



Leonardtown
BUSINESS ASSOCIATION

2022 State of the Town

Bold Plans

March 11, 2022

Bold Initiatives

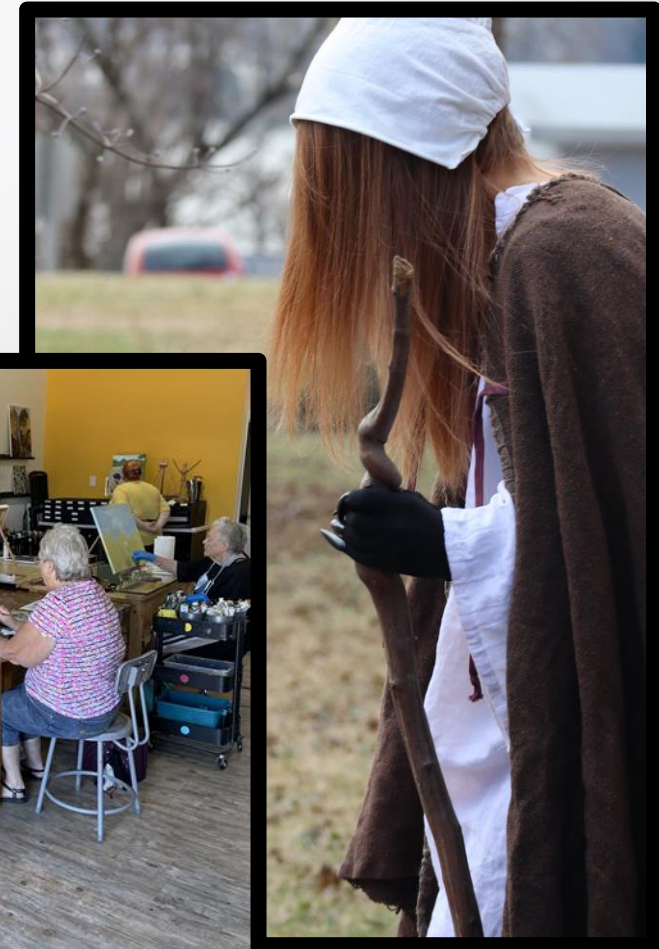


- Encourage Multi Day Visits to Leonardtown
- First Fridays are now First Weekends
 - ✓ May-Mad About Leonardtown
 - ✓ June-Celebrating St. Mary's
 - ✓ July-Jazzy July
 - ✓ August-Dog Days of Summer
 - ✓ September-A&E FF
 - ✓ October-Fall Festival



Bold Collaborations

- Town and Business Collaborations
 - Moll Dyer Event
 - Mad About Leonardtown
 - Classes and Workshops with an art focus
- Business to Business Collaborations
 - Fenwick Inn
 - Port of Leonardtown
 - The Rex
 - Shepherd's Old Field Market
 - Spice Studio
 - Crazy for Ewe



People Love Leonardtown



Bold Promotions for Leonardtown

- Visitor Facing Website-www.VisitLeonardtownmd.com
 - Expanded Business Listings and photos
 - Videos
 - Landing Pages for Events
- Tourist Map
 - All Businesses Included
 - Expanded to Include Action Lounge & Above Par
- Partnership with Visit St. Mary's for Greater Reach



Boldly Claiming Our Voice

- A Voice to the Town for Businesses
- A Voice to the Town for Community
- Town Council Candidate Forum
 - Monday, April 4th

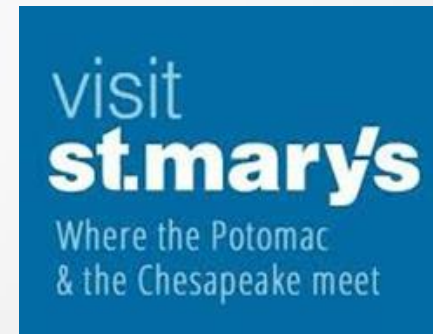


Looking for Your Bold Commitment



- Sponsorship
- Membership
- Participation

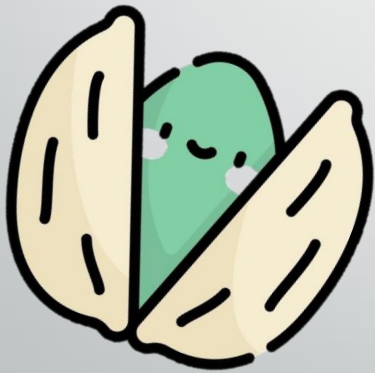




Thank you to our Awesome Sponsors!

OUR MISSION

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



IN A NUTSHELL....

If your business welcomes visitors or tourists, we are your partner for:

- Out-of-County Marketing
- Product Development
- Cross-County Partnerships

OUR YEAR IN REVIEW

- Used State grant funding to advertise small businesses locally
- Used State grant funding to market Leonardtown in DC, Baltimore, VA, PA, NY, NJ, and OH online and on-air
- Worked with the LBA and the Town on the Trolley test
- Assisted Fish the Bay Charters in creating Cruises @ Leonardtown Wharf
- Collaborated with SMC Museums and the Town on events, including Jazz Fest
- Worked with the Town and the SMCHS on Moll Dyer Day, including hosting the Spirits for Spirits Cocktail Contest

OUR YEAR AHEAD

- Publish new Visitor Guide and new Visitor Map of St. Mary's County
- Launch new VSM branding and revamped website
- Provide free marketing collateral to local businesses
- Support more unique experiences and events
- Promote First Weekends, the Inn, and the unique events and experiences in Leonardtown in our target markets
- Add new Fish the Bay Charters Cruises @ Leonardtown Wharf
- Continue to show up where we're invited and help out where we can!

OUR BEST OFFER:
FREE MARKETING FOR YOUR BUSINESS

- VisitStMarysMD.com reaches almost 240,000 people annually
- Make sure your business information is accurate and enticing
- Send us photos that showcase your awesomeness!
- Post your events on our event calendar—tourists plan early!
- Contact us at info@visitstmarysmd.com



AND NOW A WORD FROM OUR PARTNER.....

THE OLD JAIL IS YOUR VISITOR CENTER TOO!

- Almost 4,000 people visited in 2021
- Half of the visitors came from outside St. Mary's County
- 25% of the visitors came from outside of Maryland

**WE WANT YOUR
RACK CARDS!**



WE WANT TO HELP YOU TO BE BOLD!

Ideas, questions, comments, invitations,
or just to say hello....

Barbara Sopato
Executive Director,
Visit St. Mary's MD

Barbara@visitstmarysmd.com

240.434.1185



**Leonardtown State of the Town
March 11, 2022**



A Strategic Plan for an Innovation- Driven Economy

- 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

Grow these industries:

- advanced manufacturing
- unmanned and autonomous systems (UAS)
- aviation and aircraft modification
- tourism
- agriculture and aquaculture

Attract and retain a young, talented, and diverse workforce

Create a nurturing environment for innovation and entrepreneurship

Support and advance the mission of Naval Air Station





Create A Nurturing Environment For Innovation And Entrepreneurship

- Economic Assets
Firms, Institutions, and Organizations
- Physical Assets
Buildings, Open Spaces, Streets, and Infrastructure
- Networking Assets
Relationships, Opportunities, and Activities

AeroPark Takes Flight!



Connection Collaboration Community



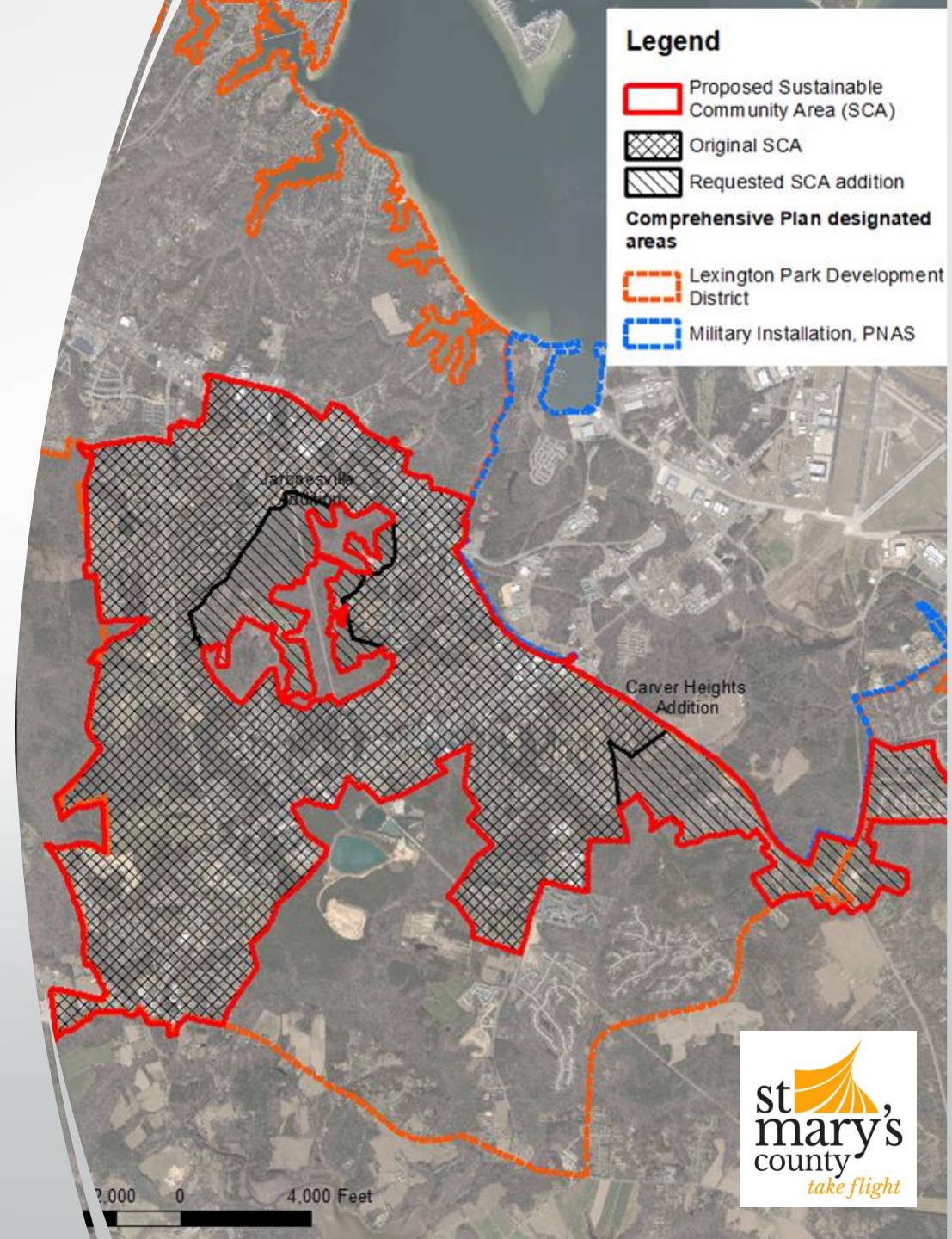
USMSM SMART/MATRIX Building

\$87 million project



Lexington Park Sustainable Communities Program

- Places where public and private investments and partnerships achieve:
 - Development of a healthy local economy;
 - Protection and appreciation of historical and cultural resources;
 - A mix of land uses;
 - Affordable and sustainable housing, and employment options;
 - Growth and development practices that protect the environment and conserve air, water and energy resources, encourage walkability and recreational opportunities, and where available, create access to transit.



Agriculture Business Development



- Supporting Local Agriculture and Aquaculture
- Farmland Preservation Efforts
 - 27,406 acres



Join us at the Markets!
Where Farm Fresh Goodness is ALWAYS in Season!

CALIFORNIA MARKET
22801 Three Notch Road
California, MD

NORTH COUNTY MARKET
37600 New Market Road
Charlotte Hall, MD

HOME GROWN MARKET
21078 Three Notch Road
Lexington Park, MD

St. Mary's County Markets - Open Spring to Late Fall



The Barns at New Market

Opening April 9th

DED and Leonardtwn - Collaboration is Key

- Important County asset for attracting and retaining workers and businesses
- DED can bolster Town efforts
- Provide advisory/ support role
- Downtown Master Plan
- Retention Visits
- LBA
- Monthly meetings
- Promotion & Marketing
- Leonardtown is forward looking and pro-active





Katherine Stormont
St. Mary's Department of Economic
Development
Katherine.Stormont@stmrysmc.com
240-587-8156



st  mary's
county
take flight



Clarks Rest

- Total Build Out 340 Homes
- 42 Building Permits Left to Issue
- Recently sold remaining single family lots to Richmond American Homes
- Marrick will remain on the project to completion and continue to build townhomes remaining



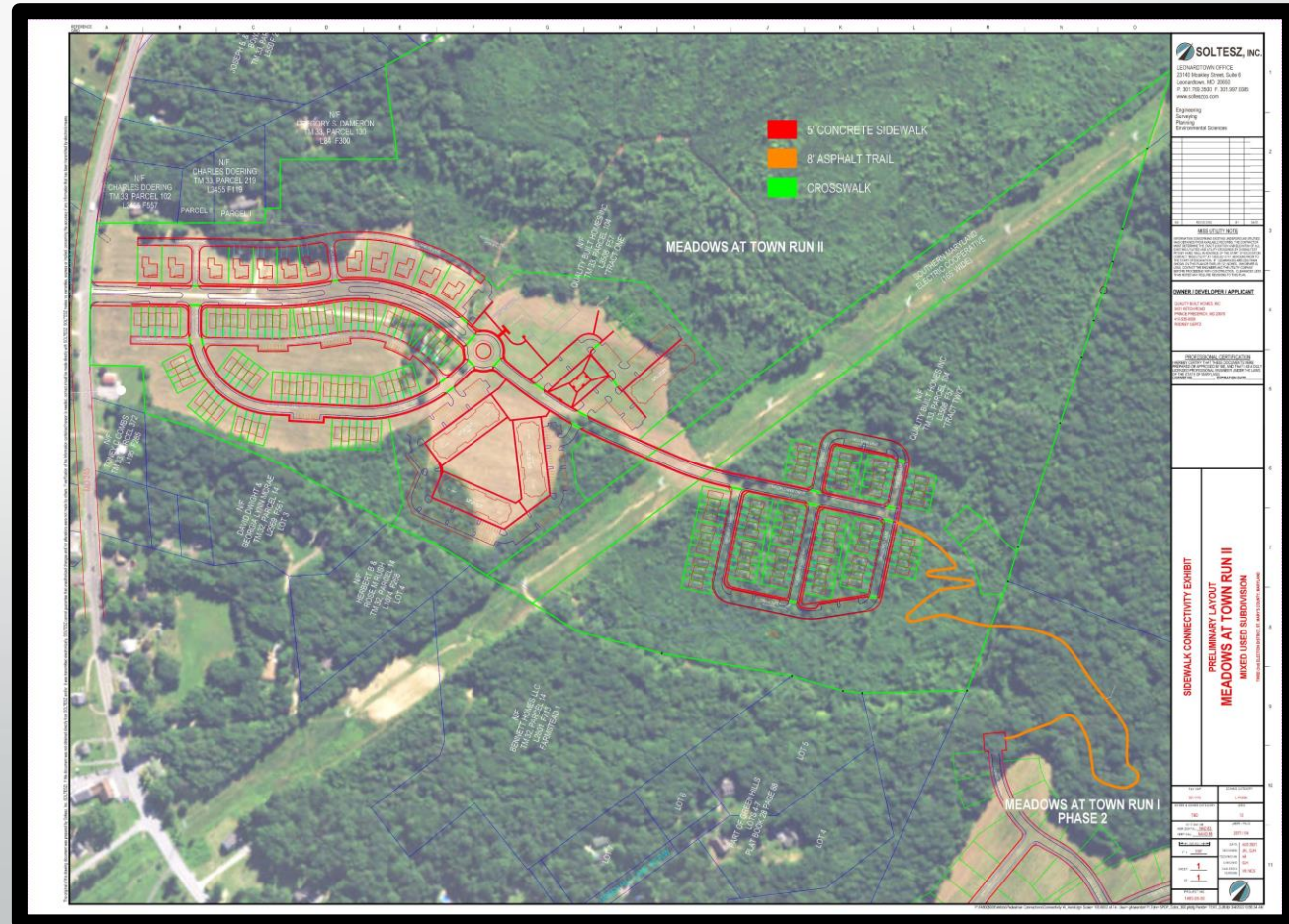
Meadows at Town Run

- Total Build Out 107 Homes
- 27 Building Permits Left to Issue
- Connects to Meadows at Town Run II



Meadows at Town Run II

- Received Concept Approval February 2022
- 303 Units- 12 Single Family, 147 Townhomes and 144 Apartments (4 Buildings with 36 Apartments each)
- Amenities include a clubhouse, pool, tennis courts, playground and recreation fields
- Winding walking/biking trail between the 2 developments
- Town to build well/water tower on donated site



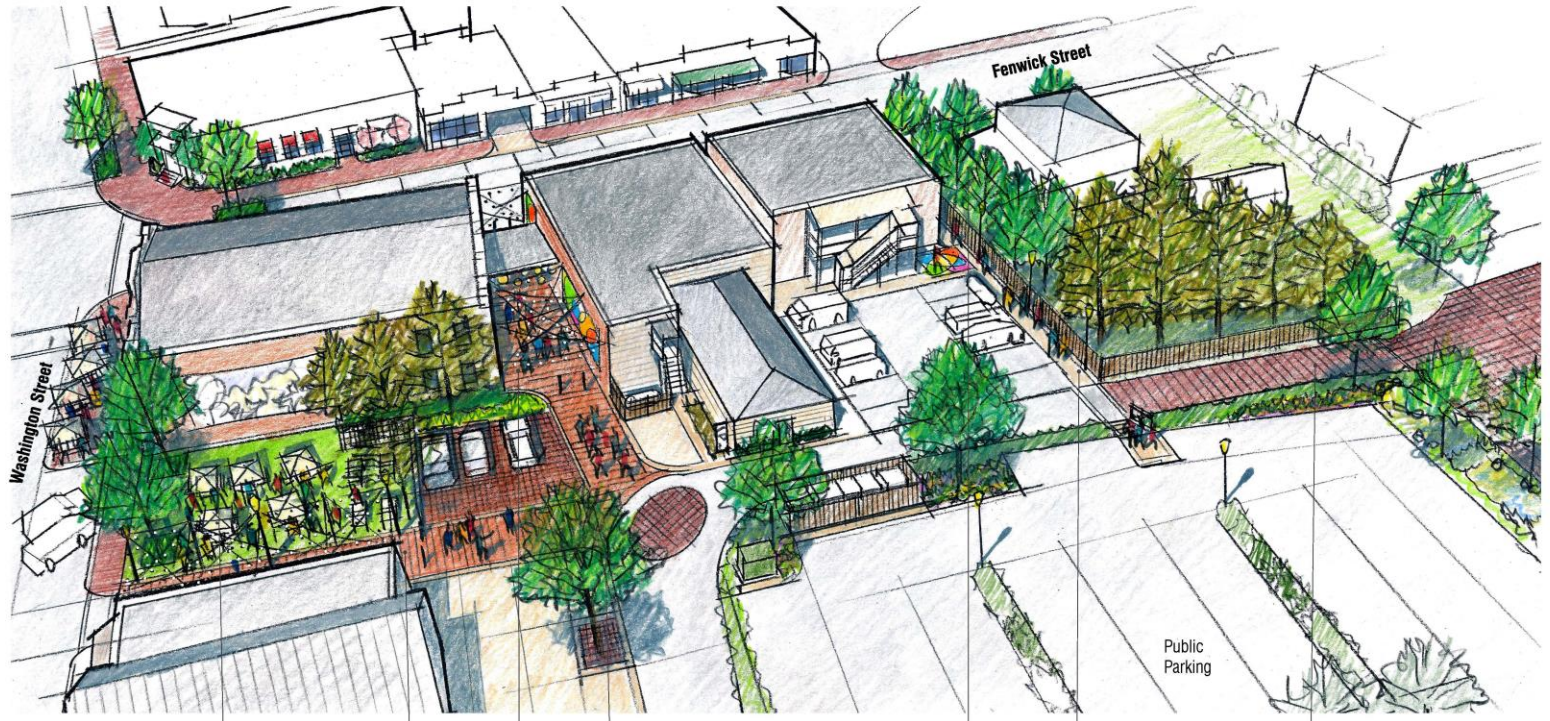
Infrastructure Project Updates

- Phase II of Pier/Slips at the Wharf- Underway
- Replacement of decking on elevated boardwalk at Wharf- Underway
- Rt. 5 Widening Breakout Project-Late 2022/Early 2023
- Wastewater Treatment Plant Expansion- Bid May 2022
- New Water Tower- Bid Summer 2022



Photo by Aram Nersesian

Ltown Alley



Pop Up Park (Future Development Site)

"West Alley" (Pedestrian)

"North Alley" (Pedestrian)

Shade Tree

Shade Trees (Potential Easement)

Sidewalk Connection and Fence Setback (Potential Easement)

Alley Connection (Permeable Paving)



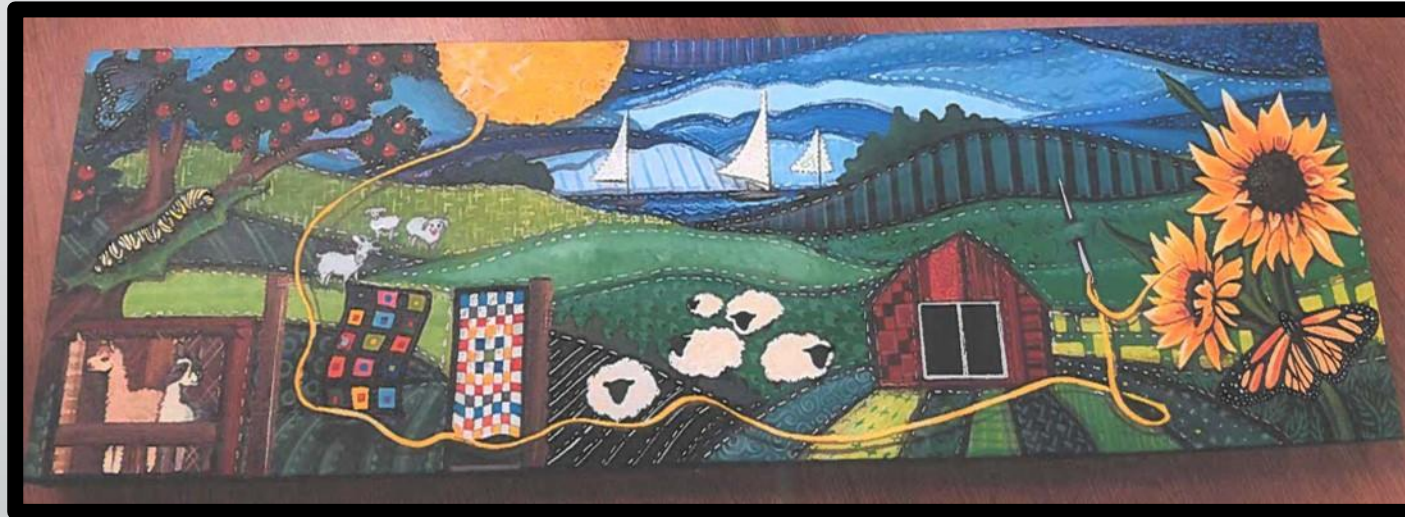
DOWNTOWN LEONARDTOWN ALLEY NETWORK

MAHAN RYKIEL | ARNETT MULDROW

11|10|2019

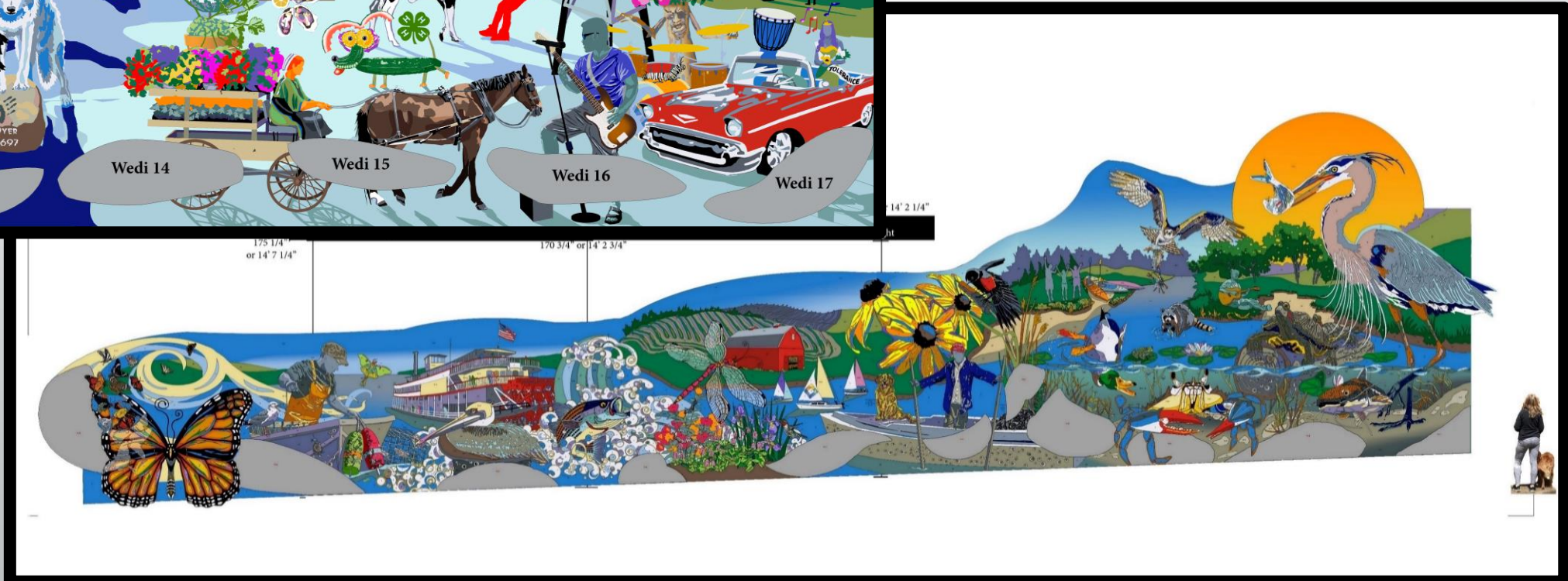
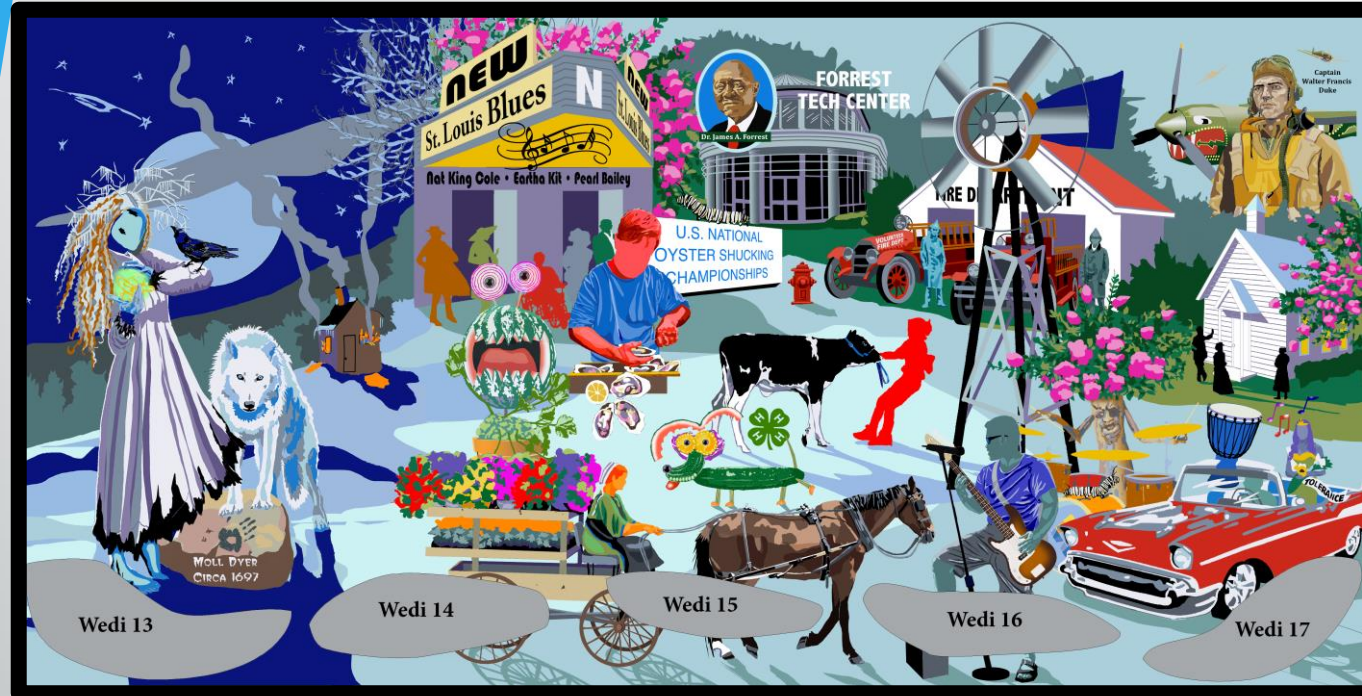
New View FiberWorks Alley Mural

- ❖ By Artist Jamie Naluai
- ❖ Where Art and Agriculture Meet
- ❖ Planned June First Friday Ribbon Cutting



Duke Alley Mural

- ❖ By North End Gallery Artists
- ❖ History Themed
- ❖ Planned September First Friday Ribbon Cutting



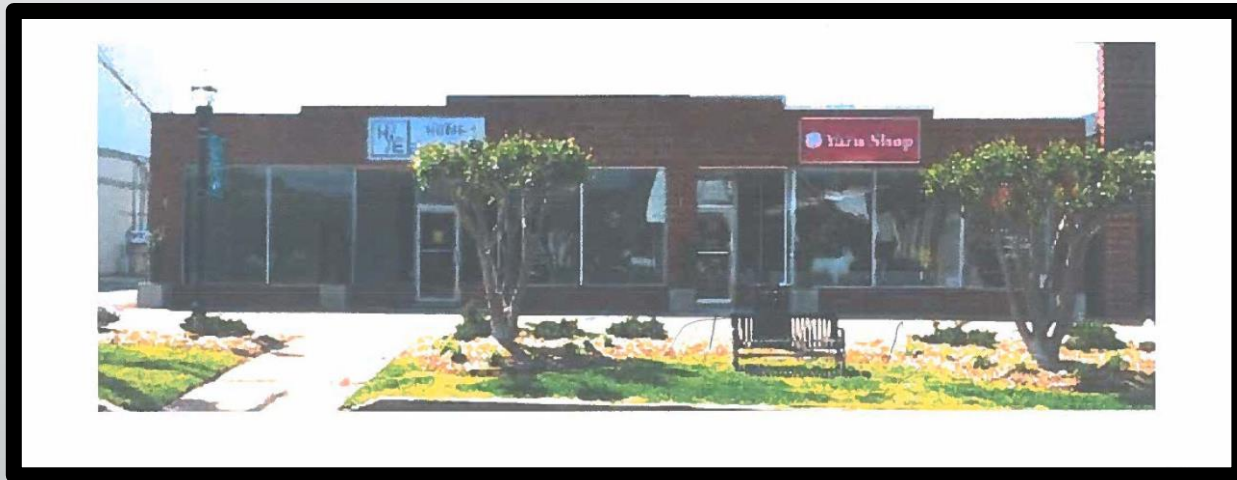
Park Ave Storage Building Mural

- ❖ By Artists Dan Ropp and Thomas Rogers
- ❖ Alice in Leonardtown
- ❖ Ribbon Cutting May 7, 2022

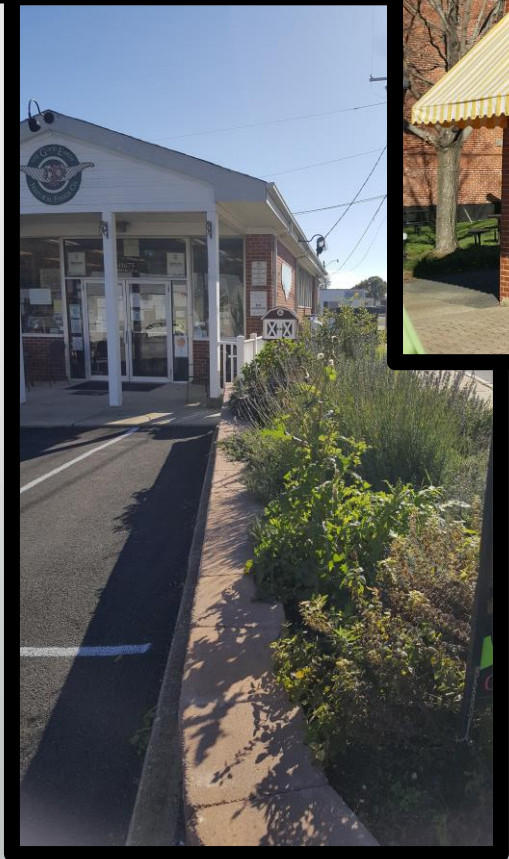


Façade Grants

- 2019 \$50,000- 14 projects with over \$200,000 in improvements
- 2021 \$25,000-9 projects with over \$75,000 in improvements
- 2022 \$50,000- applications due **April 1, 2022**







Phase I Strategic Plan Focus

THIS ILLUSTRATION PROVIDES POTENTIAL LAND USES THAT CAPITALIZE ON LEONARDTOWN'S EXISTING MAJOR ASSETS. THE PLANS INCLUDE THE LANDS FROM RTE. 5 DOWN WASHINGTON STREET TO THE WHARF AT BRETON BAY AND WEST OF WASHINGTON WITH A NEW STREET LINK BACK TO RTE. 5 AND THROUGH ADJACENT LANDS INCLUDING TUDOR HALL. THE MAP SUGGESTS LAND USES THAT WOULD BE PLACED ON EXISTING BUILDING INVENTORY AS REPURPOSED USES WITH NEW INFILL BUILDINGS AND AMENITIES EXTENDING THE TOWN INTO UNDER-USED REAL ESTATE AND DEVELOPMENT LAND USE VOIDS.

THE MIXED USES SUGGESTED ARE INCLUSIVE VARIETIES OF RETAIL, HOUSING, AND PUBLIC SPACES PROVIDING A BALANCE OF DEMOGRAPHICS AND HABITATS BY SENIOR AND YOUTH POPULATIONS. RETAIL BUSINESS WOULD BE SUPPORTIVE OF THE NEW DEVELOPMENTS TOWN-WIDE, INCLUDING A NEW CONFERENCE CENTER, AND PUBLIC ACCESS TO THE WATERFRONT REMAINS PARAMOUNT AS A TOWN AND COUNTY ECONOMIC OPPORTUNITY.

LEGEND

A. GATEWAY AT ROUTE 5 & WASHINGTON ST.

1. EXISTING APARTMENTS - PROVIDE ADDITIONAL UNITS BUILT AROUND NEW COURTYARD
2. CONNECT WASHINGTON STREET TO ELEMENTARY SCHOOL
3. IMPROVE COMMERCIAL BUSINESS AREA - ENCOURAGING EXISTING BUSINESS TO REMAIN IN THE DOWNTOWN MARKET
 - FORM NEW GREEN PARKS - WITH PARKING INTO COURTS
 - REORGANIZE PARKING TO THE BACK OF BUILDINGS

B. FENWICK STREET - MIXED-USE CORRIDOR

4. RETAIL DEVELOPMENT CONTINUES WEST ON FENWICK TO PROVIDE A VARIETY OF RETAIL USES: FOOD, PHARMACY, LARGER BUILDINGS WOULD FRONT ON FENWICK.
5. RESIDENTIAL OPPORTUNITIES WOULD INCLUDE A VARIETY OF MULTIFAMILY HOUSING OPTIONS:
 - LOFT APARTMENTS
 - APARTMENTS OVER RETAIL
 - SENIOR INDEPENDENT LIVING APARTMENTS

C. NEW NEIGHBORHOODS PROVIDE THE DIRECT CONNECTION FROM THE NEW "TOWN CONNECTOR" (RTE. 5 TO FENWICK) IN THE FORM OF:

7. SINGLE FAMILY COTTAGES WHICH WOULD EXTEND THE EXISTING HISTORICAL COTTAGES (WITH THE POTENTIAL TO REHAB EXISTING STOCK.)
8. MULTI-FAMILY (3 TYPES) WITH HIGHER DENSITY UNITS ON BRETON BAY
9. SINGLE FAMILY (LARGE LOT) HOUSING

D. GATEWAY - WASHINGTON ST. TO INN-CONFERENCE CENTER

HONORING THE HISTORY OF LEONARDTOWN WITH THE PRESERVATION OF HISTORIC BUILDINGS (I.E. TUDOR HALL) AND/OR ADAPTIVE REUSE OF EXISTING BUILDINGS.

DEVELOPING A STREETScape TO ENCOURAGE PEDESTRIAN LINKS THROUGH MIXED LAND USES, THAT WILL FORM NEIGHBORHOODS AND CREATE PUBLIC AMENITIES.

10. EXISTING FOREST BECOMES A NEIGHBORHOOD PARK ALLOWING PEDESTRIAN FLOW FROM THE INN TO TOWN SQUARE.

11. INN AND CONFERENCE CENTER

- 200 ROOM INN - 3 TO 4 STORY INN AND EXTENDED STAY BUILDINGS
INDOOR POOL, CONFERENCE CENTER 20,000 SF, 300 PARKING SPACES

12. AMPHITHEATER RECREATIONAL PARK

- WOODLAND PATHWAYS-TRAIL NETWORK CONNECTING INN-CONFERENCE CENTER, TOWN CENTER, WHARF, AND ADDITIONAL PARKING



LEONARDTOWN LAND-USE CONCEPT VISION PLAN ST. MARY'S COUNTY, MARYLAND

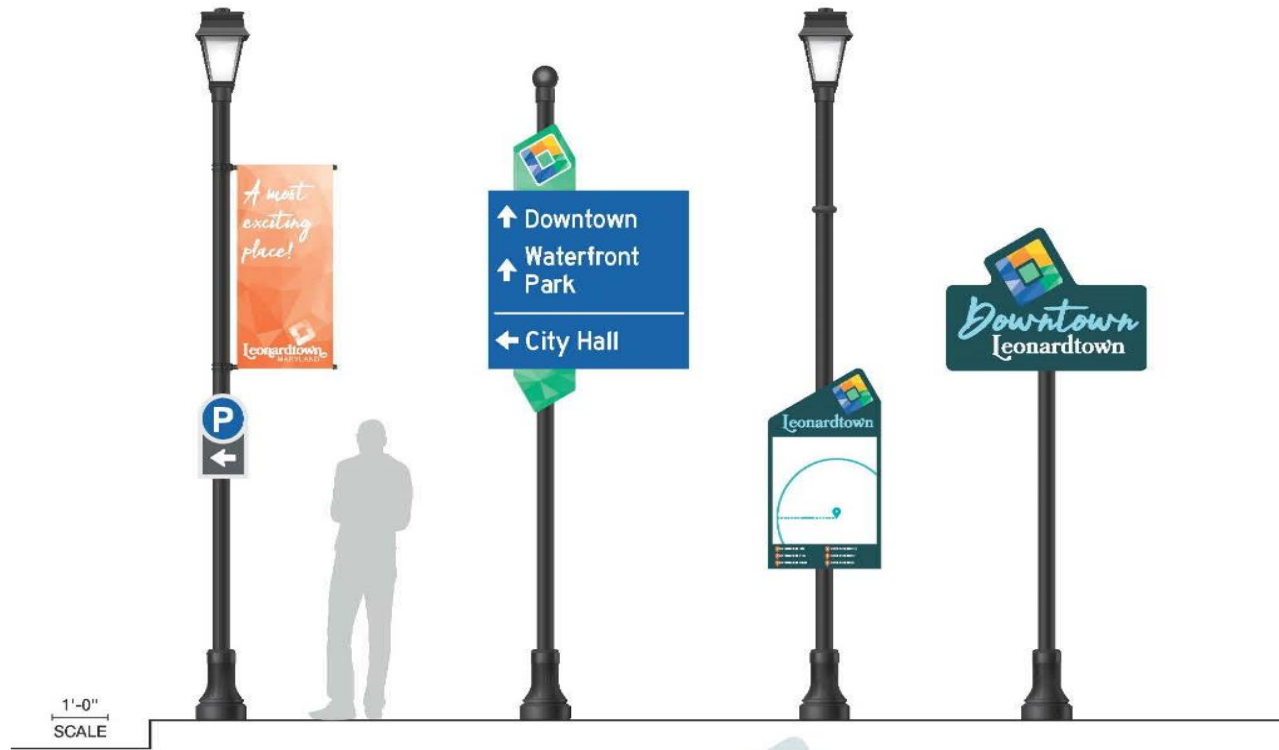
OWNER/DEVELOPER
TOWN OF
LEONARDTOWN

Land Planning and
Landscape Architecture
Crozier Associates

8600 Foundry Street
P.O. Box 2066
Savage, MD 20783
p: 443-745-4095

SCALE DATE
1" = 200' 12/17/2012 REV.





Phase II Strategic Plan Focus

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 - FORM NEW GREEN PARKS - WITH PARKING INTO COURTS
 - REORGANIZE PARKING TO THE BACK OF BUILDINGS

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LEONARDTOWN LAND-USE CONCEPT VISION PLAN ST. MARY'S COUNTY, MARYLAND

OWNER/DEVELOPER
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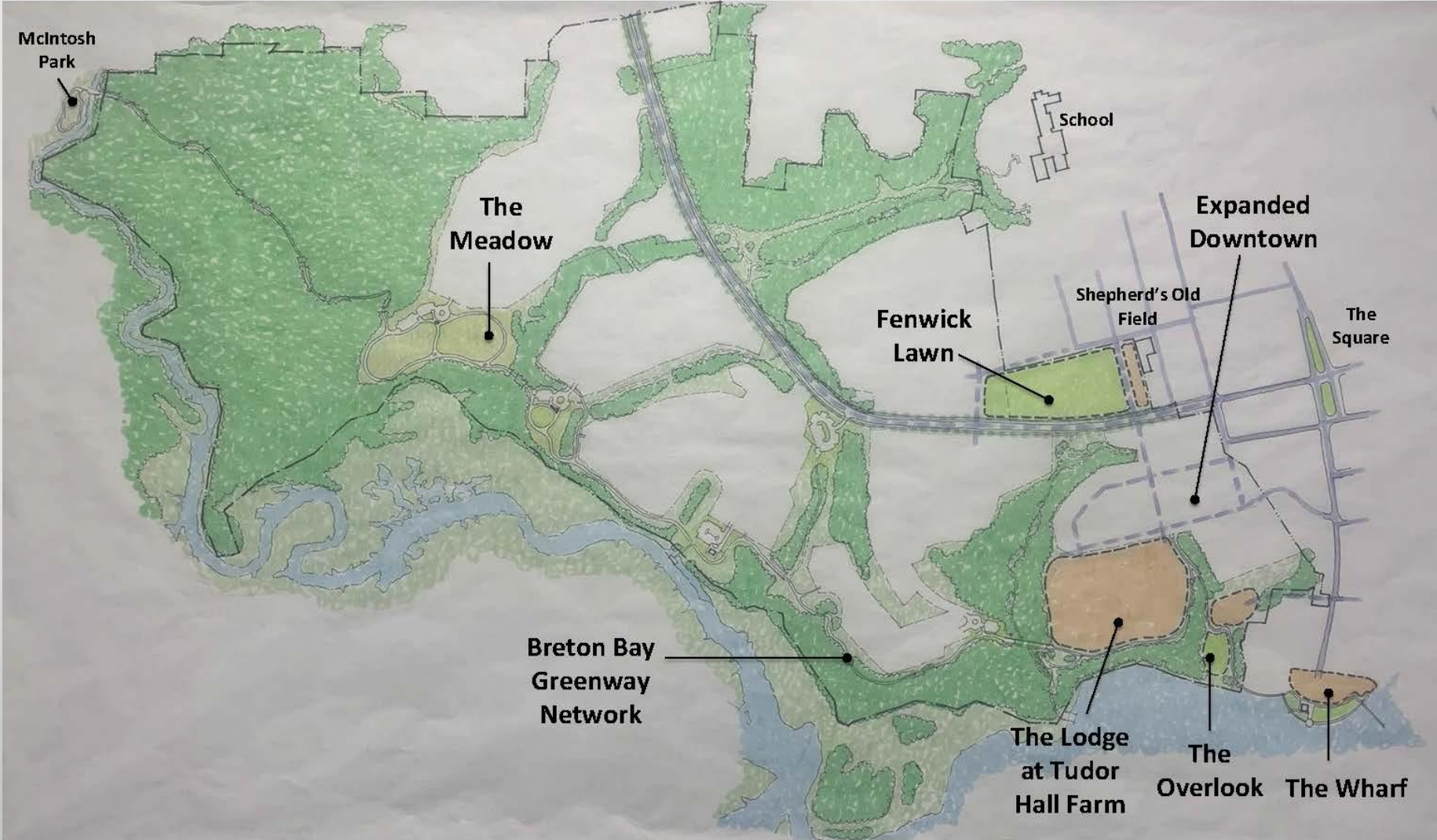
Land Planning and
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P.O. Box 2066
Savage, MD 20763
p: 443-745-4095

Phase II Strategic Plan Focus

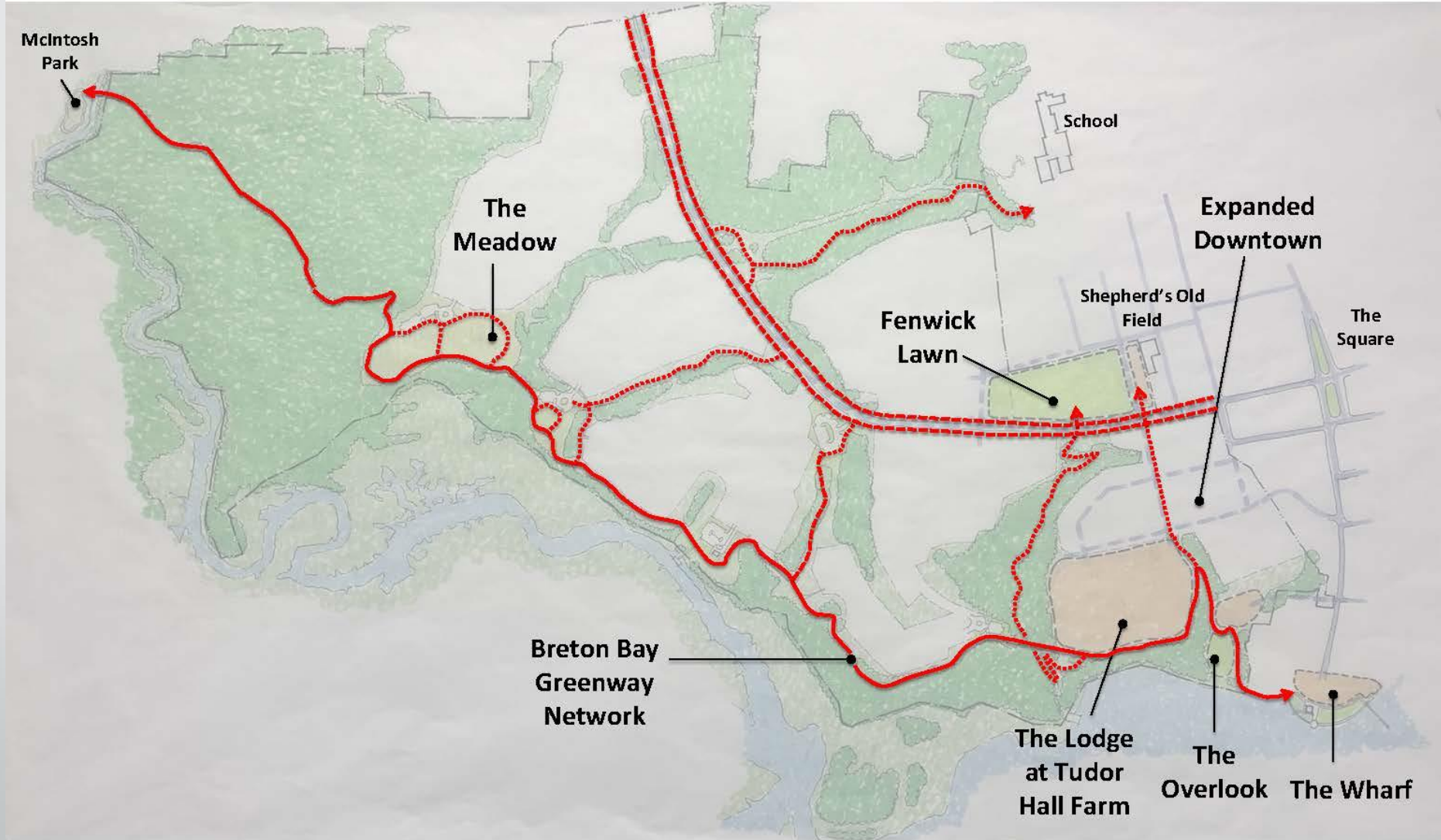


Wharf Park

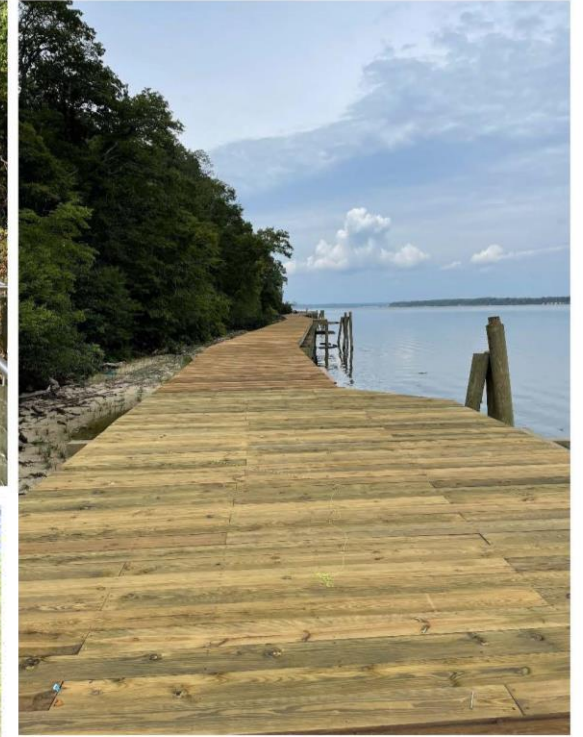
Framework



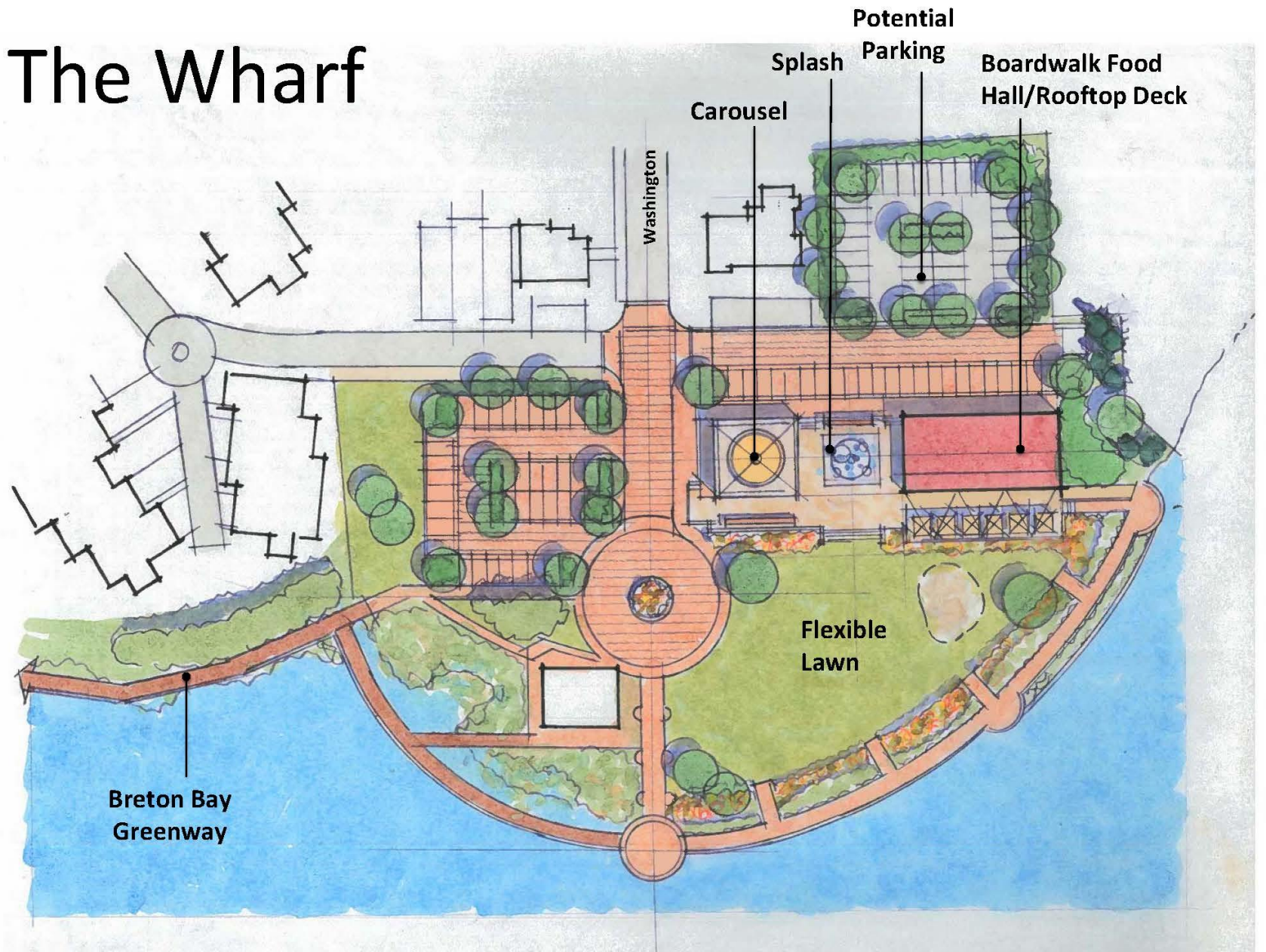
Breton Bay Greenway Network



Breton Bay Greenway Network



The Wharf



Boardwalk Food Hall at the Wharf



Reuse LVFD Carnival Carousel



Inspiration Photo



LVFD Carnival 1986



Splashpad

- Small scale splashpad (not a waterpark).
- Flexible to be used when not in season.
- Decorative and interactive.
- Adjacent to Food Hall and Carousel.

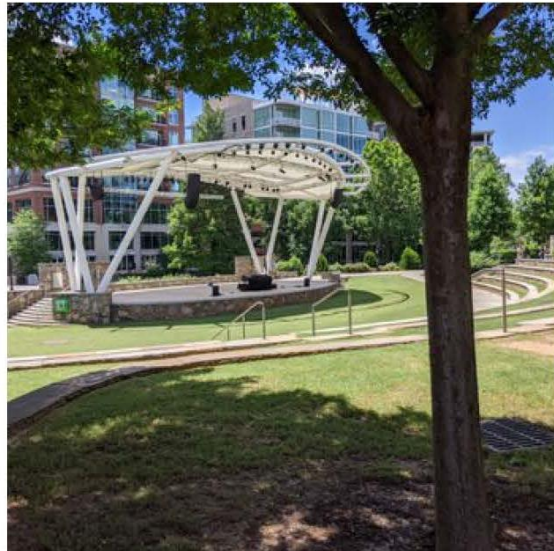


“The Overlook”

Alternate Location for
Carousel



Examples of Amphitheatre Designs



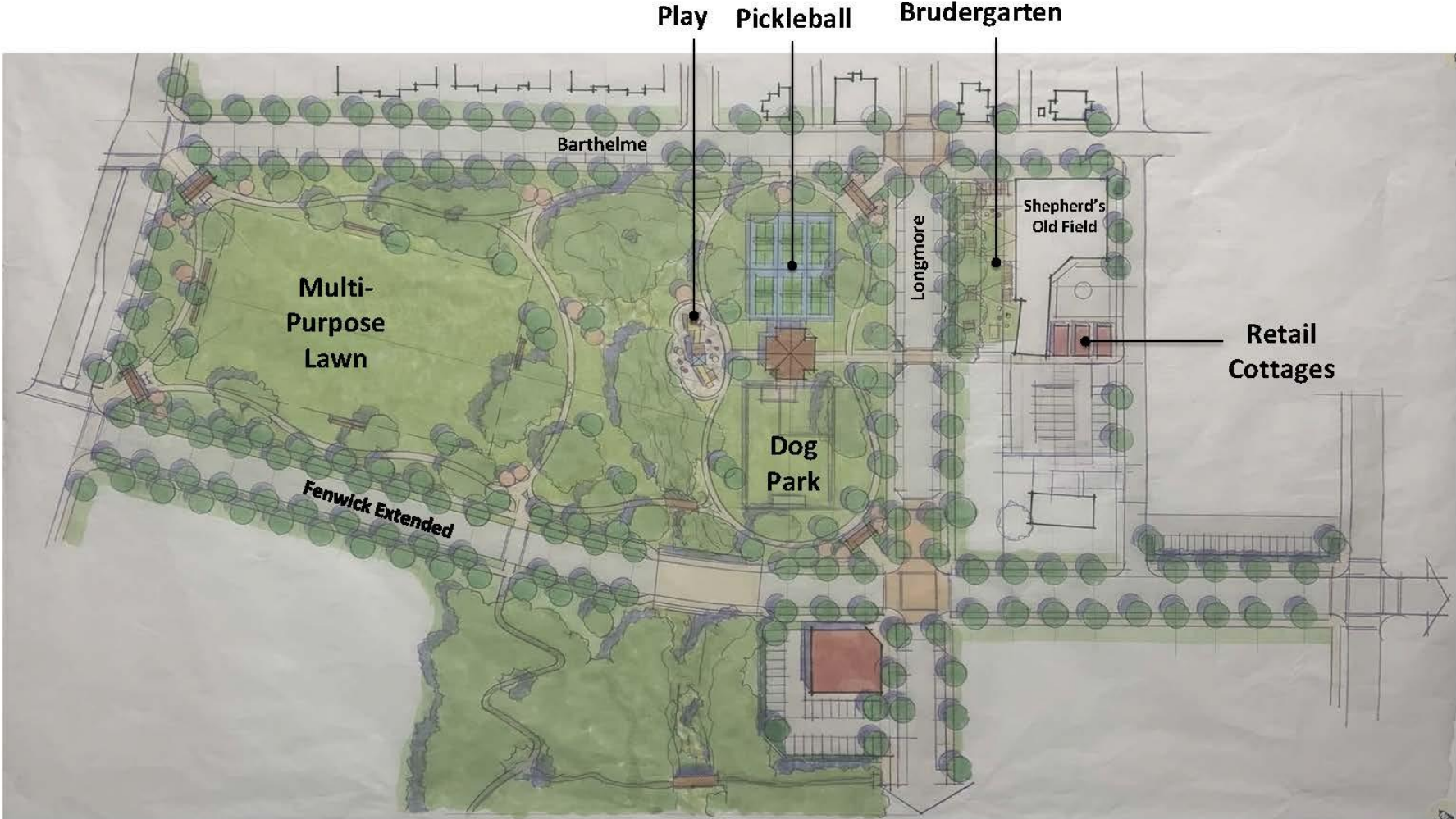
The Meadow



The Meadow



Fenwick Lawn



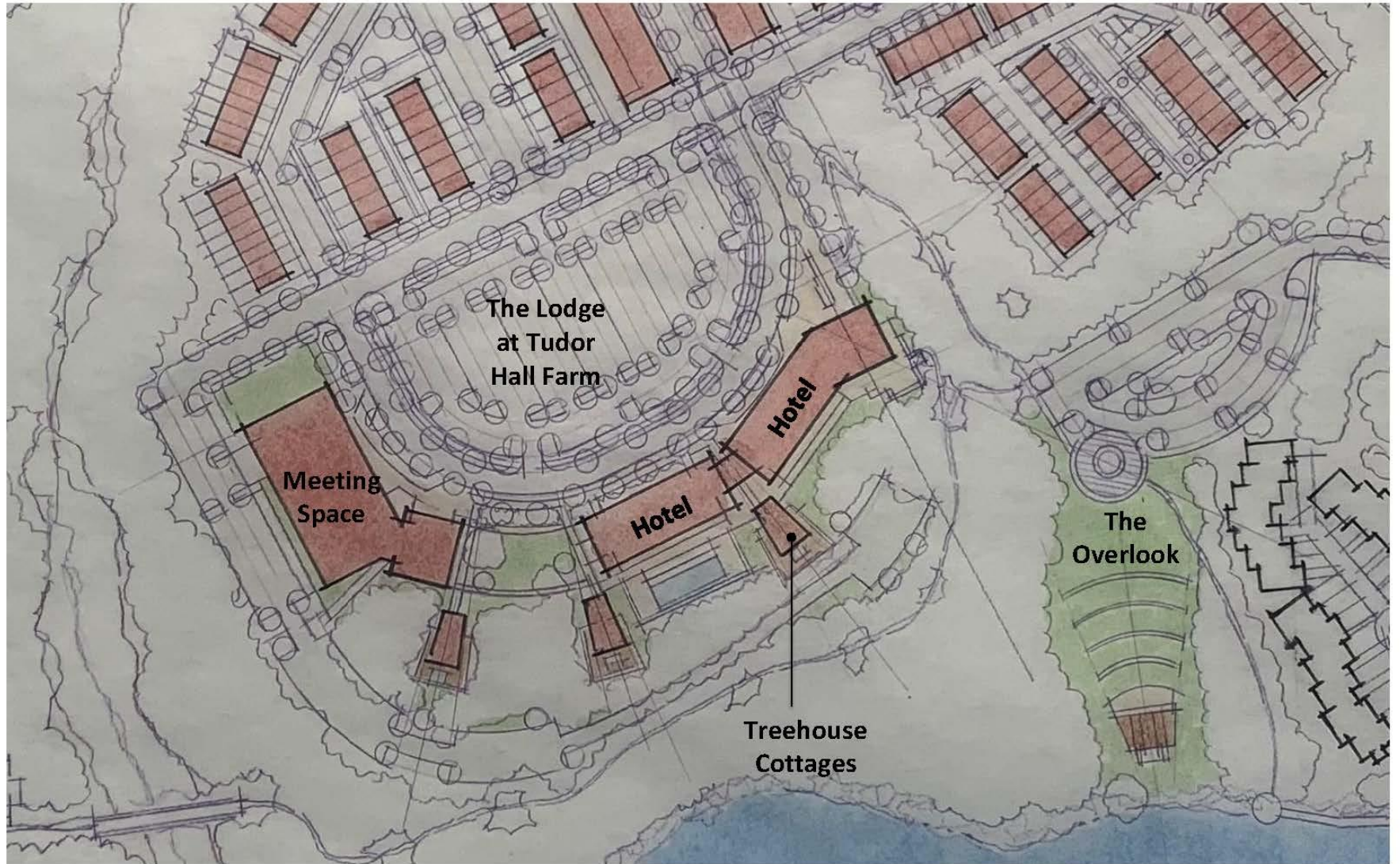


Fenwick Extended

Fenwick Lawn



The Lodge at Tudor Hall Farm



The Lodge at Tudor Hall Farm

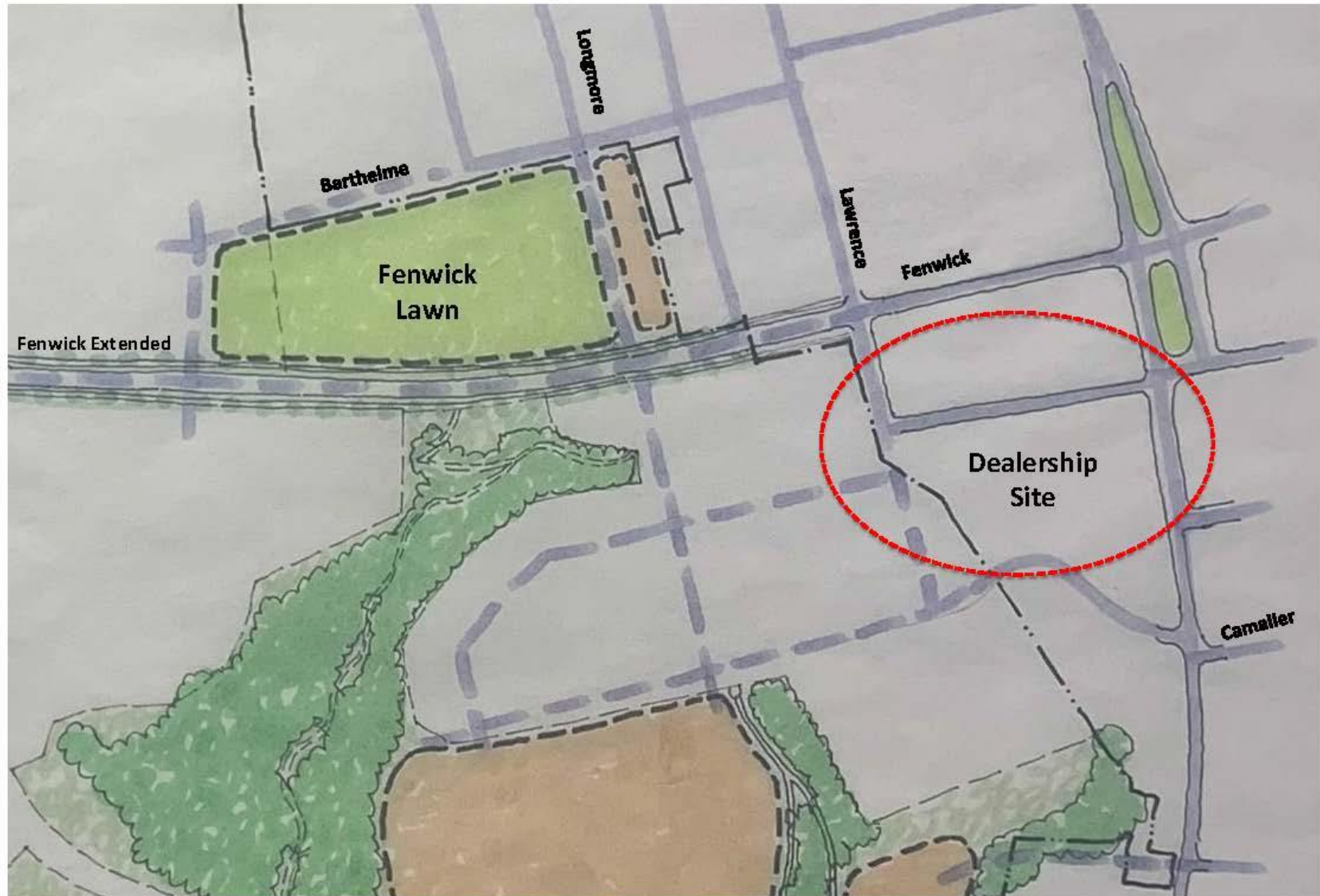
- Would be largest hotel in the three-county region (could expand over time).
- Only conference facility of its kind in the three-county region.
- Would have appeal for leisure travelers in addition to conferences and meetings.



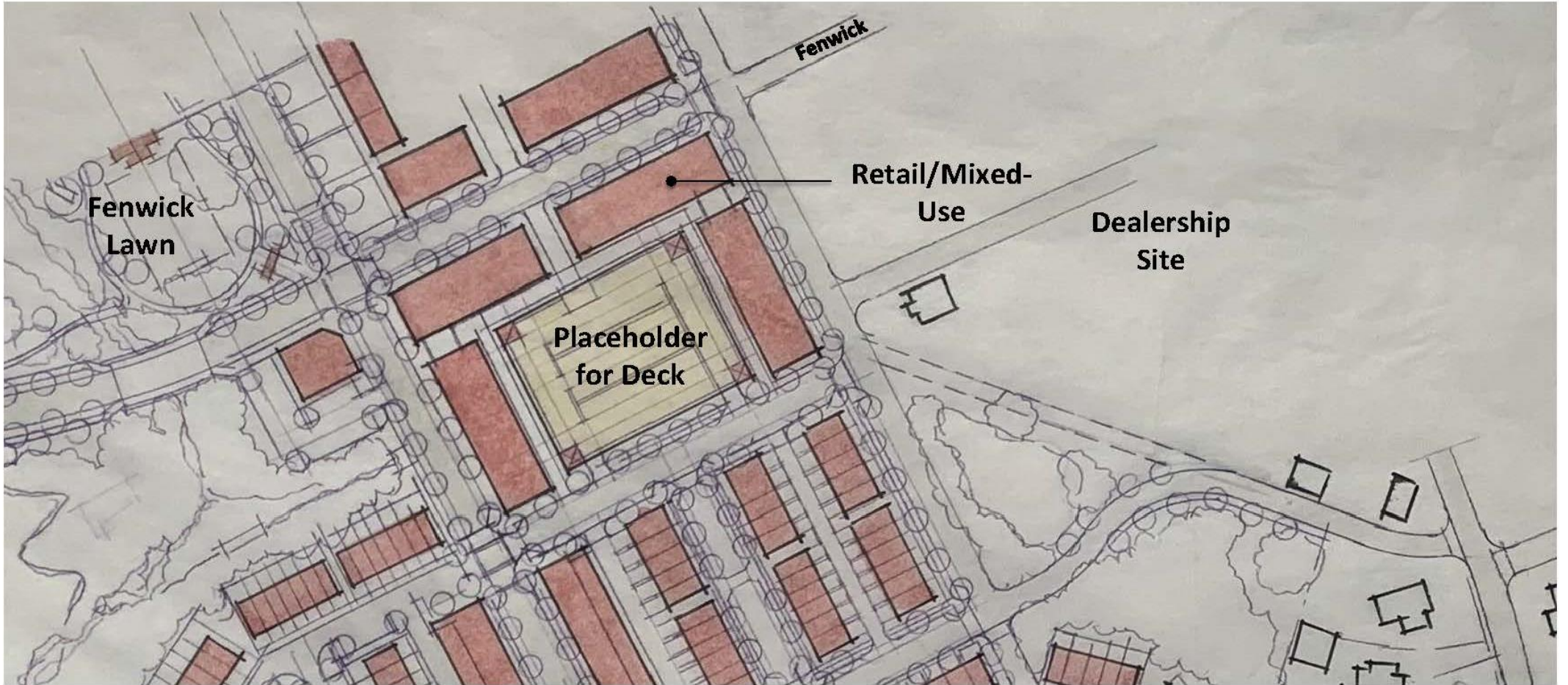
The Lodge at Tudor Hall Farm



Downtown Expansion







Fenwick
Lawn

Fenwick

Retail/Mixed-
Use

Dealership
Site

Placeholder
for Deck

New Focus





Leonardtwn
A most exceptional place!



Events & Happenings



LEONARDTOWN arts entertainment DISTRICT

LEONARDTOWN A&E

[home](#) | [events](#) | [main](#) | [featured events](#) | [calendar](#) | [virtual programming](#) | [shows](#) | [live events](#)

Leonardtown Maryland, the only **ARTS & ENTERTAINMENT DISTRICT** in Southern Maryland, offers a rich experience in culture. Explore art galleries, see shows and attend art shares with upcoming and prominent artists, take group or one-on-one art classes, and create your own work of art in instructor-led workshops. View



The Leonardtown Walk About Photo Workshop
Sunday, March 27, 2022
3 PM - 5 PM, \$35/PP

Explore Leonardtown and learn approaches for capturing the striking and unexpected in this guided photography workshop for the entire family led by the certified professional photographers from Your Journey Studios. Learn how to improve your photography skills and develop your creative eye

Plein Air at the Wharf
Saturday, April 2, 2022
4:30PM - 7:30 PM

CALLING ALL ARTISTS: Do you love plein air painting or have you ever wanted to learn? Then join us for an evening of creativity at the Leonardtown Wharf on Saturday, April 2, 2022 from 4:30 PM - 7:30 PM. Plein Air artists are welcome to join in on the open paint. There is no charge, but please register at brandy@blackstone@leonardtownmd.gov; as space is limited, and to be entered in a gift drawing (prize TBA). For those

Leonardtown Music & Dance Appreciation Day
Saturday, April 30, 2022
11:30 AM - 5 PM


In honor of National Dance Day, Leonardtown celebrates with exciting dance exhibitions and classes, and what would dance be without music! The SoMar Drummers will join in the celebration with a community drum circle and a Drum Set Showcase. All the festivities take place in Leonardtown Square.

The Leonardtown Summer Music Festival
Coming Soon!
Dates TBA


Leonardtown hosts a summer of exciting concerts featuring the SOMD Storytellers, Phillip Michael Parsons, Sam Grow, the Amish Outlaws and more throughout the Town of Leonardtown, Maryland from June - October 2021. Join us for an exciting Summer of Music




EXPLORE




Shop | Eat | Stay | Events | Rentals | Plan | Resources | Business



Shop | Eat | Stay | Events | Rentals | Plan | Resources | Business




Shop | Eat | Stay | Events | Rentals | Plan | Resources | Business



PLACES TO SEE

[Home / explore](#)


There's so much to see and experience in **HISTORIC LEONARDTOWN** from Leonardtown Square, the heart of this warm and friendly town, the vibrant energy of Shepherds Old Field Market, the hip and eclectic vibe of Fenwick Street, the peaceful tranquility of Port of Leonardtown Winery Park, and the serenity of beautiful Leonardtown Wharf. Come back again and again to discover all that Historic Leonardtown has to offer. Click on a link below to learn more about each exciting destination. Visit our [Planning](#) section or contact Brandy Blackstone, the Public Relations & Events Coordinator at brandy.blackstone@leonardtwnmd.gov or 301-475-9791 for more information.



THINGS TO DO

[Home / explore](#)


Visitors to **HISTORIC LEONARDTOWN** will be charmed by its warm hospitality and vibrant energy. Discover specialty shops, fine dining, outdoor concerts, art shows, wine tastings, exciting watersports, and one-of-a-kind events like an Annual End of Summer Beach Party Blowout where you'll find a man-made beach made of 40 tons of sand right in the center of town and so much more. Click on a link below for more information and plan a visit to Leonardtown today. Other resources are available in our [Planning](#) section or contact Brandy Blackstone, the Public Relations & Events Coordinator at brandy.blackstone@leonardtwnmd.gov or 301-475-9791.




NEW TO LEONARDTOWN

[Home / events / main / featured events / calendar / virtual programming / shows / live events](#)


Discover what's **NEW IN LEONARDTOWN, MARYLAND**, a small Southern Maryland town that's big on charm. Explore Butterfly and Wine trails, see exciting works of art from murals and outdoor sculptures, enjoy alfresco dining at area restaurants, take a seaplane ride and much more! There's so much to Discover or *Rediscover* in Leonardtown.




LEONARDTOWN




LEONARDTOWN




PORT OF




EVENTS & HAPPENINGS




ATTRACTIONS



DINING

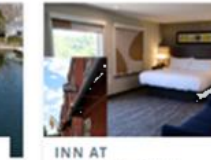


THE LEONARDTOWN BUTTERFLY TRAIL



WHARF BOAT SLIPS

Floating Dock Pier



INN AT LEONARDTOWN



A Bold and Bright Future!

Are you ready for some **bold moves**?

