

THE BUGLE CALL

Winter/Spring 2008

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.

STATE OFFICIAL TOURS HERITAGE AREAS

Deputy Secretary Matt Power concluded his tour of HCWHA at Fox's Gap, where he learned more about the Battle of South Mountain and the enormous potential for Maryland's only state battlefield to contribute significantly to heritage tourism. Pictured are John Fieseler, Executive Director of the Tourism Council of Frederick County; Al Preston, Manager of South Mountain State Battlefield; Tom Riford, CEO of the Hagerstown-Washington County CVB; Matt Power, Deputy Secretary of Planning for the State of Maryland; Nery Morales, Special Assistant to the Secretary and Deputy Secretary of Planning; and Liz Shatto, Director of the Heart of the Civil War Heritage Area.

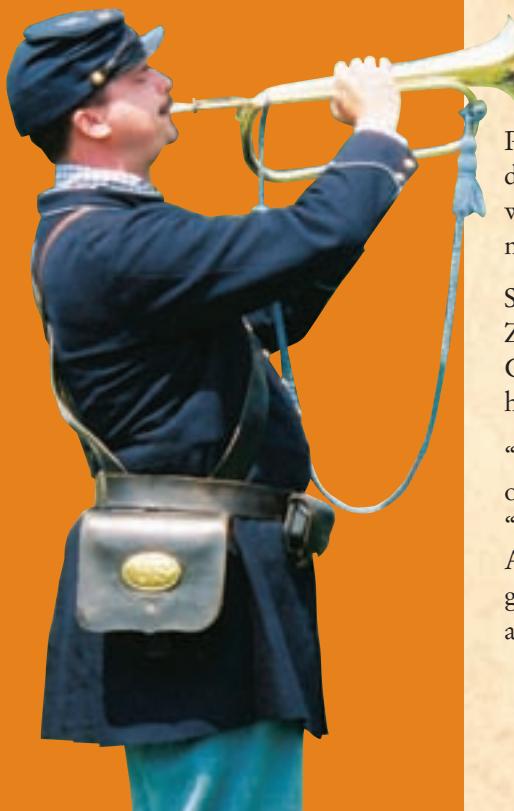


Maryland Deputy Secretary of Planning Matt Power, with his assistant Nery Morales, toured the Heart of the Civil War Heritage Area on November 9. Their visit was part of an effort by Secretary Power to become better acquainted with Maryland's 11 certified heritage areas.

With his appointment as Deputy Secretary of Planning in January 2007, Secretary Power became chair of the Maryland Heritage Area Authority. One of his first official duties as head of that body was to lead the July 12 meeting of the MHAA Board, during which more than \$200,000 in grant funds were awarded for FY08 marketing, management, and non-capital projects in the Heart of the Civil War Heritage Area.

Secretary Power's sojourn included a walking tour of the Westminster Target Investment Zone (TIZ), a visit to the Catoctin Aqueduct along the C&O Canal, and a stop at Fox's Gap, South Mountain State Battlefield—all places where large and small grants are helping to enhance the Heart of the Civil War Heritage Area.

"It was a fascinating experience to explore the Civil War through the eyes and expertise of so many passionate and enthusiastic people," Deputy Power reflected after his visit. "It was truly inspiring to see the ambition and timely achievements of the Catoctin Aqueduct project, as well as the incredible revitalization in Westminster. You are doing a great job at incorporating the Civil War Heritage Area theme throughout your projects, and your presentation of it is admirable."



AT A GLANCE: GRANTS, LOANS, AND TAX INCENTIVES

The Maryland Heritage Areas Program offers a number of opportunities and benefits to non-profits, local government units, and businesses located in the Heart of the Civil War Heritage Area. This overview of grants, loans, and tax incentives may help you determine if one or more of these programs could help your organization.

Non-Capital Grants – Matching grants of up to 50% are available to local jurisdictions and non-profits for planning (planning and feasibility studies, research, field investigations), design (design documents for projects and activities), interpretation (exhibits, signage, and other activities that further educational and recreational objectives of the heritage area), and programming (seminars, conferences, reenactments, festivals, performances). Grant amounts up to \$50,000 may be awarded.

Capital Grants – Matching grants of up to 50% are available to local jurisdictions and non-profits for property acquisition, development (repair or alteration of an existing building, may include new construction), rehabilitation, restoration, and pre-development costs. Grant amounts up to \$100,000 may be awarded. Normally, capital grants are limited to projects in Target Investment Zones (TIZs), unless the Maryland Heritage Areas Authority (MHAA) determines the project is essential to successfully implementing the heritage area management plan.

Mini-Grants – Small matching grants of up to 50% are available to local jurisdictions and non-profits for non-capital projects. Grant awards range from \$500 to \$2,500.

Low-Interest Loans – Local jurisdictions, non-profits, business entities, and individuals are eligible to apply for loans of up to 50% of the total project cost for capital projects located in TIZs. Projects must align with the goals and priorities of the heritage area. Loan amounts are limited to the available uncommitted balance in the MHAA Financing Fund at the time of application.

Revenue Bonds – Loans for economic development projects from the proceeds of revenue bonds sold by the MHAA are possible in TIZs.

State Income Tax Credits – Listed or designated historic structures, including those located within Certified Heritage Area (CHA) TIZs, are eligible for the Heritage Preservation Tax Credit. Those include structures that are listed in the National Register of Historic Places, designated as a historic property under local law, or located in a National Register listed or locally designated historic district and certified by the Director of the Maryland Historical Trust as contributing to the significance of the district. In addition, non-listed, non-designated historic structures as well as non-historic structures located within CHA TIZs are eligible for the tax credit if the structure has been certified by the Authority as contributing to the significance of the CHA. A non-historic structure can contribute to the significance of a CHA if it is not architecturally, historically, or culturally significant in and of itself, but its rehabilitation significantly enhances the overall architectural, historical, or cultural quality of the heritage area and the visitor experience.

The first step in assessing whether a project is a “fit” for one of these programs is to determine its relevance to the HCWHA management plan, available at www.heartofthecivilwar.org. For more information, contact Liz Shatto at 301-600-4042, lshatto@fredco-md.net.

MINI-GRANTS AWARDED

The Heart of the Civil War Heritage Area mini-grant program for FY08 is now underway. At the November 8 meeting of the Heart of the Civil War Advisory Board, three grants (submitted for the September 30 deadline) were approved:

- In Carroll County, \$800 was awarded to the Town of Union Bridge for a walking tour brochure of the historic district.
- The Hagerstown-Washington County Convention and Visitor Center will receive \$1,250 to create a Downtown Hagerstown Walking Tour website, based on a highly successful tour brochure.

- In Frederick County, the Downtown Frederick Partnership was granted \$1,250 to assist with “Digging Downtown Frederick,” a promotion to help the visiting public know that museums and merchants are open and ready to serve in 2008, despite water main improvements along Patrick Street, affecting important segments of Maryland’s National Road and Civil War Trails.

Mini-grants fund non-capital projects that align with the goals and priorities described in the HCWHA management plan. Awards range from \$500 to \$2,500 and must be matched. Non-profit organizations and local government units located within the heritage area may apply. Upcoming grant deadlines are December 31, 2007 and March 30, 2008. Mini-grant guidelines and application are available at www.heartofthecivilwar.org.

MARKETING THE HERITAGE AREA



Starting in January, this ad will appear in Capital Region USA, a guide to regional travel opportunities that targets international markets. The ad will be printed in both English and German.

appear this spring. Additionally, ads will appear in the Civil War Traveler website (civilwartraveler.com) and e-newsletter. Other marketing activities now in development include enhancements to the heritage area website and the production of a fulfillment package to be mailed in response to inquiries generated by HCWHA advertising.

Civil War travel is one of the fastest growing markets internationally. The Heart of the Civil War Heritage Area, in close proximity to international airports and featuring a wealth of Civil War attractions, is well positioned to serve this increasing audience.

NOW AVAILABLE: MARYLAND HERITAGE AREA GRANT APPLICATIONS

In addition to mini-grants administered directly through local heritage areas, the Maryland Heritage Areas Program awards competitive non-capital grants of up to \$50,000 and capital grants of up to \$100,000. Maryland's 11 certified heritage areas promote and facilitate grant proposals in their respective regions, and send applications on to the State for review by the MHAA Technical Advisory Committee and decisions by the MHAA Board.

Project grant applications and guidelines are available online at www.marylandhistoricaltrust.net. Click on "Forms and Documents," go to the Heritage Areas section, then click on "Maryland Heritage Areas Authority Project Grant Application Package." Grant drafts are due February 1, 2008, with the deadline for final proposals set for February 29, 2008.

GRANT TRAINING WORKSHOPS

Grant applicants are encouraged to attend one of three training workshops and to become familiar with the Heart of the Civil War Management plan, now available at www.heartofthecivilwar.org. According to HCWHA Director Liz Shatto, "the most competitive proposals are those that reflect the priorities described in our management plan." Liz suggests reading past issues of *The Bugle Call*, also available online, to get a sense of how projects might fit with heritage area goals and interpretive themes.

Tuesday, December 11, 2007 – 1:00 p.m.
Washington County Rural Heritage Museum
7313 Sharpsburg Pike, Boonsboro MD

The Heart of the Civil War Heritage Area has begun to implement the marketing plan that was adopted by the HCWHA Advisory Board in April 2007. Funds to support marketing efforts are provided by a \$50,000 grant from the Maryland Heritage Area Authority that has been matched dollar for dollar by equal contributions from the Destination Marketing Organizations of Carroll, Frederick, and Washington counties.

The largest part of the marketing grant will be applied to print advertising in both general interest and Civil War publications that will

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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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FREDERICK COUNTY UPDATE



"Shall I use my efforts to enlist negroes? Shall I swear and muster them in?" asked Frederick's Union Army Provost Marshall James Smith of his superior in January of 1864. "Numbers of them might be got in this District."

Smith's urgent plea was in response to the U.S. War Department's decision in 1863 to begin the recruitment of African Americans for the Union Army. Smith was eventually given the green light to recruit African Americans in mid-Maryland, and many free and formerly-enslaved African Americans from the region fought for the Union for the remainder of the war. In Maryland as a whole, more than 8,700 African Americans from the state served on the Union side.

The Catoctin Center for Regional Studies at Frederick Community College in Frederick received a grant last year through the Heart of the Civil War Heritage Area to assist in creating a comprehensive website about the Civil War era in mid-Maryland. A fascinating part of that story is how local African Americans responded to the dangers and opportunities brought by the war, including the right to fight alongside their white brethren in the army. Student interns and researchers for the Catoctin Center are conducting research in the National Archives, the Maryland State Archives, and local historical societies and libraries to identify those African Americans from the region who joined the Union Army during the Civil War.

So far, the Catoctin Center's African American Civil War Soldiers database includes 320 individuals from the mid-Maryland counties of Washington, Frederick, and Carroll, with more names still to be uncovered. In addition to uncovering the stories of the soldiers, the Catoctin Center is also locating associated historic sites, such as enlistment stations, residences of African American soldiers, and the military grave markers of the soldiers. This information, and much more on the Civil War in the region, will be included in the Catoctin Center's new website project, "Crossroads of War: Civil War and the Homefront in a Mid-Atlantic Border Region," scheduled to be unveiled in 2008.

NEWS FROM WASHINGTON COUNTY



The 19th Annual Memorial Illumination at Antietam took place on December 1.

Washington County saw more battles during the Civil War than any other Maryland jurisdiction. Additionally, there were armed troops in action here during every year of the Civil War. From Stonewall Jackson's raids on the C&O Canal, Fort Frederick, and Hancock during the winter of 1861-1862, to the Maryland Campaign of 1862, through the battles during the Retreat from Gettysburg (including the Battles of Monterey, Smithsburg, Hagerstown, Cearfoss, Boonsboro, and Williamsport) and the Ransom of Hagerstown in 1864, Washington County saw more than its share of war. Three new Civil War Trails markers in Hagerstown illuminate the details of the two Battles of Hagerstown, and the unveiling of the new interpretive markers made regional news.

During the 145th Anniversary of the Battles of South Mountain and Antietam, Washington County saw a huge increase in the numbers of visitors. Antietam National Battlefield saw nearly 100,000 visitors during the period of September 8 through 23, and South Mountain Battlefield State Park also saw a large increase in visitation.

Washington County directly benefits from being a partner in the Heart of the Civil War Heritage Area. Recent grantees include the Doleman African-American Museum collection, which is moving forward with the City of Hagerstown to inventory and assist with displaying this significant slice of American history.

New mini-grant applications have been submitted, and the projects certainly have significant potential for attracting new visitors to Washington County. Already plans are moving forward for observances surrounding the 150th Anniversary of John Brown's Raid (in 2009), and preparations for the 150th Anniversary of the Civil War (in 2011).

CARROLL COUNTY HAPPENINGS



Shown above is an historic home in New Windsor. In November, the Maryland Heritage Areas Authority approved the inclusion of New Windsor in the certified boundaries of the Heart of the Civil War Heritage Area. The Westminster Target Investment Zone (TIZ) was also approved. Both municipalities are now eligible for the benefits that accompany these designations.

In September, the Corbit's Charge Commemoration became a fund of The Community Foundation of Carroll County, Inc. This decision will give the event 501(c)3 status and will assist with future fundraising to keep this important heritage tourism initiative ongoing. Planning is underway for the 145th anniversary program, scheduled for June 27-29, 2008.

UPCOMING EVENTS IN THE SPRING:

Carroll County Historical Society's annual Civil War symposium "Maryland and the Civil War: A Regional Perspective" will be held on March 15, 2008 at Carroll Community College. This one-day event features lectures, a concert, and exhibitors.

The Carroll County Farm Museum's annual Civil War Living History Reenactment will take place on May 3 and 4, 2008 on the grounds of the Farm Museum. Demonstrations, reenactments, and an encampment are the highlights of this weekend-long event.

CULTURAL DATA PROJECT UNDERWAY

Applicants to a number of state agencies are being asked to participate in the Maryland Cultural Data Project – a standardized online system for collecting data for participating funders. Museums and arts groups applying to the Maryland Museum Advancement Program and the State Arts Council are now submitting their information to this new system. Heritage area grant applicants have another year before participation is required but are encouraged to start the process now.

In addition to creating a streamlined process, the new system enables groups to track their individual data and trends over time and compare with their peers and the sector at large. Access to this reliable data should enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community.

To learn more, visit www.MDCulturalData.org.

LET THE PLANNING BEGIN



During the summer of 1859, John Brown rented the Kennedy Farmhouse to use as headquarters for planning the raid on the Harpers Ferry Armory. This 1860 photograph shows the structure much as it appeared during Brown's occupation. Image Credit: Historic Photo Collection, Harpers Ferry NHP.

The National Park Service has officially designated October 2009 as the start of the 150th commemoration of the Civil War, beginning with the John Brown Raid anniversary. A four-state committee comprised of representatives from Virginia, West Virginia, Maryland, and Pennsylvania has been established to plan events that will commence in April and last through December 2009. Events will occur in various counties where actual history occurred, including the July 1859 arrival of John Brown in Washington County at the Kennedy Farm. The four-state committee is headed by Dennis Frye, Chief of Interpretation for Harper's Ferry National Historical Park and a member of the Heart of the Civil War Heritage Area Advisory Board. Several other HCWHA members are involved through a Washington County subcommittee.

NATIONAL HERITAGE AREA EFFORT MOVES FORWARD



Journey Through Hallowed Ground Corridor Management Planning Advisory Committee Meets - Local elected officials from the Journey region, including Frederick County Commissioner Kai Hagen (right) along with representatives from the Pennsylvania, Maryland and Virginia Departments of Transportation, joined tourism professionals including Frederick County Tourism Director John Fieseler (left) at an October meeting to review public comments and add their input to the visioning process for the proposed Byway Corridor Management Plan now under development. Photo courtesy of JTHG Partnership

For our Maryland Heritage Area, designation as part of a larger National Heritage Area is one of the long-range goals set forth by The Heart of the Civil War Heritage Area Management Plan. This goal became a higher priority with the decision in July 2006 to partner with the Journey Through Hallowed Ground, a 175-mile heritage corridor from Gettysburg to Monticello, including the area within our Heart of the Civil War boundaries.

On October 24, the U.S. House of Representatives passed the Celebrating America's Heritage Act (H.R. 1483), a bill that includes the Journey Through Hallowed Ground (JTHG) National Heritage Area, by a vote of 291 to 122. More than 150 resolutions of support came from local governments (including the Boards of

County Commissioners in Carroll, Frederick, and Washington counties), businesses, civic organizations, educators, and citizens who have all acknowledged the importance of the JTHG National Heritage Area effort and the unparalleled American history found in this region. This legislation is now on its way to the Senate.

National Heritage Area legislation would confer international recognition to this region and would provide federal support for educational and heritage tourism programs, including interpretation of interest to Civil War travelers. While awaiting the Senate vote, the JTHG Partnership continues work on developing a Corridor Management Plan with the goal of submitting an All American Road nomination to the National Scenic Byways program.

This publication has been financed in part with State Funds from the Maryland Heritage Areas Authority, an instrumentality of the State of Maryland. However, the contents and opinions do not necessarily reflect the views or policies of the Maryland Heritage Areas Authority.



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