

LETTERS OF SUPPORT

for the

REVITALIZATION OF CHESTERTOWN MARINA

On December 1, 2015, the Town of Chestertown submitted a Capital Project Request in the amount of \$1.5 million to Governor Larry Hogan for the repair and revitalization of Chestertown Marina. The Town is currently soliciting Letters of Support to show leaders in Annapolis that there is broad-based community support for the project.

Please address letters to:

Governor Lawrence J. Hogan, Jr.
Office of the Governor
100 State Circle
Annapolis, MD 21401

Letters can be turned in at the front desk of Town Hall or emailed to chris.chestertown@verizon.net.

Ideally, letters should be submitted to the Town by **Monday, December 21st**.

TALKING POINTS

Each Letter of Support should be personalized. The talking points below may serve as a guideline for why this initiative is so important to the future of Chestertown:

PRESERVING CHESTERTOWN'S HISTORY, IDENTITY, AND CULTURE

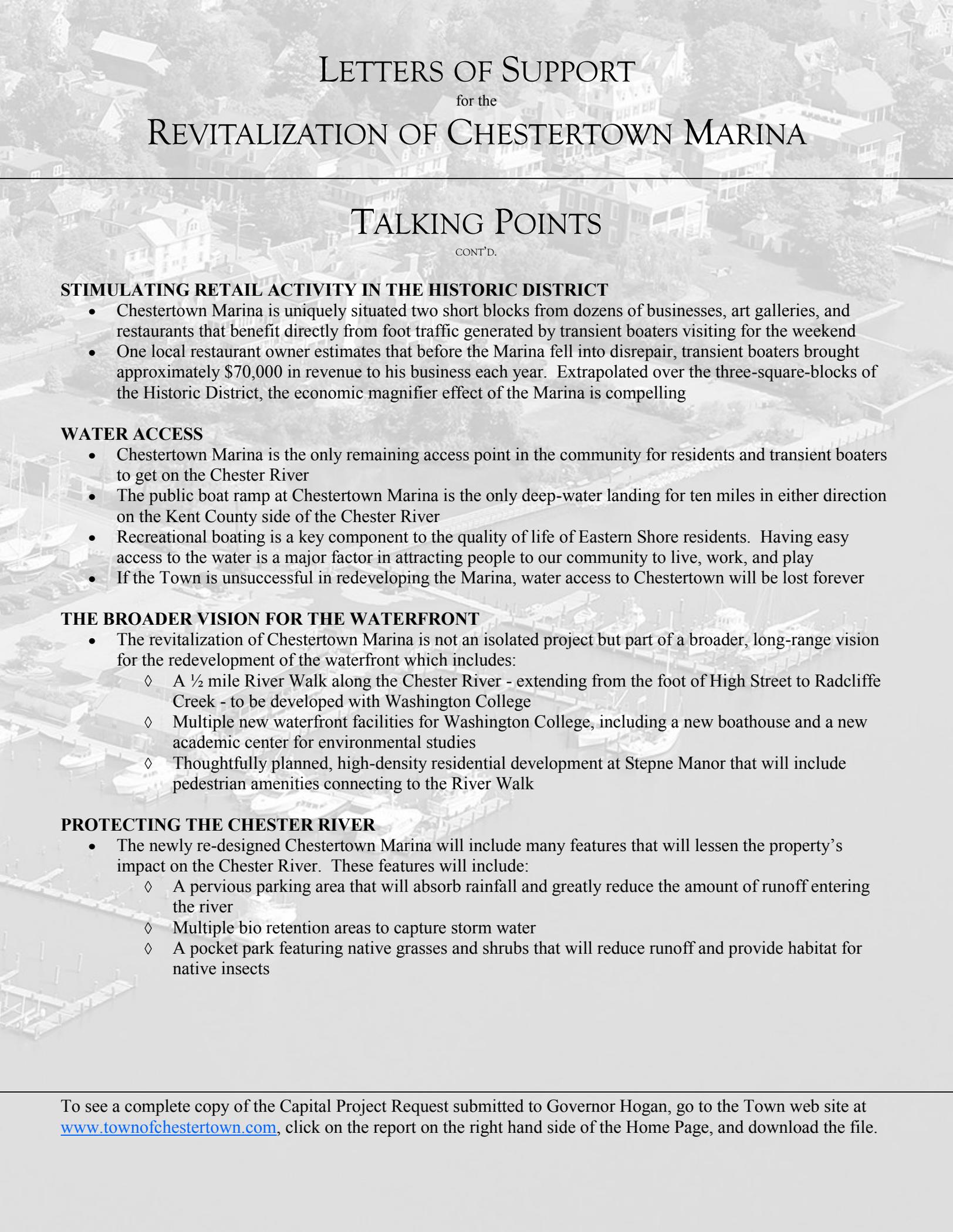
- Chestertown was founded in 1706 as one of six original Royal Ports of Entry to the Chesapeake Bay, a 310-year legacy that is unique amongst small towns in the mid-Atlantic region
- Chestertown's maritime heritage is a critical component of the community's identity, heritage, economy, and culture. The Town boasts one of only four National Landmark Historic Districts in the state of Maryland, located within easy walking distance of the Marina

PROMOTING HERITAGE AND ECO TOURISM

- The Chestertown waterfront is the most iconic and visible gateway to Kent County's 40-million-dollar-a-year heritage and eco-tourism industry
- Chestertown Marina provides the base of operations for Sultana's Downrigging Weekend, one of the largest gatherings of tall ships in the mid-Atlantic that regularly brings 5,000 visitors to Chestertown and contributes tens of thousands of dollars to the local economy
- Chestertown Marina supports the re-enactment of the Chestertown Tea Party Festival, the largest event in Kent County that brings up to 10,000 visitors to the community
- Additional waterfront events, such as Riverfest and the Chestertown Jazz Festival, could be greatly expanded and enhanced by a fully redeveloped Marina

SUPPORTING AND CREATING JOBS

- Chestertown Marina directly supports the operations of the schooner Sultana, Echo Hill Outdoor School, and the Chester River Packet. These organizations collectively employ 20 people and bring approximately 6,000 visitors to Chestertown each year
- The Marina itself supports 6 full and part-time jobs
- Traffic from the Marina drives business directly to the Fish Whistle Restaurant, the only waterfront restaurant in Town that employs 70 full and part time positions
- Foot traffic from transient boaters supports businesses in the Historic District that collectively provide hundreds of jobs for our citizens



LETTERS OF SUPPORT

for the

REVITALIZATION OF CHESTERTOWN MARINA

TALKING POINTS

CONT'D.

STIMULATING RETAIL ACTIVITY IN THE HISTORIC DISTRICT

- Chestertown Marina is uniquely situated two short blocks from dozens of businesses, art galleries, and restaurants that benefit directly from foot traffic generated by transient boaters visiting for the weekend
- One local restaurant owner estimates that before the Marina fell into disrepair, transient boaters brought approximately \$70,000 in revenue to his business each year. Extrapolated over the three-square-blocks of the Historic District, the economic magnifier effect of the Marina is compelling

WATER ACCESS

- Chestertown Marina is the only remaining access point in the community for residents and transient boaters to get on the Chester River
- The public boat ramp at Chestertown Marina is the only deep-water landing for ten miles in either direction on the Kent County side of the Chester River
- Recreational boating is a key component to the quality of life of Eastern Shore residents. Having easy access to the water is a major factor in attracting people to our community to live, work, and play
- If the Town is unsuccessful in redeveloping the Marina, water access to Chestertown will be lost forever

THE BROADER VISION FOR THE WATERFRONT

- The revitalization of Chestertown Marina is not an isolated project but part of a broader, long-range vision for the redevelopment of the waterfront which includes:
 - ◇ A ½ mile River Walk along the Chester River - extending from the foot of High Street to Radcliffe Creek - to be developed with Washington College
 - ◇ Multiple new waterfront facilities for Washington College, including a new boathouse and a new academic center for environmental studies
 - ◇ Thoughtfully planned, high-density residential development at Stepne Manor that will include pedestrian amenities connecting to the River Walk

PROTECTING THE CHESTER RIVER

- The newly re-designed Chestertown Marina will include many features that will lessen the property's impact on the Chester River. These features will include:
 - ◇ A pervious parking area that will absorb rainfall and greatly reduce the amount of runoff entering the river
 - ◇ Multiple bio retention areas to capture storm water
 - ◇ A pocket park featuring native grasses and shrubs that will reduce runoff and provide habitat for native insects

To see a complete copy of the Capital Project Request submitted to Governor Hogan, go to the Town web site at www.townofchestertown.com, click on the report on the right hand side of the Home Page, and download the file.