

The Harford County Artistic Destination Map Final Project Report

Sarah Bond, Maria Lane, and Julia Rodricks

Under the supervision of Binbin Peng and Frank Zhou

URSP688L: Planning Technologies

The University of Maryland – College Park

Fall 2018



PALS - Partnership for Action Learning in Sustainability

An initiative of the National Center for Smart Growth

Gerrit Knaap, NCSG Executive Director

Kimberly Fisher, PALS Director

Contents

Introduction.....	2
Project Background.....	2
Vision.....	2
Goals and Objectives.....	3
Data Collection.....	7
Online Research.....	8
Interviews.....	8
County Visitor Center.....	8
Methodology.....	9
Visual Strategy.....	10
Suggestions and Concluding Thoughts.....	14
Appendix.....	17
Appendix A: Harford County - Artisan Interview notes.....	17
Appendix B: Data Organization List.....	21

List of Figures

- Figure 1. Harford County boundaries
- Figure 2. Dialogue box example
- Figure 3. “Smith Island Homestead” by Ellie Tryon-Elgin
- Figure 4. Advertisements directed to the arts community
- Figure 5. Peoplescape venues and structures
- Figure 6. Artistic destination map – methodology diagram
- Figure 7. Farms and Vineyards – Mount Felix Winery
- Figure 8. Naturescapes – Kilgore Falls
- Figure 9. Peoplescapes – Bel Air Farmers Market
- Figure 10. Historic and Cultural – Jericho Covered Bridge
- Figure 11. Snapshot of Harford County artistic destination map
- Figure 12. View of the Harford County map

Introduction

In September 2018, Greg Pizzuto, Director of Tourism for Harford County, Maryland gave a presentation of the county's tourism information as shown on their website:

<https://visitharford.com>. The county is exploring tourism-related initiatives but also seeking additional help in innovative ideas and methods to present areas of interest to the public.

Through the Partnership for Action Learning in Sustainability (PALS) program, Harford County hopes to obtain additional ideas for enhancing their website and attracting visitors. The County has a variety of venues and information, but the challenge is determining the best method of presenting it to visitors. After Pizzuto's presentation, the topics of interest were divided and the team pursued Art, Culture, and Festivals.

Project Background

Based on the presentation, the team began researching the county website. The team discovered that Harford County has much to offer visitors, as indicated by its "Harford Card System," but that there is still potential regarding how the area's attractions could be presented to the public. There are many attractions in the county that could inspire and encourage artisans, cultural enthusiasts, and tourists in general, if promoted in an attractive and direct manner. The "Visit Harford County" website could provide a platform for artisans and art lovers to easily discover what the area has to offer including the natural landscape of its many trails, various historical sites and museums, or seasonal festivals.

After some initial research and brainstorming, the team developed the following vision as a way to begin developing goals and objectives.

Vision

"Visiting Harford County? Looking for the perfect setting to take some photographs or pull out your sketchbook? The Harford County Artistic Destination Map is your key to finding the perfect location. With destinations in four categories, this resource helps you easily select your preferred experience and gather all the basic information in just a few simple clicks."

This vision directed the team's path in helping Harford County officials integrate and offer tourists points of interest, but also attract artists and photographers from the surrounding areas. This vision, supported by the county's has many visually-pleasing sites, was influenced by the large art community and its various artisan websites. Following the development of this concept, the team further brainstormed a set of ideas leading to goals and objectives that helped solidify the idea of creating an artistic destination map.

Goals and Objectives

The following goals and objectives are derived from the concerns and thoughts of Harford County representatives as well as the team's research. These goals and objectives will effectively outline innovative ways of thinking about showcasing the county's many attractions to a varied audience.

Goal: Provide viewers with a locational understanding of Harford County and its picturesque destinations.

This goal directs how to proceed with developing mapping data for the county. Geographically, Harford County is adjacent to the Chesapeake Bay and just north of Baltimore, and close to Pennsylvania and Delaware (see Figure 1).



Figure 1. Harford County boundaries

Objectives:

- Develop a county map with various markers such as Baltimore, Delaware and Pennsylvania, as well as key interstates and local highways so that viewers understanding the County's location.
- Organize and provide map layers depicting various categories of destinations.

Goal: Create easily-interpreted destination categories and an intuitive process for selecting a location.

Creating certain categories will enable Harford County visitors to narrow their choices to topics of interest instead of having to comb through a vast list of sites. The “Arts, Culture, and Festival” report section, describes the various categories developed by the team. The intuitive

process of selecting a location resulted in a dialogue box that appears when a user clicks on a particular location. Once displayed, a certain set of location attributes would appear.

Objectives:

- Research and identify destination categories for artisans or art-enthusiasts.
- Organize and develop destination data for selected locations, so that data can be geocoded for GIS mapping.

Goal: Easily equip map users with information and imagery on a selected destination to best inform their decision.

Providing a viewer with detailed information for each site, particularly those interested in the arts or photography, will allow them to plan a trip to Harford County, whether for two hours or two days. The map will provide location attributes and durations, fees, hours of operations, weblinks (for more details), etc., so that visitors can plan accordingly.

Objectives:

- Within each category, generate a list of venues to visit.
- For each venue, generate a an easily interpreted dialogue box that identifies the following attributes:
 - Name
 - Description
 - Fee (yes or no) or donation
 - Hours of operation
 - Weblink (for work of art or photo)
 - Estimated duration of a visit
 - Optimal season to visit
 - Child-friendly (age 12 and under)
 - Site ranking (according to Yelp or Google)

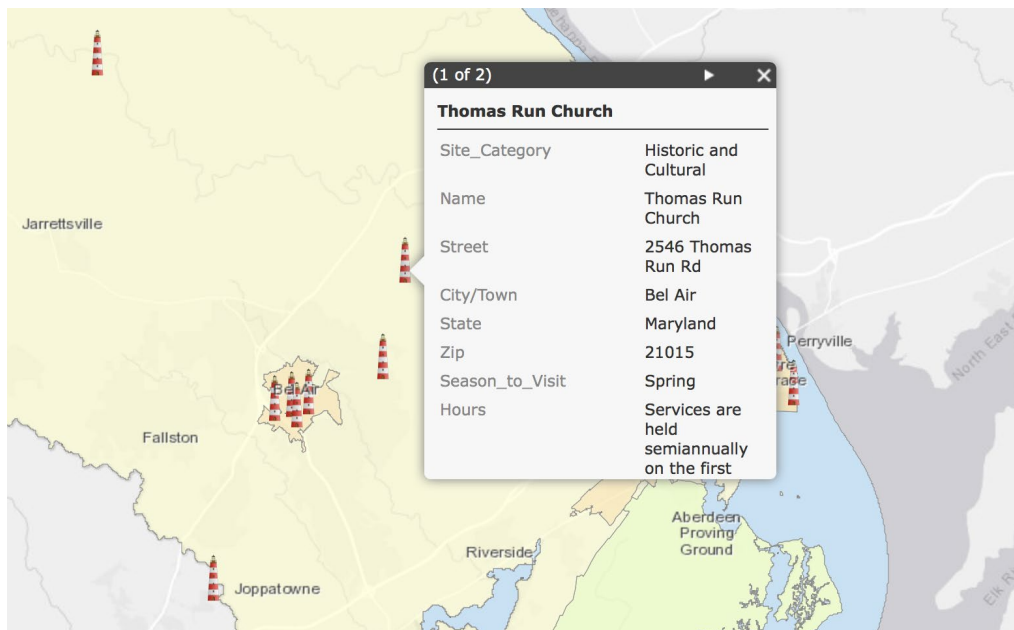


Figure 2. Dialogue box example

By providing destination information topics, the viewers could navigate the map and learn information that will help them plan a trip to Harford County (see Figure 2).

Goal: Solicit information from local subject matter experts.

Harford County, specifically in Havre de Grace and Bel Air, has a robust art community. The Data Collection section and Appendix A have additional detail and interview notes that guided the team in choosing destination points for the Artistic Destination Map.

Objectives:

- Conduct site visits and talk to local artists for information on the best areas for tourists, artists, and photographers to visit.
- Obtain artwork to incorporate throughout the map and to better connect viewer with the Harford County arts community.

These objectives were achieved and can be seen throughout this report. Showing local artwork online to other artists and interested people could provide inspiration and motivation to visit

some of these destinations. The local art communities have been very responsive and supportive of the team's effort to use artwork images. Figure 3 is an example of a painting by a local artist inspired by Harford County sites.



Figure 3. "Smith Island Homestead" by Ellie Tryon-Elgin (source: Arts by the Bay Gallery)

Goal: Provide Harford County with an innovative, comprehensive, and attractive way to showcase the arts and its sites.

Objectives

- Review artwork displayed in local galleries and incorporate examples into the map presentation.
- Review tourist pamphlets from the local visitor center(s) to understand what the local community likes to showcase, e.g., festivals, historic sites, farms, vineyards, etc.

Data Collection

The team obtained data through online research, site visits, and interviews.

- Research the Harford County website and other online sources, such as Talbot County, to see how data is displayed and how visually appealing the various Harford County sites are.

- Site visits to explore the area and get a sense of scale.
- Interviews with the members of the art communities and staff at visitor centers (in person or via email).
- Information from county advertising pamphlets.

Through this intensive data collection effort, particularly face-to-face interviews and site visits, helped the team understand just how passionate Harford County residents are about their community, their history, the arts, and natural sites.

Online Research

The team explored a wide variety of online resources related to Harford County.

- Online request (sent by mail) for *Harford: Official Destination & Insider Guide - 2018*.

(Appendix B contains a list of websites used for research and references.)

Interviews

The team undertook several outreach efforts.

- Contact local art associations, specifically, staff at the Arts by the Bay Gallery and the Harford Art Association.

County Visitor Center

The county has a number of robust visitor centers. The team visited downtown Havre de Grace on a mild sunny day, perfect for touring and a chat with the staff person at the visitor center resulted in a vast amount of information relevant for this project. While the center had abundant information about the county and local communities, it also had information about the state of Maryland and surrounding areas. Information specific to artist and photographer venues include:

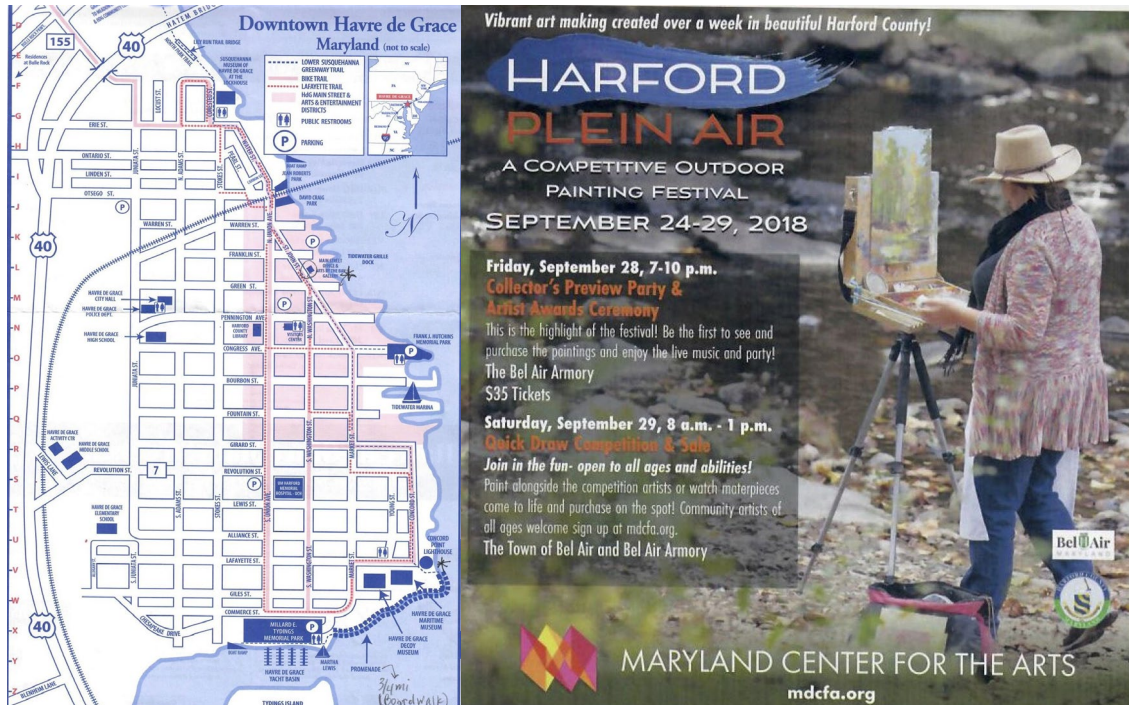


Figure 4. Advertisements directed to the art community (source: Havre de Grace Visitor Center)

Other potential artisan and photographer points of interest:



Figure 5. Peoplescape venues and structures (source: www.belairmd.org, Visitor Center)

Methodology

With the gathered data, the team developed an approach to help communicate the points of interest on an Artistic Destination Map and meet the intent of the vision statement.

Visual Strategy

The following diagram illustrates the team's thought process in developing an innovative presentation for Harford County.

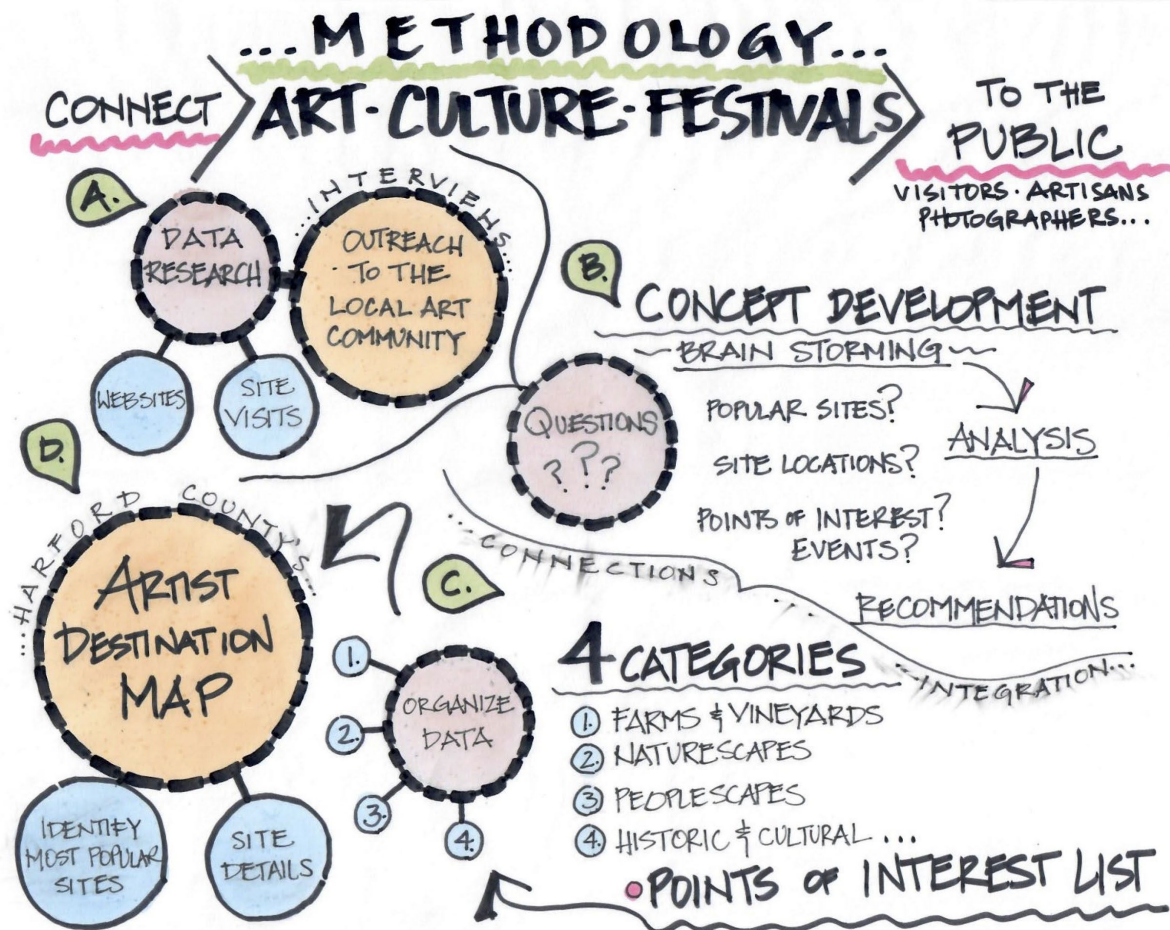


Figure 6. Artistic destination map - methodology diagram

This diagram's circular features indicate the features important to the project's success. For example, outreach to the local community was critical given preliminary research findings. Next, research—asking the right questions and organizing data—were important, coupled with the fact that the team wanted to create a useful product. The letters A through D represent the various steps to create the Artistic Destination Map.

- A. Data Research and Collection
- B. Concept Development
- C. Integrate Concept by aligning and organizing it with collected data

D. Create GIS mapping data

Map Destination Categories - within step C the team developed four categories for destination points. First, it made sense to create categories that are consistent with the “Visit Harford” website established categories. Also, based on interviews with local art communities, the team learned the most popular county sites for art and photography; these sites were sorted into the following categories and added to sites from the County’s official website.

Farms and Vineyards. The Harford County tourism website lists 13 farms, vineyards, and gardens, all open to the public. Artists and photographers alike can take inspiration from these various sites throughout the year.

Naturescapes. The most popular sites are identified by local artists and identified on the Artistic Destination Map. Beauty is in the eye of the beholder and Harford County lists 35 different parks, trails, and gardens offering a variety of picturesque scenes for photographers or artists—some are constructed (e.g., gardens, Conowingo Dam) others are natural (e.g., Kilgore Falls).

Peoplescapes. Photographers, sketch artists, and painters interested in people will enjoy the festivals and venues that draw in thousands of people each year. In 2018, there were at least 65 different festivals; every month of the year had some type of event.

Historic and Cultural. History and culture go hand-in-hand and Harford County offers a variety of museums, historic homes, and sites with historic significance relative to the Civil War, the Underground Railroad, the War of 1812, and other events in U.S. history. The county’s cultural venues are extensive and offer theatre, opera, music, and sports. The Artist Destination Map identifies several of the most notable areas.

The team collected and organized data to identify various sites across Harford County. While sites on the Visit Harford County website are more extensive than those on the Artistic

Destination Map, the project map gives artists or photographers an idea of popular sites as a starting point. And when their interest is peaked, an artist or photographer can explore further using the county's website or stopping by a visitor's center. The following images are examples of the points of interest captured.



Figure 7. Farms and Vineyards - Mount Felix Winery (source: Arts by the Bay Gallery)



Figure 8. Naturescapes - Kilgore Falls (source: Roadtrippers)



Figure 9. Peoplescapes - Bel Air Farmers Market (source: The Baltimore Sun)



Figure 10. Historic and Cultural - Jericho Covered Bridge (source: Only in Your State)

The last stage of the methodology diagram is creation of the Artistic Destination Map. Using ArcGIS Online, the team maximized map viewers' experiences by introducing an engaging interactive map. In creating the map, the team aimed to enhance ArcGIS graphics to develop user-friendly and concise data. This effort was achieved in two steps:

- Base map with layers depicting the location categories with easy to pinpoint symbology
- Story map depicting the Harford County Artistic Destination areas.

The team finalized decisions on map design features that would best fit the project objectives, including legend icons, and layer color codes, and organized metadata that was geocoded for use in ArcGIS (see Figure 11).

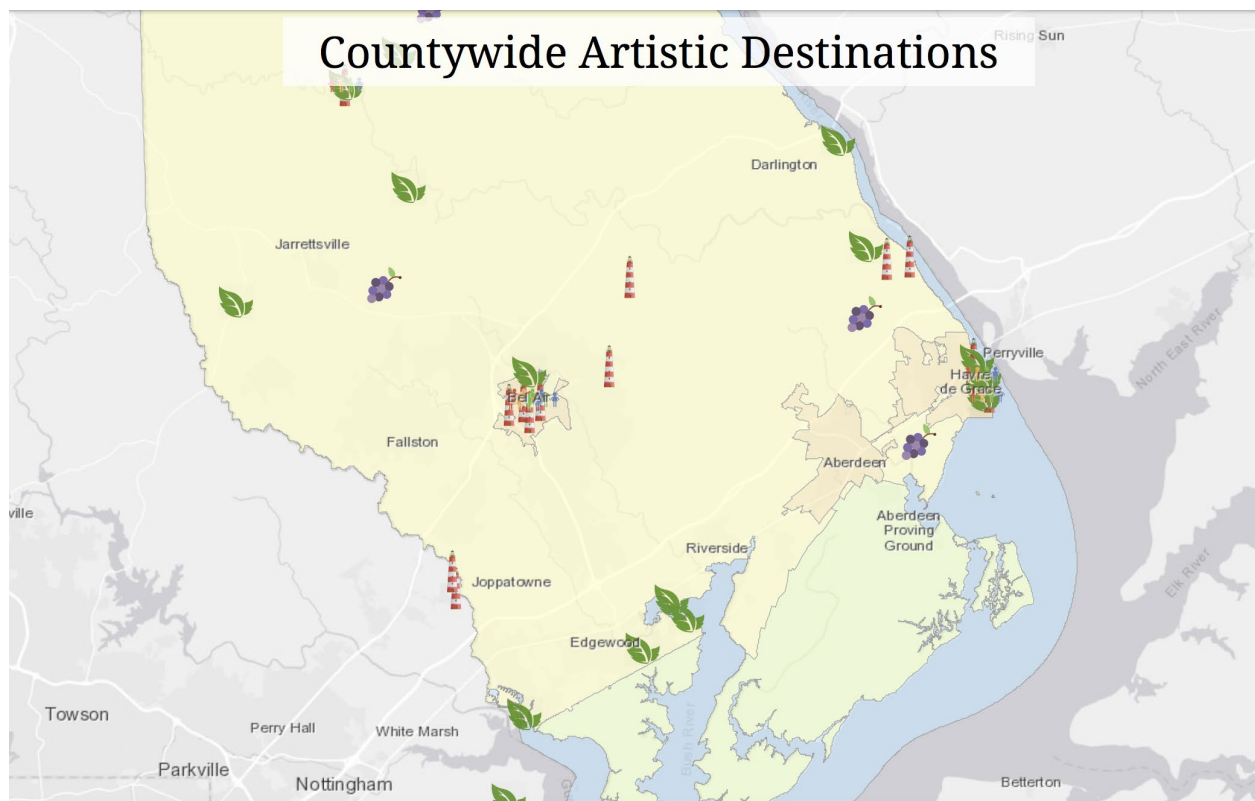


Figure 11. Snapshot of Harford County artistic destination map

Suggestions and Concluding Thoughts

The following list suggests ways this Artistic Destination Map could be further enhanced:

- Transform the 2018 “Harford Official Destination & Insider Guide,” specifically, the Harford County Map located in the centerfold, into an interactive map that allows users to click onto pop-up windows for more information (see Figure 12). While art is subjective, it’s good to alert artists and photographers to areas well-suited for painting, sketching, and taking photos.

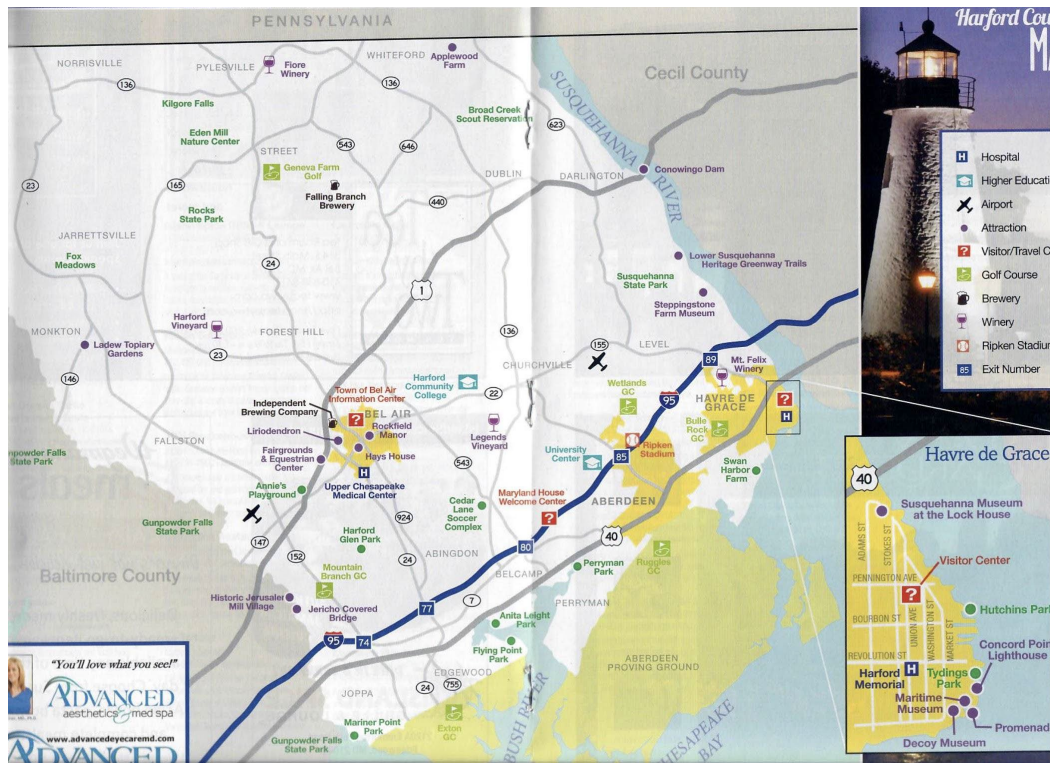


Figure 12. View of the Harford County map (source: 2018 *Harford Official Destination & Insider Guide*)

- Enhance the relationship with the local art community, inspiring local artists to create more artwork of county sites and use the work on the Artistic Destination Map. The found a some works but believe more could be accomplished.
- Enable the user to see the sites at different seasons. While the team contemplated this, we lack that data to show this on the map. With more time to experience these sites throughout the year, we envision a map with a “seasonal link” that would allow viewers to see a site at different times of year, allowing visitors to plan based on personal preferences.
- Integrate other “Visit Harford” points of interest such as the trail system and points of interest tied to specific trails (e.g., Ma and Pa Trail) that may interest artists or photographers. Similarly, consider tying in the county’s various theatrical venues, which could also be linked to the Peoplescapes category.

- Consider integrating with the Destination Harford App. While the team did not have time to consider this, given the popularity of apps, it may be worthwhile.

In conclusion, the team believes Harford has many picturesque venues, peoplescapes, and community events to offer visitors, especially artists and photographers. A joint venture between the arts and tourism communities could benefit both. The local art associations of the county are robust with activities, galleries, and workshops, many artists find inspiration from Harford County sites; it may be worth exploring the possibilities.

Appendix A: Harford County Artisan Interview notes

Art - Culture - Festival

To collect ideas about popular Harford County sites, the team began by researching Harford County on the internet and discovered the active arts community. The team conducted interviews of the local artisans, through the following associations.

Havre de Grace Arts by the Bay Gallery (www.artsbythebaygallery.com)
307 St. John Street
Havre de Grace, MD 21078

Points of contact:

- Ms. Charlotte Lindgren
- Ms. Susan Zanella
- Ms. Mary Lou Clark (HAA Secretary)

The following questions were asked via email:

- If someone wanted to paint/draw various sights within Harford County what and which sites within the county would you recommend?
- Do you currently have a list you could provide if a fellow artist were interested in either painting, drawing/sketching, or photography?
- Everyone has different tastes, but any good leads to help an artist decide or needed inspiration would be helpful.
- In researching Harford County the team noticed that it has many views and vistas to offer artists and tourists:
 - Urban sites (one of your city's downtowns?)
 - Natural sites (perhaps along one of your many trails or perhaps sites to drive to?)
 - Festivals (there seem to be many if I wanted peoplescapes)

Do you provide patrons with anything like this?

The following responses were received from members of the county art community:

October 22, 2018, Ms. Susan Zanella

"Very good question! And it lets us know that maybe we should have a "database" of answers! I took a very quick poll, and here's what we come up with:

- *Downtown in Bel Air (Armory, Courthouse, historic buildings, churches)*
- *Marina in Havre de Grace (Millard Tydings Memorial Park) and also the Frank J. Hutchins Memorial Park*
- *Lighthouse in Havre de Grace*
- *Jerusalem Mill*
- *Ma and Pa Trail, particularly along Annie's Playground section*
- *Liriodendron*
- *Rockfield*
- *Kilgore Falls*
- *Susquehanna State Park Rock Run Grist Mill*
- *Ladew Topiary Gardens (entry fee to see the gardens)*
- *Bel Air Farmer's Market on Saturday mornings for people scenes*

Hope this helps! And of course, hope you get a chance to visit our Gallery!! Please stop in and introduce yourself and take a look at what some of our artists have created."

October 29, 2018, Ms. Mary Lou Clark

Hello,

The following sites have been recommended as good scenes for plein air painting ("Harford Plein Air - A Competitive Outdoor Painting Festival" via the Maryland Center for the Arts, www.mdfa.org):

- *Downtown in Bel Air (Armory, Courthouse, historic buildings, churches) and also Havre de Grace.*
- *Marina in Havre de Grace (Millard Tydings Memorial Park) and also the Frank J. Hutchins Memorial Park*
- *Lighthouse in Havre de Grace*
- *Jerusalem Mill*
- *Ma and Pa Trail, particularly along Annie's Playground section*
- *Liriodendron*
- *Rockfield*

- *Kilgore Falls*
- *Susquehanna State Park Rock Run Grist Mill*
- *Ladew*
- *Bel Air Farmers Market on Saturday mornings for people scenes*

October 20, 2018, Ms. Charlotte Lindgren (in-person interview)

The interview began by walking around the gallery and noting various art pieces. Follow-on questions were prefaced by an observation regarding the number of county sights and animals that had been painted and/or drawn.

Question: “Charlotte, would you be able to identify some points of interest you feel an artist or photographer would like to see within the County?”

Response: “Old houses, bridge structures, hospital within the Havre de Grace Artist district, particularly along Union Street...”

Other points of interest she mentioned:

- Concord Point Lighthouse
- Keepers Inn
- Horses - there are a number of farms within the county and some people enjoy painting/drawing horses
- Museums:
 - Decoy Museum
 - Maritime Museum
 - Stepping Stone Farm Museum
 - Susquehanna Museum at the Lock House
- Havre de Grace was a stop on the Underground Railroad
- Workshops (photography/art) - Charlotte mentioned that these were partially seasonal
- Galleries - in addition to Havre de Grace, there is also the Belair Artist Association
- Festivals - check the online calendar for when various ones are held throughout the year.

5 December 5, 2018, Ms. Susan Zanella

An email was sent to Ms. Zanella to confirm the use of artists' work for the project. Her response:

"...Harford Artists' members do sign a waiver that their images may be used for promotional materials, so I do not see an issue with what you want to use them for, but, if you let me know the artists, I can send their email addresses to you and you can contact them directly for verification, just to keep things transparent. "

Appendix B: Data Organization List

Website resources

<https://visitharford.com>

www.artsbythebaygallery.com

<https://tourtalbot.org>

<https://www.baltimoresun.com/news/maryland/harford/belair/ph-ag-comm-hcc-underground-railroad-20150109-story.html>

<https://www.belairmd.org/PhotoViewScreen.aspx?PID=307&FullSize=true>