

State of Maryland

2007 Bond Bill Fact Sheet

1. Senate		House		2. Name of Project
LR #	Bill #	LR #	Bill #	
2811	SB569	1735	HB321	Delmarva Discovery Center on the Pocomoke River
3. Senate Bill Sponsors				House Bill Sponsors
Stoltzfus				Conway
4. Jurisdiction (County or Baltimore City)				5. Requested Amount
Worcester				\$150,000
6. Purpose of Bill				
Authorizing the creation of a State Debt to serve as a grant to the Board of Directors of the Pocomoke Marketing Partnership, Inc. for the construction, renovation, and capital equipping of a steamboat exhibit at the Delmarva Discovery Center on the Pocomoke River.				
7. Matching Fund Requirements				
The grantee shall provide and expend a matching fund. No Part of the matching fund may consist of real property, in kind contributions, or funds expended prior to the effective date of the Act.				
8. Special Provisions				
None.				
9. Contact Name and Title			Contact Phone	Email Address
Barbara B. Tull, President			410-957-2463	bbtull@comcast.net

10. Description and Purpose of Grantee Organization (3000 characters maximum)

The sole mission of the Pocomoke Marketing Partnership is to develop and operate the Delmarva Discovery Center. Our goal is to interpret the rich tradition of life in and on the Pocomoke River as well as to revitalize the City's downtown through the attraction of additional visitors.

This project will have a major impact on job creation due to the number of visitors to be attracted to the Discovery Center. It is estimated by Economics Research Associates that 35,000 persons will visit the Center during a stabilized year of operation. This projected attendance rate is significantly higher than that of the smaller existing museums in the region. The capture rate of visitors in the local market within 25 miles would be 4%, with a projected attendance of 5,360. The day-trip market would yield 4,625 visitors at a capture rate of 1.5% for those living within 25 to 50 miles, and 5% rate for those living within 50 to 80 miles. The overnight travelers market is estimated at 21,030, with the Route 13 pass-through long distance traveler market at 3,595. This represents a significant increase in visitors to Worcester County.

In early 1997, a group of Pocomoke City residents, business people, and City officials began meeting to discuss the need for further downtown revitalization. In May of that same year, the Project Management Group at Salisbury University was commissioned to prepare a comprehensive marketing study for Pocomoke City. In October 1997, a public meeting was held to present the findings of the study. One of the key recommendations called for the development of a waterfront museum in Pocomoke. The marketing study noted that such a museum had the potential to attract a large number of visitors. A consensus developed among local residents to proceed with this project. The Pocomoke Marketing Partnership, Inc. was formed in November 1997 in order to assess the feasibility of opening such a museum.

It was felt that the Pocomoke River, designated a "wild and scenic river" by the State of Maryland would be a logical draw to market to tourists. The City of Pocomoke, utilizing Program Open Space funds, purchased the Duncan Building on Market Street in downtown Pocomoke for \$125,000.

The Pocomoke Marketing Partnership has obtained the funds to do the site work, the exterior renovation, and the interior renovation. All exterior work has been completed, including the following:

- Renovation of the Exploratory
- Replacement of the roof
- Pointing of exterior brick
- Replacement of windows and doors

The following work is ongoing and will be completed during the spring of 2007:

- Installation of HVAC
- Flooring
- Ceiling repair
- Reconstruction of interior partitions
- Site work

11. Description and Purpose of Project (3000 characters maximum)

The Delmarva Discovery Center (DDC) will portray the rich tradition of life in and on the Pocomoke River. It will be filled with hands-on, interactive exhibits. Visitors will first enter the orientation theatre, which will set the tone and introduce them to all that they will see and experience on their tour.

The first exhibit will depict the lives of early Native Americans in the area. This exhibit will show a camp demonstrating the daily activities of the tribes, including cooking and canoe building.

The visitor will next see a depiction of the cypress swamp, which transitions to a marsh environment. He or she will next walk onto a wharf where goods are being loaded. Mannequins representing travelers will be seen on a gangplank leading up to a full-sized steamboat ready to travel to a Chesapeake Bay destination.

Delmarva shipbuilding will be demonstrated as a boatwright works on a log canoe. A duck carving shed will feature decoys, some of which will be placed in the water.

The final exhibit begins with a flow model of the Pocomoke, and will show the relationship of the river to agriculture and poultry farming. A laboratory will allow visitors to test the river's water quality, and learn what it takes to keep our watershed healthy. An archeological work shed completes the museum experience.

Bond Bill funding will be used to pay for a portion of the \$450,000 cost of the steamboat exhibit. The following offers a description of the exhibit.

In front of a dock at this exhibit can be seen the various wares and products that might have traveled the river, including wood planks, cypress shingles, barrels containing grain, corn, flax seed, and tobacco. Voices will be heard discussing goods and travel on the river and within the Delmarva Peninsula, talking about the loading of goods and the trip down the river. A mannequin seated on a crate reading a paper is directly next to the gangway. The visitors will have opportunity to sit alongside and read the same paper from the 1870s.

At one end of the dock will be a wharf exhibit that is a full-sized walk-through of a typical warehouse. The area will contain three mannequins that are loading materials on the steamboat. Photos and artifacts will bring the scene to life. Real water tanks at the dock will bring the dock sequence to life with lapping water. The gangplank will slope up to the deck level of the steamer. Once onboard, the visitor can be engaged in many ways. They will be able to see a storeroom filled with materials. The visitor will also be able to sit on a bench next to a person dressed in traditional clothing. This traveler will tell his story as a visitor learns from listening to him. At a predetermined sequence the paddlewheel from the steamer will begin to move. Always in the background one will be able to hear the rumble of the steam engine. The engine room is a fully submersible exhibit.

Round all amounts to the nearest \$1,000. The totals in Items 11 (Estimated Capital Costs) and 12 (Proposed Funding Sources) must match. The proposed funding sources must not include the value of real property unless an equivalent value is shown under Estimated Capital Costs.

12. Estimated Capital Costs

Acquisition	
Design	
Construction	

Equipment			\$450,000.00
Total			\$450,000.00
13. Proposed Funding Sources – (List all funding sources and amounts.)			
Source		Amount	
State Bond Bill		\$150,000.00	
Worcester County Commissioners		\$300,000.00	
Total		\$450,000.00	
14. Project Schedule			
Begin Design	Complete Design	Begin Construction	Complete Construction
Completed	Completed	July, 2007	March, 2008
15. Total Private Funds and Pledges Raised as of January 2007	16. Current Number of People Served Annually at Project Site	17. Number of People to be Served Annually After the Project is Complete	
\$70,000.00	0	35,000	
18. Other State Capital Grants to Recipients in Past 15 Years			
Legislative Session	Amount	Purpose	
2004	\$150,000.00	Exterior renovation	
2006	\$150,000.00	Exhibit development	
19. Legal Name and Address of Grantee		Project Address (If Different)	
Pocomoke Marketing Partnership, P.O. Box 727, 6 Market St., Pocomoke, Md. 21851			
20. Legislative District in Which Project is Located			38th
21. Legal Status of Grantee (Please Check one)			
Local Govt.	For Profit	Non Profit	Federal
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
22. Grantee Legal Representative		23. If Match Includes Real Property:	
Name:	Barbara Tull	Has An Appraisal Been Done?	Yes/No
Phone:	410-957-2463		
Address:		If Yes, List Appraisal Dates and Value	
P.O. Box 727, 6 Market St., Pocomoke, Md. 21851			
24. Impact of Project on Staffing and Operating Cost at Project Site			

Current # of Employees	Projected # of Employees	Current Operating Budget	Projected Operating Budget
0	8	\$278,750.00	\$415,250.00
25. Ownership of Property (Info Requested by Treasurer's Office for bond issuance purposes)			
A. Will the grantee <u>own</u> or <u>lease</u> (pick one) the property to be improved?			Lease
B. If owned, does the grantee plan to sell within 15 years?			
C. Does the grantee intend to lease any portion of the property to others?			Yes
D. If property is owned by grantee and any space is to be leased, provide the following:			
Lessee	Terms of Lease	Cost Covered by Lease	Square Footage Leased
E. If property is leased by grantee – Provide the following:			
Name of Leaser	Length of Lease	Options to Renew	
26. Building Square Footage:			
Current Space GSF	16,083		
Space to Be Renovated GSF	2000		
New GSF	18,083		
27. Year of Construction of Any Structures Proposed for Renovation, Restoration or Conversion			1920
28. Comments: (3000 characters maximum)			
<p>Coal will be on the floor and shovels blackened by the coal lay against the engine and voices of workers will be heard.</p> <p>Once on the deck of the exhibit, the visitor will be able to view the pilot house upstairs. He or she will see a mannequin at the helm with various charts and artifacts that reinforce the exhibit.</p>			