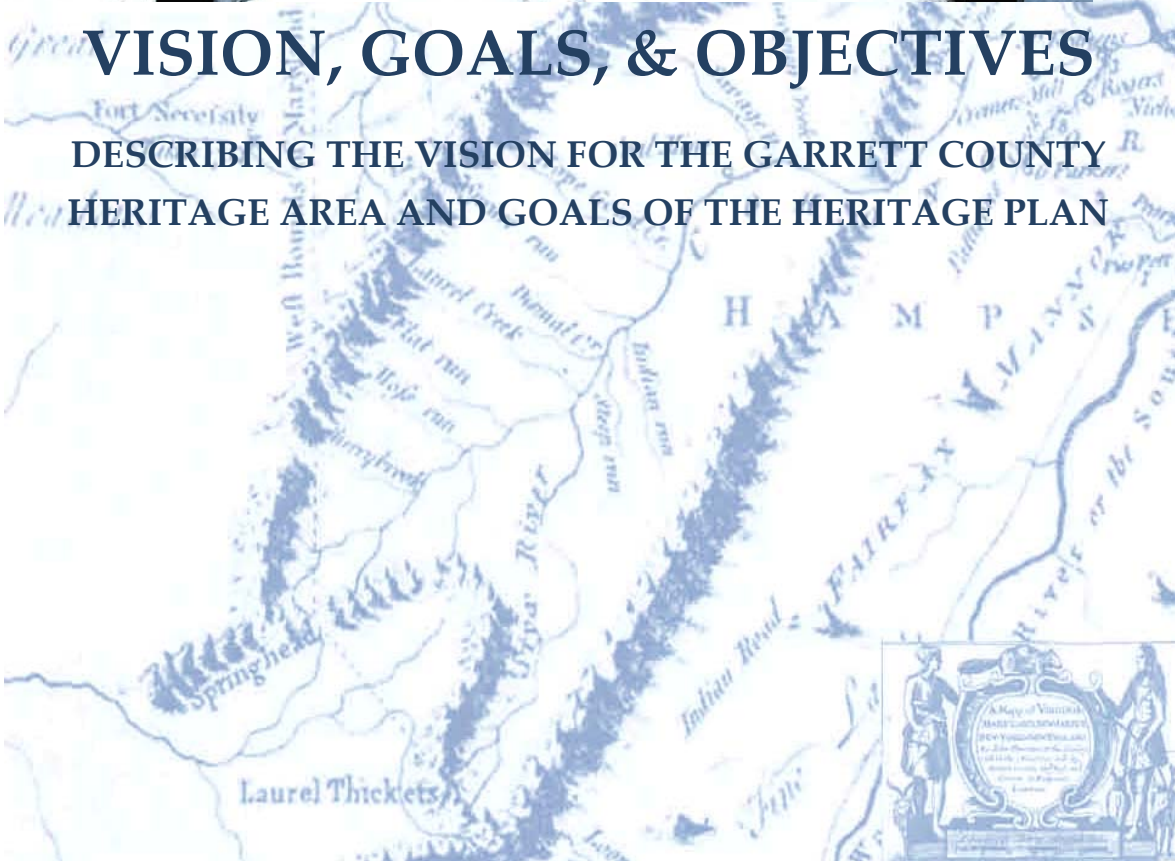


# GARRETT COUNTY HERITAGE AREA MANAGEMENT PLAN



## VISION, GOALS, & OBJECTIVES

DESCRIBING THE VISION FOR THE GARRETT COUNTY  
HERITAGE AREA AND GOALS OF THE HERITAGE PLAN



# VISION GOALS & OBJECTIVES

The Vision for the *Garrett County Heritage Area Management Plan* (Heritage Plan) summarizes the ideal future state of the county’s heritage preservation and tourism initiatives. The Mission Statement applies directly to the Garrett County Chamber of Commerce, as the Heritage Area Management Entity. The Chamber will be responsible for Plan implementation and the success of the Garrett County Heritage Area. Heritage Plan Goals are designed to transform the vision. Goals are broad statements of direction and focus for heritage programming and implementation and objectives are measurable tasks for the Chamber of Commerce to accomplish.



SOURCE: Peter Johnston & Associates

## VISION AND MISSION STATEMENT

**Vision:** “Garrett County envisions a successful Heritage Area that links the public and private sectors in a strong and fruitful relationship. This relationship promotes heritage preservation, enhances tourism, and encourages economic development consistent with heritage program ideals. In the future, the heritage program will assist the county to achieve significant quality of life benefits for residents, seasonal residents, and visitors.

Garrett County’s heritage program recognizes the past, present, and future by re-establishing viable and attractive downtowns, highlighting unique heritage sites, and acknowledging the county’s many resources. The Garrett County Heritage Area will be an attractive place to live, work, and recreate, whereby the successful heritage tourism program will contribute greatly to economic development and community revitalization. Garrett County will create an environment where private residents and businesses work together with government to foster pride in a rich history that is appreciated by those at home, those abroad, and those that visit.”

### MISSION STATEMENT

*To work with stakeholders, partners, and businesses to implement the Garrett County Heritage Plan by offering technical and financial assistance for heritage-related initiatives that preserve valuable heritage resources and enhance tourism in the county.*

# GOALS AND OBJECTIVES

Goals transform the “Mission” of the Heritage Plan into general statements of direction. Objectives describe broad tasks to achieve these goals, which are measurable and time-oriented. Strategies are specific actions for the Garrett County Chamber of Commerce, as the Heritage Area Management Entity, to follow for Plan implementation and Heritage Area development. The following are broad programmatic goals and objectives for the Garrett County Heritage Area.

## **MANAGEMENT AND ORGANIZATION**

*“Goal 1: Establish a management structure for the Heritage Area.”*

**Objective 1:** Ensure appropriate management and oversight for the Garrett County Heritage Area.

**Objective 2:** Ensure that the Garrett County Heritage Area is adequately staffed with professionals that can advance the mission of the Heritage Area and implement the Heritage Plan.

**Objective 3:** Implement planning, programming, marketing, and outreach efforts for the Garrett County Heritage Area as described in this Heritage Plan.

## **STEWARDSHIP**

*“Goal 2: Preserve, protect, and promote Garrett County’s heritage resources.”*

**Objective 1:** Work with stakeholders and partners in the Garrett County Heritage Area to preserve and protect the county’s important heritage resources.

**Objective 2:** Raise public awareness of Garrett County’s unique heritage resources, while also promoting these resources.

**Objective 3:** Seek official recognition for Garrett County’s important heritage resources by linking them to the broader Heritage Program for economic development and tourism.

## **INTERPRETATION**

*“Goal 3: Raise public awareness of the county’s history, culture, and resources.”*

**Objective 1:** Encourage a greater understanding of the Garrett County Heritage Area’s important resources through interpretation and education.

**Objective 2:** Enable visitors to have greater access to and understanding of Garrett County’s rich and unique history and culture.

**Objective 3:** Foster partnerships among and between heritage attractions that encourage visitors to explore, linger, and sample the diverse offerings of the Garrett County Heritage Area

**Objective 4:** Link Garrett County’s rural areas, communities, heritage resources, and recreation and natural resources through the county’s existing and planned system of roads, scenic byways, greenways, trails, bikeways, and other physical linkages (Heritage Towns and Tours).

**Objective 5:** Provide for the integrated interpretation of Garrett County’s heritage resources by ensuring the development of a cohesive interpretive structure for resources and their physical linkages.

### **MARKETING AND OUTREACH**

*“Goal 4: Increase economic development related to heritage tourism in Garrett County for the benefit of Heritage Area stakeholders, partners, and friends.”*

**Objective 1:** Improve Garrett County’s existing tourism economy through the implementation of the Heritage Plan and development of the Garrett County Heritage Area.

**Objective 2:** Work with stakeholders, partners, and local businesses to promote the Heritage Area through marketing and advertising.

**Objective 3:** Work with stakeholders, partners, and local businesses to develop useful Heritage Area products.

**Objective 4:** Ensure appropriate communications and coordination by and between stakeholders, partners, and potential partners.

**Objective 5:** Ensure an adequate communication and partnership network system to coordinate Heritage Area initiatives.