



THE BUGLE CALL

Winter 2010
Annual Report Issue

The Bugle Call is the official newsletter of the Heart of the Civil War Heritage Area, whose mission is to promote the stewardship of our historic, cultural, and natural Civil War resources; encourage superior visitor experiences; and stimulate tourism, economic prosperity, and educational development, thereby improving the quality of life of our community for the benefit of both residents and visitors.



In its first two weeks of operation, the HCWHA Exhibit and Visitor Center welcomed nearly 600 people from across the United States, Germany, Sweden, England, Canada, Australia, and Hong Kong.

New Visitor Center Boosts Heritage Knowledge

The Heart of the Civil War Heritage Area Exhibit and Visitor Center opened to the public with an official ribbon-cutting ceremony on September 14, 2010. County and town officials and board members from throughout the heritage area attended, as well as representatives of private museums, historical societies, the National Park Service, and the Maryland Department of Natural Resources–State Park Service. Guests included Marci Ross and Jennifer Jones from the Maryland Office of Tourism Development and Richard Hughes, Maryland Heritage Areas Authority Administrator.

The new center educates travelers about the large concentration of Civil War sites in the Heart of the Civil War Heritage Area (HCWHA). Three rooms of the exhibit center explore the main themes of the heritage area: *In the Heat of Battle*, *On the Home Front*, and *Beyond the Battlefield*. Each exhibit room includes an interpretive panel and themed site panels, with brochures nearby for more detailed information. The galleries also feature interesting objects, including:

- a quarter-scale Napoleon cannon and limber on loan from the Boonsborough Museum of History, plus Civil War uniforms and accoutrements for children to try on (*In the Heat of Battle*)

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HCWHA EXHIBIT AND VISITOR CENTER

Hours of Operation:

Open daily, 11 a.m. to 5 p.m.
May through October

Open weekends, 11 a.m. to 5 p.m.
April and November

Open Saturday, December 4
11 a.m. to 5 p.m. (Memorial
Illumination at Antietam)



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- a period fireplace vignette, vase-splat plank bottom chairs, and photographs of the Shriver cousins from Union Mills, an example of the Border State's divided families (*On the Home Front*)
- reproduction medical supplies (*Beyond the Battlefield*)

In the rear of the HCWHA Exhibit and Visitor Center is an information desk staffed by volunteers, with brochure racks for each of the three counties in the heritage area and an LCD screen with a slideshow on the heritage area's major downtowns: Frederick, Hagerstown, and Westminster. Additional visitor resources, as well as new exhibits and programs, will be added during the winter months.

Antietam National Battlefield oversees volunteers at the center. The heritage area and the battlefield jointly trained the volunteers through formal and informal sessions and familiarization tours that enabled the volunteers to experience heritage area sites firsthand. Additional visitor services training is being provided through the Journey Through Hallowed Ground Certified Tourism Ambassador program.

Funding for the HCWHA Exhibit and Visitor Center was provided by the National Park Service Challenge Cost Share Program and a matching grant from the Maryland Heritage Areas Authority. The Hagerstown-Washington County Convention and Visitors Bureau entered into a cooperative agreement with Antietam National Battlefield to bring the center to fruition, accepting fiduciary responsibility for utilities and managing the grant funding. Exhibit design and fabrication was done by General Graphics in Cumberland, Maryland.



Festive opening-day ribbon entwined the Newcomer House fence, greeting the first official visitor, a South Carolinian. Many appreciate the chance to visit a house that witnessed battle action—the Newcomer Farm, along Antietam Creek, was the dividing line between Confederate and Union forces on the night before the Battle of Antietam (Sharpsburg). In post-battle activity, the House was employed by the Union Medical Corps.

The largest gallery in the Newcomer House is devoted to the theme, "In the Heat of Battle." The constant movement of troops across the three counties that form the Heart of the Civil War is described here, and places where the battle action and skirmishes are interpreted are featured.



WELCOME, AND FAREWELL

When long-time manager of Carroll County Tourism Barbara Beverungen retired this past summer, filling her shoes seemed like a daunting task. Luckily, JoAnna Crone, a lifelong resident of Carroll County and a Carroll County government employee, had the experience and expertise to take on that role.

JoAnna is very familiar with the county's heritage resources, having worked for the Historical Society of Carroll County cataloging more than 10,000 objects. She also served for five years as assistant manager at SERRV International Gift Shop and recently received her master's in arts administration from Goucher College. As a Carroll County employee for the past seven years, JoAnna has worked closely with the events coordinator at the Farm Museum and gained valuable marketing experience through her work with the Office of Public Information. The Heart of the Civil War Heritage Area is fortunate to have JoAnna on board and enthusiastically welcomes her!



JoAnna Crone, manager of Carroll County Office of Tourism

The Heart of the Civil War Heritage Area bids farewell to longtime board member John Howard, who retires from the National Park Service (NPS) in December. John has served in leadership positions at Antietam National Battlefield since 1994, first as Assistant Superintendent and then as Superintendent.

During John's tenure as Superintendent, the park has acquired the equivalent of 59 percent of the battlefield. While working diligently to preserve and protect this pristine battlefield, John has worked jointly with regional tourism professionals to bring a steady stream of people to Antietam.

He has been a visionary leader, innovatively creating economic development opportunities by recognizing the synergy between parks and tourism. Over the past five years, he has proven the power of partnerships and the tourism benefits that can result when NPS works cooperatively with outside organizations. First, John collaborated with the National Museum of Civil War Medicine and in 2005, the Pry House Field Hospital Museum opened to the public. Several years later he offered the Newcomer House for the heritage area's use as a visitor center. The Hagerstown-Washington County Convention and Visitors Bureau entered into a cooperative agreement with Antietam to bring that idea to fruition.

In a 2009 profile for the Save Historic Antietam Foundation, John said, "Each time I finish something [in my office], from signing payroll to approving a project to go forward, I look up and out my window and I see the headstones in the National Cemetery. And it provides me a very quiet reminder of the fact that every thing I do, I am working for them. I am working so that these men and this place will never be forgotten."



John has left his own mark that will not be forgotten. In recognition of his many contributions to Maryland tourism, he received a special "Judges Award" at the Maryland Tourism and Travel Summit on November 4.

Longtime HCWHA board member John Howard. Photo courtesy Jason Turner.

The Heart of the Civil War Heritage Area operates under the auspices of the Tourism Council of Frederick County, Inc. Questions about the Heart of the Civil War Heritage Area or newsletter subscription requests should be directed to

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UPCOMING GRANT WORKSHOPS

The deadline for Maryland Heritage Authority (MHAA) project grants is February 28, 2011.

Nonprofits and government units may apply for projects to occur in the certified boundaries of the Heart of the Civil War. To learn more, sign up for one of the following grant workshops by calling 301-600-4042 or emailing info@heartofthecivilwar.org:

JANUARY 11

10 a.m. – 12 Noon
Carroll County
government office building
225 N. Center Street
Room 105, Westminster

JANUARY 11

2 – 4 p.m.
National Museum of
Civil War Medicine
48 E. Patrick Street,
Frederick

JANUARY 12

2 – 4 p.m.
Washington Museum of
Fine Arts, City Park
Hagerstown

All project grant applicants are required to submit a Cultural Data Project profile – and now is the perfect time to do so, before the pressure of proposal deadlines is too great. Go to mdculturaldata.org to get started.

Spotlight on: Frederick County

SESQUICENTENNIAL COMMEMORATIONS PEAL FORTH IN APRIL

On April 3, 2011, at 5 p.m. at the Basilica of the National Shrine of Saint Elizabeth Ann Seton, Frederick County's Bell and History Handbell Festival will peal forth with a mass bell choir and other accompanying instruments premiering Pam Ion's special arrangement of composer Cynthia Dobrinski's version of the great Civil War hymn, *The Battle Hymn of the Republic*.

Traditionally, the festival helps open the local museum season, but this year it will also launch April programs that commemorate Frederick County events in 1861, when the Maryland Legislature met in Special Session in Frederick to debate the question of secession. Normally, 1861 would have been an off year for the General Assembly, which met biannually—but the state was in crisis after riots broke out in Baltimore on April 19 following a pro-Southern mob's attack on soldiers of the 6th Massachusetts Volunteers in transit to Washington. On April 26, Governor Hicks convened the legislature in Frederick, a mostly pro-Union city. For several months, the main topic of discussion was whether or not to secede from the Union, a question that was never answered because on September 17 Federal troops and Baltimore police officers arrived in town with orders to arrest pro-Confederate members of the General Assembly, bringing Frederick's summer as the capital of Maryland to an abrupt halt.

This April, Frederick's citizens and visitors will have another opportunity to consider secession and its ramifications when local organizations present *The Burning Question of Secession: The Maryland Legislature Meets in Frederick* in historic Downtown Frederick on April 29 and 30 and May 1, 2011. Highlights of the weekend include:

- An original 90-minute drama based on actual words and reactions of local townspeople during the summer of 1861.
- Political debate offered at the courthouse (now Frederick City Hall) as living history interpreters enact the charged discussions that nearly tore the state asunder.
- A hands-on fire brigade, living history demonstrations, and displays of antique fire apparatus at Courthouse Square, remembering the 1861 burning of the Frederick County Courthouse.

Numerous history and arts organizations, as well as the City of Frederick, local churches, and the Frederick County Civil War Roundtable, are collaborating to bring these programs to the community. Event details are evolving, but April promises to propel Sesquicentennial commemorations forward with sound and fury, and even a dose of fun.



The "Old Lady" hand pumper helped to extinguish fire that destroyed Frederick's Court House in May 1861. The incidence was an apparent case of arson, in response to secession debates taking place in town. Here, the Old Lady appears in an early 20th century muster. The apparatus is now a featured artifact in the collection of the Frederick County Fire and Rescue Museum and will be on view at Frederick's Court House Square (now City Hall) for 1861 commemorations in the spring.

SPOTLIGHT ON: CARROLL COUNTY

SYKESVILLE'S GATE HOUSE MUSEUM COMMEMORATES CIVIL WAR

On September 26, several Pipe Creek Civil War Roundtable members—dressed in Civil War period garb and calling themselves the Late Unpleasantness Players—entertained and educated area residents with stories of Carroll County's Civil War history. The event was hosted by Sykesville's Gate House Museum to bring the local impact of the Civil War to life and to draw attention to the museum's mission, as well as to encourage people to consider loaning historical family heirlooms for possible display.

Local events of a similar nature are being planned throughout the county over the next several years to commemorate the 150th anniversary of the Civil War. If you are interested in joining the planning efforts, contact Ron Kuehne from the Pipe Creek Civil War Roundtable at ronk@pccwrt.org or Daphne Daly from the Carroll County Planning Department at ddaly@ccg.carr.org.



TANEYTOWN STREETScape PROJECT NEARS COMPLETION

The City of Taneytown, one of Carroll County's heritage area Target Investment Zones (TIZs), received a heritage area capital grant in FY07 to fund a component of an ambitious infrastructure and streetscaping project in the city's historic core. That project should be completed by next spring. The decorative streetlights funded by the grant will be installed soon, followed by benches, trash receptacles, and wayfinding signage throughout the downtown area.

Additionally, the State Highway Administration (SHA) Cultural Resources Section is developing text for a series of interpretive signs to be installed as part of the project. The five signs will describe broad historical themes at key locations in the downtown:

- the city's role in military history, from the American Revolution and the Civil War to the present day (New Windsor State Bank)

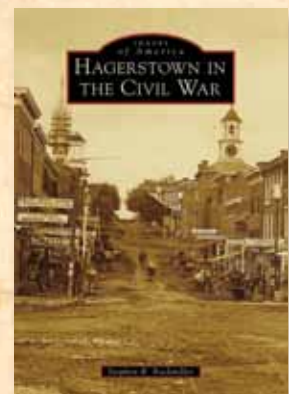
- business, industry and culture in Taneytown, including canneries, department stores, newspapers, and the Opera House (Police Station)
- the influence of the railroad on the city's economy and cultural life (Police Station)
- religion in Taneytown since the 1700s, including churches and congregations of many denominations (St. Joseph's Roman Catholic Church)

The fifth sign will be located at 5 Frederick Street, site of the city's oldest building, which dates to 1754. This sign will describe a letter from George Washington that resides in the Library of Congress and describes his stay at the no longer extant Adam Good Tavern in Taneytown. The interpretive signage will be accompanied by a full-color walking tour brochure being designed and published by SHA.

A "Celebration of Renewal" is being planned by the city for September 2011.

A HCWA MINI-GRANT IS HELPING WITH A NEW PUBLICATION ABOUT HAGERSTOWN IN THE CIVIL WAR.

Available in mid-April 2011 at the Hagerstown/Washington County CVB and several other retail outlets and museum gift shops, the book (priced at \$21.99) complements a system of wayside interpretive markers in Hagerstown, also made possible by the heritage area program. Products like the book and waysides, and streetscape improvements also funded through MHAA, are readying Hagerstown to serve an increase in visitors during the years of the Civil War 150th anniversary.



Spotlight on: Washington County

The Doleman Black Heritage Museum collection includes thousands of artifacts that tell the story of Washington County's rich African American history, spanning from the pre-Civil War 19th century to the late 20th century. For years the artifacts have been housed in the Hagerstown residence of Marguerite Doleman, who passed away in 2000, followed by her husband's death in 2003. The collection was left to the Dolemans' two children, who recognized the need for it to be properly preserved, protected, and displayed.

In 2008, the City of Hagerstown received a \$15,000 project grant from the Maryland Heritage Areas Authority for a documentation and feasibility study of the Doleman Black Heritage Museum collection. This MHAA grant has helped leverage significant support from major state, federal, and other sources for current and future phases of the overall Doleman project.

The Doleman Black Heritage Museum board was established in 2007, and the museum received its non-profit status in 2008, one of several steps toward the creation of a permanent museum facility. During the 2009 Maryland legislative session, Del. John P. Donoghue and Sen. Donald F. Munson introduced, and the Maryland General Assembly

passed, a \$25,000 bond bill for the museum for property acquisition and planning and design work. The museum has held several fundraisers to match the amount.

The City of Hagerstown is currently reviewing RFPs for a museum curator/collection manager consultant to undertake the next phase of making the collection accessible to the public. The consultant will help the museum board clarify the mission of the museum and develop themes for interpretation, organize artifacts for further conservation and storage, develop traveling exhibits, and digitize paper documents for web access. The Doleman collection is not currently accessible to the public and many of the artifacts have suffered deterioration from pests, humidity, and handling. Conservation of the artifacts in the collection is the top priority for the Doleman board. The project is completely funded by a \$150,000 grant from the Institute of Museum and Library Services. The city serves as the pass-through entity for the grant, just as it did for the MHAA grant.



DEAR FRIENDS,

In 2011, the Heart of the Civil War steps into year five as a certified heritage area in the State of Maryland. Since July 2006, HCWHA has supported nonprofit and government partners by facilitating grant awards totaling \$1,279,409. These funds support endeavors that ultimately serve our visitors and our residents, through collaborations related to historic, cultural and natural resources, and engagement of both the private and public sectors.

The economic benefit of that investment is impressive—visitor spending approaches, and sometimes exceeds, \$1 billion annually as a collective total for Carroll, Frederick and Washington counties.* That figure is a testament to the draw of our heritage area's unique mix of historic sites, battlefields, museums, parks, shops, restaurants, and outdoor recreation opportunities. Further, a steady increase in visitor spending over the past five years suggests that HCWHA, with its many partners, generates significant return on investment—helping to bring in about \$5 billion in five years!

Just think—we've only begun to tap the potential economic impact that comes with the 150th anniversary of the American Civil War. The pace picks up this year as we plunge headlong into commemoration of a history that is at once compelling and confusing, exciting and engaging, fearsome and faith-filled. Catalysts to the conflict—the Dred Scott decision of 1857

and John Brown's 1859 Raid on Harper's Ferry, and our local connections to both—have already been explored and stirred the appetites of those who want to taste and experience more as the Sesquicentennial unfolds. In 2011 we invite the public to explore the issues of 1861, including debates of the Maryland General Assembly in special session in Frederick, on the heels of the firing upon Ft. Sumter and bloodshed in Baltimore.

Fortunately, the Heart of the Civil War offers outstanding ways for visitors to explore our border state Civil War experience every day of the year—at museums, battlefields, local, state and national parks, in our cities and villages, and along scenic byways and Civil War Trails. With the new HCWHA Exhibit and Visitor Center at the historic Newcomer House, on the grounds of Antietam National Battlefield, we are in a better position than ever to promote visitor opportunities (and visitor spending) throughout our three counties.

Your support and enthusiasm are appreciated!

Sincerely,
Elizabeth Scott Shatto, *Director*

**Based on Global Insight's Tourism Satellite Accounting (TSA) Studies.*

HCWHA MANAGEMENT AND MARKETING BUDGET

HCWHA's FY10 budget was for management only, as MHAA determined that marketing grants may be awarded no more frequently than biannually. The FY09 budget reflects both management and marketing, which explains the drop in income and expenses in FY10, as shown in the charts below. With no marketing grant forthcoming from MHAA, HCWHA did not directly advertise or market the destination or its products, leaving that to the DMOs (Destination Marketing Organizations) in Carroll, Frederick, and Washington counties.

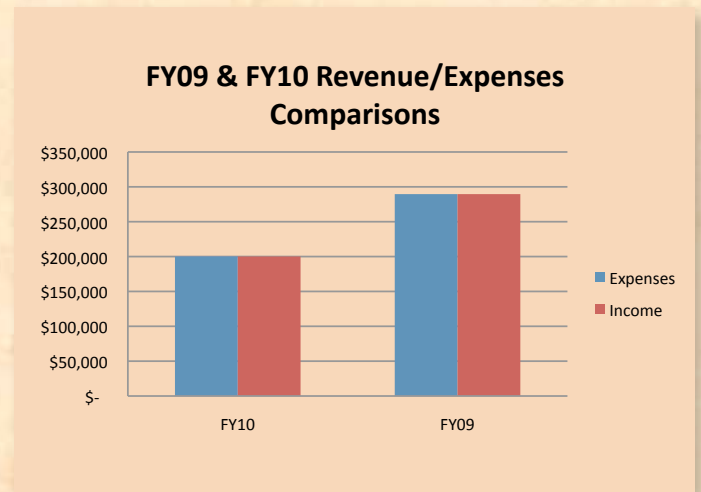
In FY10, HCWHA was awarded a management grant from MHAA in the amount of \$100,000, which was matched in large part by cash from the Tourism Council of Frederick County, mostly in the form of personnel and overhead expenses. Additional cash contributions from the Carroll County Tourism Office and the Hagerstown-Washington County CVB were received and restricted to specific line items, including Civil War Trails sign maintenance and contract personnel dedicated to Washington County concerns. An in-kind contribution from Antietam National Battlefield also contributes to the HCWHA budget, making possible an innovative three-way partnership that provides seasonal interpreters for South Mountain State Battlefield.

It should be noted that the HCWHA management entity typically does not engage in direct program development, so the graphs to the right for FY09 and FY10 do not show revenue or expenses related to programs. Instead, programs

that advance the mission of the heritage area are undertaken by the region's many nonprofit and government units. As the management entity, HCWHA connects stakeholder groups to MHAA benefits and encourages a climate of resource stewardship and quality visitor experiences.

FY10 MHAA Management, Project and Mini-Grants

While heritage area grants represent only a small slice of product development and preservation in the Heart of the Civil War, HCWHA is pleased to have secured considerable funds to enhance heritage tourism and preservation in FY10, summarized in the large table at the bottom of this page.



Type of Grant	Applicant/Purpose	Total Project Budget	Award
Management Grant	HCWHA Management Entity/Operations	\$207,154	\$100,000
Capital Project Grant	City of Hagerstown/ Streetscape Improvements – Sidewalk Café District	\$200,000	\$100,000
Non-Capital Project Grants	Downtown Frederick Partnership/ Wayfinding Kiosks – Design & Interpretation	\$21,600	\$10,000
	City of Hagerstown/ Production & Installation of 15 Exterior Exhibits	\$10,000	\$5,000
Mini-Grants	National Museum of Civil War Medicine/ <i>Civil War Medicine: It's Not What You Think</i> Exhibit	\$2,167	\$1,083.50
	Tourism Council of Frederick County/ African American Heritage Sites Brochure	\$9,500	\$2,500
	City of Hagerstown/ Hagerstown in the Civil War Illustrated Book	\$1,200	\$600
	Hagerstown-Washington County CVB/ Redesign and Printing of Museums & Historic Sites Guide	\$4,775	\$2,388
	Washington County Fine Arts Museum/ <i>Circuit of the Summer Hills</i> Exhibit	\$7,000	\$1,383.50
	Discovery Station/Interactive Civil War Music Exhibit	\$8,550	\$2,500
	Delaplaine Visual Arts Education Center/ <i>Textile Workshop: Weaving Together the Past and Present</i>	\$3,190	\$1,595
TOTAL		\$475,136	\$227,050

HERITAGE TOURISM STRONG AND GROWING

In tough economic times, heritage tourism is more important than ever to local economies. Heritage travelers spend more and stay longer than those whose tourism is primarily prompted by other motivations. With the Sesquicentennial of the Civil War as a draw, an upward trend is already apparent in overall visitation figures and program participation at several key HCWHA resources and events:

- Antietam National Battlefield reports a 2010 increase in visitation by 9 percent, and last year was up compared to the previous year.
- With support from two seasonal interpreters funded in part by MHAA and Antietam National Battlefield, South Mountain State Battlefield (including Washington Monument and Gathland State Parks) saw a big leap in visitor programming between 2007 and 2009, when South Mountain museums opened 64 additional days and 56 additional interpretive programs were provided. Other highlights from 2009 included six additional artillery demonstrations, regular guided van tours from Antietam to South Mountain, and several South Mountain programs presented at Antietam.
- At Monocacy National Battlefield, visitation in calendar year 2010 is on track to slightly exceed 2009 figures, with

more than 34,800 expected by December 31 (as compared to 34,446 in 2009). More impressive are the numbers of visitors planning their trips to Monocacy around facilitated programs, with program attendance up by 123 percent in FY10 over the previous year.

- As of mid-October, attendance at the Brunswick Railroad Museum already exceeded calendar year 2009 by more than 10 percent. A full 15-percent increase is likely by the end of December.
- The National Museum of Civil War Medicine saw nearly 20 percent more visitors in 2009 over the previous year, with another increase on the horizon for 2010.



HCWHA hosts an increasing number of travel writers and journalists. Here, a crew from the UK Travel Channel is on location at Antietam National Battlefield. The crew also filmed at South Mountain State Battlefield, Monocacy National Battlefield, Mt. Olivet Cemetery, and the National Museum of Civil War Medicine.

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