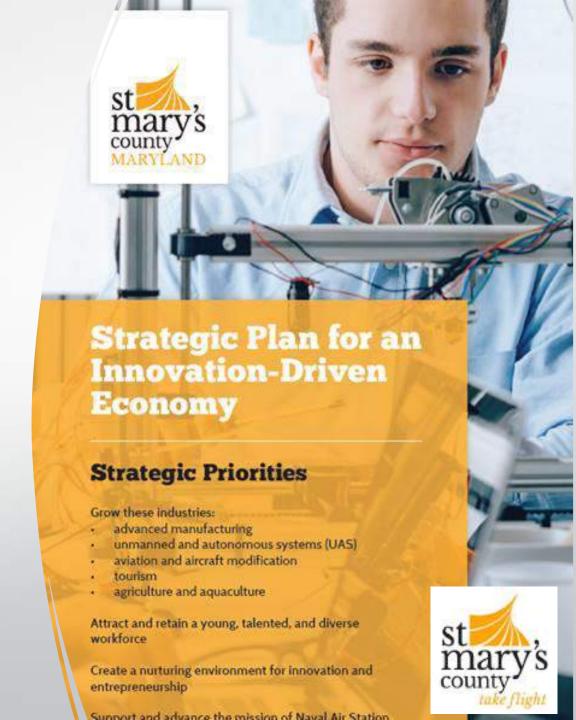
Barbara@visitstmarysmd.com

240.434.1185



A Strategic Plan for an Innovation-Driven Economy

- Attract and retain a young, talented, and diverse workforce
- Create a nurturing environment for innovation and entrepreneurship
- Grow emerging and heritage industries
- Support and advance the mission of Naval Air Station (NAS) Patuxent River and its tenant commands





Create A Nurturing Environment For Innovation And Entrepreneurship

- Economic Assets
 Firms, Institutions, and Organizations
- Physical Assets
 Buildings, Open Spaces, Streets, and
 Infrastructure
- Networking Assets
 Relationships, Opportunities, and Activities

AeroPark Takes Flight!



Connection Collaboration Community

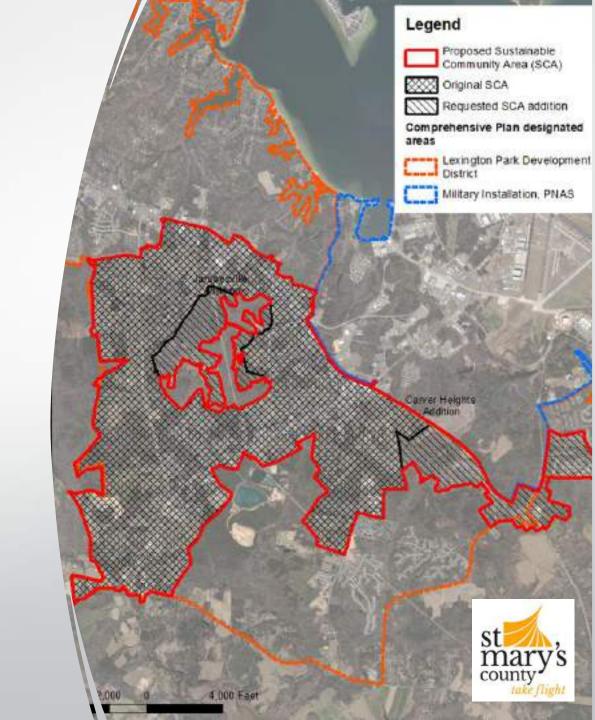


USMSM SMART/MATRIX Building

\$87 million project

Lexington Park Sustainable Communities Program

- Places where public and private investments and partnerships achieve:
- Development of a healthy local economy;
- Protection and appreciation of historical and cultural resources;
- A mix of land uses;
- Affordable and sustainable housing, and employment options;
- Growth and development practices that protect the environment and conserve air, water and energy resources, encourage walkability and recreational opportunities, and where available, create access to transit.



Agriculture Business Development



- Supporting Local Agriculture and Aquaculture
 - Farmland Preservation Efforts
 - 27,406 acres







The Barns at New Market

Opening April 9th

DED and Leonardtown -Collaboration is Key

- Important County asset for attracting and retaining workers and businesses
- DED can bolster Town efforts
- Provide advisory/ support role
- Downtown Master Plan
- Retention Visits
- LBA
- Monthly meetings
- Promotion & Marketing
- Leonardtown is forward looking and pro-active

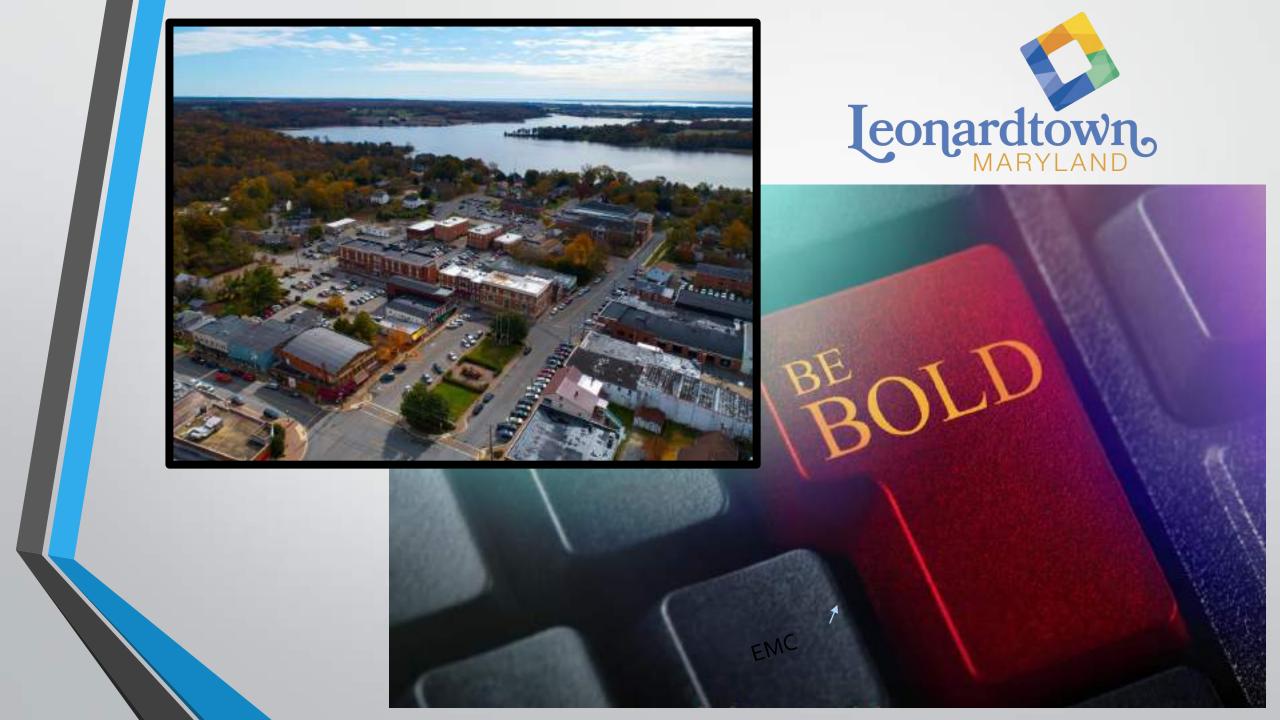




Katherine Stormont
St. Mary's Department of Economic
Development

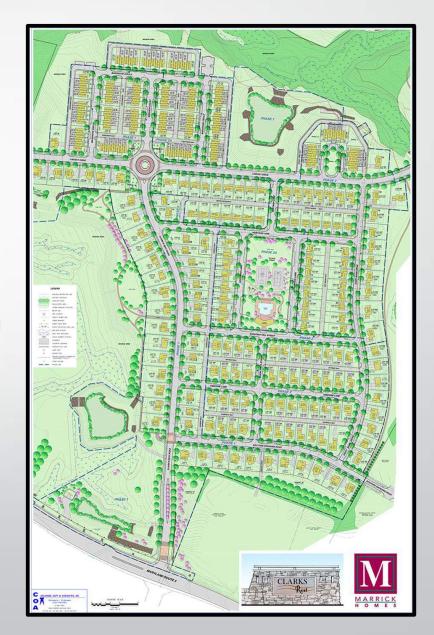
<u>Katherine.Stormont@stmrysmd.com</u> 240-587-8156





Clarks Rest

- Total Build Out 340 Homes
- 42 Building Permits Left to Issue
- Recently sold remaining single family lots to Richmond American Homes
- Marrick will remain on the project to completion and continue to build townhomes remaining



Meadows at Town Run

- Total Build Out 107 Homes
- 27 Building Permits Left to Issue
- Connects to Meadows at Town Run II



Meadows at Town Run II

Received Concept Approval February 2022

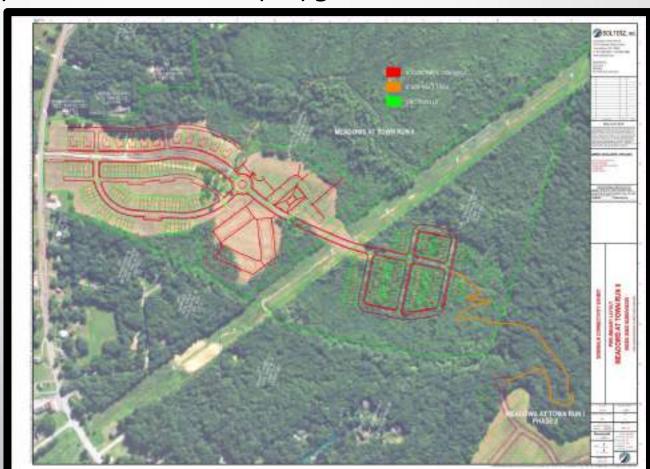
• 303 Units- 12 Single Family, 147 Townhomes and 144 Apartments (4 Buildings with 36 Apartments each)

Amenities include a clubhouse, pool, tennis courts, playground and recreation

fields

 Winding walking/biking trail between the 2 developments

 Town to build well/water tower on donated site



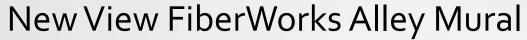
Infrastructure Project Updates

- Phase II of Pier/Slips at the Wharf- Underway
- Replacement of decking on elevated boardwalk at Wharf- Underway
- Rt. 5 Widening Breakout Project-Late 2022/Early 2023
- Wastewater Treatment Plant Expansion- Bid May 2022
- New Water Tower- Bid Summer 2022



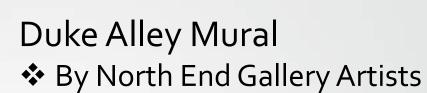






- ❖ By Artist Jamie Naluai
- Where Art and Agriculture Meet
- Planned June First Friday Ribbon Cutting

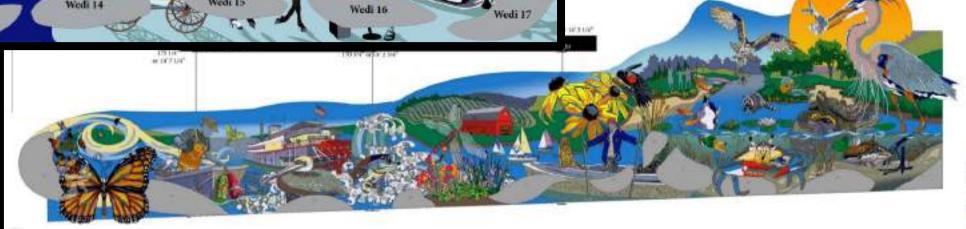




History Themed

Planned September First Friday Ribbon Cutting





Park Ave Storage Building Mural

- ❖ By Artists Dan Ropp and Thomas Rogers
- ❖ Alice in Leonardtown
- Ribbon Cutting May 7, 2022



Façade Grants

- 2019 \$50,000- 14 projects with over \$200,000 in improvements
- 2021 \$25,000-9 projects with over \$75,000 in improvements
- 2022 \$50,000- applications due April 1, 2022









Phase I Strategic Plan Focus

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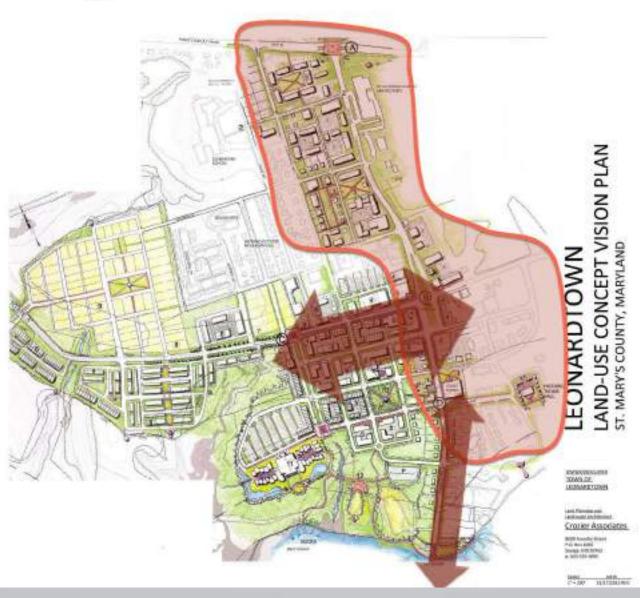
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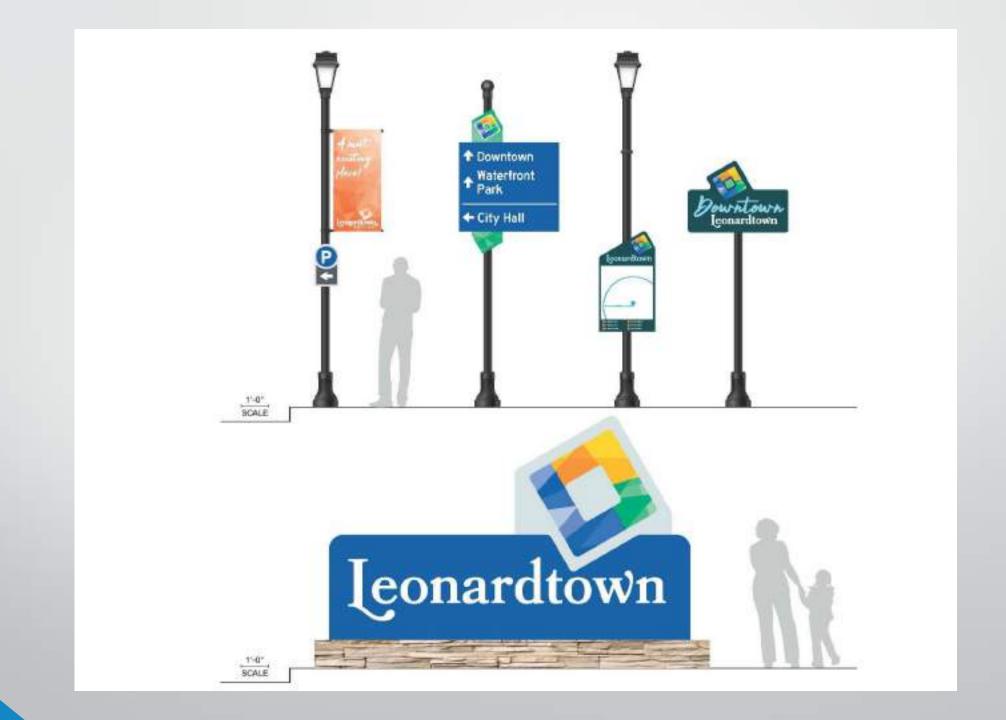
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Phase II Strategic Plan Focus

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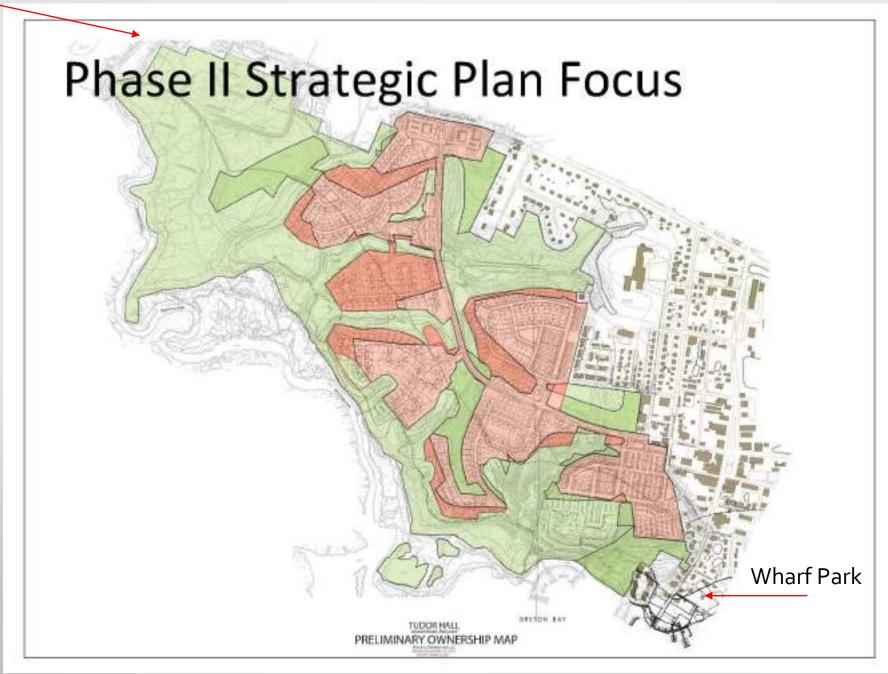
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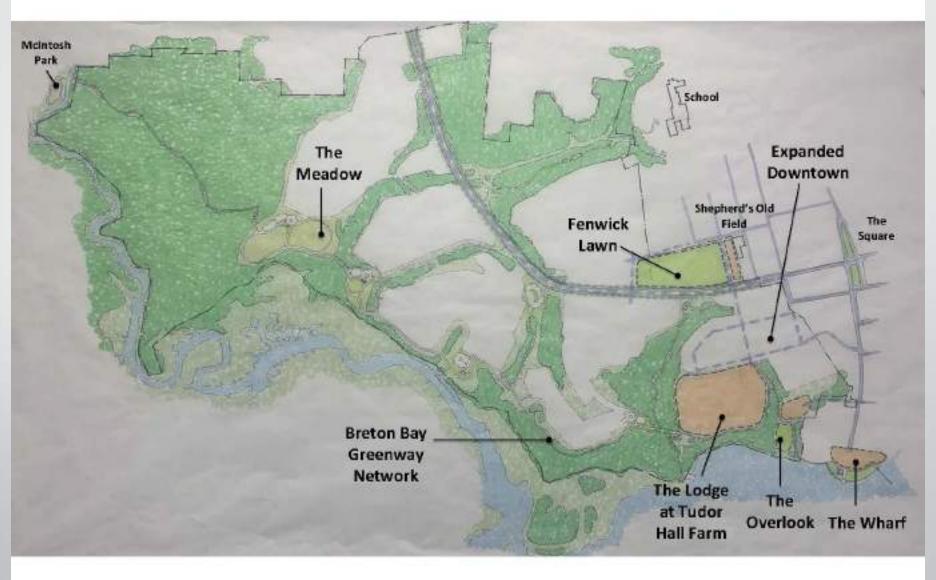
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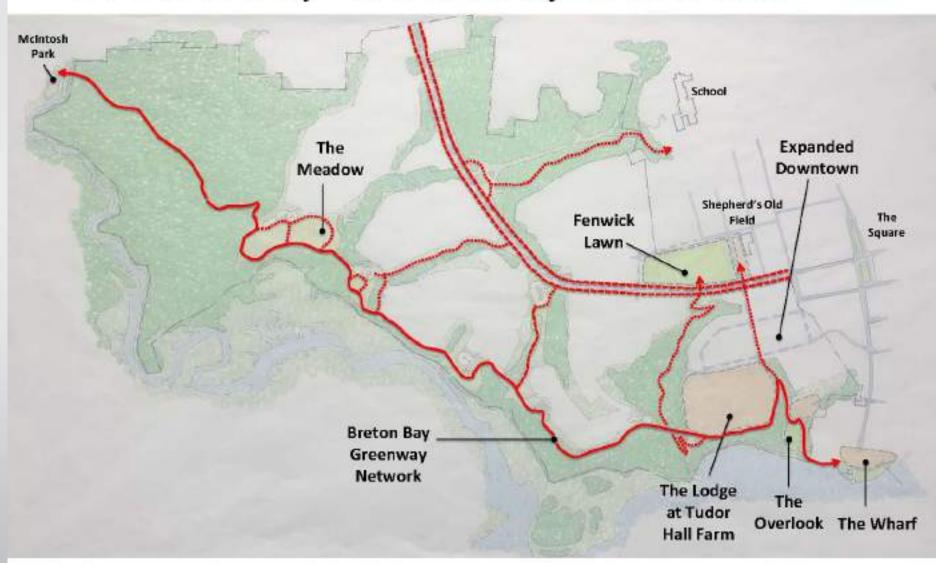




Framework



Breton Bay Greenway Network



Breton Bay Greenway Network













Boardwalk Food Hall at the Wharf









Reuse LVFD Carnival Carousel



Splashpad

- Small scale splashpad (not a waterpark).
- Flexible to be used when not in season.
- · Decorative and interactive.
- Adjacent to Food Hall and Carousel.







Examples of Amphitheatre Designs









The Meadow

The Meadow











Fenwick Lawn

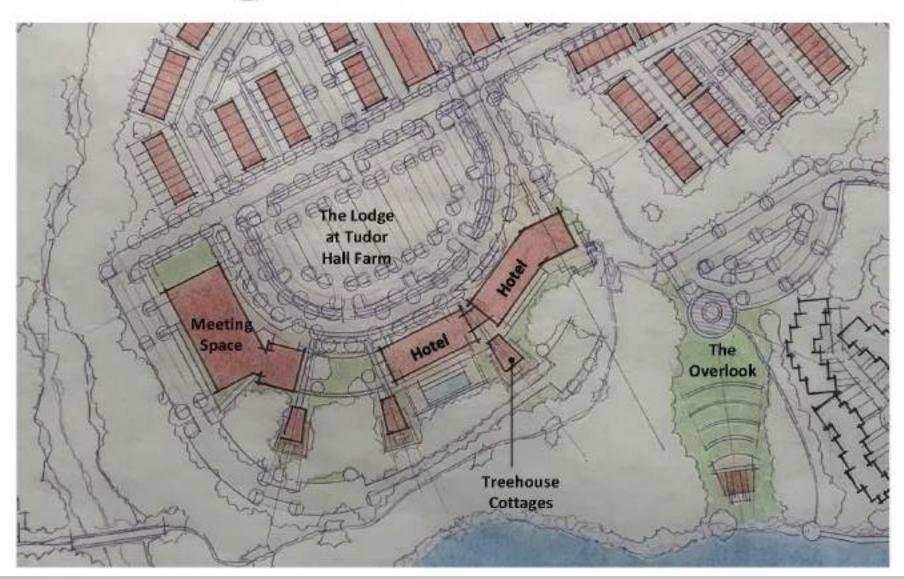




Fenwick Lawn



The Lodge at Tudor Hall Farm



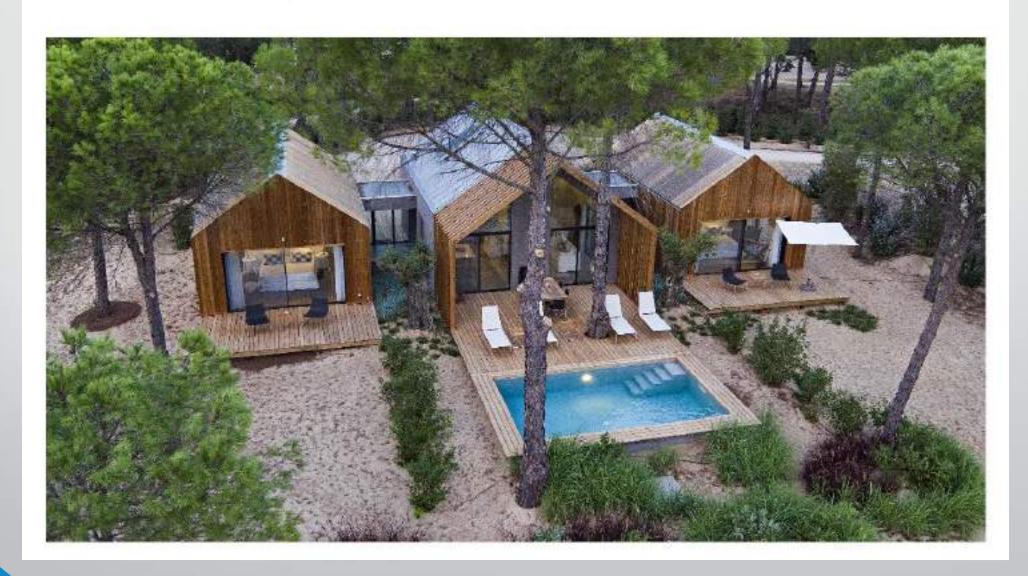
The Lodge at Tudor Hall Farm

- Would be largest hotel in the three-county region (could expand over time).
- Only conference facility of its kind in the threecounty region.
- Would have appeal for leisure travelers in addition to conferences and meetings.

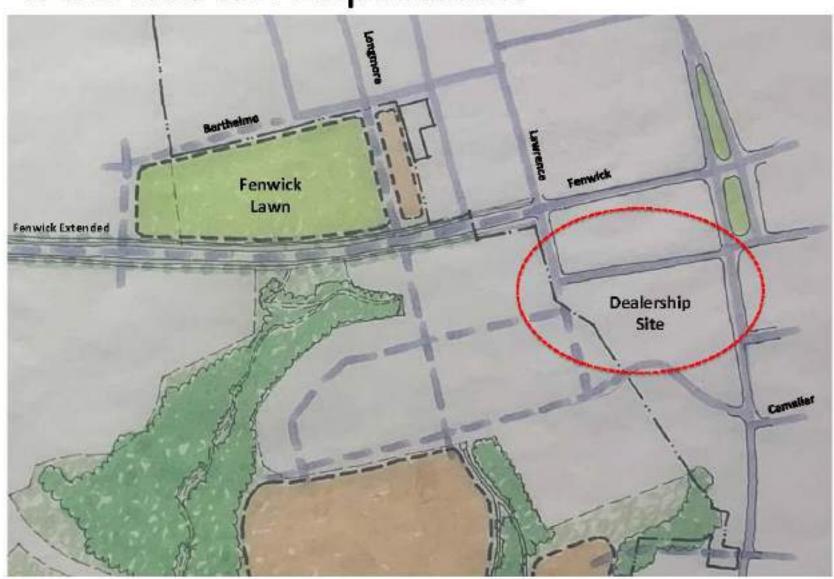




The Lodge at Tudor Hall Farm



Downtown Expansion

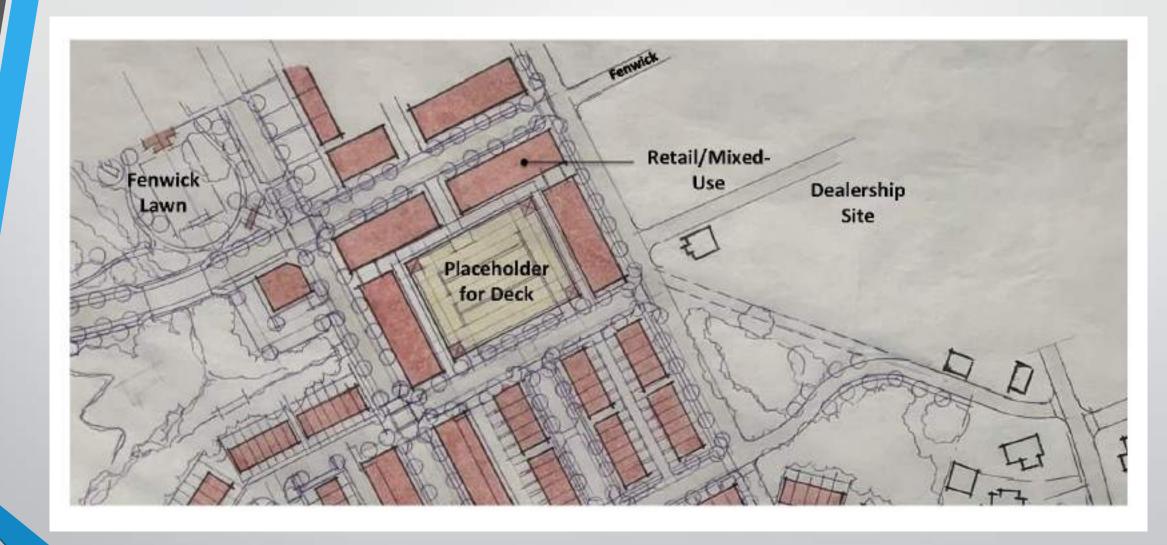




















Events & Happenings





















LEONARDTOWN A&E

home I events main I leatured events I calendar I virtual programming I shows I live events

Leonardtown Maryland, the only ARTS & ENTERTAINMENT DISTRICT in Southern Maryland, offers a rich experience in culture. Explore art galleries, see shows and attend art shares with upcoming and prominent artists, take group or one on any articlasces, and create your own work of art in instructor led workshops. Via









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Leonardown Missio # Dater Appreciation Day

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www.VisitLeonardtownMD.com





EXPLORE





































There's so much to see and experience in HISTORIC LEONARDTOWN from Leonardtown Square, the heart of this warm and friendly town, the vibrant energy of Shepherds Old Field Market, the hip and eclectic vibe of Fenwick Street, the peaceful tranquility of Port of Leonardtown Winery Park, and the serenity of beautiful Leonardtown Wharf. Come back again and again to discover all that Historic Leonardtown has to offer. Click on a link below to learn more about each exciting destination. Visit our Planning section or contact Brandy Blackstone, the Public Relations & Events Coordinator at brandy blackstone/Bleonardtownmd.opy or











Visitors to HISTORIC LEONARDTOWN will be charmed by its warm hospitality and vibrant energy. Discover

specialty shops, fine dining, outdoor concerts, art shows, wine tastings, exciting watersports, and one-of-a-kind

Leonardtown today. Other resources are available in our Planning section or contact Brandy Blackstone, the

Public Relations & Events Coordinator at brandy blackstone @leonardtownrnd.gov or 301-475-9791

events like an Annual End of Summer Beach Party Blowout where you'll find a man-made beach made of 40 tons

of sand right in the center of town and so much more. Click on a link below for more information and plan a visit to





Discover what a NEW IN LEONARDTOWN, MARYLAND, a small Southern Maryland town that a big on charm. Explore Butterfly and Wine trails, see exciting works of art from murals and outdoor sculptures, enjoy alfresco dining at area restaurents, take a seeplane ride and much more! There so much to Discover or Rediscover in







LEONARDTOWN

www.VisitLeonardtownMD.com



A Bold and Bright Future!

Are you ready for some bold moves?

