

# Creating a Community Anchor



ALICE ESTRADA

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EXECUTIVE DIRECTOR

ANNAPOLIS MARITIME MUSEUM

# Annapolis

- a small city founded in 1649

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Capital of Maryland, and county seat of Anne Arundel County.

Situated on the Chesapeake Bay at the mouth of the Severn River, 25 miles south of Baltimore and about 30 miles east of Washington, DC.

Other facts:

- Home to US Naval Academy and Saint Johns College
- Is well known as a center of sailing and boating in the Mid-Atlantic.



# Community of Eastport

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- Eastport, across the bridge from downtown Annapolis, retains much of its old maritime character
- Sprinkled amid early 19th- and 20th-century bungalows, duplexes, single-family residences and newer condominiums, shops are a reminder of the history of this now-gentrified waterman's enclave. -*Washington Post*



# Resort like and quirky....

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# Annapolis Maritime Museum

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## Mission:

The Annapolis Maritime Museum educates youth and adults about the Annapolis area's rich maritime heritage and the ecology of the Chesapeake Bay through programs, exhibits and community events.

## Interpretive Themes:

Bay Ecology & Maritime Trades



# About Annapolis Maritime Museum (AMM)

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- Founded in 1990 as the Eastport Historical Society
- 2000 expanded scope to all of Annapolis, leased former Oyster Packing Plant, McNasby's from the City of Annapolis.
- 2003 the Museum's campus suffered severe damage during Hurricane Isabel.
- Renovated and reopened in 2008



# Museum Campus

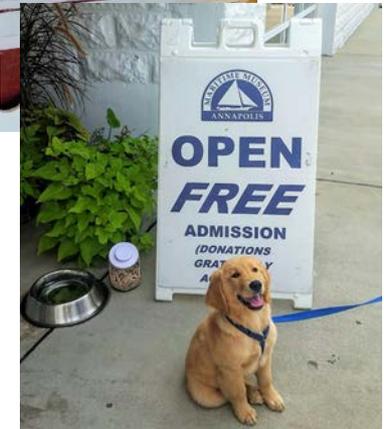
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- The Museum campus includes the 7,000-square-foot **McNasby Oyster Company building**,
- the 600-square-foot **Barge House**, and an adjacent beachside park with a historic wooden boat exhibit.
- The waterfront campus provides rare public access to the waters of the Bay. Throughout the season, visitors and residents launch canoes and kayaks, enjoy the shoreline with their kids and dogs, fish and crab on the **three transient piers**
- Exhibit space 2,500 square feet
- 4 parking spaces



# Museum

- Free; open 4 days a week
- Library with modest collection of books and publications
- Recently established research portal
- Rotating Art Exhibits

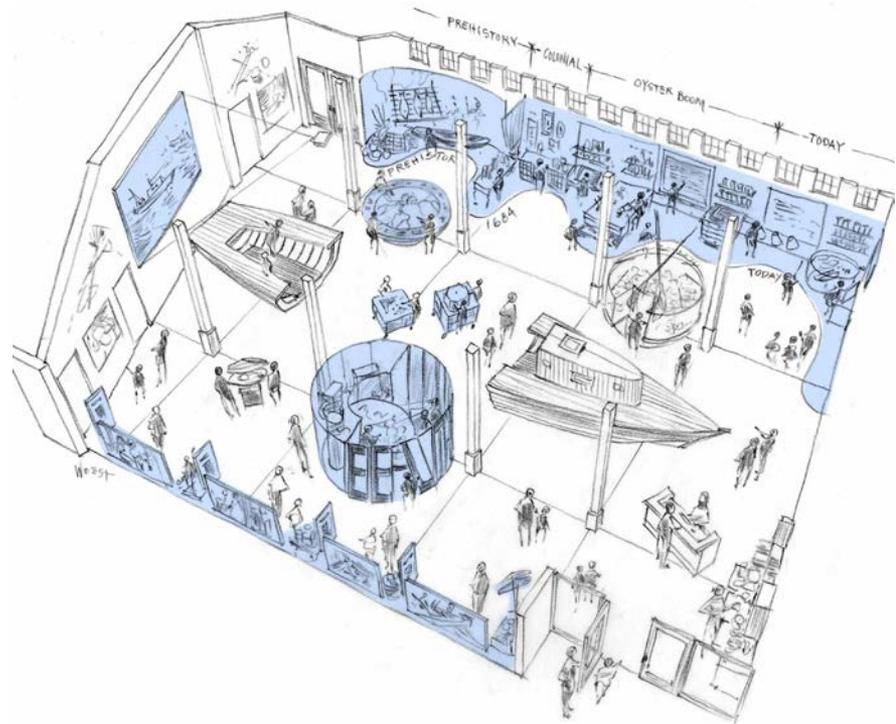


# Expanding Museum Experiences

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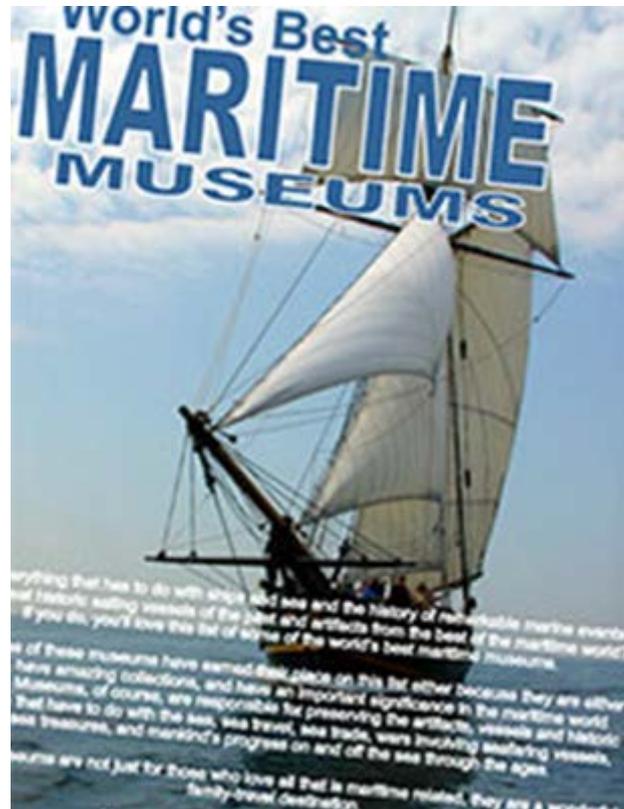
New way of engaging our audiences:

- Audio tour – App Based
- Walking tour – App Based
- Virtual Exhibits
- New designs for exhibits



# Annapolis Maritime Museum Voted among the World's Best Maritime Museums

## Destination Travel Magazine, September 2014



# Maritime Museums in the Area

## Chesapeake Bay Maritime Museum, St. Michaels, MD

- 18-acre features 35 buildings.
- Research library holds more than 10,000 volumes and collection of Chesapeake Bay watercraft is the largest in existence numbering about 85 boats.



## Calvert Marine Museum, Solomons, MD

- Contains multiple exhibits, displays and aquariums
- Boasted over 84,000 visitors last year
- **The U.S. Naval Academy Museum**
- Welcomes more than 100,000 visitors annually



Extensive holdings include: ship models, paintings, prints, flags, uniforms, swords, firearms, medals, sculptures, manuscripts, rare books, photographs, ship instruments and gear, and a wide variety of personal memorabilia.



# A different model.....

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Connecting to the place



# Community Anchor

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- A large stake and an important presence in your city or community
- According to the American Alliance of Museums, Trends Watch: *Focus on making the museum a welcoming “third place” where people want to hang out and interact...This could include using open space inside or adjacent to your facility for concerts, festivals or other gatherings.*



# Programmatic vs. Collecting

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# Education Programs

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- Grown from 350 students in 2007 to more than 6,000 students in 2016, serving nearly 35,000 students since its inception.



# Adult Programs

## Winter Lectures



### 2015 Winter Lecture Series



January 15 | 7 p.m.

#### Bridging the Chesapeake: A 'Fool Idea' That United Maryland

- From the days of the founding of the Maryland colony, there has been a rivalry between the Eastern and western shores in Maryland
- The idea of building of a Bay Bridge dates back to the mid-18th century
- Self-interests, politics and two world wars delayed bridge construction
- The future and the possibility for a third bridge remain an open question

Presenter: David W. Guth, Associate Professor | William Allen White School of Journalism and Mass Communications, University of Kansas



January 22 | 7 p.m.

#### Mega-ships are Coming: Challenges and Growth Strategies for the Port of Baltimore

- Short history of Baltimore City centered on its port
- Facts about the Port of Baltimore's economic impact related to Panama Canal widening
- The business case for mega ships
- Challenges and opportunities for all of America's ports

Presenter: Charles H. White, Jr., Port Commissioner | Maryland Port Administration, Port of Baltimore



January 29 | 7 p.m.

#### From Obscurity to National Prominence: How John Paul Jones Got to Annapolis

- Why John Paul Jones is proclaimed "Father of the US Navy" more than a quarter of a century after his death
- Following a meritorious (and notorious) naval career, John Paul Jones dies alone in Paris
- After over a century, President Teddy Roosevelt literally resurrected him
- His body is brought to the US Naval Academy as inspiration for midshipmen

Presenter: Dr. William B. Cogar | Director, Naval Academy Museum, President and CEO, The Mariners' Museum in Newport News, VA



February 5 | 7 p.m.

#### Landing Ship Tanks at D-Day: Construction on the Ohio, Training on the Chesapeake and Victory at Normandy

- The importance of the Landing Ship Tank (LST) and the Landing Craft Infantry in planning D-Day
- The construction program of these ships
- The movement of the ships to the Chesapeake Bay for training
- The character of training in the Chesapeake and the role of the LSTs at D-Day

Presenter: Dr. Craig L. Symonds | Professor of History Emeritus at the U.S. Naval Academy

## Lighthouse Tours



# Family Programs

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OFFERED 4 X'S ANNUALLY



NEXT MONTH- *BIRDS, BOATS & ROOT BEER FLOATS*



# Summer Concerts

300-600 attendees at each concert



# Special Events

## Oyster Roast & Sock Burning



THE WALL STREET JOURNAL

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### Boating Season Is Here and You Know What That Means: Time to Light Your Socks on Fire

In a growing ritual, sailors across the country gather each spring to peel off their no-longer-necessary winter socks and set them ablaze—all while drinking and reciting poetry; expanding to jeans, panty hose and bras.



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3. Can Trump 'Reset' U.S.-Russia Relations?

By John Clarke  
April 9, 2017 1:51 p.m. ET

ANNAPOLIS Md.—The ritual began one Saturday last month with the introduction of Gov. Larry Hogan or, for this day's purposes, the “chief sock-burner of the State of Maryland.”



# Boatyard Beach Bash

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# Eastport A'Rockin

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Merely host this event.

Attracts millennials.

3,500 – 5,000 attendees



# Community Events

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Civic engagements, Plein-air artists, Press Conferences



# Venue Rentals



## Under-the-Radar Destination Wedding Locations For 2017

April 15, 2017 by [STEFANIA SAINATO](#)  
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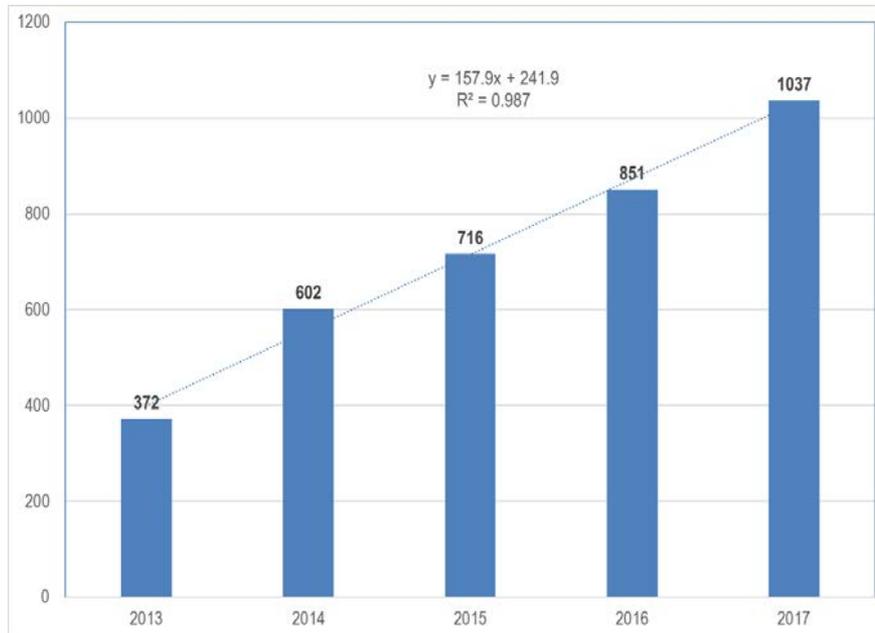
# Aesthetics

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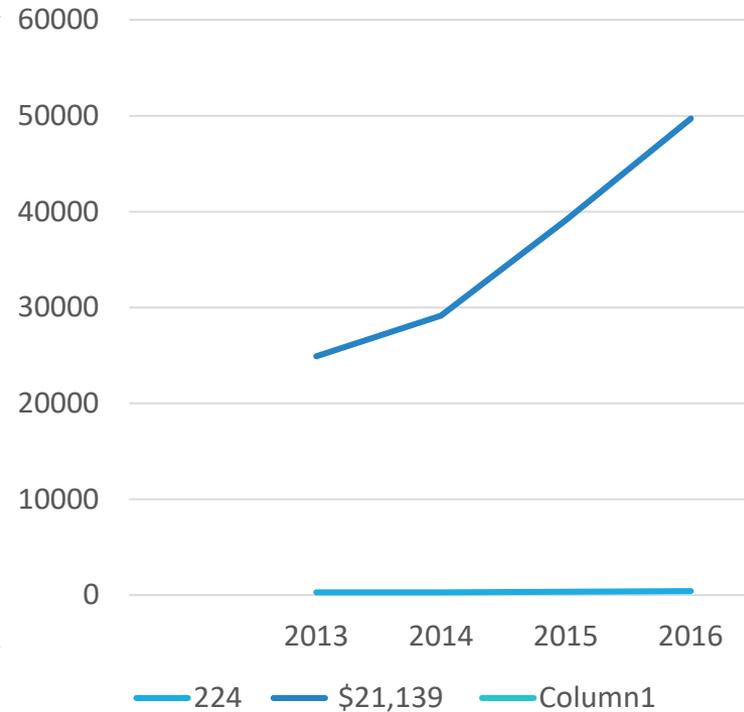


# Resulting in improved sustainability

## Winter Lectures Attendance

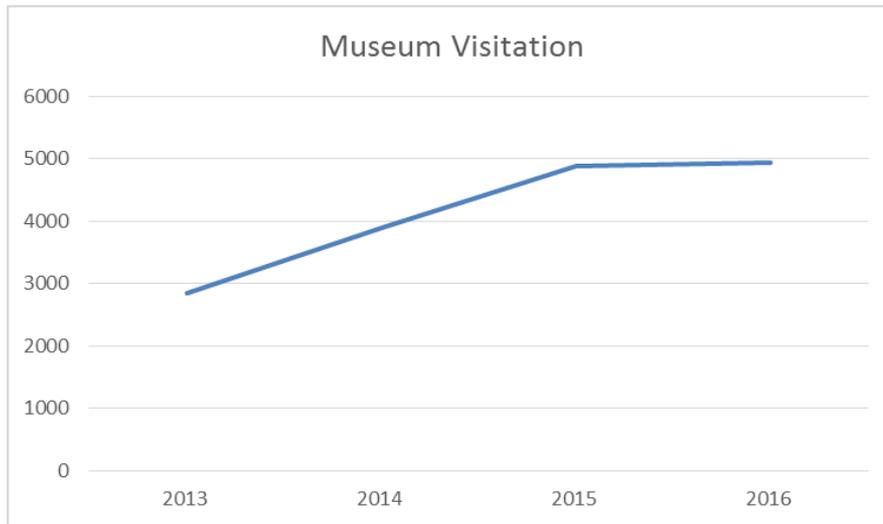


## Membership



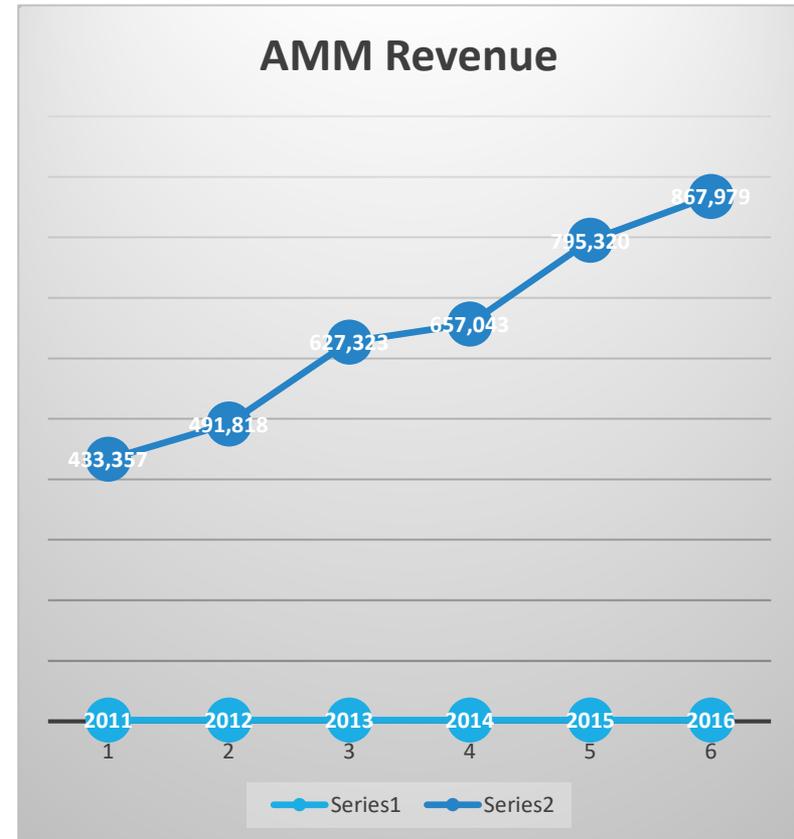
# Other Metrics

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# Overall Revenue

- Doubled in 5 years - afforded increased investment in our facility and programs
- Added position of Museum Manager & Development Director
- Expanded Education team



# Reached Diverse Audiences

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# Acquisition of 12-acre waterfront park from City of Annapolis

Hiking Trail

Floating Dingy Dock

Nature Areas

Picnic Pavilion

Pier Access

Restroom Facilities

Sitting Benches

Water Access

Water view



# Conclusion

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Cultural geographers, anthropologists, sociologists and urban planners study why certain places hold special meaning to particular people or animals. Places said to have a strong "sense of place" have a strong identity and character that is deeply felt by local inhabitants and by many visitors.

Sense of place - Wikipedia

