



- Bay Community Support Services
- Carter Transportation Services
- Cedar Lane Senior Living
- Cedar Point Federal Credit Union
- College of Southern Maryland
- Escape Rooms Southern Maryland
- Guy Distributing
- International Assoc. of Machinists & Aerospace Workers
- Joseph Luke DDS
- Olde Towne Insurance
- Old Towne Pub
- The Slice House
- Southern Maryland Express
- Southern Maryland This is Living
- SMECO
- The Center for Life Enrichment
- The Good Earth Natural Food Co.
- Williams, McClernan & Stack

Thank you to our Sponsors



Leonardtwn
A most exceptional place!

2020 STATE OF THE TOWN
FEBRUARY 14, 2020

DOWNTOWN STRATEGIC PLAN

Team of Separationtown DOWNTOWN STRATEGIC PLAN

This stakeholder-based **Downtown Strategic Plan** builds upon three existing efforts: Leonardtown's Downtown Plan, Comprehensive Land Use Plan, and Waterfront Vision Plan. The **Downtown Strategic Plan** serves to guide further investment, maintain a vibrant environment for residents and visitors, and connect existing and future assets—including the Leonardtown Waterfront Park, Tudor Hall, Tudor Hall Farm, the "West Side," and surrounding neighborhoods.

Priorities

While the **Downtown Strategic Plan** includes short-, mid-, and long-term recommendations, the following projects are priorities:

- A. Branding Update:** "Refresh" the existing brand to credibly reinforce Leonardtown's family-oriented downtown and to better market Leonardtown to businesses, residents, and visitors.
- B. Wayfinding Signage:** Establish a coordinated signage system for motorists and pedestrians to identify downtown gateway and guide visitors throughout districts, historic resources, and the waterfront.
- C. Retail Support and Recruitment:** Support existing businesses and attract new retailers—particularly specialty food and home furnishings—to complement the independently-owned retail niche and reinforce downtown as a "strong destination".
- D. Alley Networks:** Enhance the visitor experience between parking resources and The Square while creating a network of creative, vibrant outdoor gathering and event space.
- E. Interim Landscape Enhancements:** Enhance the landscape to accentuate sight lines, provide shade and other comforts for people, and improve functionality of the park space within The Square.
- F. Placemaking:** Utilize inexpensive, temporary solutions to activate and increase the size of gathering spaces.
- G. Preserve Long-Term Opportunities:** Identify and preserve long-term opportunities for a parking deck along with new, mixed-use infill development that reinforces connections and provides opportunity for additional downtown businesses and residents.



MAHAN RYKIEL ASSOCIATES
ARNETT MULBROW & ASSOCIATES



Planning Process with Mahan Rykiel and Arnett Muldrow

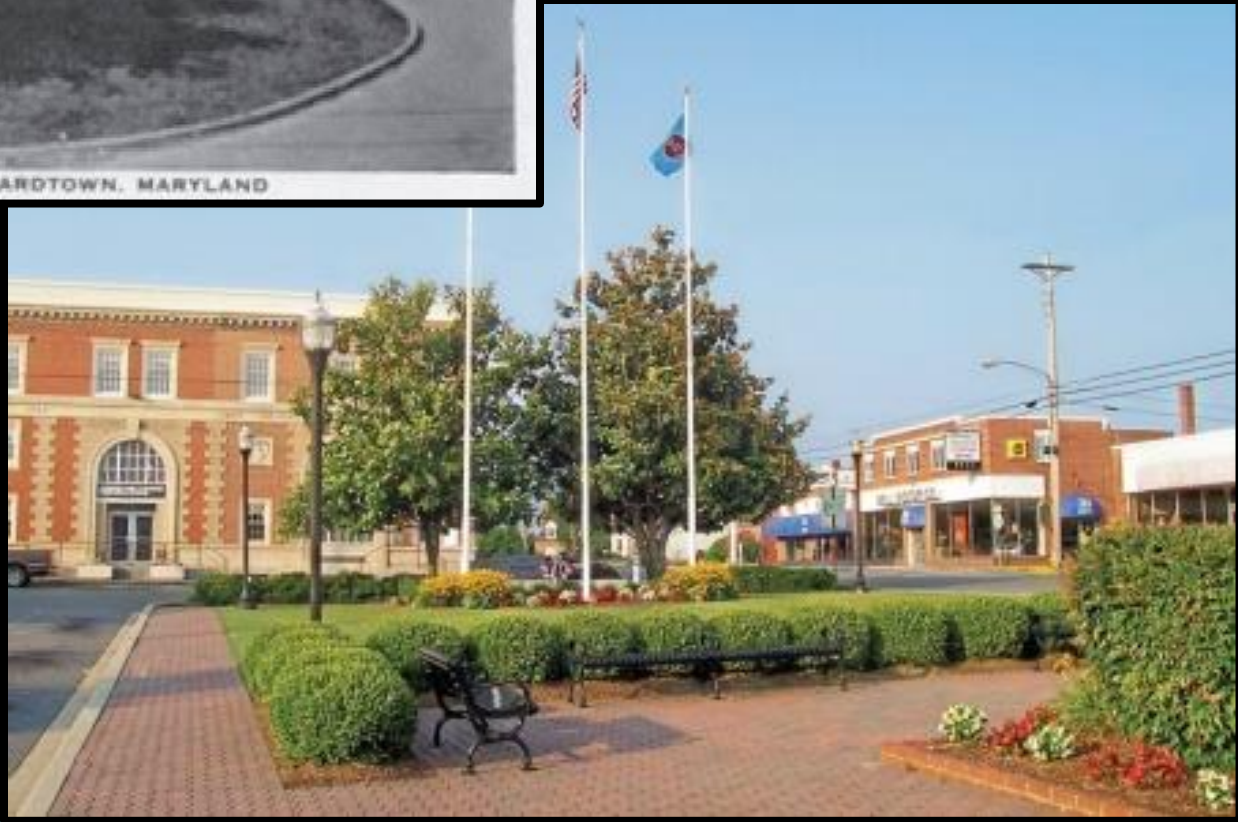
- January 2018 – Façade Improvement Workshop
- September 2018 – 16 workshops with approximately 100 participants
- November 2018 – Group presentation
- February 2019 – Town Council Resolution to adopt plan
- August 2019 – Brand update, Wayfinding signage, Alley network workshops – 8 workshops with approximately 70 attendees



WASHINGTON STREET, LEONARDTOWN, MARYLAND



Downtown Leonardtown





*On the
Square*

GAMES | FURNITURE



MAHAN RYKIEL
ASSOCIATES INC



PURPOSE OF BRAND UPDATE

- Provide Leonardtown, a community experienced with branding, a fresh brand.
- Create an identity system that is an expression of the spirit, energy and connectivity of Leonardtown,
- Develop an icon that can be used and expanded.
- Have an identity that relates to key partners.
- Develop a position statement and tagline that is highly expandable while honoring a longstanding phrase associated with Leonardtown.

We are a most historic place.

We are a most beautiful place.

We are a most welcoming place.

We are a most innovative place.

We are a most creative place.



Leonardtwn
A most exceptional place!

*We are Leonardtown, Maryland
A Most Exceptional Place.*





Leonardtwn

A most exceptional place!



amazing

beautiful

active

connected

A most happening place!

historic

welcoming

creative

innovative

special

spirited

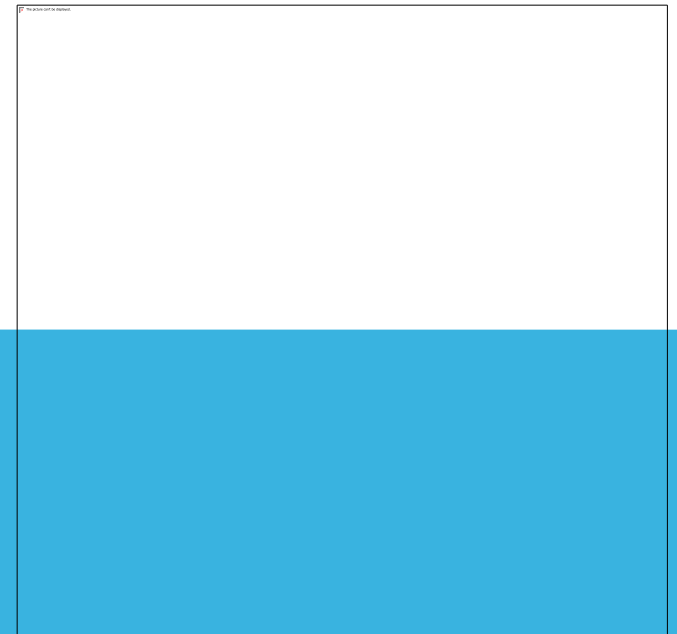
natural



LBA



LEONARDTOWN **arts**
entertainment
DISTRICT



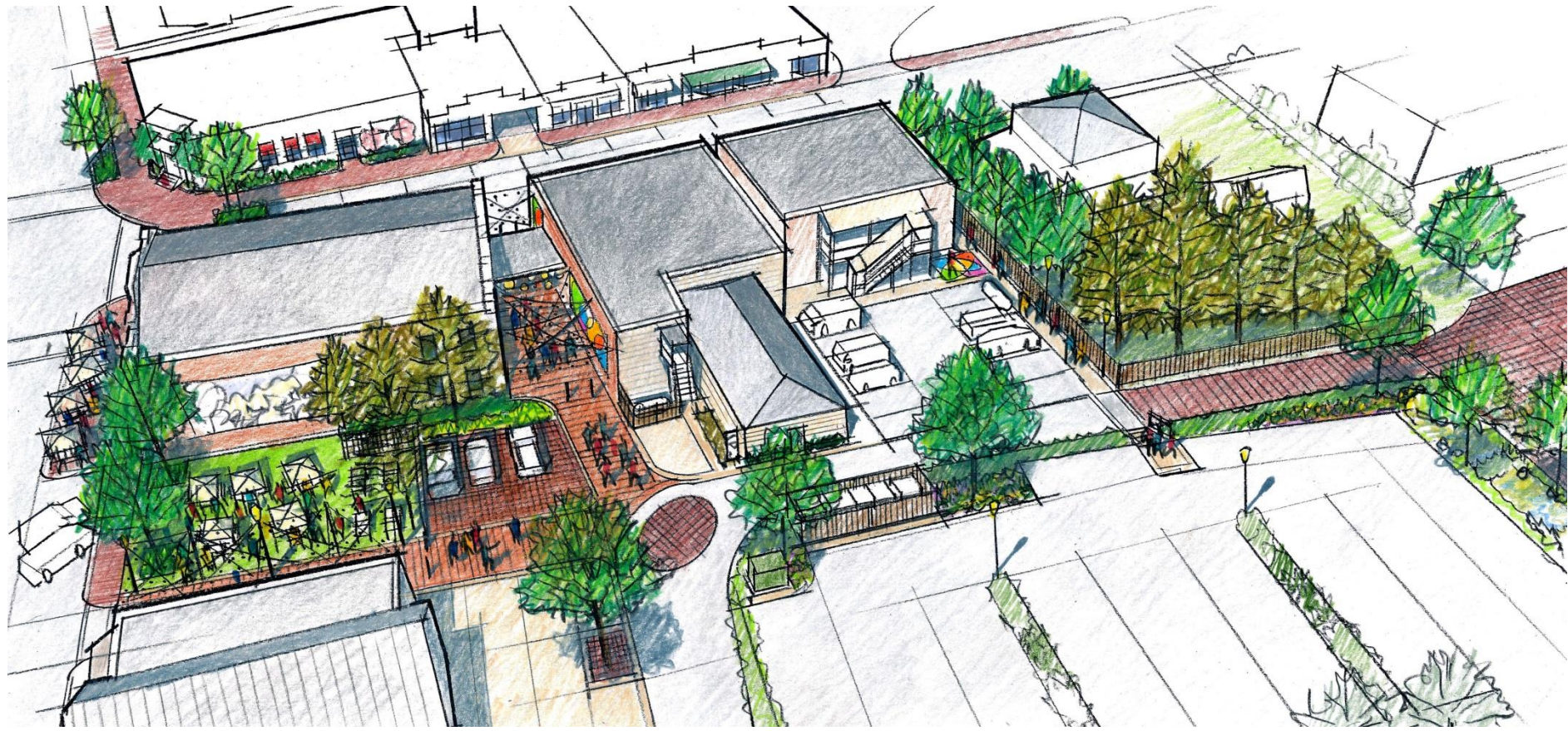
L TOWN
Alley





Current
Conditions





ALLEY NETWORK



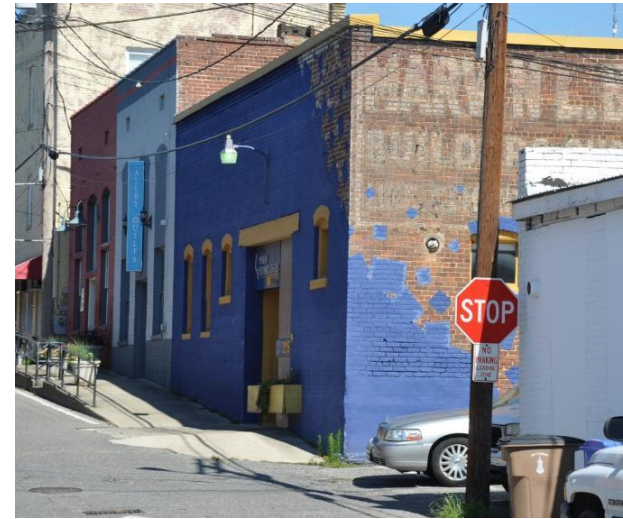
MAHAN RYKIEL
ASSOCIATES INC

 ARNETT MULDROW

PAINT



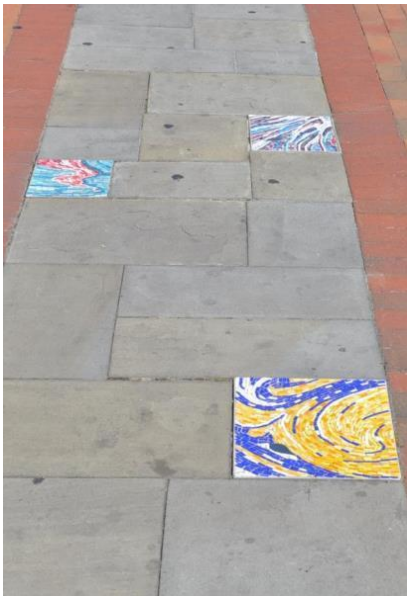
3255 Fifth Avenue



MAHAN RYKIEL
ASSOCIATES INC

 ARNETT MULDROW

ART



MAHAN RYKIEL
ASSOCIATES INC



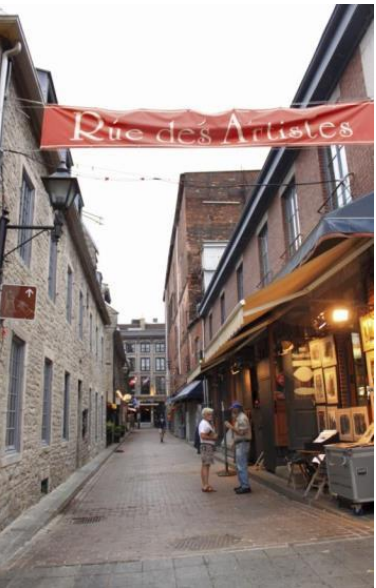
LIGHTING



MAHAN RYKIEL
ASSOCIATES INC

 ARNETT MULDROW

OVERHEAD



MAHAN RYKIEL
ASSOCIATES INC



PROGRAMMING



Photo credit Erika Schultz



MAHAN RYKIEL
ASSOCIATES INC



Next Steps Wayfinding Signage





- Social Media Campaign
- Use Logo on advertisements
- New banners downtown
- Share logo

TOWN OF LEONARDTOWN BRANDING GUIDELINES

PRIMARY LOGO



LOGO VARIATIONS



SECONDARY IDENTITIES



ADS & BANNERS



PRIMARY FONTS

Bookmania

ABCDEFGHIJKLMNQRSTUWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bookmania: Primary font used for headers and body content

Helvetica Neue

ABCDEFGHIJKLMNQRSTUWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Neue: Used sparingly in subheads, callouts, etc. in order to provide separation within large bodies of text, or to indicate particular points of interest.

Mak Dah

ABCDEFGHIJKLMNQRSTUWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Mak Dah: Tagline font. can also be used for pull quotes, photo captions, etc. especially within short content that directly deals with attributes of the town.

MERCHANDISE



PRIMARY COLOR PALETTE

PMS 2855 C CMYK 100 65 0 0 RGB 0 87 205	PMS 600 C CMYK 74 44 0 0 RGB 84 126 205	PMS 2875 C CMYK 37 0 0 0 RGB 155 234 254	PMS 4828 C CMYK 17 17 49 4 RGB 197 185 251	PMS 7752 C CMYK 85 1 91 50 RGB 0 122 82	PMS 2405 C CMYK 92 0 85 0 RGB 84 228 201	PMS 1645 C CMYK 0 85 85 0 RGB 255 205 0	PMS 228 C CMYK 0 10 98 0 RGB 255 205 0

PRIMARY COLOR PALETTE

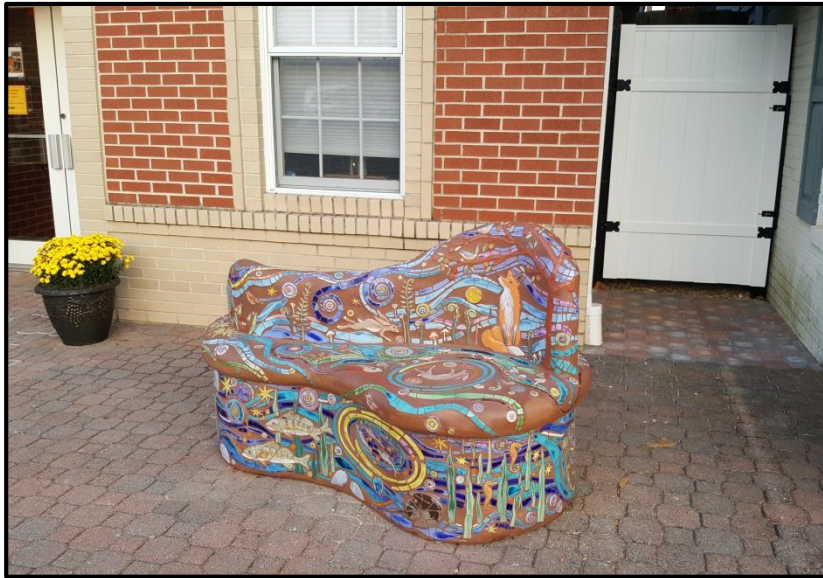
Façade Improvement Grant Program

- Round one- \$50,000 initiating \$184,000 of improvements. 14 Projects. June 2020 completion.
- Round two- \$25,000 to roll out Spring 2020



Current Facade

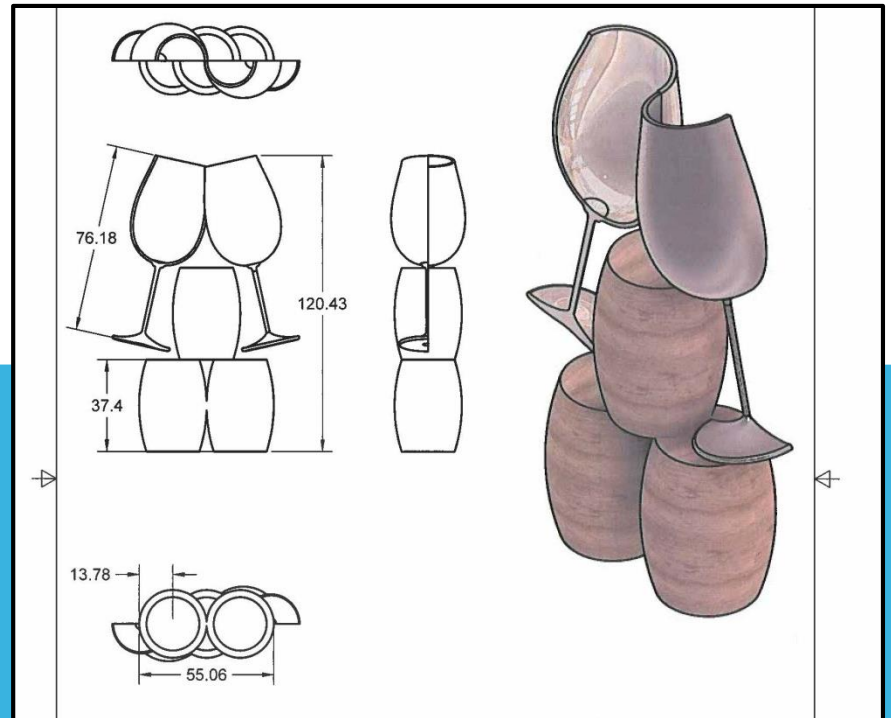




The Naturalist Bench by Parran Collery



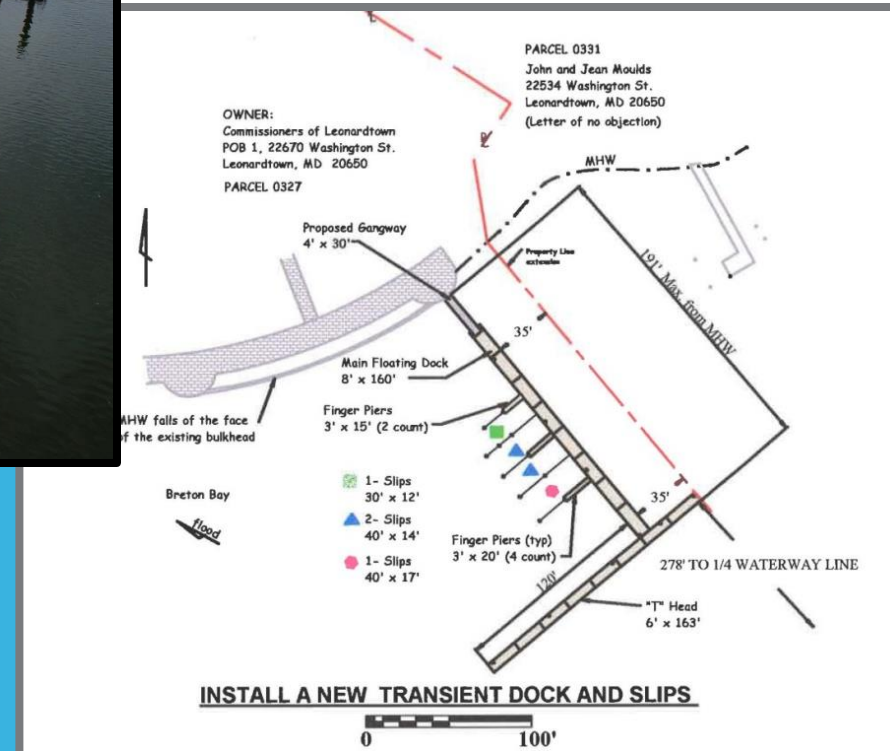
Leonardtownt Wharf Then and Now by Jamie Naluai



Wind Cheer by Steve Rands

Grant Funded Projects

Wharf Slips and Pier Phase 1 Complete
Grant Application submitted for remaining




Infrastructure Projects

Rt. 5 Widening Breakout Project-

- State Highway project
- From Clarks Rest entrance to Medstar St. Mary's Hospital entrance
- Construction underway
- Completion estimate Fall 2020

New Water Storage Tank

- Site donated by Quality Built Homes
 - 800,000 gallon tank
 - Approximately \$4 million project
 - In engineering and design
- 

Clarks Rest Marrick Homes

- Phase 3 underway
- Connection to Leonards Grant in phase 3
- Commercial Storage Facility on Rt. 5 frontage





Leonardtown Self Storage
Sheet 1 of 3 - Front

Generation Properties, LLC
Updated 3D Model Views
April 2, 2019

Leonardtown Self Storage Under Construction

Meadows at Town Run

Quality Built Homes

- 107 lot single family subdivision
- Phase 1- consisting of 60 lots under construction
- Improvements to Hollywood Road
- Waterline improvements/Well & Water Tower site



The Hamptons at Leonardtown

142 unit luxury apartments

- Opened Spring 2019
- Pool and clubhouse
- Access from Rt. 5 and Fenwick Street
- Walkable to downtown businesses



Commercial Projects

- SMECO Facility Underway
- Leonardtown Library and Garvey Senior Center nears completion



Leonardtown Library and Garvey Senior Activity Center



- Shoppes at McIntosh
- Fenwick Inn
Coming Summer 2020

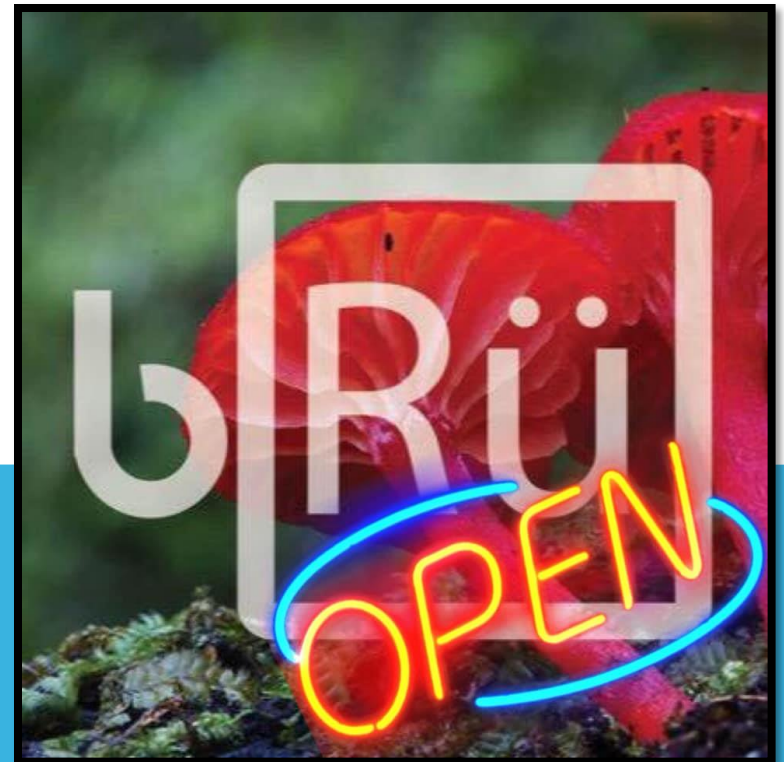


- Leonardtown Chevrolet purchases Winegardner Chevrolet
- Old Towne Auto Showroom





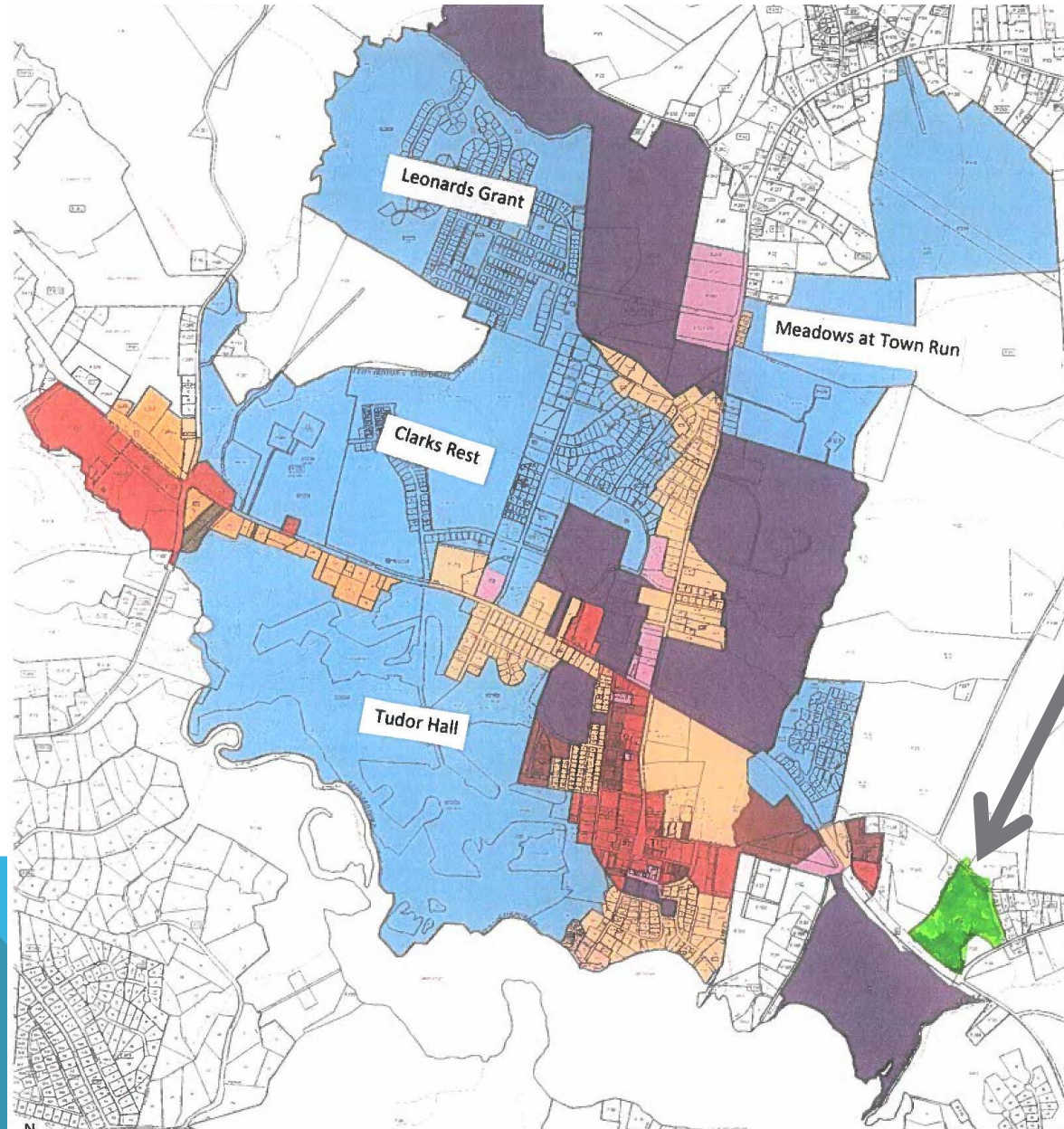
Shepherd's Old Field Market and Brudergarten



Leonardtwn Hotel Returns Under New Ownership



St. Mary's Nursing Center Annexation for Memory Care Facility





LBBA

Ellen Lewis, President

- Fenwick Street Used Books and Music
- Sweetbay Restaurant

**Big Larry's
Larry's Grand Finale**



Larry Rhodes
1957 - 2019



NEWS & ACCOMPLISHMENTS

- Do Dah Deli Returns
- Bourbon and Bows
- Action Lounge & Billiards





Ebon Aries Realty Group

Antoinette's Garden Wine and Coffee Bar





Leonardtwn

A most exceptional place!



Thank You to Our Sponsors, Donors & Volunteers



Leonardtwn

A most exceptional place!

Beautiful Destinations,
Arts & Entertainment,
Rich History and Culture,
Warm Hospitality,
Specialty Shops,
Fine Dining and
Much More.



ACCOMPLISHMENTS

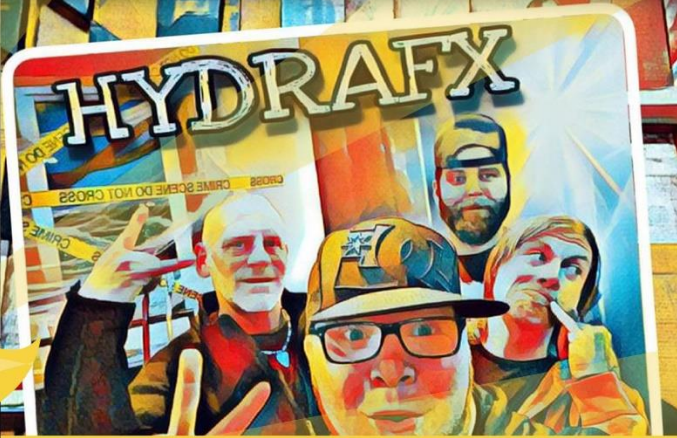
www.VisitLeonardtwnMD.com



Robbie Boothe & Wes Ryce
SUN JUL 26



Leonardtwn
Summer
Music
Festival



HydraFX & Sam Grow
SUN AUG 23



Leonardtwn
Summer
Music
Festival



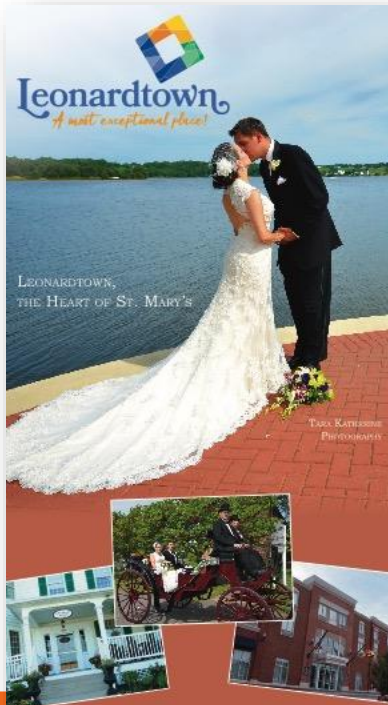
*Levi Stephens &
Ryan Forrester Band*
SUN JUN 28



ACCOMPLISHMENTS

www.LeonardtwnMusicFest.com

- THE DISCOVERY MAP OF SOUTHERN MARYLAND
- SIP & SAVOR
- OLD TOWNE CRIER
- RIVER CONCERT SERIES



THE ROMANCE OF THE WATER,
THE CHARM OF A HISTORIC TOWN.

Imagine a waterside wedding along Breton Bay or a reception on the lawn of a historic house. This walkable town has everything you need for a perfect wedding including restaurants, photographers, printers, florists, jewelers and a beautifully renovated downtown hotel.

VisitStMarysMd.com/Leonardtown
www.leonardtown.somd.com



Collaborative Advertising

WELCOME BROCHURE





CHRIS KASELEMIS, DIRECTOR

Chris Kaselemis, Director Department of Economic Development

St. Mary's County Department of Economic Development

Who we are:

- *St. Mary's County Government*
- *Department of Economic Development*
- *County Seat: Town of Leonardtown*

What we do:

- *Grow the Economy*
- *Attract and Retain Businesses*
- *Attract and Retain Workers*



A Strategic Plan for an Innovation-Driven Economy

- **Goals:**

- 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



Strategic Plan for an Innovation-Driven Economy

Strategic Priorities

by these industries:

advanced manufacturing
manned and autonomous systems (UAS)
tion and aircraft modification
m
culture and aquaculture

tain a young, talented, and diverse

environment for innovation and

mission of Naval Air Station
tenant commands

What do businesses look for?

- Workers
- Work
- Land/building



What do workers look for?

- More workers choose location first!
- Interesting, fun, family friendly, pretty, history, culture, activities, safe, walkable, affordable, climate, proximity to airport/large city





What do workers look for? Quality of Place!

- St. Mary's County checks a lot of boxes!
- Leonardtown checks even more!

County and Leonardtown

- County works to raise the quality of life in St. Mary's
- Leonardtown is important and we offer our assistance
- Other areas, such as Lexington Park, are important also.



Town Centers

Lexington Park



Recent initiatives:

- Sustainable Communities Designation
- Arts Park
- Development District Master Plan

Leonardtwn



Recent initiatives:

- Downtown Plan Implementation
- Tudor Hall

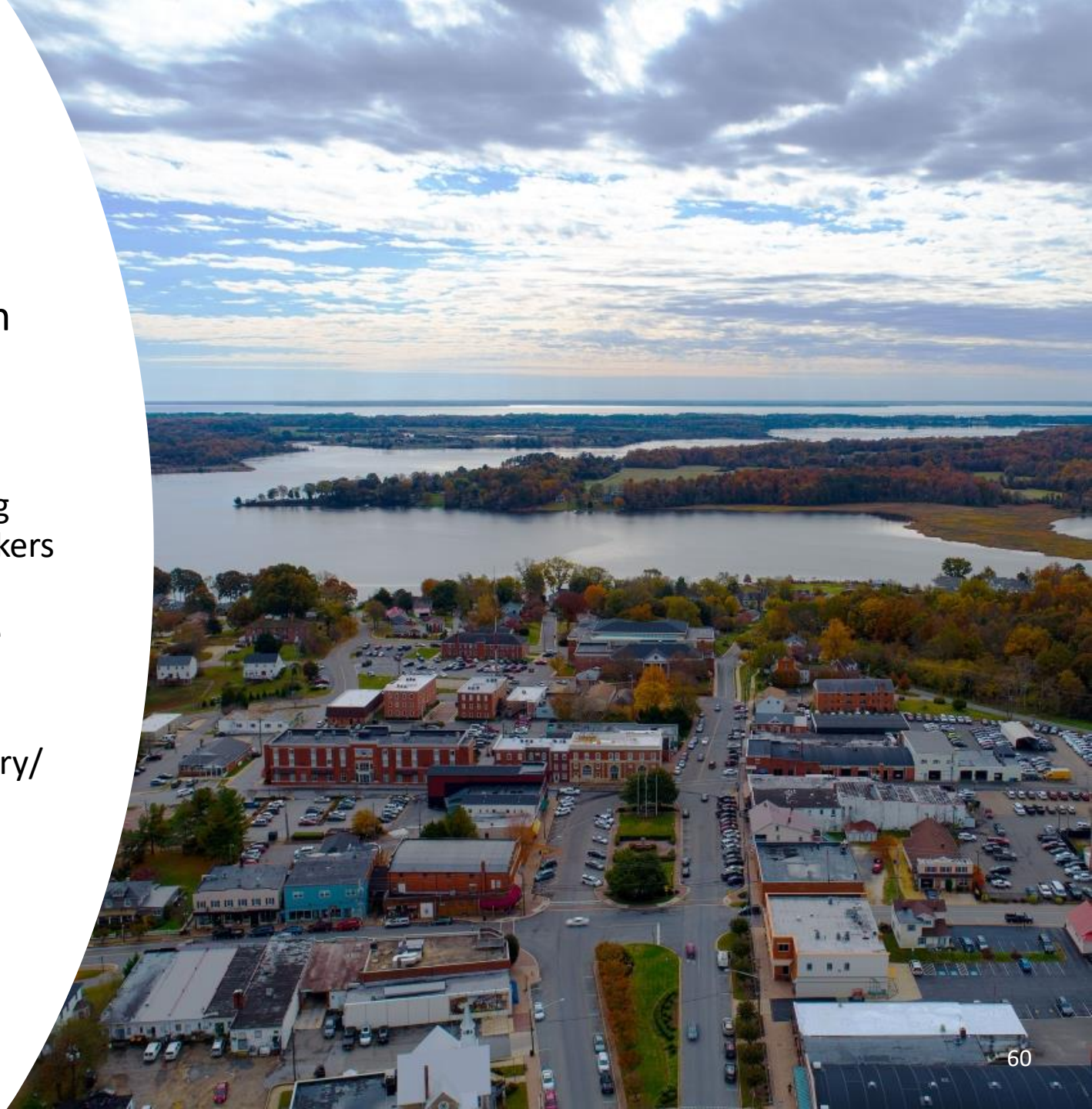
County Economic Development Collaboration with the Town – What?

- Downtown Master Plan
- Retention Visits
- Visit St. Mary's MD
- LBA
- Monthly meetings
- Promote on social media



County Economic Development Collaboration with the Town – Why?

- Important County asset for attracting and retaining workers and businesses
- Recognize that we can bolster Town efforts
- We play an advisory/assistance role



County Economic Development Collaboration with the Town

- Leonardtown is forward looking
- Acknowledge that more can be done
- Pro-active and leading
- Invited to collaborate



Future Leonardtown

- Urban Space Modifications – town square, trees, ped improvements
- More public art
- Better signage
- More emphasis on historical assets
- A complementary and forward looking Tudor Hall Farm development
- Incorporation of the wharf





Next Level

- More restaurants/bars
- Entertainment venues
- More specialty retail
- Biking
- More “Buzz”

County Projects

- Airport Innovation District
- North County Farmers Market and Regional Ag Center
- New Library Senior Center
- Lexington Manor Master Plan
Passive Arts Park
- Animal Shelter
- Community Center/YMCA
Master Plan



The DED Team

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visit **st.mary's**
Real People. Real Places. Real Close.

Leonardtwn and Visit St. Mary's
Jason Aul, Executive Director



Visit St. Mary's MD – Mission and Vision

Visit St. Mary's Mission

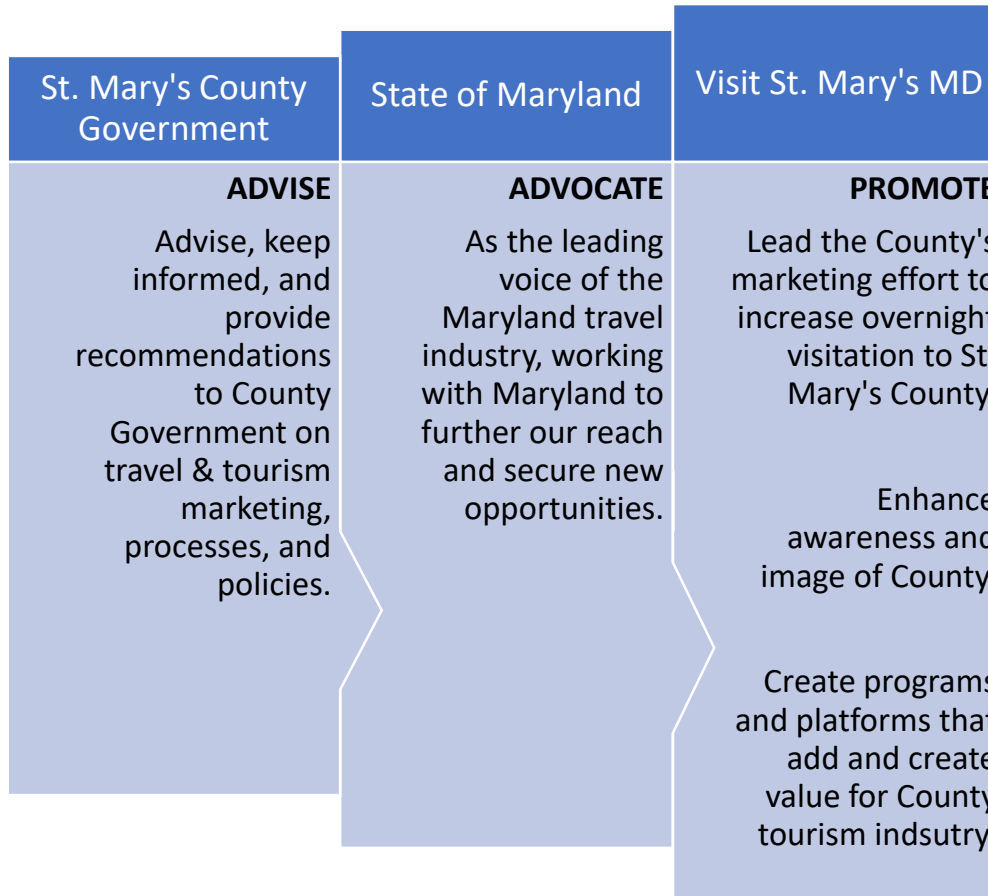
Visit St. Mary's serves the community and economy of St. Mary's County by designing, developing, and supporting the County's tourism assets and by attracting overnight visitors for the economic benefit of the County.

Visit St. Mary's Vision

The Visit St. Mary's vision is to be the premier weekend destination for the mid-Atlantic region and the most attractive tourism destination in the Capital region. Visit St. Mary's strives to help shape, promote, and champion a nationally renowned heritage and historic brand while complimenting the tourism experience with modern tourism attractions. The organization seeks to engage the community in developing a local culture that complements St. Mary's County and welcomes visitors.



Our Role in St. Mary's County



Print and Out of Home (OOH)

Kick Off Your Next
Boundless Adventure

Limitless experiences await in St. Mary's County. Come discover the mid-Atlantic's best kept travel secret.

Outdoor adventure, history, food, culture, and everything in between await you. Find inspiration, adventure and excitement where the Potomac and the Chesapeake meet.

Find trip info and order your free guide at www.visitstmarysmd.com

[@VisitStMarysMD](#)

Colonial Sites • Maritime History • Lighthouses • Culture • Arts • Dining • Wineries • Breweries • Shopping • Water Activities • Outdoor Adventure • Motorsports & More!

Kick off your next
Boundless Adventure.

Limitless experiences await in St. Mary's County. Come discover the mid-Atlantic's best kept travel secret.

Find inspiration, adventure, and excitement where the Potomac and the Chesapeake meet.

Whether you've come to explore the past, savor the beauty of the moment, or imagine the possibilities of the future, you'll find that you are always welcome in St. Mary's County. The perfect destination for a day trip, a weekend getaway or a family vacation.

Find more information and order your free guide at www.VisitStMarysMD.com

[@VisitStMarysMD](#)

Where the Potomac & the Chesapeake meet
St. Mary's COUNTY MD

BOUNDLESS ADVENTURE

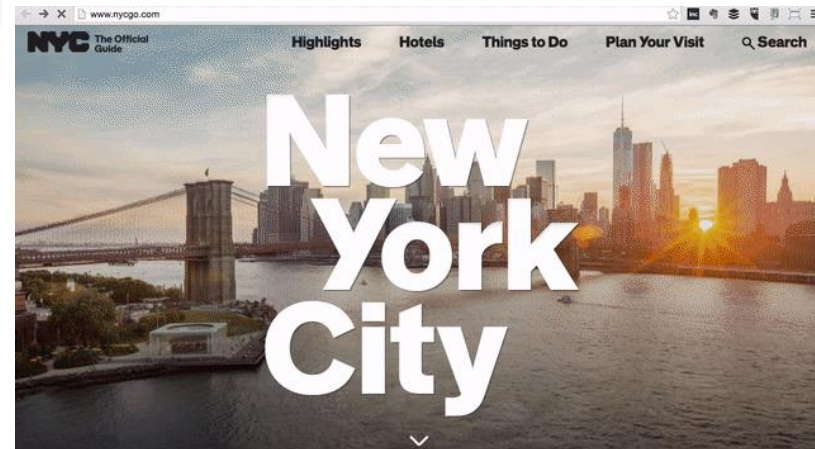
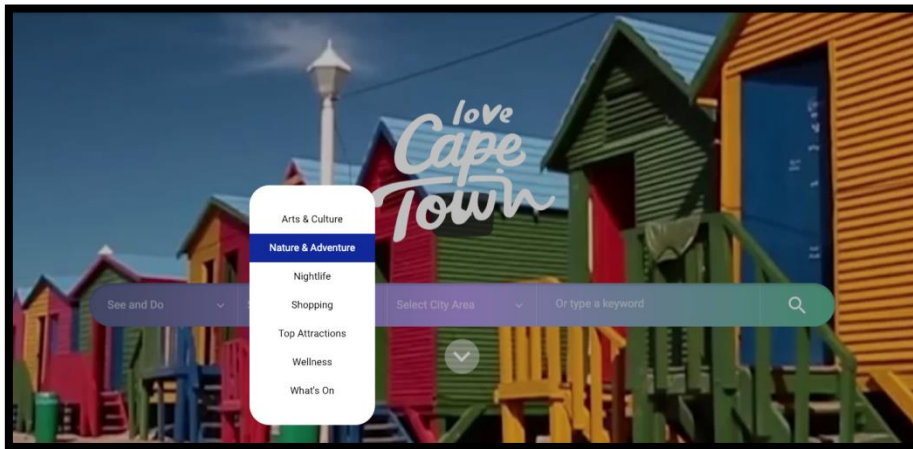
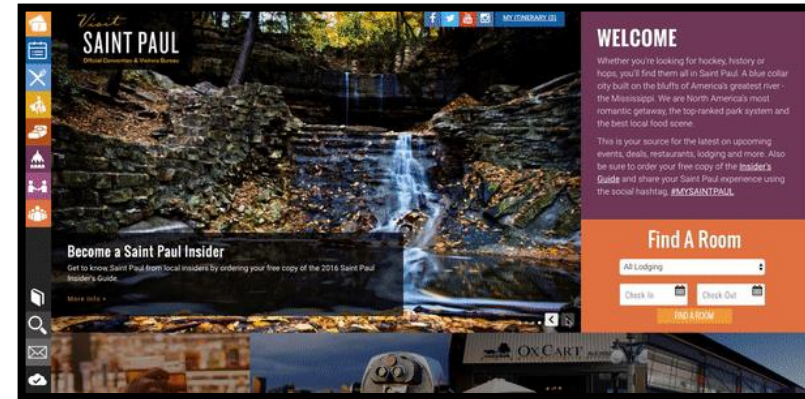
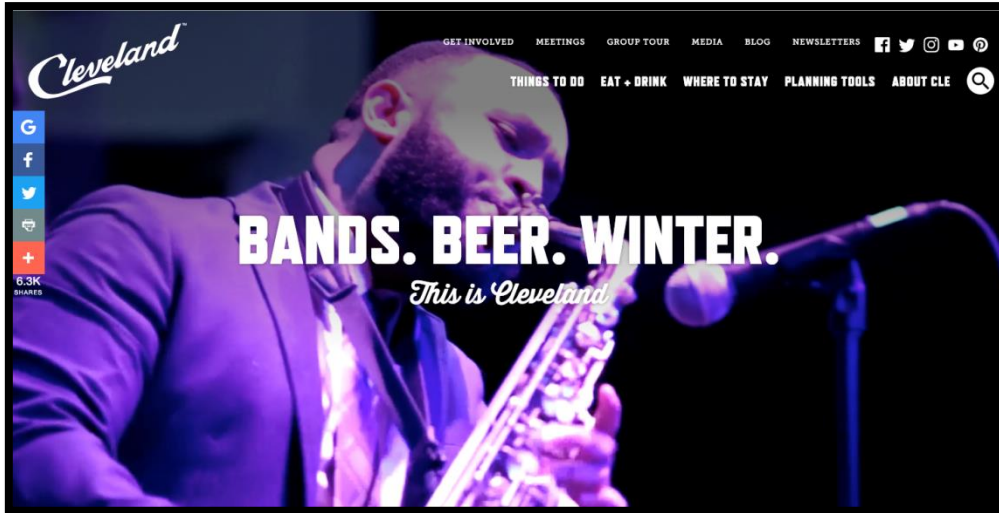
Website – Rebuilding from the ground up

Old / Current



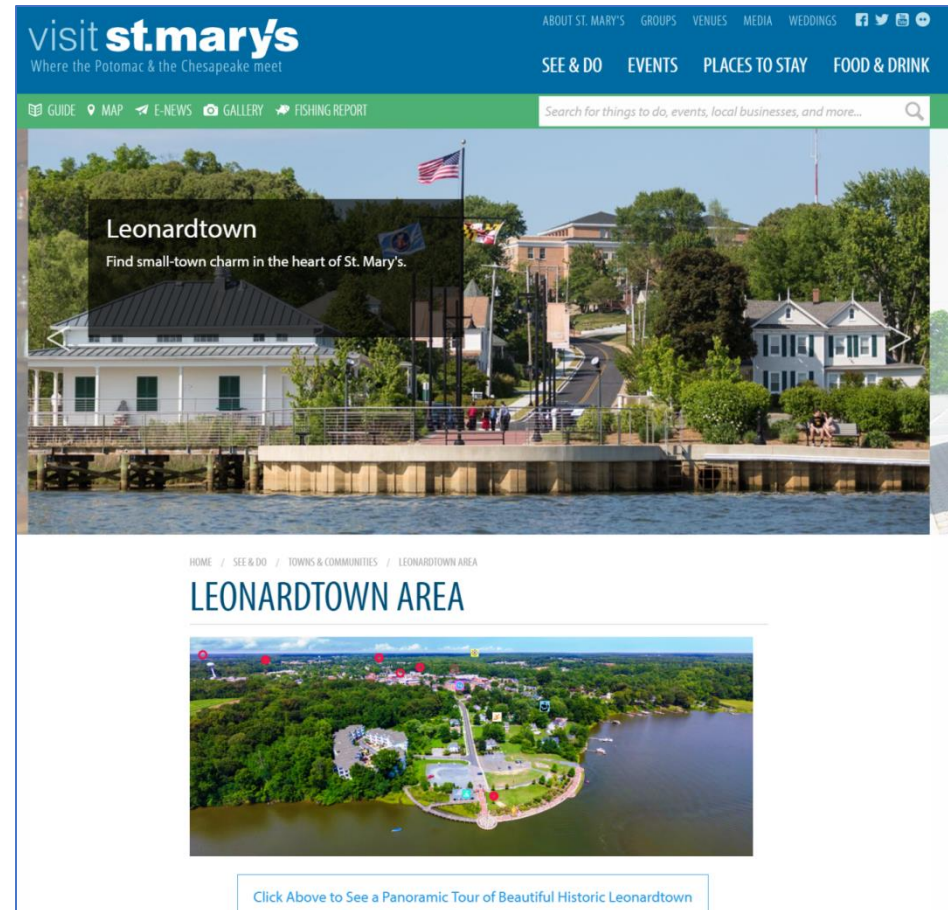
- Travel and Tourism is all about inspiring people to experience new places, people, and pursuits
- As a destination marketing organization (DMO), Visit St. Mary's MD needs to show people "who" St. Mary's is, and give them a taste of the one-of-a-kind experience that we offer
- We need a website that stands out from the others and puts the best of St. Mary's front-and-center

Concepts – Where we are taking design inspiration



Leonardtwn: The “Hub” for Tourists

- Visit St. Mary’s is wholly focused on positioning Leonardtown as a hub for tourists – whether they be overnight guests or day-trippers.
 - Hub World – Our Leonardtown Landing Page
 - Exclusive Placements in Visitor Guide and Events Guide
 - Enhanced listings at trade shows, sales events, and more
 - Bespoke Marketing Campaigns
- “Inside-Out” Marketing Campaign
 - A new marketing campaign specifically designed to get St. Mary’s County Residents to visit Leonardtown and SHARE their experiences on social media platforms.



Upcoming Priorities

- **LODGING**
 - Engaging developers and investors on a new full-service hotel property with 20,000 square feet of conference space
- **EVENTS**
 - Sponsoring existing events to help transform Leonardtown into a multi-day destination.
- **WEDDINGS AND MEETINGS**
 - Sell Leonardtown as a top location for weddings, rehearsal dinners, small meetings, and more
- **MARKETING**
 - Enhance visibility of Leonardtown across Visit St. Mary's marketing platforms



