

Appendix A - The Top 5 Dozen+ Assets of the Greater Crisfield Area Uniquely Crisfield™

Whether you come to VISIT, STAY, or BUILD a BUSINESS...
The Greater Crisfield Area offers a wealth of unique assets including
people, physical infrastructure, natural resources, rich heritage and special events that
make it "**Uniquely-Crisfield™**"

1. The goodness, friendliness and diversity of its people
2. The natural beauty of the Tangier Sound, its islands and its marshes
3. An abundance of sea life and waterfowl
4. Outstandingly beautiful sunsets
5. A city built on oyster shells and surrounded on 3 sides by water
6. A calm, safe environment making it one of America's safest cities
7. A public infrastructure of "city services" including sanitary and storm sewers, water, trash, streets, sidewalks, parking, cable TV, phone, high speed internet, and cellular service as well as water-oriented services such as public and commercial docking
8. Modern and fully equipped ambulance squad and volunteer fire company
9. A choice of private and public educational opportunities including pre-k through 12th grade, after school mentoring, a career and technical center, and within commuting distance to Wor-Wic Tech Community College, University of Maryland Eastern Shore, and Salisbury University
10. Located just one hour's drive from Ocean City or Chincoteague National Wildlife Refuge and their 10 million annual tourists
11. Within commuting distance of Wallops Island NASA Space Center
12. An easy drive from Washington DC, Baltimore, Wilmington, Harrisburg, Philadelphia, & New York



13. A day-trip by boat from Norfolk, Washington DC, Annapolis, Baltimore, St. Michaels, & Solomon's Island
14. Transportation available to Salisbury-Ocean City-Wicomico Regional Airport (SBY) and Baltimore Washington International Airport (BWI)
15. The Crisfield-Somerset County Municipal Airport with paved and turf runways
16. A City Dock and pavilion, with over \$1 million in recent renovations
17. A cruise ship port-of-call and twice-daily departure point for Smith & Tangier Island ferries
18. A charter fishing fleet
19. A maritime industry for commercial and pleasure boat building, maintenance and repair
20. A working watermen's harbor for crabbing, oystering, and fishing
21. An active seafood packing industry for crabs and oysters
22. A reputation as the "Crab Capital of the World"
23. Home to a US Coast Guard station and local, state and federal water patrols
24. A city beach accessible from town and miles of white sand beaches accessible by boat
25. The Southern-most port and city in Maryland with a correspondingly mild climate
26. The largest and best state-owned Marina on the East coast with 515 deep water slips in a protected harbor accommodating boats from 15 to 150 feet
27. Jane's Island State park with 1300 acres of wilderness, 11 miles of pristine beaches, 30 miles of marked water trails, over 100 tent, camper and cabin sites, nature center, and conference facility.
28. Multiple public boat launching ramps, trailer storage facilities, and private marinas
29. The Ward Brothers Workshop Museum, home of internationally-known wildfowl carvers Lem & Steve Ward



30. The J. Millard Tawes Library, home of one of MD's most popular Governors, also elected Treasurer and Comptroller
31. The J. Millard Tawes Historical Museum, celebrating the history of the Crisfield area and its relationship to the water
32. The Crisfield Custom's House, a U.S. port-of-entry facility from when Crisfield was MD's second-largest city, presently undergoing renovation
33. The Bank of Crisfield Building, a 19th century institution founded by Colonel Clarence Hodson, America's youngest bank president, founder of Beneficial Finance Corporation, and founder of the Hodson Trust which has provided over \$260 million in educational funding within MD
34. Departure point for Tangier and Smith Islands - rated "Best Trips 2016" by National Geographic Traveler
35. One of "America's Top Five Kayak Destinations" by Paddler Magazine and TripAdvisor
36. One of "America's 101 Best Outdoor Towns" by 101 Best Outdoor Towns: Unspoiled Places to Visit, Live & Play by Tuff and Melille
37. One of "America's 10 Best Places to Buy a Waterfront Second Home" by Zillow, July 2014
38. One of the "9 Maryland Towns You Should Be Spending More Time In," according to Thrillist, November 2015
39. Home to the Smith Island Baking Company, producing Maryland's State Dessert, Smith Island Cake
40. Home of Water's Edge Restaurant, listed among "These 15 Restaurants in Maryland Have Jaw-Dropping Views While You Eat," according to OnlyInYourState.com, February 2016
41. Home to The Crab Place, the first and largest online business to sell and ship Crisfield blue crab to all fifty states (reported by the Wall Street Journal) and now promoting and hosting Crab & Cruise and Crab & Concert events in Crisfield, bringing thousands of visitors from across America. Sixteen events scheduled for 2016.
42. Home to Chesapeake Cowboys, a 'rodeo' organization formed by local boat captains, which attracts thousands of spectators to its boat docking competitions across the region, fourteen of which are scheduled for 2016.

43. Location in the greater Crisfield area of the Burgess Eastern Shore Americana Museum Collection featured on an episode of "American Pickers" on the History Channel in February 2016
44. McCready Hospital with 24 hour emergency room accessible by land, sea and air
45. Alice B. Tawes Nursing & Rehabilitation Center, a \$12.5 million 76-bed waterfront skilled nursing facility opened in 2010
46. Chesapeake Cove Assisted Living facility with 30 waterfront apartments built in 2010
47. A \$6 million state-of-the-art library opening Spring 2016
48. A municipal wind turbine starting up Spring 2016
49. A new local radio station WBYC 107.3 FM starting Winter 2016
50. A local newspaper
51. Great Hope Golf Course, an 18 hole 7000 yard course designed by world-renowned golf architect Dr. Michael J. Hurdzan
52. An arts-culture with many local artists and home to the Somerset County Arts Council
53. A music-culture with local and nationally known musicians, public concerts, music on the dock program, and Wood & Stone Retreat
54. Cultural clubs including a garden club, book club, and others
55. Social clubs including the Crisfield Country Club and the Somers Cove Yacht Club
56. Fraternal and service clubs including American Legion Post 16, Crisfield Elks Lodge, Crisfield Elks Pride Lodge, Crisfield Lions Club, Chesapeake Masonic Lodge
57. More than two dozen houses of worship
58. An active and successful Road Scholar Program bringing hundreds of overnight visitors to Crisfield each year
59. An agricultural industry providing fresh fruits and vegetables as well as bulk crops



60. A growing aqua-culture industry

61. The National Hard-Crab Derby, a 69-year tradition on Labor Day weekend

62. The J. Millard Tawes Crab and Clambake, a 40 year tradition the 3rd Wednesday of July

63. The Softshell Spring Fair, a 24 year tradition in May



64. Freedom Fest, a 7 year tradition of celebrating our heroes in July

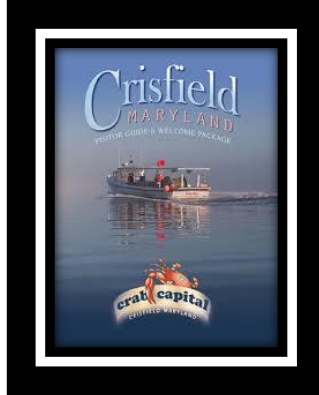
65. A variety of other regular events and parades including Marion Strawberry Festival, Wheels on the Waterfront, Dock Day on the Bay, Skipjack Races, McTavish Market, Halloween Parade, Christmas in Crisfield

66. Sporting events including cycling, kayaking, marathons, fishing tournaments, & boat docking

67. Tourists, visitors, part time residents and others who love the 'hidden gem' that is Crisfield and return often to enjoy its people, tranquility, natural beauty, outdoor activities, heritage and events.

Appendix B -

offers something for all ages. private parties , crabbing off skiing, golfing, as well as just sunsets in the world. Crisfield Cove Marina which is the boat slips in a protective camping, hiking, picnicking, best nature has to offer. Ocean City, 20 minutes from minutes from Chincoteague Salisbury is only 30 minutes and restaurants. Kick back daily catches in a beautiful setting or experience the best fishing on the Chesapeake Bay in the quaint and friendly town of Crisfield. Events include Strawberry Festival, Soft Shell Spring Fair, Reality Show on USA Network, Crab and Cruise, Wheels on the Waterfront, Freedom Fest, Governor Tawes Crab and Clam Bake, Hard Crab Derby and Fair, A Taste of Smith Island, Tour Du Shore, Dock Day on the Bay, Native American Heritage Festival, Halloween and Christmas Parades, and MacTavish's Market, For more information contact ???



A Crisfield, Maryland Weekend Crisfield

There are daily charter boats for fishing and the city dock, boating, kayaking, canoeing, jet relaxing and enjoying the most spectacular also has several marinas including Somers largest marina in Maryland with more than 500 environment. Janes Island State Park offers 30 miles of water trails, and just enjoying the Crisfield is uniquely located 50 miles from the Victorian town of Princess Anne, and 40 Island, Virginia, well known for its wild ponies. up the road and offers a great variety of hotels and watch the crab boats bring home their



Daily cruises from Crisfield, Maryland to Smith Island, Maryland. Chelsea Lane Tyler departs Crisfield at 12:30 pm and returns at 5:00 pm.

As the hub of the country's soft shell crab industry, Smith Island, from May through September, is bustling with crab boats, crab picking and tending to the soft shell crustaceans in the crabber's shanties. The shallow waters surrounding Smith Island are also a fishing haven for herons, egrets, ibis, osprey and pelicans. Visitors frequently see them diving and stalking, their elegant silhouettes reflected in the water. Early morning or evening

outings by boat or kayak are ideal for catching rockfish, experiencing the extensive bird life, or watching the light change on the water. Located 9 miles off of Crisfield, MD in the heart of the Chesapeake Bay, Smith Island's marshy archipelago has preserved an extraordinary natural environment and island culture. Smith Island has 240 year round residents, spread between the villages of Ewell, Rhodes Point and Tylerton. In Tylerton, separated by water from the other villages, visitors can watch the day's catch being picked at the Smith Island Crab Co-op and purchase fresh crabmeat to bring home. The Smith Island Heritage Center in Ewell is well worth a stop to learn about the crabbing industry, the island's culture and Smith Islanders unique dialect. Golf carts, bicycles and walking are the way to travel on Smith Island, when one is not in a boat. Visitors to the island can feast on fresh crab cakes and the island's trademark nine layer cake. The meandering creeks, or "guts," through the island's 8,000 acres of marsh provide extensive opportunities for paddlers and photographers. Many a rockfish has been caught at the county dock in Tylerton, which is also a popular spot for crab jigging.

Cruise to Tangier Island



Daily cruises from Crisfield, Maryland to Tangier Island, Virginia. Steven Thomas departs Crisfield at 12:30 and returns at 5:30.

Tangier Island is a unique place to visit. located on the Chesapeake Bay in Virginia, Tangier is made up of many small islands divided by marshes and small tidal streams. It is located 12 miles off of the mainland and is only accessible by boat or airplane. The island is about 1 mile wide and 3 miles long and has about 700 residents, most of whom make their living by crabbing and oystering. There are very limited amenities on Tangier Island – a few gift shops and restaurants, one hardware store, one small

grocery store and three Bed and Breakfasts. Residents get around on golf carts, boats, mopeds, and bikes. Summertime, visitors spend time learning about the culture and lifestyle of this island community of watermen. Take a watermen's tour - Learn about the soft shell crabbing industry from a licensed captain who offers a variety of tours, such as crabbing, birding, sunset and eco tours. Tangier Island Museum displays historic artifacts and provides an excellent overview of the island and its community. The museum provides free kayaks and canoes so visitors can explore the self-guided "water trails" around Tangier. Feast on fresh seafood - Tangier Island is one of the best places on the Chesapeake Bay for fresh, local seafood — especially soft-shell crabs. Take a bicycle or golf-cart tour – Local residents line up when the boats arrive each day to offer tours around the island. Bikes are available to rent and it is also easy to just walk around the island.



You are invited

to the

Greater Crisfield Action Coalition

Community Information & Input Meeting

on Friday, November 20 at 6:00 p.m. at the
Woodrow Wilson Community Center
119 S. 7th Street, Crisfield

This first meeting will focus on obtaining input relative to the needs of individuals within the community. At future meetings, GCAC board members will focus upon the needs of business, civic, and government organizations. All individuals interested in the future of the greater Crisfield area are encouraged to attend this and all future public meetings of The Greater Crisfield Action Coalition.

www.GreaterCrisfield.org

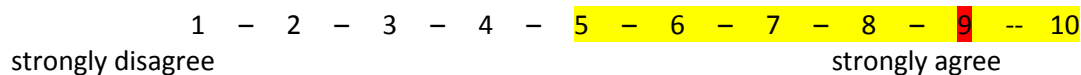
Greater Crisfield Action Coalition
Strategic Action Plan Community Input Survey

*The purpose of the survey is to add simple and straightforward - **public scrutiny, comment, and involvement**. For this plan to be effective at expanding economic development opportunities for the whole community, the whole community must understand it and reach consensus on its content. All comments, observations, and ideas are welcome, no matter how small or how comprehensive they may be.*

For each question, please circle the number that best represents how you feel from **Number 1, “strongly disagree” to Number 10, “strongly agree”**.

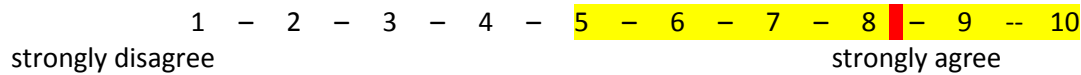
Please add any feedback in the section provided for each question if you have any. Please feel free to continue on the back of this survey if necessary.

- 1) I feel that tourism is the greatest opportunity for revitalization in the greater Crisfield area. **9.0**
range 5 - 10 median 10



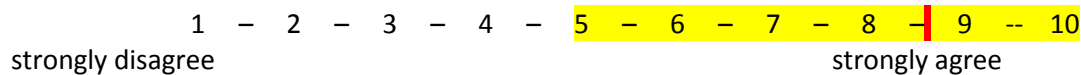
Feedback:

- 2) I feel that residents of the greater Crisfield area will be empowered to gain meaningful employment and career advancement, while meeting the employee needs of local employers if coaching, education and training opportunities are provided. **8.3** **range 5 - 10 median 9**



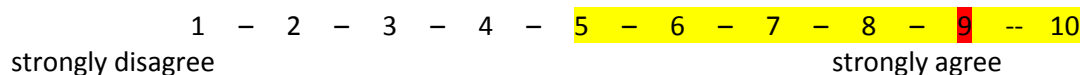
Feedback:

- 3) I feel that on the basis of seafood, location, natural resources and heritage, a brand identity that satisfies the needs of seasonal economics, while also reaching a wide range of constituent customers, will promote Crisfield as the most unique tourist destination on the Eastern Shore. **8.6** **range 5 - 10 median 9**



Feedback:

I feel that press releases focusing on positive actions and outcomes, a community brand awareness project, historical markers promoting our heritage and community beautification will create a positive awareness of the Greater Crisfield Action Coalition. **9.0** **range 5 - 10 median 10**



Feedback:

5) I feel that through volunteerism, entrepreneurship, mentoring, training and recreation, youth will be provided opportunities for positive youth community engagement. **9.1 range 5 - 10 median 10**

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
strongly disagree strongly agree

Feedback:

6) I feel that increasing the number of new homes, new homeowners, demolishing derelict homes and reducing the size of public housing is an adequate goal. **8.4 range 1 - 10 median 9**

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
strongly disagree strongly agree

Feedback:

7) Are you a business owner interested in participating in the opportunities within the Greater Crisfield Action Coalition Strategic Action Plan? **YES or NO** (Circle One)

If "YES", please provide the following information:

Company Name: _____

Company Address: _____

Your Name & Title: _____

Your phone: _____ Email: _____

Please state how you would like to get involved: _____

8) Are you a resident interested in participating in the opportunities within the Greater Crisfield Action Coalition Strategic Action Plan? **YES or NO** (Circle One)

If "YES", please provide the following information:

Name: _____

Address: _____

Your phone: _____ Email: _____

Please state how you would like to get involved: _____

THANK YOU FOR YOUR FEEDBACK AND INPUT!



You are invited

to the

Greater Crisfield Action Coalition

Business Information & Input Meeting

on Tuesday, January 5 at 5:00 p.m. at the

Tawes Museum

Upstairs -- Use back door

3 Ninth Street, Crisfield

At this meeting, the Directors of GCAC will describe the framework of the group's action plan, seek feedback relative to the plan's potential impact on local business and request input on how the plan may be refined to better meet the business and economic development needs of the local community. While the meeting is open to all, business owners and managers are especially encouraged to attend.

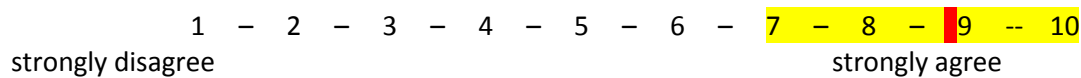
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Greater Crisfield Action Coalition
Strategic Action Plan Business Input Survey

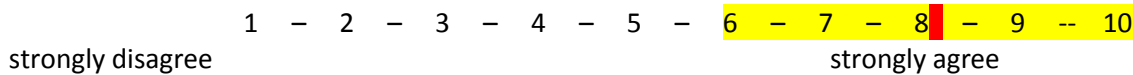
*The purpose of the survey is to provide for simple and straightforward - **public scrutiny, comment, and involvement**. For this plan to be effective, the whole community must understand it and reach consensus on its content. All comments, observations, and ideas are welcome, no matter how small or how comprehensive they may be.*

For each question, please circle the number that best represents how you feel from **Number 1, “strongly disagree” to Number 10, “strongly agree”**.

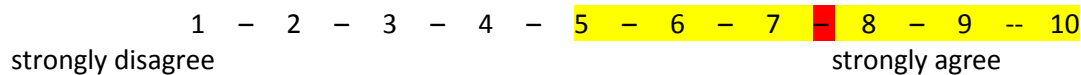
- 2) I feel that tourism is the greatest opportunity for initiating revitalization in the greater Crisfield area.
8.8 Range 7 - 10 median 9



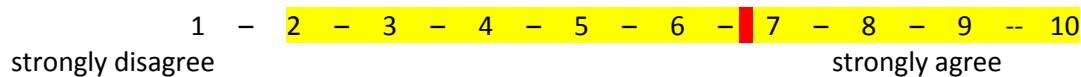
- 4) I feel that "Uniquely Crisfield - ™" will allow the area to create a brand identity that leverages seafood, natural resources, heritage and other valuable assets to drive tourism across an expanding season. **8.2 Range 6 - 10 median 8**



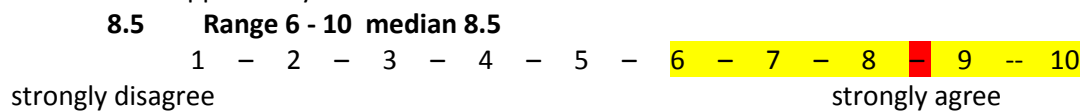
- 5) I feel that a workforce development program to prepare youth and adults for entry level jobs will benefit both residents of the greater Crisfield area and businesses as they seek to grow. **7.6 Range 5 - 10 median 7.5**



- 6) I feel that "White Boot Hospitality ™" is an appropriate identity for a program that can be a means to providing customer service that delights visitors, distinguishes the greater Crisfield area, and provides residents with credentials that can be leveraged to improve their careers and quality of life. **6.7 Range 2 - 10 median 7**

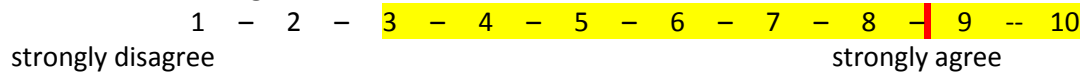


- 5) I believe that with proper leadership and a cooperative approach, we can simultaneously and successfully increase tourism, build business capacity, and provide skilled workers to staff those businesses, insuring that visitors to Crisfield will leave delighted, business will be profitable, and economic opportunity will be created.

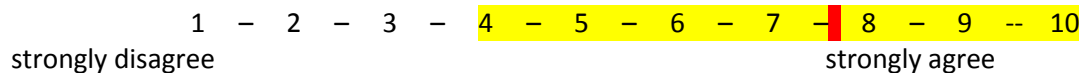


6) I feel that an organized effort of beautifying and restoring both uptown and downtown Crisfield will provide economic opportunity for business and residents alike.

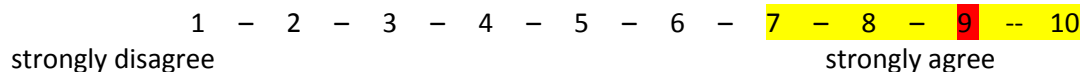
8.6 Range 3 - 10 median 9



7) I feel that through volunteerism, entrepreneurship, mentoring, training and recreation, youth will be provided opportunities for positive community engagement that will improve their chances of success in the future. **7.6 Range 4 - 10 median 8**



8) I feel that increasing home ownership, reducing the size of public housing, demolishing derelict homes, elevating homes, restoring homes, building new homes, and identifying neighborhoods will create economic opportunity, improve quality life, and raise property values. **9.1 Range 7 - 10 median 9**



An Industry Partnership (IP) is a group of businesses with common needs that work together to achieve common goals. IP's are self-governing, meet monthly or quarterly, and often operate with the help of a facilitator provided by an entity such as GCAC. IP's most frequently organize around training, recruiting, retention and other human resource issues; but they may also focus on things like bulk purchase contracts, legislative initiatives, promotion, etc. Involvement of IP's is a requirement for many state and Federal programs. For example, MD requires that a minimum of 5 businesses be involved in an associated IP in order for a school or other entity to receive workforce development funding from the state.

9) Would you be willing to consider your business joining a Hospitality Industry Partnership to help attract marketing and workforce development funding to the greater Crisfield area?

 2 yes no

10) Would you be interested in forming another Industry Partnership? For example, Boating Services (building, maintenance, rigging, diving, canvas, detailing); Outdoor Recreation (fishing, boating, boat rentals, guide services); Retail Trade; Healthcare; etc.

 4 yes no Area of Interest: _____

11) Are you a business owner interested in participating in the opportunities within the Greater Crisfield Action Coalition Strategic Action Plan? **YES or NO** (Circle One)

3 Yes / 2 No

If "YES", please provide the following information:

Company Name: _____

Company Address: _____

Your Name & Title: _____

Your phone: _____ Email: _____

Please state how you would like to get involved: _____

12) Are you a resident interested in participating in the opportunities within the Greater Crisfield Action Coalition Strategic Action Plan? **YES or NO** (Circle One)

If "YES", please provide the following information:

Name: _____

Address: _____

Your phone: _____ Email: _____

Please state how you would like to get involved: _____

Please provide any other comments, feedback, or suggestions that you may have about GCAC, its plans, this meeting or other topics of interest. We are particularly interested in identifying the levers or impediments to economic growth. Use the back if necessary.

THANK YOU FOR YOUR FEEDBACK AND INPUT!

Appendix E

Budget – Visitor Guide/Brochure/Website

September 25, 2013

Expenses

Line Item	Actual
Visitor Guide Printing 5,000 copies 32 full color pages	\$4,683
Brochure Printing 25,000 copies w/map	\$1,810 9x12 rack card size Aqueous coating
Jerry Gerlitzki Design brochure & map	\$1,900
Brochure changes – 2 hr.	+\$190
Jerry Gerlitzki Design ads	\$1,940
More ads than estimated	+\$150
Jerry Gerlitzki Design Visitor Guide	\$3,000
Extra work on content	+\$420
Jerry Gerlitzki Design logo	\$1,400
Extra time on logo – 3 hr.	+\$285
Video pictures	+\$100
Dana McCabe Website design	\$1,510
Jerry Gerlitzki Billboard designs (3)	\$472
TOTAL	\$17,860

Funds Raised

Ads from Crisfield businesses	\$7,800
Chamber	\$2,500
City	\$2,500
Rural Development	\$1,510
Independent Crab Company – Matt Riggin	\$500
American Legion	\$1,000
Hebron Savings Bank	\$500
Somerset County Economic Development	\$50
Crab Place Auction – signed sports memorabilia	\$1,500
TOTAL RAISED	\$17,860

Appendix F

Crisfield Visitor Guide and Brochure Distribution

CITY	PLACE	PERSON RESPONSIBLE	BROCHURES	VISITOR GUIDES
Crisfield				
	Janes Island State Park	Jay Tawes	✓	✓
	Tawes Insurance	Jay Tawes	✓	✓
	Sam's Auto	Jay Tawes	✓	
	Captain's Carry-Out	Jay Tawes	✓	
	Ice Cream Gallery	Jay Tawes	✓	
	Chesapeake Building Supply	Jay Tawes	✓	
	Wilson Realty	Jay Tawes	✓	
	Blue Crab Crossing	Jay Tawes	✓	
	Gordon's	Jay Tawes	✓	
	Tangier Island Cruises	Jay Tawes	✓	
	Linton's Seafood	Jay Tawes	✓	
	Jane's Accents	Valerie Howard	✓	
	Crisfield Boat Rentals	Valerie Howard	✓	
	BB&T	Valerie Howard	✓	
	Hebron Savings	Valerie Howard	✓	
	PNC	Valerie Howard	✓	
	Captain Tyler's	Valerie Howard	✓	
	Evans Boats	Valerie Howard	✓	
	AM/PM Heating/AC	Valerie Howard	✓	
	Paddlewheel Motel	Valerie Howard	✓	
	City Hall	Valerie Howard	✓	
	Crisfield Times	Valerie Howard	✓	
	Tull & Price	Valerie Howard	✓	
	Watermen's Inn	Valerie Howard	✓	
	Pizza Shoppe	Charlotte Scott	✓	✓
	Weathered Porch	Charlotte Scott	✓	✓
	Crisfield Computers	Charlotte Scott	✓	
	Corbin Memorial Library	Charlotte Scott	✓	✓
	Crab Place	Charlotte Scott	✓	✓
	Jamie Marshall	Charlotte Scott	✓	✓
	Carolyn Marquis	Charlotte Scott	✓	✓
	Tawes Museum	Chris Sterling	✓	✓
	Road Scholars	Chris Tyler	✓	✓
	Crisfield Visitor Center	Julie Widdowson	✓	✓
	Captain's Quarters Condo owners	Charlotte Scott	✓	✓
	Captain's Galley Condo owners	Charlotte Scott	✓	✓
	Harbour Lights Condo	Charlotte Scott	✓	✓

	owners			
	Barbara's Thrift Shop	Charlotte Scott	✓	✓
	Freedom Fest	Charlotte Scott	✓	✓
	Clam Bake	Charlotte Scott Kathleen & Dave Garton	✓	✓
	Paddlewheel Motel	Jay Tawes (pending)	✓	✓
	Somers Cove Motel	Jay Tawes (pending)	✓	✓
	Pines Motel	Jay Tawes (pending)	✓	✓
Princess Anne				
	H&R Block	Charlotte Scott	✓	✓
	Somerset County EDC	Charlotte Scott	✓	✓
	Peaky's	Vanessa Sterling	✓	
	Caesar's Pizza	Vanessa Sterling	✓	
	Lynn's Kitchen	Vanessa Sterling	✓	
	Pizza Hut	Vanessa Sterling	✓	
	Beach to Bay Seafood	Vanessa Sterling	✓	
	Get n Grounded Cafe	Vanessa Sterling	✓	
	EconoLodge	Vanessa Sterling	✓	
	Best Value Inn	Vanessa Sterling	✓	
	Somerset County Visitor Center	Julie Widdowson	✓	
Ocean City				
	Harrison Group 10 hotels	Nick Morris	✓	
	Ocean City Chamber of Commerce	Nick Morris	✓	
	Commander Hotel	Nick Morris	✓	
	Days Inn	Nick Morris	✓	
	Carousel Hotel	Nick Morris	✓	
	Ocean City Convention Center	Nick Morris	✓	
	Grand Hotel	Nick Morris	✓	
	Clarion Hotel	Nick Morris	✓	
Berlin				
	Chamber of Commerce	Nick Morris	✓	
Snow Hill				
	Snow Hill Library	Nick Morris	✓	
Pocomoke				
	US 13 North Welcome Center Pocomoke, MD	Julie Widdowson	✓	
Salisbury				
	Salisbury-Ocean City	Julie Widdowson	✓	

	Airport			
	Wicomico County Visitor Center	Julie Widdowson	✓	
Statewide				
	Dorchester County Visitor Center	Julie Widdowson	✓	
	Charles County Visitor Center	Julie Widdowson	✓	
	Garrett County Visitor Center	Julie Widdowson	✓	
	Worcester County Visitor Center	Julie Widdowson	✓	
	MD State Information Center – 1 95 South Savage, MD	Julie Widdowson	✓	
	MD State Information Center – 1 95 North Savage, MD	Julie Widdowson	✓	
	MD State Information Center – 170 East-South Mountain Myersville, MD	Julie Widdowson	✓	
	MD State Information Center – 170 West-South Mountain Myersville, MD	Julie Widdowson	✓	
	Mason-Dixon Welcome Center Emmitsburg, MD	Julie Widdowson	✓	
Nationally				
	Linton’s Seafood Brochures shipped with every box	Jay Tawes	✓	
	Crab Place Brochures shipped with every box	Greg Cain	✓	
	Crab Place Customers can request Visitor Guide at checkout online	Greg Cain		✓
	Visitors can request a Visitor Guide or print a copy online at www.crabcapital.com	Dana McCabe	✓	✓

Appendix G - GCAC Television & News Appearances



President Scott chats with WBOC News in November, 2015

<http://www.wboc.com/story/30563483/crisfield-welcomes-a-new-plan-for-the-future>



GCAC Board Member and Treasurer Jay Tawes receives Jefferson Award in December 2015

<http://www.wboc.com/clip/12113927/jay-tawes-third-of-ten-2016-jefferson-award-winners>



Board member Keith Campbell discusses the GCAC plan with WMDT News in January 2016
<http://www.wmdt.com/news/more-local-news/crisfield-action-coalition/37312160>

The Greater Crisfield Action Coalition is creating a 5-year plan to transform the city into a top tourist destination



(Photo: Daily Times file image)

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A diverse community group envisions a return of the vibrant hustle-bustle yesteryear, and ambitiously seeks to transform the waterman's city of Crisfield into the region's most popular tourist destination.

The Greater Crisfield Action Coalition, Inc., or GCAC, is examining needs and potential of the city and surrounding area with a goal to develop pathways to community economic development, jobs creation and training, entrepreneurship, business expansion, marketing and home ownership. The group has formed a board of directors, which is working with a consultant to create a five-year action plan for community development.

<http://www.delmarvanow.com/story/news/2015/10/06/crisfield-tourism-eastern-shore/73448122/>

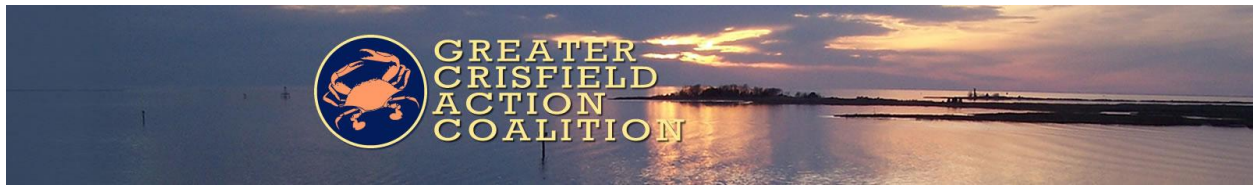


Greater Crisfield Action Coalition

Our Youtube Presence narrated by musician Jennifer Smith

<https://www.youtube.com/watch?v=oMWE8SX5Pr8>





PRESS RELEASE

Community Development Corporation formed to ignite the rejuvenation of the Crisfield area.

A group of community leaders has created the Greater Crisfield Action Coalition to address issues vital to Crisfield and its economic development. The group will focus in the areas of workforce development, job creation, home ownership, business revitalization and tourism. The coalition is organized as a non-profit 501c-3 Community Development Corporation (CDC). The group's stated mission is "to transform Crisfield into a vibrant and thriving community where everyone has the opportunity to succeed in an outstanding and meaningful way."

Creation of a CDC for Crisfield was recommended in the Lofton Report of 2002. There are an estimated 5000 such entities across the country including in Easton, Baltimore and Ocean City, but this is the first such entity in the Crisfield area. The group believes that revitalization of the area's economy requires working beyond the City of Crisfield and has defined the Greater Crisfield Community as those areas associated with Crisfield accessed by the Route 413 corridor. This may eventually include the island communities reached from the Crisfield Depot.

While the region will require more than tourism to become a thriving community, the coalition believes that tourism is the best and fastest way to jumpstart the economy. Tourism leverages the area's significant outdoor and historical resources, provides entry-level jobs, and showcases the community to entrepreneurs and developers who can help to create non-seasonal, family sustaining employment. Following this logic, the GCAC's vision is for Crisfield to be the number one *unique* tourist destination on the Eastern Shore. Crisfield can differentiate itself from other destinations by focusing upon its unique history with crabs, oysters and other seafood; its many well-known successful residents; its special waterfront; its wide range of outdoor and water sports; and its friendly people and outstanding hospitality. The coalition has identified its core values and a set of strategies for achieving its vision, all of which are spelled out on its website www.GreaterCrisfield.org.

The coalition's Board of Directors brings a wide variety of knowledge and experience to the task, and members come from a broad and diverse cross-section of the community. Board members include Keith Campbell, Erik Emely, Isabelle Regester, Paul Regester, Charlotte Scott, Angenette Stewart, Jay Tawes and Darlene Taylor. Brief biographies of each member are available on the website.

The group has contributed the funds to engage an outside consultant, who specializes in community development activities, to help them assimilate all of the past studies of the Crisfield area and to develop short term, immediately actionable goals that will create movement toward the vision. Once clearly defined, measurable goals have been established and prioritized, the group will seek both private and public funding to achieve them, holding responsible parties accountable for results. The leadership believes that it is critically important that Crisfield is willing to invest in itself, if we are to achieve the 95% of untapped potential that is awaiting the community. Private investors have already indicated willingness to assist, and the group believes there are public and private grant funds in excess of half a billion dollars that can be tapped as a CDC. The Board is committed to being strategic in seeking only those funds that directly move its identified programs forward, and intends to prioritize initiatives based upon realizable rates of return.

The coalition looks forward to working with all individuals, groups, agencies, and local governments who have the betterment of the Greater Crisfield Area as an objective. In addition, they hope to engage the

entire community in this effort. Individuals are encouraged to contribute their ideas, time and dollars to further the cause. A fundraising campaign is being kicked off today, with the goal of raising \$100,000 by Thanksgiving to move these efforts forward. This funding will be used to complete the first five-year action plan and as matching-fund seed money for leveraging additional funding streams, along the way to becoming self-sustaining. Supporters may make donations (tax exemption pending) through the GCAC website - www.GreaterCrisfield.org. The website also may be used to contact the group with feedback, suggestions, or to volunteer. In addition to the website, interested parties are encouraged to visit and like us on Facebook at: www.facebook.com/greatercrisfield.

Quotes from Board Members:

"It is important to engage the whole community. In the past, many people have felt left out. This is an opportunity to come together and work together for the good of the whole community. There is power in unity, and I am excited about the future of Crisfield as we continue to move forward together." - *Darlene Taylor*

"In the forty years that I have been in Crisfield actively seeking to help the town move forward, I have never been a part of a group like this. For the first time, we have talented representatives from the whole community coming together, and we are on the same page: We are dedicated to helping Crisfield become the town we always felt it could be: vibrant, prosperous, and beautiful." - *Jay Tawes*

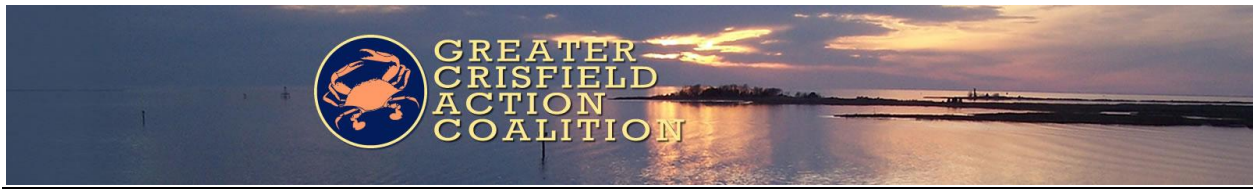
"What fascinates me most about Crisfield is the people. They have a wonderful way of making you feel welcomed and at ease. There is a sense of safety and peace here as well as an eagerness to help others. We knew we wanted to retire somewhere on the Eastern Shore, and when we came to Crisfield, we knew this was the place we wanted to call home." - *Isabelle Register*

August 26, 2015

Press contact:

Charlotte Scott, President

Greater Crisfield Action Coalition, Inc.



PRESS RELEASE

Crisfield moving from recovery to rejuvenation - Symbolic brick passed to GCAC

Almost three years ago, a broken brick was picked from the rubble of Crisfield. That brick became a daily reminder for prayer for the leadership team of the Long Term Recovery Committee, Inc. as they supervised recovery operations made necessary by the devastation of Hurricane Sandy. With recovery operations winding down, that brick has now been passed to the Greater Crisfield Action Coalition as a reminder for prayer by its leaders as the focus for the community shifts from recovery to rejuvenation. Two days after Thanksgiving Day of 2012, Lutheran Pastors Phil Huber and Thomas Sinnott organized twenty teams of people to survey the damage done to the Crisfield area by Super Storm Sandy. During the course of that day, one of the surveyors, Pastor Sinnott's wife, Ileana Lindstrom, herself a Lutheran pastor, picked up a broken brick from among the rubble. That brick, which may have once been a keystone brick in a thriving Crisfield, now became a symbol of Crisfield's need for recovery. Bringing it home, it became a daily reminder for Ileana and the leadership of the Long Term Recovery Committee of the need to pray for the physical, psychological, and spiritual recovery of Crisfield.

Those prayers have been truly answered. Since that time the Long Term Recovery Committee (LTRC) has brought \$4.3 million in aid to the greater Crisfield area. Along with countless individuals from across the United States and Canada, the LTRC has served 522 households, repairing over 400 homes and building 21 new ones. They worked with people across the community to overcome barriers and to solve problems. They demonstrated the power of an integrated team of citizens of varying races, faiths, riches, and birth places working side by side with businesses, faith-based groups and government to bring about recovery.

In August of this year, a Donor Appreciation Banquet was held in Princess Anne. At that banquet, Pastor Sinnott told the story of recovery and of this brick. He told the audience that the power to repair a community lies inside all of us, and that as a result, Crisfield had experienced both repaired relationships and repaired buildings. He said it was time to give the broken brick back to Crisfield; to pass it on to a new group, as recovery operations wind down.

Pastor Sinnott entrusted the brick to Charlotte Scott, President of the Greater Crisfield Action Coalition, Inc. (GCAC). Pastor Lindstrom told Charlotte: "I'd like to give the brick to you because you have a vision for Crisfield and Somerset County and the motivation to get an action plan off paper and into concrete changes."

Ms. Scott and the GCAC Board of Directors have accepted the brick as a reminder of the legacy of the Long Term Recovery Committee and as a reminder to pray for the greater Crisfield area as it moves from recovery to rejuvenation. The mission of GCAC is to transform Crisfield into a vibrant and thriving community where everyone has the opportunity to succeed in an outstanding and meaningful way. Like the leadership of The Long Term Recovery Committee, the leadership of GCAC is representative of every segment of the community: of various faiths and persuasions; of born here's and come here's; and of community agencies, business, and government. Just as the Long Term Recovery Committee was able to supplement the efforts of county and city government, so too will GCAC be able to assist local government by identifying creative solutions and by providing effective program management services to execute those solutions to move the Greater Crisfield area forward in ways that government alone cannot.

The GCAC publically announced its intentions during the 2015 Crab Derby, and according to President Scott, the community's response has been overwhelming, with almost \$20,000 having been donated to the group in the following 3 weeks. In addition to funds, community members have been coming forward offering to donate their time and talents as well. After gaining input from the community this Fall, GCAC will finalize goals that will lead to business revitalization, workforce development, tourism, jobs, youth programs and home ownership. The group hopes to mark the 3rd year anniversary of the broken brick becoming a symbol for Crisfield by raising \$100,000 by Thanksgiving of this year. This funding will be used to put staff and programs in place to begin achieving these goals. Jay Tawes, Treasurer of GCAC said, "We trust that this brick will once again take its place in a thriving Crisfield." More information may be found at www.GreaterCrisfield.org.

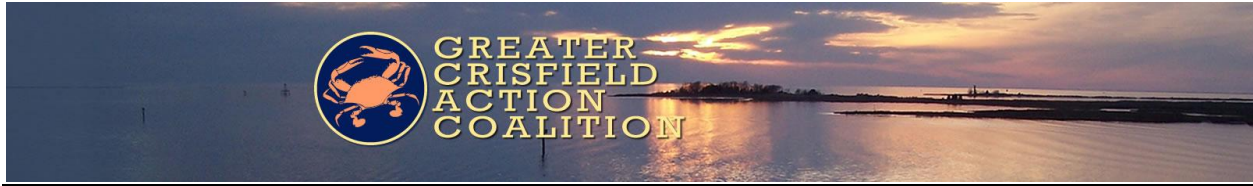
September 30, 2015

Press contact:

Charlotte Scott, President

Greater Crisfield Action Coalition, Inc.

410-251-1669



PRESS RELEASE

Citizens' input sought on community development

The Greater Crisfield Action Coalition (GCAC) has scheduled the first of several meetings to share its ideas and to obtain input and feedback from the community as it moves to finalize its plans for community and economic development. The Community Information and Input Session will be held at the Woodrow Wilson Community Center on Friday November 20 at 6:00 PM. Board members will share preliminary ideas from the group's comprehensive 2016- 2021 action plan, following which Mr. Allen Smith will lead a discussion to obtain community input and guide those in attendance with completing a brief questionnaire. The meeting is expected to last about 2 hours.

GCAC's vision is for the Crisfield area to become the number one *unique* tourist destination on the Eastern Shore. Board members plan to realize this vision by executing meaningful actions that conform to the group's core values and strategies that have been previously published and may be found on their website at www.GreaterCrisfield.org.

The framework for those meaningful actions will be presented at the meeting and subsequently refined from input received. Board members are passionate about transforming Crisfield into a vibrant and thriving community where **everyone** has the opportunity to succeed in an outstanding and meaningful way. To accomplish this, individual board members will present five year plans and goals in the following areas:

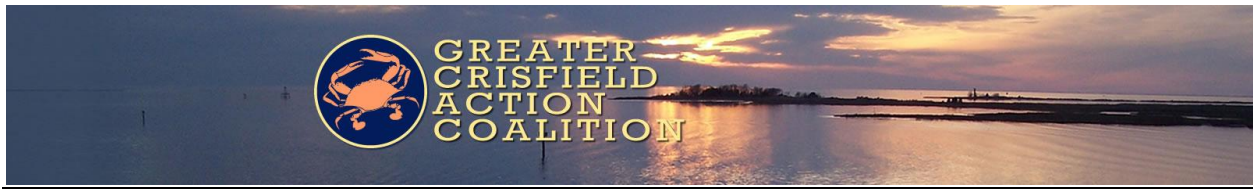
- economic development to grow business and create jobs;
- workforce development to prepare youth and adults for entry level jobs and successful careers;
- marketing and branding to promote Crisfield as a tourist destination;
- youth and recreation programs to develop the next generation of Crisfield's leaders; and
- housing and home ownership programs to improve residents' quality of life and economic security while growing the Crisfield area.

Board members will introduce themselves to the community and speak briefly about the experience and passion that they each bring to the project. Board members include Charlotte Scott, President; Paul Register, Vice-President; Jay Tawes, Treasurer; Darlene Taylor, Secretary; Isabelle Register; Angenette Stewart; Erik Emely; and Keith Campbell. Allen Smith is President of ATS Consulting & Training LLC, a minority business firm with experience in planning for, developing, and operating community and economic development corporations in distressed communities. Mr. Smith has provided assistance in establishing GCAC as an approved 501(c)(3) community and economic development corporation.

With Mr. Smith's assistance, this first meeting will focus upon obtaining input relative to the needs of individuals within the community. At future meetings, GCAC board members will focus upon the needs of business, civic, and government organizations. All individuals

interested in the future of the greater Crisfield area are encouraged to attend this and all future public meetings of The Greater Crisfield Action Coalition.

Press Release - November 11, 2015



PRESS RELEASE

Action reported toward Crisfield's Revitalization

The Greater Crisfield Action Coalition has reported on several tangible activities supporting Crisfield's revitalization. The first is that the group's 501(c)(3) status has been approved by the Internal Revenue Service after just 3 months. According to people experienced in this process, gaining approval in such a short amount of time is extremely unusual. This speaks to the clarity of the group's mission to aid the citizens of the Crisfield area and to the quality of the application prepared by the GCAC Board and its advisors. The group anticipates that confirmation of the corporation's charitable status will aid its fund raising activities. With all of its bills paid, the group's goal is to raise sufficient funds to engage an Executive Director to move programs forward during 2016.

In addition, the group has applied to the US Patent and Trademark office to register two trade / service marks that will be used to create brand recognition for Crisfield as it undergoes revitalization.

To bring a consistent message to advertising and promotion activities, the group proposes to use the registered mark "Uniquely Crisfield™" as it positions the Crisfield area as the most unique tourist destination on the Eastern shore. The mark will be used in conjunction with brief descriptions of Crisfield's unique and tourist-worthy characteristics such as "Uniquely Crisfield™ - Crab Capital of the World" or "Uniquely Crisfield™ - Oyster Epicenter" or "Maryland's finest sunsets - Uniquely Crisfield™". This brand identifier provides wider and less seasonal options for describing Crisfield's attributes, while maintaining consistency of message. The group would hope to use the mark for promotion in print, web, social media, mail, radio, TV and roadside venues.

At the same time, as efforts are made to attract visitors to Crisfield, the group wishes to take steps to ensure that visitors are delighted by their visit, returning home to share their positive experiences with others and making plans to return themselves. This may be accomplished by creating a unique and recognizable Crisfield hospitality signature that ensures that residents and guests receive consistent and high quality service in all of their activities. These activities may include dining, lodging, touring, purchasing of goods or services, or any other activity involving interactions among individuals. The service mark "White Boot HospitalitySM" will be used to identify Crisfield's hospitality. White boot hospitality is a take-off on 'white glove service', but with a unique Crisfield flare.

GCAC envisions creating a series of job training and credentialing programs under the White Boot HospitalitySM umbrella. These training programs would be geared to existing workers wishing to advance their careers and to those hoping to obtain documentation of skills qualifying them to enter the workforce. The credentials would be stackable, meaning that workers will be recognized for attaining increasing levels of skill and knowledge in a discipline. For example, a restaurant worker might progress from bus service to casual dining service to fine dining service to front-of-house supervision.

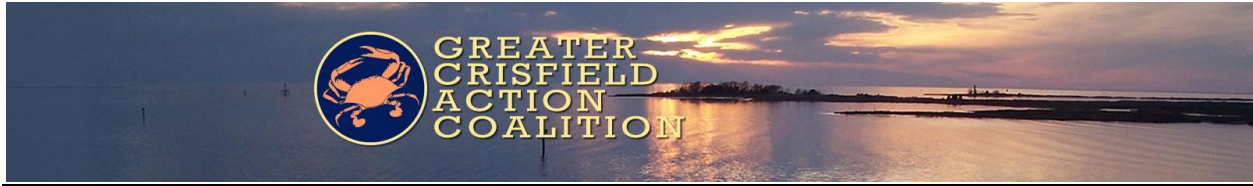
Credentials would also be latticed, meaning that the skills learned would be transferrable across disciplines. For example, the same skills learned for food service jobs may also apply to retail sales and eventually customer service management. By using competencies approved by the US Department of Labor and industry trade associations, credentials will be recognized across the country, creating additional job opportunities for those completing the program.

GCAC will work with local business owners to identify the unique characteristics of Crisfield White Boot HospitalitySM that will be built into training programs. Criteria may also be established to recognize those businesses that employ white-boot-trained workers and adhere to the white boot principles. The

program will assist unemployed residents to enter the workforce and provide skills and experience to enable them to advance. It will help businesses by creating a supply of trained workers for both full time, seasonal, and part time positions. It will create additional demand for products and services, increasing the number of visitors coming to Crisfield. And it will provide an incentive for businesses who may be considering investing in the area. Availability of an adequately trained workforce and a development pipeline is a major consideration for businesses that are seeking new locations. GCAC Board member Angenette Stewart says, "I am very excited about the opportunity to provide training to help our residents prepare for jobs right here in Crisfield." GCAC Vice President Paul Register remarked, "Creating a flexible brand identity for Crisfield will help us to attract visitors to the area on a more consistent basis and with less seasonality. Hopefully someday Crisfield will be recognized as a year-round destination."

The Board's next public meeting is scheduled for January 5, 2016 at 5:00 PM at the Tawes Museum meeting room, where they will discuss the components of the Five Year Action Plan that relate to business and seek input from businesses as to their needs and challenges. For more information or to donate to support their activities, go to www.GreaterCrisfield.org.

Press Release - November 25, 2015



PRESS RELEASE

GCAC to hold second public input meeting with focus on business needs

The Greater Crisfield Action Coalition, Inc., a 501-c-3 non-profit community and economic development corporation formed during the last half of 2015, has announced plans for its second public meeting to obtain input from the community. This meeting will be held at 5:00 PM on Tuesday January 5th in the meeting room on the second floor of the J. Millard Tawes Historical Museum located at 3 Ninth St. adjoining Somers Cove Marina. Because the museum will be closed, participants will need to access the meeting room via the stairs at the rear of the building.

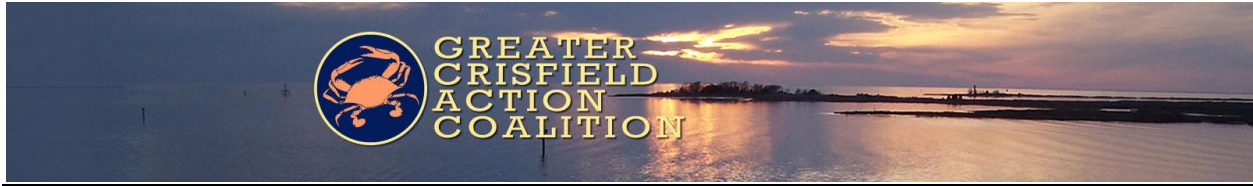
At this meeting, GCAC Board Members will introduce themselves and provide an overview of the group's draft five-year action plan, focusing upon those areas that will involve business, workforce and economic development. The plan is in its final stages of development, with projects for 2016 being identified. The group is seeking feedback from local business owners and managers to help refine the plan. Board members want to be certain to identify and include the key needs and concerns of the business community as it moves forward.

The first public meeting of the group was held on November 20th at the Woodrow Wilson Community Center and was attended by over 60 residents, many of whom contributed valuable input. Based upon surveys completed by the attendees at the conclusion of the meeting, the participants were in strong agreement with the direction that the GCAC plan was taking. GCAC is continuing to develop relationships with and gather input from individuals, organizations, and governmental entities that share the vision of a revitalized and thriving greater Crisfield area. The meeting is open to all interested parties. Residents may learn more about GCAC or contribute to its efforts through their website www.GreaterCrisfield.org or on Facebook at www.facebook.com/greatercrisfield.

Press Release - December 16, 2015



Attendees listen and take notes as GCAC Treasurer Jay Tawes describes a portion of the group's plan at the first Community Input Meeting held in November.



PRESS RELEASE

GCAC celebrates holidays with the community

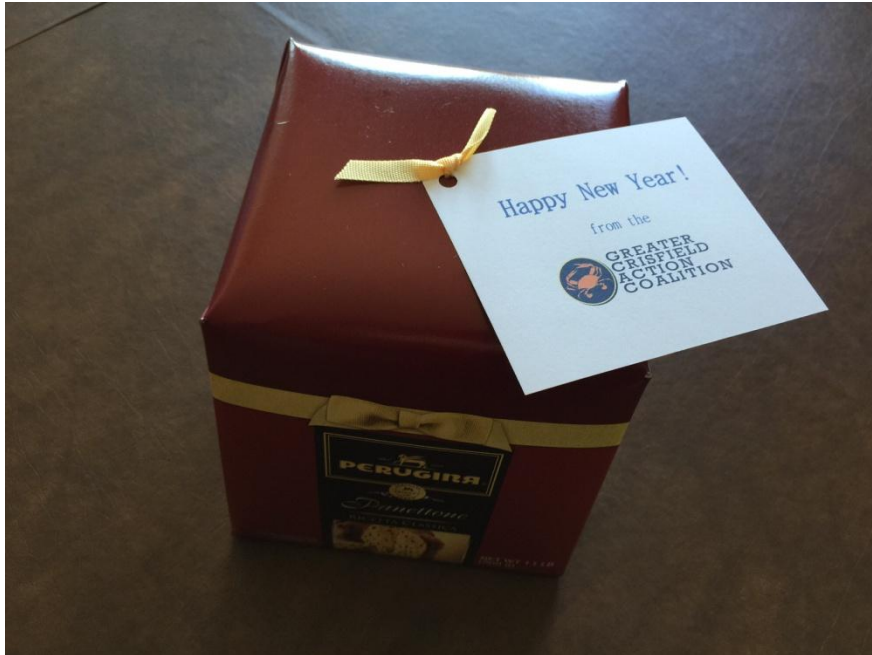
The Greater Crisfield Action Coalition, Inc. stepped out to celebrate the Christmas and New Year's holidays by sharing with the greater Crisfield community. On Saturday December 19th, the group participated in Christmas in Crisfield by sponsoring an event for children to make Christmas ornaments after they spoke with Santa at Crisfield City Hall. The children had fun making different crafts and enjoying some Holiday cookies and treats, filling the City Council Chambers with laughter and Holiday Cheer! Leftover goodies were passed along to the annual Christmas party held that same day at the Woodrow Wilson Community Center.

On Saturday January 2nd, the group celebrated the New Year by distributing bags of cakes, cookies and candy to 70 elderly families and others living in the Crisfield Housing Authority and Somerset Village, giving the group the opportunity to meet and interact more closely with the community. GCAC President Charlotte Scott said, " What fun!. People were so appreciative, and we were gratified by how many people had heard of GCAC and wished us well." The snacks were obtained by GCAC as a contribution from Thrive Market, an online supplier of healthy groceries. When Thrive Market learned how GCAC put their products to use, they wrote, "It's truly inspiring to see you put those free goodies towards a great cause! I'm so glad to know everyone is enjoying it and that you're really paying it forward. We just know that our members love the free gifts; but we never really imagined the free gifts being put to such a great cause! "

Both the Christmas ornament event and the New Year's goodie distribution were organized by GCAC Board Member Isabelle Register. GCAC Board members also "adopted" a family over the Holiday season, helping with Christmas needs through the It Takes a Village program. GCAC's emphasis is on helping people become self sufficient through economic development, job training, mentoring and home ownership; but at this time of year, the group was happy to take part in these charitable and goodwill efforts.

GCAC is a 501-c-3 Community and Economic Development Corporation organized eight months ago to move the Greater Crisfield area forward. The group has held two community communications and feedback meetings and is continuing to refine its five year action plan built around marketing and branding; business development; workforce training & jobs; youth & recreation; and home ownership. More information is available on their website www.GreaterCrisfield.org.

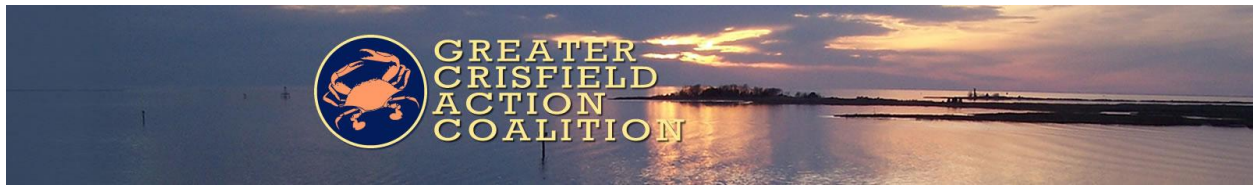
Press Release - January 7, 2016



New Year's gift bags provided by GCAC to elderly residents.



GCAC Board Member Isabelle Regester helps children with their crafts at the ornament making class she organized at City Hall as part of the Christmas in Crisfield program.



PRESS RELEASE

Action Coalition reports on public input

The Greater Crisfield Action Coalition, Inc., a 501(c)(3) Community and Economic Development Corporation, has released the results of the surveys and feedback from the two public meetings held to discuss its five-year action plan. The first meeting was held in November at the Woodrow T. Wilson Community Center and was aimed at obtaining feedback from local residents. The second meeting was held in January at the J. Millard Tawes Historical Museum and was targeted to business. In all, over 100 people attended the meetings.

GCAC President Charlotte Scott reported, "It was gratifying to see that all segments of the greater Crisfield community turned out to our meetings. We were overwhelmed by the fact that people not only made positive suggestions, but also volunteered to help implement those suggestions and our plan." The Coalition was not prepared for the number of volunteers that stepped forward. They are formulating a plan to engage those volunteers, and ask for the community's patience as they respond.

The group also received written comments and suggestions, including requests for follow-up meetings. All feedback has been reviewed by GCAC's Board, ideas have been incorporated into the plan, and follow-up has begun.

At each meeting a questionnaire was passed out containing either 6 or 8 questions that attendees were asked to rate from 1 (strongly disagree) to 10 (strongly agree). The questions corresponded to the different parts of the action plan. The average rating from the community meeting was 9.5 out of 10.0 and the average rating from the business meeting was 8.25. These ratings are the average of the median ranking for each question. The scores are not directly comparable as the number and wording of the questions was different for each meeting.

The objectives related to Youth Programs, Home Ownership, Tourism, and Communications received the highest overall ratings with scores at or near 9 from one or both groups. Workforce Development and Job Training received lower ratings, but still scored between 6.7 and 8.3 with both groups. A score of 5.0 would be a neutral response, so all questions scored in positive territory.

By looking at the range of responses, the group determined the topics that are either most controversial or least understood. Home ownership goals and the White Boot Hospitality™ program had the widest range of responses. White Boot Hospitality scored from 2 to 10 with most responses around 8. In following up on this result, the group found some dislike for the name itself which led to the wide range of response. In the home ownership area, responses ranged from 1 to 10 with most falling around 9. This may indicate that the explanation or the question was not clear to all who responded.

To review the actual survey questions and see the mean and range of scores for each, one may go to the group's website www.GreaterCrisfield.org. In addition to receiving feedback and input as the result of the meetings, GCAC also received additional financial contributions or pledges from attendees. The group is grateful for all contributions, and is continuing its fund raising efforts to enable its Board to engage professional staff to move the plans forward at a more rapid pace.

Press Release - February 5, 2016