Heart of the Civil War Heritage Area

Performance and Recognitions

Among Maryland’s Twelve Certified Heritage Areas, the Heart of the Civil War:

- Ranks first in overall performance, according to a 360 degree evaluation (2012)
- Secured the most grant dollars for nonprofit organizations and government units within the heritage area boundaries (FY14 grants)

Selected Recognitions:

- Director, Elizabeth Scott Shatto, was awarded the 2012 Maryland Secured the most grant dollars for nonprofit organizations and government Ranks first in overall performance, according to a 360 degree evaluation (2012)*. Maryland Cultural Heritage Tourism Award awarded to projects in all three counties were recognized: Carroll County – Excellence in Media and Publications for the City of Frederick Historic Properties Website; Washington County – Excellence in Community Engagement for “Interpreting Hagerstown’s Civil War History.”*
- Maryland’s Cultural Heritage Tourism Award awarded three times to projects in the heritage area: 150th Anniversary of John Brown’s Raid (2009), The Heart of the Civil War Exhibit and Visitor Center at the Historic Newcomer House (2012)*, and Maryland’s Heart of the Civil War documentary film (2013)*.
- Twice recognized by the American Bus Association “Top 100 Events in North America”: 150th Anniversary of John Brown’s Raid (2009) and the 150th Anniversary of the Maryland Campaign (2012) (*). Examples of Achievement:

- The Maryland Campaign 150th anniversary commemoration impacted the economy through visitor spending (in Washington County hotel room demand alone rose 9.3% according to Smith Travel Research), and jobs associated with commemoration projects (exhibit designers, fabricators, film crew, service industry labor, etc). Battlefield visitation is only one facet of this picture, but it offers a lens for examining economic impact. A 2013 Civil War Trust study reveals that 95% battlefield visitors = 1 full time job. This formula confirms that in the Maryland Campaign sesquicentennial year, the Heart of the Civil War Heritage Area supported at least 770 jobs (visits to Monocacy, Antietam and South Mountain battlefields totaled 735,762).
- Heritage area grants have contributed to streetscape enhancement in Taneytown ($52,800 for reproduction historic streetlamps), wayfinding and interpretive signage in Frederick ($110,000), and widening of streets in downtown Hagerstown to make way for a sidewalk café district ($100,000). Such efforts help the Heart of the Civil War better serve heritage travelers and residents alike.

Our Goals and Selected Achievements

In eight short years, the Heart of the Civil War Heritage Area has secured state grants totaling nearly $2.5 million for organizations in Mid-Maryland dedicated to preserving and interpreting our history and serving the heritage visitor! Our work falls within four main program goals:

- ECONOMIC BENEFIT

We work to thematically link and market the area’s heritage resources, support the creation of economic gains for new and current visitor-serving businesses within the heritage area by generating greater visitation and in so doing, de-emphasize county borders and focus effort on the heritage area at large.

- Examples of Achievement:

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Our Mission

Since July 2006, the three-county Heart of the Civil War Heritage Area has incubated under the auspices of the Tourism Council of Frederick County. Today, it is poised to become an independent nonprofit organization (501c3) serving Carroll, Frederick and Washington counties. However, the mission of the organization remains the same: 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 for our community for the benefit of both residents and visitors.

Maryland’s Heritage Areas Program

Maryland Heritage Areas are locally designated, locally managed regions where public and private partners make commitments to preserving historical, cultural and natural resources for sustainable economic development through heritage tourism. The Maryland Heritage Areas Authority (MHAA) does this through targeted State financial and technical assistance. By investing public dollars to create tourism-related products, spark matching private investment, and motivate local leadership, MHAA seeks to promote a balanced, sustainable level of heritage tourism that strengthens communities and improves the state’s quality of life. However, state certified heritage areas must have a local management entity for nonprofits and jurisdictions to apply for grants and other Maryland Heritage Area Program benefits.
Annual Appeal Campaign Goal: $22,500

As we commemorate the 150th Anniversary of the American Civil War, please join Advisory Board members of the Heart of the Civil War Heritage Area. Donations are accepted online at www.frederickcountygives.org/
The Frederick Historic Sites Consortium Pass Frederic County, which accepts gifts for the Heart of the Civil War Through Fund is managed by The Community Foundation of Frederick County. You will receive an email receipt and a thank you letter that includes information about the tax-deductibility of your gift. Alternatively, checks made payable to The Community Foundation Through Fund on the check) may be mailed to:
The Community Foundation of Frederick County
312 East Church Street
Frederick, MD 21701

To discuss ways to support the Heart of the Civil War Heritage Area, please contact Elizabeth Scott Shatto, Executive Director:
info@heartofthecivilwar.org  |  (301) 600-4042

To learn more about the heritage area, visit www.heartofthecivilwar.org.

Examples of Achievement:

1. **Strategic Planning & Interpretation**
   - Increased visitor spending: In 2012, nearly $682.7 million dollars in cumulative visitor spending was recorded in the heritage area’s three destination tourism locales. Efforts are currently beginning to develop a complementary education program with lesson plans linking to those of Maryland Public Education. The films Maryland’s Bloodiest Battle (Gettysburg) and The Films Save Washington, which were produced in 2000, are available in our public library, theater, and many other locations.
   - We have a robust Interpretation program, with interpretive wayside markers, and exhibitions, walking tour brochures, parking signs, window displays, and brochures.

2. **Stewardship**
   - Four buildings, including Memorial Hall, a handsome Civil War memorial hall at the center of the town of Middletown, were renovated with a MHAA grant ($11,175).
   - A MHAA grant helped fund a heritage area grant helped fund the HTC’s $30,000 grant to improve and repair the historic treadway bridge in Middleburg.
   - MHAA funding ($75,000) is helping the Middletown Township to acquire land at the location of the old Middletown Water Tower.
   - The HTC’s grant helped Middletown to acquire land at the location of the old Middletown Water Tower.
   - MHAA funding ($90,000 each) are helping the Frederick Historical Society, the former Burkittsville’s South Mountain Heritage Society, the former Burdette Tavern, and the former Williamsport Heritage Society, as well as the Heritage Society in Fred.

3. **Community Coordination**
   - Local partnerships develop greater awareness and understanding of our collective heritage.
   - The HTC is supported by the Community Foundation of Frederick County, which provides funding to the Heritage Areas.
   - Through grants from the Community Foundation, the HTC can bring together partners, including government units in Carroll, Frederick and Washington counties.

4. **Strategic Plan & Interpretation**
   - The HTC is working with investors to restore and improve the historic Main Street communities and small town centers that provide visitor services.
   - We use Maryland’s status as a border state, in both geographical and ideological terms, to interpret the history of the Heritage Area.

5. **STEWARDSHIP**
   - We foster appreciation for revered historic places, pristine landscapes, and other heritage resources; we guide visitors to places of unique character, such as Main Street communities and small town centers that provide visitor services.
   - We nurture a regional perspective that embraces cultural diversity and reflects all perspectives with our media and programming.

Examples of Achievement:

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