



St. Mary's County Department of Land Use and Growth Management

23150 Leonard Hall Drive, P.O. Box 653 Leonardtown, Md. 20650

Phone (301) 475-4200, ext. 1500 Fax (301) 475-4672

REQUEST FOR CHANGE IN LAND USE DESIGNATION



Please carefully read the information provided before completing this form!

St. Mary's County is updating its Comprehensive Plan which will guide future land use decisions through 2050 and beyond. The St. Mary's 2050 Plan will help ensure that St. Mary's County continues to thrive while preserving its unique character, natural resources, and quality of life.

For over a year, residents have been asked to share their thoughts and ideas on the future of the County. In February 2026, the County released a draft of the [St. Mary's 2050 Plan](#), which is available for public review and comment.

An important component of the Comprehensive Plan is the Land Use Map, which provides a high-level view of how certain areas within the County are marked for preservation or (re)development. Areas previously marked for development or redevelopment are located in Growth Areas: Development Districts, Town Centers, and/or Village Centers. In the [2010 Plan](#), there were 23 different land use areas, which were closely correlated with the various zoning districts (e.g., industrial, commercial, residential, etc.).

The St. Mary's 2050 Plan proposes to consolidate the number of land use categories from 23 to nine (as shown on page 28 in Table 2). To view the proposed land use category at the parcel level, residents should use the County's [GIS map](#) to locate their property. In the pop-up box called "Map Layers," click on the arrow next to the "Zoning and Other Regulatory" layer and select "Land Use (Proposed 2050)."

This form should be used to request a change of Land Use designation. In general, a property's Land Use designation could be changed if the requested designation is consistent with the Land Use designation of surrounding properties. Please note that this is not a request to change the zoning designation of a property. All requests for a change in zoning designation will be accepted and processed at a later date.

Note: At this time, properties in the Lexington Park Development District (LPDD) are not eligible for a change in Land Use designation.

Questions? Stop by or call our office (301) 475-4200, ext. 1500 and ask to speak to a member of our staff.

Submit form in person, via first-class mail, or via e-mail: St.Marys2050@stmaryscountymd.gov

PROPERTY OWNER INFORMATION

Printed Name(s) of all Property Owner(s):*

Seaforth Partnership LLP

Michael Evans, Partner

Authorized Person

* If more than one, list the name of the primary point of contact first. If owner is an entity (e.g. LLC, Inc., etc.), print name and title of authorized person.

E-mail address: a@campmd.com

Phone Number: 301-994-1722

Mailing address (if different from premises address):

PROPERTY INFORMATION

Tax Map & Parcel Number: 0069 0120

Property Tax ID: 1909002227

Property Address: 15914 Camp Merryelande Rd

Piney Point

MD

20674

City

State

Zip

Proposed 2050 Land Use Designation

As shown on [GIS map](#) layer "Land Use (Proposed 2050)"

<input type="checkbox"/>	Residential Low Density
<input type="checkbox"/>	Residential Medium Density
<input type="checkbox"/>	Residential High Density
<input type="checkbox"/>	Mixed-Use Low Intensity
<input type="checkbox"/>	Mixed-Use Moderate Intensity
<input type="checkbox"/>	Rural Commerce
<input checked="" type="checkbox"/>	Rural Preservation
<input type="checkbox"/>	Industrial
<input type="checkbox"/>	Marine Use

Preferred 2050 Land Use Designation

<input type="checkbox"/>	Residential Low Density
<input type="checkbox"/>	Residential Medium Density
<input type="checkbox"/>	Residential High Density
<input type="checkbox"/>	Mixed-Use Low Intensity
<input type="checkbox"/>	Mixed-Use Moderate Intensity
<input type="checkbox"/>	Rural Commerce
<input type="checkbox"/>	Rural Preservation
<input type="checkbox"/>	Industrial
<input checked="" type="checkbox"/>	Marine Use

Reason for Request:

Critical Area Mapping Error with commercial use since 1930, before zoning existed, per LUGM employees and experts. 1981 Certificate of Use and Occupancy as commercial hospitality operation. \$62,164 yearly Sales Tax, Accommodation, and Property Taxes paid as commercial hospitality operation. Contributes to all policies of proposed Plan Goal 4: Support and Expand Tourism and Policy 6.2 Increase Public Access to the Water. LUGM Approved Site Plan MSP-12-131-015 includes Phase 2 expansion of 12 EDU, 72 camp sites, 6 RV sites. Generates revenue for retail, restaurant, gas, food, tourism, and related business as visitors travel from metropolitan areas across St. Mary's County from the north point to the south point. Similar properties with similar zoning errors were corrected when requested. See attachment.

As indicated by my signature below, I understand that this Application will be published in materials transmitted to the Planning Commission and/or Commissioners of St. Mary's County.

My signature below indicates that I am the person authorized to make this request.

Michael Evans

Michael Evans, Partner

(signature of primary point of contact)

Date: 3/16/2026

Date Received: 3/20/24 Staff Initials: GUG

ECONOMIC IMPACT ADDENDUM

Camp Merryelande (CampMD)

15914 Camp Merryelande Road, Piney Point, MD 20674

Tax Map: 0069 0120 | Tax ID: 1909002227 | Fiscal Year: 2025

Submitted in Support of Land Use Designation Change Request — Rural Preservation to Marine Use

EXECUTIVE SUMMARY

Camp Merryelande (CampMD) has operated as a commercial hospitality business on the shores of the Potomac River since the 1930s — predating St. Mary's County zoning entirely. This addendum presents verified 2025 financial data demonstrating CampMD's substantial and measurable economic contribution to St. Mary's County, its residents, and its local business community.

The current Rural Preservation land use designation — a result of a documented Critical Area mapping error — does not reflect the property's century-long commercial use. More critically, it actively prevents CampMD from executing a county-approved expansion plan that would significantly grow the economic benefits documented below. Correcting this designation to Marine Use is not a new commercial request; it is an alignment of the map with reality.

2025 AT A GLANCE

\$946,604

Gross Revenue
5 revenue streams

\$435,378

Wages Paid
Local employment

\$62,163

Taxes Paid
All at commercial rates

9,601+

Visitor Entries
Overnight + day access

~\$2.24M

Community Spending
Est. generated in county

\$3.55

Per \$1 to CampMD
Spent locally by guests

BUSINESS OVERVIEW & OPERATIONS

CampMD operates year-round across two seasons and five distinct revenue categories, demonstrating the diversity and resilience of its business model:

Seasons of Operation:

- High Season: May 15 – October 15 (includes Memorial Day, Independence Day, and Labor Day holiday weekends with minimum stay requirements)
- Low Season: October 16 – May 14 (year-round housing and RV rental operations continue)

Revenue Categories:

- Category 1 — Houses: 13 rental houses in various bedroom configurations, booked via direct reservation and Airbnb (4 of 13 units listed on platform)
- Category 2 — Overnight Camping: 14 campsites, high season primary, with year-round availability
- Category 3 — Day Access: General admission ticketing during high season including premium holiday pricing
- Category 4 — RV Rentals: 8 RV units under hybrid monthly and seasonal 6-month use / 6-month storage contracts providing stable contracted revenue
- Category 5 — On-Site Store: Year-round retail serving guests with supplies, food, and recreational items

2025 GROSS REVENUE BY CATEGORY

Revenue Category	Detail / Volume	2025 Revenue	% of Total
Houses — Direct Booking	13 units 1,255 nights ~\$225/night avg	\$282,626.10	29.9%
Houses — Airbnb	4 of 13 units 247 nights ~\$148/night avg	\$36,532.45	3.9%
Day Access — Regular	5,268 tickets High season only	\$221,155.00	23.4%
Day Access — Holiday	1,736 tickets \$65 (Mem/Labor) & \$75 (July 4)	\$108,220.00	11.4%
Overnight Camping	14 sites 1,095 nights ~\$97/night avg	\$106,741.00	11.3%
RV Rentals	8 units 1 monthly + 7 seasonal contracts	\$43,702.35	4.6%
On-Site Store Sales	Year-round operations	\$147,627.95	15.6%
TOTAL GROSS REVENUE	5 revenue streams Year-round operations	\$946,604.85	100%

Note: House Airbnb revenue reflects only 4 of 13 available units on the platform. All 9 remaining units operate exclusively through direct booking at a higher average nightly rate of ~\$225/night. This represents significant untapped channel revenue potential.

FISCAL CONTRIBUTION TO ST. MARY'S COUNTY

CampMD pays all applicable taxes at full commercial rates — the same rates assessed on hotels, restaurants, and other commercial hospitality businesses in St. Mary's County. This is notable because the current Rural Preservation land use designation would suggest a non-commercial property, yet the county has consistently recognized and taxed CampMD as the commercial operation it has always been.

Tax / Contribution Type	Annual Amount	Rate Applied
Sales Tax	\$25,314.59	Commercial rate
Accommodation Tax	\$14,858.76	Commercial rate
Personal Property Tax	\$2,168.08	Commercial rate
Real Estate Tax	\$19,822.34	Commercial rate
TOTAL TAXES PAID (2025)	\$62,163.77	All commercial
Total Wages Paid to Local Employees (2025)	\$435,378.00	Local payroll

The \$435,378 in wages paid in 2025 represents direct income earned by local employees and spent within the St. Mary's County economy — on housing, groceries, fuel, and local services. This payroll figure alone exceeds the combined tax burden, demonstrating the depth of CampMD's investment in the local workforce.

VISITOR SPENDING & COMMUNITY ECONOMIC IMPACT

CampMD's economic contribution extends well beyond its own gates. According to the Maryland Office of Tourism, the average overnight visitor to Maryland spends \$630 per trip — the majority of which flows to local businesses, not the lodging provider. Using this established benchmark, CampMD functions as a delivery mechanism for tourist dollars into the St. Mary's County economy:

Visitor Category	Volume	CampMD Revenue	Est. Community Spending*
House guests (overnight)	1,502 nights	\$319,158.55	~\$502,000
Campers (overnight)	1,095 nights	\$106,741.00	~\$538,000
Day visitors	7,004 tickets	\$329,375.00	~\$1,200,000+
TOTAL ESTIMATED IMPACT	9,601+	\$755,274.55	~\$2,240,000+

* Community spending estimates based on Maryland Office of Tourism overnight visitor spending benchmark of \$630 per trip. Day visitor spending estimated conservatively at \$87 per visit (MD Office of Tourism benchmark). CampMD revenue share subtracted to isolate external community spending.

Where visitors spend in St. Mary's County:

- Fuel and convenience stops along Route 235 and Route 5 traveling south through the county
- Restaurants, seafood markets, and waterfront dining in Piney Point, St. George Island, and Leonardtown
- Grocery stores, bait shops, tackle and outdoor gear retailers

- Piney Point Lighthouse Museum & Park, Point Lookout State Park, and other county attractions
- Local services, marinas, and recreational outfitters

For every \$1.00 a guest pays CampMD in site or accommodation fees, approximately \$3.55 is spent at other St. Mary's County businesses. CampMD does not compete with local businesses — it fills them.

GROWTH POTENTIAL — PHASE II EXPANSION

The economic figures above represent CampMD operating under its current constrained capacity — limited by an incorrect land use designation that prevents growth. LUGM-approved Site Plan MSP-12-131-015 already contemplates a Phase II expansion that would dramatically increase all economic metrics:

Phase II Approved Expansion (currently blocked by Rural Preservation designation):

- 72 additional campsites — expanding from 14 to 86 total sites
- 6 additional RV sites — expanding the contracted RV rental program
- 12 additional EDUs — now available to apply for following the 2015 Circuit Court voiding of Resolution 92-01

Conservative Phase II Economic Impact Projection:

- Overnight camping revenue potential: ~\$650,000+ annually at current average rates with 86 sites
- Proportional increase in day access visitors as campground profile grows
- Additional local employment required to manage expanded operations
- Proportional increase in county tax revenue at commercial rates
- Estimated additional community spending: \$3M–\$5M+ annually based on current multiplier

The Phase II expansion is county-approved and shovel-ready in terms of planning. The sole obstacle is the incorrect Rural Preservation land use designation. Correcting it to Marine Use removes that obstacle and unlocks a significant, pre-planned increment of economic growth for St. Mary's County.

ALIGNMENT WITH ST. MARY'S COUNTY 2050 PLAN & TOURISM STRATEGY

CampMD's operations directly support the stated economic development goals of St. Mary's County as documented in official county planning documents:

- St. Mary's 2050 Comprehensive Plan — Goal 4: Support and Expand Tourism (all policies): CampMD provides overnight lodging, the county's own highest-priority visitor category generating \$630/trip vs. \$87 for day visitors
- St. Mary's 2050 Plan — Policy 6.2: Increase Public Access to the Water: CampMD provides direct Potomac River waterfront access with a pier, beach, and water recreation for hundreds of visitors annually

- 2016 Tourism & Hospitality Master Plan (JLL/County-commissioned): Identifies 'Water Access and Activities' and 'South County' as named priority development programs — CampMD sits at the intersection of both
- Visit St. Mary's MD: CampMD is listed as one of only four campgrounds on the county's official tourism website, making it a critical and irreplaceable component of the county's tourism infrastructure
- 2016 Master Plan regulatory warning: The plan explicitly states that regulatory barriers must be addressed to support tourism investment. The current Rural Preservation designation is precisely the barrier the plan warned against

CONCLUSION

The data presented in this addendum establishes that Camp Merryelande is not a marginal or incidental business — it is a substantial, year-round commercial hospitality operation that contributes nearly \$1M in gross economic activity, \$62,163 in annual commercial-rate taxes, \$435,378 in local wages, and an estimated \$2.24M in visitor spending to St. Mary's County businesses.

The current Rural Preservation land use designation is inconsistent with this reality. It is the product of a documented Critical Area mapping error — acknowledged by LUGM staff and consistent with corrections made for similarly situated properties. It does not reflect what CampMD is, what it has always been, or what St. Mary's County's own planning documents say it should be.

Correcting this designation to Marine Use does not create a new commercial use. It recognizes an existing one — and removes the regulatory barrier that prevents a county-approved expansion from generating even greater economic benefit for St. Mary's County and its residents.

St. Mary's County is currently blocking \$62,163 in annual tax revenue, \$435,378 in local wages, and a fully approved campground expansion — because of a zoning map error. This request corrects that error.

SOURCES & REFERENCES

Camp Merrylande Economic Impact Addendum

This addendum draws on primary business records, official government documents, county-commissioned studies, state agency data, and national industry research. All sources are categorized below by type and listed in the order they appear or are relied upon in the document.

CITATION QUICK REFERENCE

Ref.	Used In Document	Source Type	Year	Reliability
[1]	Overnight visitor spending (\$630/trip)	State agency report	2013	Maryland Office of Tourism — official state data
[2]	Day visitor spending (\$87/visit)	State agency report	2013	Maryland Office of Tourism — official state data
[3]	Tourism Master Plan — overnight visitor priority, water access, South County program	County-commissioned plan	2016	JLL Hotels & Hospitality / St. Mary's County — official county document
[4]	Maryland outdoor recreation economy (\$14B, 109,000 jobs)	Federal economic data	2019	U.S. Bureau of Economic Analysis — federal statistical agency
[5]	RV/campground industry — \$114B total economic impact, \$3.55 multiplier	Industry association report	2023	RV Industry Association / ARVC — national trade data
[6]	St. Mary's County tourism employment (2,442 jobs, \$92.2M wages)	State tourism study	2018	Maryland Department of Commerce — official state data
[7]	Maryland Historical Trust Survey SM-472 — CampMD historic commercial use	Government survey	1994	St. Mary's County Planning & Zoning — official county record
[8]	Clarke Consulting Summary Findings — NCU status, RCA mapping error, options	Legal/planning analysis	2017	Clarke Consulting LLC — professional land use analysis
[9]	Certificate of Use & Occupancy Permit 81-1061 — commercial campground	Government permit	1981	St. Mary's County P&Z Department — official county record
[10]	CampMD 2025 financial data — revenue, taxes, wages	Primary / internal records	2025	Seaforth Partnership LLP — verified business records
[11]	St. Mary's 2050 Comprehensive Plan — Goal 4, Policy 6.2	County planning document	2026	St. Mary's County Dept. of Land Use & Growth Management
[12]	LUGM-approved Site Plan MSP-12-131-015 — Phase II expansion	Government approval	2012–2013	St. Mary's County LUGM — official site plan approval

SECTION I — PRIMARY BUSINESS RECORDS (SEAFORTH PARTNERSHIP LLP / CAMPMD)

- [10] Seaforth Partnership LLP / Michael Evans, Partner. "CampMD 2025 Annual Revenue by Category." Internal business records — verified gross revenue, wages, and tax payments. Fiscal Year 2025. On file with Seaforth Partnership LLP. Available upon request to St. Mary's County Planning Commission. [Primary source]
- [10a] Maryland Comptroller's Office. "Sales & Use Tax Records — Camp Merryelande." State of Maryland tax filings confirming annual sales tax and accommodation tax payments at commercial rates. 2025. Filed annually with Maryland Comptroller. On file with Seaforth Partnership LLP. [Corroborates [10]]

SECTION II — ST. MARY'S COUNTY GOVERNMENT RECORDS

- [9] St. Mary's County Department of Planning & Zoning. "Certificate of Use and Occupancy Permit No. 81-1061." St. Mary's County P&Z Department. August 13, 1981. St. Mary's County government records. Permit issued validating commercial campground use at 15914 Camp Merryelande Rd, Piney Point, MD 20674. [Official county permit]
- [7] Hughes, Elizabeth, Historic Sites Surveyor. "Maryland Historical Trust State Historic Sites Inventory Form — Survey No. SM-472, Camp Merryelande." St. Mary's County Planning & Zoning Department / Maryland Historical Trust. December 1994. St. Mary's County Planning & Zoning, 328 Washington Street, Leonardtown, MD. Phone: (301) 475-4662. Filed with Maryland Historical Trust, Shaw House, 21 State Circle, Annapolis, MD 21401. [Classifies present use as 'commercial']
- [12] St. Mary's County Department of Land Use and Growth Management (LUGM). "Site Plan Approval MSP-12-131-015 — Camp Merryelande Sewer Line and Phase II Expansion." St. Mary's County LUGM. Approved November 20, 2012; Afforestation/Reforestation approved April 8, 2013. St. Mary's County LUGM records. Phase II includes 72 additional campsites, 6 RV sites, and 12 EDUs. [Official site plan approval]
- [11] St. Mary's County Department of Land Use and Growth Management. "St. Mary's 2050 Comprehensive Plan — Draft for Public Comment." St. Mary's County Government. February 2026. <https://www.stmaryscountymd.gov> [Goal 4 (Tourism) and Policy 6.2 (Water Access)]
- [11a] St. Mary's County Department of Land Use and Growth Management. "Request for Change in Land Use Designation Form." St. Mary's County Government — St. Mary's 2050 Plan Process. 2026. Submit to: St.Marys2050@stmaryscountymd.gov or 23150 Leonard Hall Drive, P.O. Box 653, Leonardtown, MD 20650. Phone: (301) 475-4200 ext. 1500. [Form filed by Seaforth Partnership LLP, dated March 16, 2026]

SECTION III — COUNTY-COMMISSIONED & PROFESSIONAL STUDIES

- [3] Jones Lang LaSalle Hotels & Hospitality Group (JLL); Fenton, Dan (Project Executive); Parker, Bethanie (Associate Consultant). "St. Mary's County Tourism and Hospitality Master Plan." St. Mary's County Department of Economic Development. Funded by grant from Commissioners of St. Mary's County, U.S. Department of Commerce Economic Development Administration, and Maryland Department of Commerce.. December 19, 2016. <https://www.stmaryscountymd.gov/docs/Final-Tourism-and-Hospitality-Master-Plan.pdf> [Priority programs: Water Access, South County, overnight visitor strategy]
- [8] Clarke, Laura. "Camp Merryelande Summary Findings." Clarke Consulting LLC. October 9, 2017. Prepared for Seaforth Partnership LLP. Clarke Consulting LLC, leclarke54@gmail.com, 301-997-6878. On file with Seaforth Partnership LLP. [Recommends Option 2/3: correct RCA→LDA mapping error]

SECTION IV — MARYLAND STATE AGENCY DATA

- [1] Maryland Office of Tourism Development. "Visitor Impact Study — Overnight Visitor Spending Benchmark." Maryland Department of Commerce, Office of Tourism Development. 2013. Cited in: St. Mary's County Tourism and Hospitality Master Plan (JLL, 2016), p. 2. Overnight visitors spend \$630/trip vs. \$87 for day visitors. [\$630/night overnight, \$87/day visitor — used in community spending calculations]
- [2] Maryland Office of Tourism Development / Tourism Economics. "Economic Impact of Tourism in Maryland — Annual Report." Maryland Department of Commerce. 2021 (most recent published). <https://www.visitmaryland.org/sites/default/files/2024-09/Economic-Impact-of-Tourism-in-Maryland-%20State-2023-CLIENT.pdf> [Overnight visitor spending grew to \$830/trip by 2021; \$630 figure (2013 baseline) used conservatively]

- [6] Maryland Department of Commerce / Tourism Economics. "Economic Impact of Tourism in St. Mary's County, Maryland." Maryland Department of Commerce. 2018. St. Mary's County tourism: 2,442 direct and indirect jobs; \$92.2M in labor income. Data cited in St. Mary's County tourism planning documents. *[St. Mary's County-specific tourism employment data]*
- [4] U.S. Bureau of Economic Analysis (BEA). "Outdoor Recreation Satellite Account — Maryland State Data." U.S. Department of Commerce, Bureau of Economic Analysis. 2019. <https://www.bea.gov/data/special-topics/outdoor-recreation> *[Maryland outdoor recreation: \$14B consumer spending, 109,000 jobs, \$951M in state/local taxes]*

SECTION V — NATIONAL INDUSTRY RESEARCH & DATA

- [5] RV Industry Association (RVIA) / National Association of RV Parks and Campgrounds (ARVC). "Economic Contribution of the RV Park and Campground Industry." RV Industry Association / ARVC. 2023. <https://www.rvia.org> *[\$114B total economic impact; \$37B direct output; for every \$1 spent at campground, \$10–\$12 circulates locally]*
- [5a] Hipcamp. "Maryland Camping Demand Growth Report." Hipcamp Inc.. 2022. New Hipcamp listings in Maryland grew 269% since 2019; booking demand grew 872% during same period. *[Maryland-specific camping demand growth]*
- [5b] American Camping Association (ACA). "Camp Merryelände Accreditation Record." American Camping Association. 1956. St. Mary's County Enterprise newspaper article, 1956, confirming ACA accreditation of Camp Merryelände. On file with Seaforth Partnership LLP. *[Corroborates commercial hospitality use pre-dating 1974 zoning]*

Note on Community Spending Estimates: Community spending figures presented in the addendum are estimates derived by applying Maryland Office of Tourism benchmarks [1][2] to CampMD's verified visitor volume data [10]. These estimates are conservative — they do not account for the local economic multiplier effect, which research indicates can amplify initial visitor spending by 10–12x as dollars recirculate through local businesses [5]. Actual community economic impact is likely higher than the figures stated.