The Impact of the
Chesapeake Bay Maritime Museum

The Chesapeake Bay Maritime Museum is dedicated to preserving and exploring the history, environment, and culture of the entire Chesapeake Bay region, and making this resource available to all. As a world-class maritime museum offering education, restoration, and exhibition programming for all ages, CBMM is dedicated to being a community partner, with positive impacts to the economy.

Community Impact
Highlights of CBMM’s most recent significant impacts to the community include:

* CBMM successfully secured the new **Maryland Dove** $5M build contract through the State of Maryland and Historic St. Mary’s City, resulting in 10 additional employees and a unique draw to CBMM to watch the actual construction of this extraordinary, three-year project.

* The move of the two-day **Eastern Shore Sea Glass & Coastal Arts Festival** to CBMM’s campus helped increase attendance in 2019 from the year before – 6,000 to 9,000. This represents the largest festival crowd in St. Michaels for more than 20 years.

* CBMM has invested in economic development and social responsibility by undergoing strategic and master planning in 2017 and 2018, the results of which are helping secure the future for CBMM and Talbot County as a destination. **CBMM’s 2018 Master Plan** creates a vision for significant investment in CBMM’s infrastructure to help serve local residents in, and guests to, Talbot County.

* A result of CBMM’s Strategic Plan is a new set of **Service Values**, from which all CBMM’s customer service is measured. The program has resulted in a goal for CBMM to reach 100,000 visitors in FY2020, with increases in attendance seen in the first quarter of FY2020 already indicating CBMM is on track to reach this goal.

* In FY2019, CBMM **attracted guests from every state in the United States**, along with 19 other countries throughout the world.

* CBMM is now engaged in **certified workforce training**. In 2018, CBMM’s four-year apprenticeship program was registered by the U.S. Department of Labor and the Maryland Department of Labor, Licensing & Regulation. CBMM’s four-year Shipwright Apprentice Program covers 8,000 hours of real work experiences, including instruction and training on joinery techniques, ship layout, ship repair and construction, as well as leadership and management skill development.
CBMM is recognized as a world-class museum among its peers, with CBMM staff giving keynote presentations this year at numerous industry-related conferences, including the Small Museum Association, Council of American Maritime Museums, and International Council of Maritime Museum’s annual conferences.

CBMM’s dedication to excellence can be measured by the recognition CBMM has achieved as an award-winning museum, including:

- Maryland Historical Trust—2019 Project Excellence Preservation Award, Edna E. Lockwood project
- Constant Contact—2017 and 2018 All Star Awards
- TripAdvisor—2014-2018 Certificate of Excellence annual recipient
- Maryland Historical Society—2019 Marion Brewington Book Prize, Tradition, Speed and Grace: Chesapeake Bay Sailing Log Canoes, by John C. North II
- Talbot County Economic Development and Tourism—2018 Community Impact Award
- Maryland Tourism Coalition—2018 Best Digital Campaign Award; Maryland Tourism Coalition—2017 Best Media and Public Relations Campaign, Edna E. Lockwood

A now outdated 2015 BEACON economic impact study recognized that in 2014, CBMM contributed $7.58M in economic impact to Talbot County, and $6.29M to Maryland. "If the museum did not exist, Talbot County would need to attract a factory that employs around 100 workers at an average of $16 per hour, with annual sales of over $6M to reach a similar local impact."

Today, this is how CBMM is framed by the numbers:

- CBMM attracts nearly 80,000 annual guests to Talbot County, up 16% since 2014, and up 30% from just ten years ago
- CBMM employs 46 full-time staff, representing a 53% increase in the number of employees since 2014
- In FY2019, CBMM employed a total of 90 people in full-time, part-time, and seasonal positions, paying total wages of $2.5M. Of those employees, 68 are Talbot County residents; with the remainder mostly from Dorchester, Caroline, Kent, and Queen Anne’s Counties
- In FY2019, CBMM delivered education programming to more than 11,000 participants—including students from regional school systems—an increase of 37% since 2014
- In FY2019, CBMM generated more than $25K in sales tax revenue, and more than $22K in Vessel Excise Tax revenue for the state of Maryland.
Building Partnerships

Building partnerships with the local community is key to CBMM’s operations and success. During CBMM’s recent strategic plan review, a new vision statement was created for CBMM, to be broadly recognized for providing an engaging guest experience, for creating transformative educational programming, and as a vital community partner.

In the past year, CBMM has helped build stronger ties to the community in the following ways:

- The construction of a new *Maryland Dove* set to take place at CBMM beginning this June and continuing through 2022, has been commented on by the President of the International Council of Maritime Museums as the most significant maritime heritage project in the entire United States at the present time, with the project expected to draw both new and repeat visitors to Talbot County and CBMM.

- In addition to helping share a key piece of Maryland history, the *Maryland Dove* project creates a lasting partnership between CBMM and Historic St. Mary’s City from which both organizations, and the state of Maryland as a whole, will see increased visitation and raised public profiles. These guests are expected to stay, dine, and shop in St. Michaels and Historic St. Mary’s City.

- CBMM is the host site for WBOC-TV’s Safford Automotive live web cam, and through increased bandwidth support (literally!), CBMM helps bring St. Michaels to the eyes of thousands of WBOC-TV viewers—including online—and maintains the IT requirements and support necessary to host this 24/7 live web cam, which can be seen at wboc.com/category/271294/live-cams.

- CBMM is a place for more than 250 active adults from our local communities to participate in CBMM’s volunteer program.

- CBMM is committed to helping local youth experience fulfilling, meaningful lives. In addition to CBMM’s free Rising Tide After-School & Summer Boatbuilding Program, CBMM has recently provided 22 local, community youth memberships to at-risk youth, providing free, year-round admission to CBMM.

- CBMM annually hosts its Community Day, with free admission for everyone and free boat rides all day long. The May event is CBMM’s way of thanking the local community, and brings together many organizations partnering with CBMM.

- CBMM’s dedication to being a resource for all includes several free and reduced admission programs offered throughout the year, including participation in the National Endowment for the Arts’ Blue Star Museum program for military; the Association of Children’s Museums and the Institute of Museum and Library Services’ Museums for All program for EBT card-holders; and CBMM’s $5 Winter Admission Program, which was introduced in 2019 to
encourage winter visitors to CBMM, as well as to the dining, shopping, and lodging establishments in the town of St. Michaels

☆ CBMM supports more than 90 non-profits through its annual contributions of donations to silent auctions and other fundraising activities

☆ CBMM is committed to social responsibility when it comes to community involvement. With this, CBMM prioritizes more than 140 partnerships with other for-profit and not-for-profit organizations to help create a healthier and more robust business and community environment for all. CBMM is proud to include the following in its community outreach and partnership relationships: State of Maryland; Historic St. Mary’s City; Talbot County Public Schools; Phillips Wharf Environmental Center; Oxford Museum; St. Michaels Community Center; SOS Sink or Swim; ShoreRivers; The Benedictine School; Talbot Mentors; Arc of the Central Chesapeake Region; Bay Hundred Covenant Churches; Talbot Hospice; and more

☆ CBMM’s community involvement is also carried through by its employees in the public service and volunteer opportunities they embrace, with service to 32 local organizations, including Talbot Interfaith Shelter; Maryland Museum Associations; Alliance for the Chesapeake Bay; Rotary Clubs of St. Michaels and Easton, Maryland; Talbot Mentors; Meals on Wheels; Cub Scout Pack 190; and others

May 2019