

Chesapeake Bay Maritime Museum State of Maryland FY22 Capital Budget Request

The Chesapeake Bay Maritime Museum (CBMM) is very grateful for the State of Maryland's ongoing support of our Master Plan. Phase I of the Master Plan (renovation of our existing Library & Collections facility) is scheduled to begin March 2021—this project is privately funded, with state support. We now request state funding to help support Phase II of the Master Plan, specifically the construction of a new multi-purpose facility. The new 12,000 sq ft facility will house our Welcome Center, Museum Store, café, and two new exhibition spaces—Water Craft Heritage, and *Stories From the Shoreline*.

CBMM's Master Plan is based on a strategic focus to:

- Attract new visitors and increase membership (increasing from 80,000 visitors annually pre-pandemic, and 5,000 member families.)
- Expand the Shipyard and earned revenue commission-build opportunities
- Increase exhibitions and related programming
- Increase earned revenue growth in corporate and private event rentals
- Increase store capacity and open a new café
- Eliminate four costly high maintenance buildings now beyond their useful life

Located in St. Michaels, MD, CBMM is a key economic driver in Talbot County and the State of Maryland. Completed this past year by Rockport Analytics of Annapolis, CBMM's FY20 Economic & Community Impact Study demonstrated that with 84,000 annual guests and all activities a \$10.3M (value-added) impact on Talbot County and an \$8.8M impact on Maryland (cbmm.org/economicimpact/).

Though our Master Plan was first completed and adopted more than three years ago, we have adjusted our long-term goals to coincide with the current needs of our region. Understanding our strengths as a primarily outdoor attraction, we have focused our new construction on a single, multi-purpose facility meeting the same objectives of the previously planned four new buildings, while maintaining an open-space appeal.



Rendering of the front of CBMM's new Multi-purpose facility

The new building is a crucial component in meeting the objectives of the Master Plan. It also aligns with key objectives in our 2018-2022 Strategic Plan:

1. Engage the public through our mission: Achieved through better accessibility, increased collections and program offerings, and a highly visible Welcome Center.
2. Increase guest-generated revenue: With this new facility, we will be able to better service the number of guests arriving on campus, contributing to anticipated higher admissions revenue. Too, the facility will house a new CBMM cafe and store.
3. Secure CBMM's future: Achieved through reduced expenses on maintenance of four new buildings and instead with one new efficient space.



Rendering of the Water Craft Heritage Exhibition



Rendering of the veranda where guests can enjoy the view of the Miles River