Annual Appeal
The inaugural HCWHA Annual Appeal was launched in FY2014 for funds that will be expended in the next fiscal year. We thank John Howard for chairing the campaign, and the following donors for their support and confidence in the Heart of the Civil War Heritage Area:

Gifts of $1,500
Randall Charitable Trust

Gifts over $150
National Museum of Civil War Medicine
Western Maryland Interpretive Association

Gifts up to $150
Mr. and Mrs. John J. Fieseler
Mr. and Mrs. John Allemang
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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 the most recent 360 degree evaluation (2012)
- Secured the most grant dollars for nonprofit organizations and government units within the heritage area boundaries (FY2014 and FY2015 grants)

Selected Recognitions:
- Maryland Preservation Awards include the 2014 Award for Excellence in Community Engagement for the 150th Anniversary of the Maryland Campaign.
- Maryland’s Cultural Heritage Tourism Award awarded to Maryland’s Heart of the Civil War Documentary Film (2013)*.

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.

Board of Directors

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<tr>
<th>Director</th>
<th>Position</th>
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<tr>
<td>John J. Fieseler</td>
<td>President</td>
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<tr>
<td>Thomas B. Riford</td>
<td>Vice President</td>
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<tr>
<td>Andrea Gerhard</td>
<td>Secretary</td>
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<td>Dennis Frye</td>
<td>Treasurer</td>
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Advisory Board

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<td>Mr. and Mrs. John Allemang</td>
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<td>Mr. and Mrs. Carroll Keyfauver</td>
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<td>Mr. and Mrs. Clyde Hicks</td>
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<td>Mr. and Mrs. Thomas B. Riford</td>
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<td>Ms. Andrea Gerhard</td>
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Staff

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<tr>
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<tr>
<td>Elizabeth Scott Shatto</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Aumi Gillies</td>
<td>Heritage Area Assistant</td>
</tr>
<tr>
<td>Ginger Haigh</td>
<td>Byways and Special Project Manager</td>
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Examples of Achievement:
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Heart of the Civil War Heritage Area, Inc.
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Goals and Selected Achievements – Fiscal Year 2014 (July 1, 2013–June 30, 2014)

Our work falls within four main program goals:

ECONOMIC BENEFIT
We work to link thematically 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, depreciate county borders and focus effort on the heritage area at large.

Examples of Achievement:
- Much effort is given each year to grant programs for both HCWHA mini-grants (up to $2,500) and MHAA project grants (up to $50,000 for non-capital projects and $100,000 for capital projects). We are pleased that our efforts in FY2014 for awards approved at the start of FY2015 resulted in $378,300 for local nonprofit and government organizations. The funded projects support jobs and result in enhancements that engage our common communities and draw visitors to the area. To date, HCWHA has helped local partners secure more than $2.5 million dollars in grants; these grants leverage at least $1:1 in additional investment (often much more).
- A 2013 Civil War Trust study reveals that 956 battlefield visitors = 1 full time job. While jobs that arise from heritage tourism are greater than those associated with battlefield visitation alone, this formula does offer a lens for examining economic impact. Using this formula, between July 1, 2013 and June 30, 2014, the Heart of the Civil War Heritage Area supported at least 469 jobs as visits to Monocacy Battlefield, and South Mountain battlefields totaled 639,770.

(Continued on next page)
organizations helps bring about well over volunteers and exhibits tell where to heritage area's three destination tourism find interpretive opportunities relevant in all three counties. Knowledgeable may extend their Civil War experience information about ways visitors to the area makes it possible for HCWHA to share Hagerstown-Washington County CVB Antietam National Battlefield and the Heart of the Civil War Exhibit and Visitor Center at the historic Newcomer House. A $100,000 MHAA marketing project, implemented over two fiscal years, is currently underway. It is funded by a $50,000 also provided as in-kind donations from the members of the CVB contribute overhead and maintenance costs associated A Journey Through the Heart of the Civil War.