



THE BUGLE CALL

Winter 2008

AT THE HEART OF IT ALL

There's no denying the significance of the Civil War in north-central Maryland. Washington, Frederick, and Carroll counties experienced the horrors of war firsthand, and each played a leading role in the state's Civil War history.

Residents and visitors who want to get to the heart of it all—the sites, towns, and battlefields that were significant during the Civil War—can now turn to a new web site for guidance. With comprehensive event listings for the area and site-specific information, www.heartofthecivilwar.org is a must-use resource for anyone planning a trip to Civil War sites.

Heart of the Civil War Heritage Area (HCWHA) Director Liz Shatto recently announced the launch of the new web site and its focus on three themes that enable visitors to fully examine the Civil War story:



- “On the Home Front” explores the region from the border-state experience, where divided loyalties were experienced firsthand. Frederick, Hagerstown and Westminster are featured as historically significant cities, and as places where visitors may enjoy shopping districts, dining, and cultural events in addition to museums and heritage sites.
- “In the Heat of Battle” walks visitors through the hallowed ground and landscapes where armed conflicts occurred, such as South Mountain, Antietam, and Monocacy. Interpretive programs, driving tours, and other visitor resources are highlighted in this section.
- Sites like the National Museum of Civil War Medicine, cemeteries, and hospital centers tell the stories of what happened “Beyond the Battlefield.” Visitors can discover how local residents cared for the wounded and what medical procedures were used to treat the wounds of battle.

“With one foot in the north, and one foot in the south, the story of the Civil War truly comes to life in this part of Maryland,” explains Shatto. “The new web site is an important planning tool for visitors who want to fully experience it all—the causes, battles, heroes, villains, everything that happened here at the heart of the Civil War.” The timing of the web site launch couldn't be better, Shatto adds, with the Sesquicentennial of the Civil War starting in 2009, along with local events commemorating the 150th anniversary of John Brown's raid on Harpers Ferry.

The web site was financed in part with state funds from the Maryland Heritage Areas Authority, an instrumentality of the State of Maryland. For more information, visit www.heartofthecivilwar.org.

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.



AD CAMPAIGN PRODUCES STRONG RESULTS

In FY08 the Heart of the Civil War Heritage Area (HCWHA) implemented an advertising campaign with support from the Maryland Heritage Area Authority and the Destination Marketing Organizations of Carroll, Frederick and Washington counties. Nearly \$75,000 worth of advertisements appeared in 20 general interest, heritage, Civil War, group tour, and travel publications.

While the ad campaign concluded in June (with a new campaign slated for next spring), inquiries and leads are still being generated. More than 6,000 travel packets have already been mailed, and

requests continue to arrive via the new website, through Reader Service, and by way of the toll-free phone number that is answered by the Frederick Visitor Center. Each packet includes a cover letter, the new Heart of the Civil War Heritage Brochure, and the visitor guides for Carroll, Frederick, and Washington counties.

The HCWHA ad at www.civilwartraveler.com continues to produce a steady stream of leads. It is interesting to note, however, that the print ads yielding the highest numbers of leads appear to be general interest placements, such as *Better Homes and Gardens*. "While some in this industry tend to think that only people who read Civil War-focused periodicals would be the likely target for our advertising, the three county tourism directors have long realized that there is tremendous interest in this subject among the general population," said Frederick County's John Fieseler. Along with his colleagues Tom Riford



in Washington County and Barbara Beverungen in Carroll County, Fieseler assists HCWHA Director Liz Shatto with marketing the area to potential visitors.

The success of HCWHA's first marketing campaign suggests that there is fertile ground for ongoing promotion of Civil War heritage tourism.

MARCH 2 DEADLINE FOR MHAA GRANT APPLICATIONS

Since the Heart of the Civil War Heritage Area (HCWHA) was certified by the State of Maryland in July 2006, approximately \$1 million in grant funds from the Maryland Heritage Areas Authority (MHAA) has been awarded to nonprofits and government units within the HCWHA. The MHAA annually funds competitive non-capital grants of up to \$50,000 and capital grants of up to \$100,000.

Deadlines for HCWHA project grant applications are as follows:

- Draft grant proposals (encouraged but not mandatory) are due on February 9, 2009.
- Final proposals are due on March 2, 2009.

Liz Shatto, HCWHA Director, encourages applicants to become familiar with the Heart of the Civil War Management plan, now available at www.heartofthecivilwar.org. "The most competitive proposals are those that reflect the priorities described in our management plan," she explains. Additionally, the MHAA will give greater consideration to applications for FY10 projects that (1) contribute to the commemoration of the War of 1812 in Maryland, (2) contribute to the commemoration of the Sesquicentennial of the Civil War in Maryland, and/or (3) assist in interpreting the life, work, and legacy of Harriet Tubman and the

Underground Railroad, thus contributing to upcoming commemorative events marking the 100th anniversary of Harriet Tubman's death in 2013.

Shatto emphasizes that grant applicants should plan to attend one of the following training workshops presented by the HCWHA.

Tuesday, December 2 - 10 a.m. to Noon
Carroll County Farm Museum (Grier Room)
500 South Center Street in Westminster

Wednesday, December 3 - 3 to 5 p.m.
Grantseeker's Resource Center
C. Burr Artz Public Library
110 E. Patrick Street in Frederick

Thursday, December 4 - 10 a.m. to Noon
Rural Heritage Museum
7313 Sharpsburg Pike in Boonsboro

To make a reservation, please email Liz Shatto at lshatto@fredco-md.net. Grant guidelines, applications, and additional details can be found online at www.heartofthecivilwar.org (click on "About the Heritage Area" and "Grants and Other Benefits") or www.marylandhistoricaltrust.net.

FROM WASHINGTON COUNTY

Heritage Area Funds Help Widen Walkways

Hagerstown has completed the South Potomac Street sidewalk-widening project, which was supported by Maryland Heritage Areas Authority grant funding. The \$55,000 grant helped pay for the development of a downtown sidewalk café district in Hagerstown, which greatly enhances the visitor experience. With the recent opening of Bulls and Bears restaurant, there are now four cafes on the newly-widened sidewalks.



Photo courtesy of City of Hagerstown

Antietam's Attendance on the Rise

Antietam National Battlefield has welcomed more and more visitors in the past two years, including a 19-percent increase from 2006 to 2007. Superintendent John Howard estimates that 2008 visitation will reach even higher levels. "We're looking at a visitation increase of 21 percent over the past two years, and that's very significant," says Hagerstown-Washington County Convention and Visitors Bureau President Tom Riford. "To have an increase in battlefield visits is great news, especially at a time when the economy has slowed down and leisure travel is considered flat compared to 2007. I'm pleased that Antietam National Battlefield is once again the most-visited historical attraction in western Maryland."



Photo courtesy of Hagerstown-Washington County Convention and Visitors Bureau

ACCOLADES FOR ANTIETAM

The American Bus Association recently named the annual Antietam National Battlefield Memorial Illumination as one of the top 100 events in North America. Inclusion in the Top 100 list indicates that the event is a significant travel experience for both tour groups and individuals from around the world.

This year's Illumination—the 20th annual—will be held on Saturday, December 6, beginning at 6 p.m. More than 1,300 volunteers will place 23,000-plus illuminations around the battlefield in straight lines. One candle is lit for each of the soldiers who died, was wounded, or went missing during the 1862 battle. The candles are lit during the afternoon and remain lit through the night. Cars follow a route of more than five miles to experience the awe-inspiring sight. The Hagerstown-Washington County Convention and Visitors Bureau will once again charter buses for the annual event, with tour guides providing commentary and information about the battle and the illumination.

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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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FROM FREDERICK COUNTY

Catoctin Center Researches a Country Divided

“Before the order of suspension reached me, one or two families had been sent south and among them the family of John W. Baughman consisting of Mrs. Baughman and three children... Mrs. Baughman with her family are now in the Shenandoah Valley of Virginia alone, entirely isolated from her friends...”

In this letter to President Abraham Lincoln in October of 1864, John I. Yellott urged Lincoln to allow Mrs. Baughman and her family to return to Frederick, Maryland. The Baughmans’ eviction from Maryland had been part of the local Union commander’s policy to rid Frederick County of Southern sympathizers. Mrs. Baughman’s husband, John W., had already been arrested once before by Union authorities for publishing allegedly disloyal sentiments in his Frederick newspaper, *The Citizen*. During the Confederates’ raid into Maryland in July 1864, the homes of Union families had been ransacked, and many claimed that the Confederates had been directed to these homes by their fellow townsmen who sided with the South. After the Confederates had retreated back into Virginia, Union General David Hunter ordered the arrest of all known male Southern sympathizers, the deportation beyond Union lines of their families, and their homes and furnishings sold.

Even many Unionists in Frederick County thought this was going too far, and they sent letters to Lincoln, military officials, and others asking the new harsh policy be revoked.

FROM CARROLL COUNTY



Photo courtesy of Stan Ruchlewicz

Events Past and Future
Approximately 1500 people attended the Corbit’s Charge commemoration event in June. A first-time

event—the Civil War Ball on Saturday evening—was a sellout. Another ball is planned for March 28, 2009, at the Armory on Longwell Avenue in Westminster. This upcoming event will raise funds for the Corbit’s Charge Committee.

On August 22, Advisory Board Member Thomas LeGore conducted a program for approximately 147 members of the Carroll County Public Schools Team Social Studies Professional Development Program. The purpose of the program was to provide some historical background on local Civil War resources such as Corbit’s Charge and the Pipe Creek Line. LeGore also provided information linking the

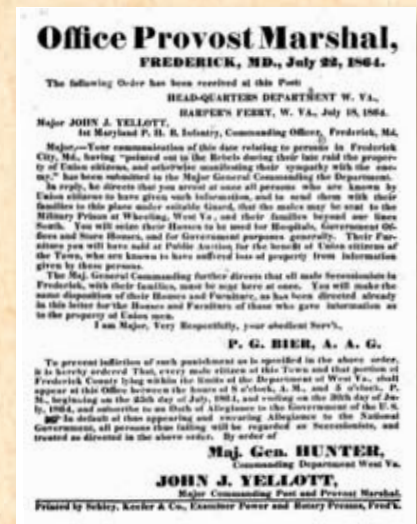
In August, President Lincoln suspended Hunter’s order, but not before the Baughmans had already been sent south. As Union Provost Marshal in Frederick, John I. Yellott had been the one to evict the Baughman family. Two months later, he asked Lincoln for a reprieve for the family he had deported. Lincoln gave his permission for the family to return, but they remained in the South until after the war. John Baughman was eventually employed by the Confederate government in Richmond, Virginia.

The story of the Baughmans, and of the deep divisions the Civil War caused in this border state, are part of the research conducted by the Catoctin Center for Regional Studies with the support of a Maryland Heritage Areas Authority grant. In addition to lectures, tours, educational programs, and a conference, the “Crossroads of War” project will include a web site telling the story of the Civil War in this region. For more information, contact the Catoctin Center at 301-624-2773.

historical resources with contemporary events such as local reenactments and the Heart of the Civil War Heritage Area. The group was enthusiastic about the possibilities for integrating this local history into the school curriculum, basing classroom materials and field trips on an article LeGore wrote for *Catoctin History*, a publication of the Catoctin Center for Regional Studies. This issue was one of several with Civil War content, funded in part by a Maryland Heritage Areas Authority grant.

“Abraham Lincoln: A Man of His Time, a Man for All Times” is a national traveling exhibition on display at the Eldersburg Branch of the Carroll County Public Library through December 20. Organized by the Gilder Lehrman Institute, this free exhibition goes beyond the public images of Lincoln to focus on the evolution of his beliefs and his impact on the nation. The exhibition has been made possible in part by a major grant from the National Endowment for the Humanities.

The Carroll County Public Library is offering several free programs and events in connection with the exhibition. For more information, visit www.library.carr.org.



FYI ON CWT: WHAT YOU SHOULD KNOW



CWT markers on the "Gettysburg Invasion and Retreat" trail in Westminster, with HCWHA Advisory Board member Tom LeGore leading a walking tour in the background. Photo courtesy of Stan Ruchlewicz

"There's always a story to tell," says Mitch Bowman, Executive Director of the Civil War Trails (CWT) program. And he should know. Since CWT began 14 years ago, Bowman has coordinated the production and placement of thousands of interpretive markers that bring the Civil War to life for visitors in Maryland, North Carolina, Tennessee, Virginia, and West Virginia.

"Our mission is to make visiting Civil War sites a user-friendly experience," Bowman explains, emphasizing the importance of bringing travelers into areas not typically visited by tourists. "The more remote the site, the more people feel connected to the site and its history," he says.

So who decides where the markers go and what they say? The process, Bowman emphasizes, is very simple. "When people contact me about a new marker site, the first two questions I ask are 'Where are you going to put it?' and 'Do you have permission from the property owner?'" The marker must be located at some opening in the landscape where visitors can pull off the road and safely exit the car to read the content. Owner permission is granted through the completion of a simple temporary easement form.

Funding is next on Bowman's check-off list. Each marker is \$2600, as it has been for the last 14 years. A \$200 per sign annual membership fee covers sign maintenance and repair. "There's not a better deal out there," Bowman says, adding that many organizations utilize grant funding to help with the cost. The mini-grant program or larger grants through the Maryland Heritage Areas Authority could potentially fund markers. In fact, applicants for these funds will be encouraged to consider the CWT program as a means of standardizing the "look" of interpretive markers across the heritage area.

Once funding is secured, Bowman sends a comprehensive set of interpretive guidelines that ensure uniformity in design and content. From the time he receives requested forms and funding, he estimates that the marker will be in place within two to three months. "I don't commit until I have everything in hand," he says. "But there's never been a time when I've said, 'I'm sorry. That story's just not important enough.'"



Photo courtesy of Maryland Department of Natural Resources

FAREWELL —AND THANKS.

Congratulations to South Mountain State Park Manager Al Preston, who was recently appointed manager of Harrington Manor State Park in Garrett County. He was a member of the Heart of the Civil War Heritage Area (HCWHA) Advisory Board, serving on the Washington County delegation. Preston was especially proud of the success of the three-way partnership between the heritage area, the state battlefield, and Antietam National Battlefield, which provided seasonal interpreters for South Mountain in FY08. Before leaving for his new post, he helped to secure Maryland Heritage Areas Authority funding for the seasonal interpreters to continue another year of service through this partnership.

At the September meeting of the HCWHA Advisory Board, Honorary Master Docent status was conferred upon Al Preston in recognition of his deep commitment to develop, preserve, and interpret South Mountain State Battlefield. We'll miss you, Al—and thanks for your dedicated service!

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FYI ON CWT: WHAT YOU SHOULD KNOW

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Bowman feels strongly that human interest stories can always be told in fresh and insightful ways. He points to Turner’s Gap on South Mountain and the corresponding marker that describes what soldiers were carrying in their backpacks. “That marker is positioned right on the Appalachian Trail, so even if it’s what we call a ‘march-by story,’ it allows us to at least illuminate the site and perhaps use it as a gateway to other sites.”

Of the 844 sites in the CWT program, 219 are in Maryland—and 204 have been interpreted for the first time through CWT. There is no maximum number of markers allocated to specific trails, or to specific localities. With more than 400 additional markers in the works, Bowman hopes the program will continue to generate a “critical mass” of interpretative resources to enhance every visitor’s experience.

To learn more, contact Mitch Bowman at 804-783-7423 or hmb7@cox.net. See article on page 2 regarding funding opportunities through the Maryland Heritage Areas Authority.

CWT markers for the “1862 Antietam Campaign: Lee Invades Maryland” and “Gettysburg Invasion and Retreat” at Turner’s Gap on South Mountain, with historic Dahlgren Chapel in the background. Photo courtesy of Tourism Council of Frederick County

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