

Resources

The significance of the Civil War story is undisputed nationwide: the war, its causes, and the aftermath have shaped the country's cultural landscape in countless ways. The evidence of the Civil War in this region is also clear: major battles took place here, important decisions were made here, and notable Civil War era personalities passed through here. Thus, the challenges for the heritage area are not primarily about identifying the area's history or increasing awareness of important heritage resources, as is often the case. There is an unusually high level of public understanding of the presence of historic resources and the powerful story. The heritage resources in the region form a strong, comprehensive basis from which the heritage area can build and operate. The timeline in Appendix A illustrates the importance and breadth of Civil War events that took place within the heritage area.

Civil War Heritage Resources

Military Resources

Battlefields. The battlefields in the heritage area are its most important and obvious Civil War resources. Three principal Civil War battles took place within the heritage area's boundaries, plus a number of smaller battles and skirmishes. Sites of battles and skirmishes include:

- ★ Antietam National Battlefield/Sharpsburg, Washington County
- ★ Monocacy National Battlefield, Frederick County
- ★ South Mountain State Battlefield: Fox's Gap, Turner's Gap, and Crampton's Gap; Frederick and Washington Counties
- Boonsboro, Washington County
- Burkittsville, Frederick County
- Fort Frederick, Washington County
- Frederick, Frederick County
- Funkstown, Washington County
- Hagerstown, Washington County
- Hancock, Washington County
- Maryland Heights/Elk Ridge, Washington County
- Smithsburg, Washington County
- Westminster, Carroll County
- Williamsport, Washington County

Both Civil War "buffs" and more moderately interested heritage travelers are likely to visit the major battlefields when in the heritage area. In particular, the Battle of Antietam has received increasing attention with the release of several articles and James McPherson's recent book (*Antietam*), all of which highlight its critical role in the outcome of the war. With approximately 300,000 paid visitors each year, this battlefield is the most visited National Park Service site in the HCWHA. The Civil War Sites Advisory Commission identified Antietam as an "A" ranked

site, the highest significance ranking, which indicates the battle had a direct impact on the course of the war.¹

Monocacy National Battlefield receives about 16,000 annual visitors, primarily families, group tours, and students.² There is also growing public interest in the South Mountain sites (Fox's, Turner's, and Crampton's Gaps) as recognition grows about the importance of those battles in the outcome of Antietam. In fall 2000, the battlefield became a Maryland state park ("South Mountain State Battlefield"), a designation offering additional attention to preservation and interpretation as well as a probable increase in visitation. Monocacy and South Mountain were both ranked "B" by the Civil War Sites Advisory Commission, meaning the battles had a direct influence on the outcome of a campaign.

The chapter entitled "Preservation & Conservation" and "Appendix D: Battlefield Preservation Plans" discuss the status of and future plans for the heritage area's most significant battlefields: Antietam National Battlefield, Monocacy National Battlefield, South Mountain State Battlefield, and the site of the Battle of Boonsborough.

Military Strategy and Maneuver. Although the battlefields are the most visible and popular heritage attractions in the region, there are a number of Civil War heritage sites that deal with the war's military story beyond the battles themselves. These include routes followed by troops and sites where military strategy, communications, observation, and medical care took place.

Many troops moved across the region on their way to and from battle. Tracing of these movements has already been accomplished through the Maryland Civil War Trails initiative, which identifies and marks the routes of both Union and Confederate troops. This initiative presents an opportunity to interpret less-known military stories and to draw visitors from highlight attractions, such as Antietam National Battlefield, into the surrounding towns and landscape.

During the war, both the South and the North used high elevations to observe troop movements and to communicate with their comrades. A number of Civil War-era signal stations and observation points still exist in the heritage area, including:

- Sugarloaf Mountain, Frederick County
- Fairview Mountain, Clear Spring, Washington County
- Red Hill, Sharpsburg, Washington County



A national commission determined that the battles at Monocacy and South Mountain each had a direct influence on the outcome of a campaign. The same commission determined that the Battle of Antietam had a direct influence on the war's outcome. 14th New Jersey Monument, Monocacy National Battlefield shown.

¹ Source: *Civil War Sites Advisory Commission Report on the Nation's Civil War Battlefields*, 1993.

² Source: Economics Research Associates and the National Park Service.

- Trinity Lutheran Church, Taneytown, Carroll County
- Washington Monument, Boonsboro, Washington County
- Zion Evangelical and Reformed Church, Hagerstown, Washington County
- Christ Reformed Church, Middletown, Frederick County
- St. John's Lutheran Church, Hagerstown, Washington County
- Maryland Heights/Elk Ridge, Washington County
- Showman's Knoll, Sharpsburg, Washington County

Abraham Lincoln, Confederate General Robert E. Lee, and many other well-known leaders spent time in the heritage area during the war years. Many of the various sites that served as meeting places and accommodations for officers, pre- and post-battle strategy posts, and headquarters are still standing. Examples are listed below. Of special importance are the Showman Farm, which served as Union General George McClellan's post-Antietam headquarters, and the Raleigh Showman House, which served as Union General Ambrose Burnside's headquarters, for both were visited by President Lincoln following Antietam.

- Mountain House (now South Mountain Inn), Boonsboro, Washington County
- Araby/Thomas Farm, Monocacy National Battlefield, Frederick County
- Philip Pry Farm, Antietam National Battlefield, Washington County
- Stephen Grove Farm, Sharpsburg, Washington County
- Ramsey House, Frederick, Frederick County
- Eagle Hotel, Boonsboro, Washington County
- U.S. Hotel, Boonsboro, Washington County
- John Murdock House, Boonsboro, Washington County
- Showman Farm, Sharpsburg, Washington County
- Raleigh Showman Home, Sharpsburg, Washington County
- Shunk Farm, Taneytown, Carroll County

Additionally, South Mountain State Battlefield houses the Memorial War Correspondents Arch, built by George Alfred Townsend in 1896 to honor journalists who covered military action.

The Effects of Battle

Hospitals and Medical Stations. Battles inevitably spawned casualties, sometimes in great number. The battle at Antietam is still considered America's bloodiest day of any war; that battle left 17,300 men injured, 1,770 missing, and 3,650 dead.³ Moreover, two-thirds of the 620,000 soldiers who died during the Civil War died not of direct battle wounds but of disease or infection.⁴ For example, while 3,650 soldiers died in battle at Antietam, the National Park

³ Source: National Park Service.

⁴ Source: National Museum of Civil War Medicine; Frederick, Maryland.

Service makes a “conservative estimate” of the total deaths (including those that died as a result of injuries and infection afterward) at approximately 7,640.⁵

Serious injuries that weren’t fatal required immediate care, and many structures near the battles served as temporary aid stations or hospitals. Large institutional buildings like churches were especially likely to be used as hospitals. Frederick alone has twenty-nine confirmed aid stations.⁶ Examples of extant buildings that were used for Civil War medical care include:

- Hessian Barracks, Frederick, Frederick County
- Phillip Pry Farm, Washington County
- Rudy Home, Middletown, Frederick County
- Christ Reformed Church, Middletown, Frederick County
- United Church of Christ, Burkittsville, Frederick County
- St. Paul’s Lutheran Church, Burkittsville, Frederick County
- Arcadia Mansion, Monocacy National Battlefield, Frederick County
- Key-Mar College, Hagerstown, Washington County
- Visitation Academy, Frederick, Frederick County
- Evangelical Lutheran Church, Frederick, Frederick County
- Chaney House, Funkstown, Washington County
- Keller House, Funkstown, Washington County

Monuments, Memorials, and Gravesites. Because post-mortem medical knowledge and transportation technology were limited, many soldiers were buried near where they died. This changed the post-war landscape near most of the nation’s major Civil War battlefields. Here in the Maryland Civil War Heritage Area, three major Civil War cemeteries, various smaller burial grounds, and at least 100 memorials and monuments honor the war’s dead. Examples include:

- Antietam National Cemetery, Sharpsburg, Washington County
- Mt. Olivet Cemetery, Frederick, Frederick County
- Washington Confederate Cemetery/Rose Hill Cemetery, Hagerstown, Washington County
- War Correspondents Memorial Arch, Gathland State Park, Frederick County
- Our Lady of Victory, Emmitsburg, Frederick County
- Clara Barton Monument, Antietam National Battlefield, Sharpsburg, Washington County
- Meade Marker, Frederick, Frederick County



The Our Lady of Victory shrine, one of many monuments related to the Civil War, is located on the Seton Basilica grounds just outside Emmitsburg. Courtesy of

⁵ Source: National Park Service; <http://www.nps.gov/anti/casualty.htm>. Daughters of Charity, Emmitsburg.

⁶ Source: *Maryland’s Civil War Heritage Area: Application for Recognition as a Maryland Heritage Area*; October 1998.

- Doubleday Hill Monument, Williamsport, Washington County
- Garland Monument, Fox's Gap, Washington County
- Women's Relief Corps Monument, Winfield, Carroll County
- Reno Monument, Washington County

Other Civil War Resources

Slavery and States' Rights Sites. The causes of the Civil War have long been debated. Increasing attention is being given to slavery in America and its role in the beginnings and escalation of the Civil War. However, historic sites with extant buildings or other features related to slavery are rare because a poor quality of construction was typically employed for slave buildings. In the heritage area, there are several sites with existing structures that relate to the story of slavery. They include slave quarters, slave galleries, and auction blocks; mills and furnaces that used slave labor; African-American churches; slave cemeteries; and sites associated with significant abolition events. Among them are:

- Roger Brooke Taney House, Frederick, Frederick County, home of the United States Supreme Court Chief Justice who wrote the majority opinion in the *Dred Scott* case. In addition to Taney's house, the site includes the slave quarters.
- Rockland, Frisby Tilghman Plantation, Washington County, largest slave holding estate in Washington County from which James W. C. Pennington escaped.
- Ross House, Frederick, Frederick County (slave quarters)
- Roger Johnson House, Urbana, Frederick County (slave quarters)
- St. Paul's Protestant Episcopal Church, Point of Rocks, Frederick County (slave gallery)
- Union Mills Homestead, Carroll County
- Catoctin Iron Furnace, Thurmont, Frederick County
- Michael's Grist Mill, Buckeystown, Frederick County
- Wheaton Park, Hagerstown, Washington County, site of Robert Moxley Band (an early African American brass band) concerts
- Antietam Furnace, Washington County
- St. John's Roman Catholic Cemetery, Frederick, Frederick County, site of Roger Brooke Taney's grave
- Kennedy Farmhouse, Washington County, where John Brown and his followers headquartered prior to the Harpers Ferry raid
- Pleasant View, Frederick County
- Mountville, Frederick County
- Hope Hill, Frederick County



Union Mills Homestead (above) is a site where stories about slavery and border tensions can be presented.

- Ceres Bethel A.M.E Church, Frederick County
- South Mountain's Ridge, Frederick and Washington Counties, possibly on the Underground Railroad

States' rights is often cited as a cause of the Civil War, and the heritage area is an especially rich location in which to foster discussion of the issue. Newspapers of the period are filled with political tensions surrounding Maryland's position on slavery and the union, for tobacco and other plantations in southern Maryland and the Eastern Shore meant strong pro-Southern legislators in the Maryland General Assembly and likelihood that a vote for secession might take place. During the summer of 1861, the Maryland General Assembly met in Frederick, which was at the time the largest city in Maryland not under Federal occupation. This legislative body was dominated by pro-secession delegates, and as talk of secession increased throughout the summer, many delegates were eventually arrested on orders from the pro-Union governor of Maryland to prevent the Assembly from voting. Kemp Hall, site of the General Assembly's meeting in Frederick in 1861, still stands in the heart of historic downtown Frederick.

Sites with Border Tensions. Maryland's location and divided loyalties make it an exceptional place to explore the complexities of a country struggling within itself. As a border state, Maryland experienced the Civil War differently than most states. Because of its proximity to the national capital, the state was viewed as crucial both to preservation of the Union and to the Confederate strategy for independence. While the heritage area was predominantly pro-Union, there was a sizable population of Confederate sympathizers. The state, its communities, and its families were sometimes torn apart, and there are unique, often poignant stories and documented sites in the heritage area that, with enhanced interpretation, can offer visitors a glimpse of the complex social and political dynamics that characterized the country during the Civil War:

- Union Mills Homestead, Carroll County
- Kemp Hall, Frederick, Frederick County
- Kennedy Farmhouse, Washington County
- Smith Brothers farms of Doubs, Frederick County (family divided by war)
- Musser House, East Church Street, Frederick, Frederick County (family divided by war)
- Old Hagerstown Mail Newspaper Offices, Hagerstown, Washington County
- Ferry Hill, Henry Kyd Douglas Home, Washington County

Other Civil War Museums and Sites. There are numerous other sites with a non-military focus that can enhance the story of the Civil War in a way that is potentially interesting and relevant to a broader audience. These resources will also fill in the gaps between battlefield visits for travelers wishing to stay longer and explore the human-interest stories of the Civil War.

Examples include, among others:

- Barbara Fritchie House, Frederick, Frederick County
- National Museum of Civil War Medicine, Frederick, Frederick County
- Boonsboro Museum of History, Boonsboro, Washington County
- Kennedy Farm, Washington County

- McMahon's Mill Civil War Military and American Heritage Museum, Williamsport, Washington County
- Town Museum, Williamsport, Washington County

Civil War Research Collections. The three counties' historical societies house research materials, as do several local museums, such as the Boonsborough Museum of History and the Middletown Valley Historical Society. A new, significant Civil War history collection was recently made publicly available: the George Brigham Collection was donated to the Maryland Room of the Frederick County Public Libraries in summer 2003. The collection contains historical volumes on military history, medicine and surgery, and veterans issues as well as official military records from the Civil War. This is a notably extensive collection.



The Boonsboro Museum of History is one of numerous museums in the heritage area that present and interpret Civil War artifacts.

Natural, Recreational, & Scenic Resources

While the heritage resources—battlefields, historic homes, museums, etc.—available to visitors form the heart of the HCWHA's offerings, heritage tourists are also known to enjoy an area's natural beauty and opportunities for outdoor recreation. In the 1860s, this region was largely agrarian, dotted with small towns and few urban centers. Efforts to conserve agricultural land and open space – particularly that associated with Civil War battlefields – have enabled much of the region to retain a strong sense of time and place. There are many places where the visitor can easily imagine that landforms and views are similar to those encountered by nineteenth century travelers and armies on the march. Country walks in pleasant surroundings or a quiet paddle along a cool creek, these too are heritage resources that add to the attractiveness of the destination for many heritage visitors.

Scenic Resources

The landscape of much of the Heart of the Civil War Heritage Area has high scenic value and encompasses both town and country settings. Partnerships among federal, state, national, local, and nonprofit interests have protected the area's battlefields with much of their surrounding land, creating not only historic resources but also beautiful scenic views. Unspoiled agrarian, pastoral scenery lines many roadways; historic barns and farmsteads, working fields and orchards, and livestock and horses sweep by as one moves along local roads. The elevations of Sugar Loaf, South Mountain, Elk Ridge, and Red Hill form an impressive backdrop for many towns in the heritage area. This variety in geographic features creates a unique and enjoyable scenic landscape. In fact, the major motion picture *Gods and Generals* selected Washington County as its headquarters and principal filming location in part because the preserved agricultural landscapes evoke nineteenth century America. Additionally, the intact eighteenth through

twentieth century architecture and traditional streetscapes of the towns and cities themselves reflect an overall sense of historic integrity and character.

Public support for this strong sense of rural character is reflected in the efforts to maintain it in the face of growth. Each county administers the Maryland Agricultural Land Preservation Program, which supports agricultural preservation through purchase of development rights from local farmers. Carroll County started a comparable local program in 1989 as a way to enhance the state program. Washington County implemented a local supplement to the program through county tax credits to land owners, and the county has also used Inter Surface Transportation Efficiency Act and Rural Legacy funds to purchase easements on more than 2,000 acres of farmland related to Civil War military campaigns, much of it near Sharpsburg. Frederick County created an Installment Purchase Program to buy easements over a period of years through a maturing bond rather than a lump sum.



Public support for the conservation of rural, scenic character is growing in the heritage area. Shown above is a typical farm scene in Carroll County.

The scenic value of this agrarian region is also recognized. Carroll County acknowledged the importance of scenic viewsheds in creating a context for historic resources in its *Draft Historic Preservation Plan* of February 1999. Washington County's *Land Preservation and Recreation Plan* (August 1998) directs the concentration of development into suitable areas and the direction of rural growth into existing population centers, using the establishment of urban/town growth areas. The Maryland Scenic Byways program also promotes heritage tourism along Maryland's scenic roadways, and each byway's plan addresses scenic views and their protection.

Natural and Recreational Resources

Within the heritage area, there are portions of eight national park units, seven state parks, and numerous local parks, offering hiking, bicycling, camping, fishing, swimming, boating, and more outdoor activities along with enjoyment of the natural environment and scenery. There are also four wildlife management areas, one natural environment area, seventeen existing or proposed greenways, and a natural resource management area. Waterways within the heritage area include the Monocacy River, Potomac River, Antietam Creek, Catoctin Creek, Little Pipe Creek, Conococheague Creek, and Linganore Creek. A selection of natural and recreation resources are listed below:

- Antietam National Battlefield, Sharpsburg, Washington County
- Appalachian National Scenic Trail, Frederick and Washington Counties
- Bear Branch Nature Center/ Hashawha Environmental Center, Carroll County

- C&O Canal National Historical Park, Washington County
- Cascade Lake, Carroll County
- Catoctin Park (national), Frederick County
- Crystal Grottoes Cavern, Washington County
- Cunningham Falls State Park, Frederick County
- Gambrill State Park, Frederick County
- Gathland State Park
- Gills Falls Reservoir, Carroll County
- Greenbrier State Park, Washington County
- Harpers Ferry National Historical Park, Washington County
- Monocacy National Battlefield, Frederick, Frederick County
- Morgan Run National Environmental Area, Carroll County
- Piney Run Park, Carroll County
- Potomac Heritage Trail (national), Frederick and Washington Counties
- Union Mills Reservoir, Carroll County
- Various golf courses
- Washington Monument State Park, Washington County
- Western Maryland Rail Trail, Washington County

The extensive C&O Canal towpath is a popular hike/bike trail between Washington, D.C., and Cumberland, MD. Among other towns, Hancock and Williamsport offer access to the towpath coupled with small town charm. Visitors to Antietam National Battlefield can tour by auto or bicycle, and hike, fish, and camp within its confines, thereby closely connecting the experience of the battlefield's history with recreation. River and trail outfitters offer canoeing and kayaking on a number of the area's waterways, including paddling and tubing trips on Antietam Creek in the battlefield. The Appalachian Trail, one of the nation's premiere hiking experiences, runs through the heritage area and connects to South Mountain State Battlefield. The Western Maryland Rail Trail also runs through Washington County, and there are also a number of horseback riding trails, including the C&O Canal Path in Frederick and Washington Counties. The rural nature of the heritage area's secondary and tertiary roads, especially in Carroll County, offers myriad quiet, scenic routes for walking, jogging, riding, or bicycling.

The counties work to protect their natural and recreational resources. Frederick County matches Rural Legacy Program funds and leverages Installment Purchase Program funds to purchase easements on land rich in natural resources and agricultural value. The county also runs a Forest Banking Program meant to conserve forestland and hydrologic quality. Carroll County's Master Plan (2000), *Carroll County Challenges and Choices: A Master Plan for the Future*, identifies the protection, maintenance, and restoration of natural environments as a major objective. The county also established the Little Pipe Creek Watershed Rural Legacy Area in its western part. In Washington County, the *Comprehensive Plan for the County* (2002) identifies as a primary goal the conservation/preservation of natural resources, natural beauty, rural character, and recreational amenities. The *Frederick County Land Preservation & Recreation Plan* seeks to provide an integrated approach to recreation and resource protection and is considered a part of the county's comprehensive plan.

Civil War Trails

Maryland's Civil War Trails program is modeled after Virginia's initiative of the same name, which began in 1992 and now encompasses 315 sites along five trails. Virginia's program offers interesting insights into the potential impact of Maryland's new program. According to Virginia Civil War Trails, Inc., the initiative's organizing entity, an estimated 16,500 visitors travel each trail annually. Various indicators suggest that the program has particularly benefited small rural communities where Civil War sites had not been interpreted prior to participating in the trails program. For example, after the community of Front Royal became part of the "Valley & Mountains" trail in 2001, its requests for Civil War-related information jumped from 234 to 3,798 in one year. More broadly, the relative role of Civil War-related tourism across the state is monitored at Virginia visitor centers, where reportedly more than half of these facilities spend more than 50 percent of the time helping people locate Civil War sites.



The C & O Canal is one of many recreational opportunities in the heritage area. The Monocacy Aqueduct is pictured above.

The success of Virginia's program has led to an extension of the Civil War Trails brand into Maryland, West Virginia, and North Carolina with connections to Pennsylvania and Washington, (D.C.). Maryland's Antietam Campaign Trail was launched in September 2002, and it's Gettysburg Invasion and Retreat Trail in June 2003—both in conjunction with the 140th anniversaries of each battle. Attention to accurate interpretation and consistent graphic standards across state lines, as presented in trailblazers, interpretive panels, maps, guides, and a website (www.civilwartraveler.com), provides an identity that helps to characterize the mid-Atlantic region in the minds of travelers as a significant Civil War destination. Maryland is already seeing increased tourism as a result of the completion of the first two Maryland Civil War Trails by the summer of 2003. To date, 193,367 Gettysburg map guides and 335,072 Antietam map guides have been distributed.

Arts & Cultural Resources

Museums, musical performance organizations, galleries, and other fine arts are likely to appeal to heritage travelers. Cultural offerings complement historic sites for visitors who wish to experience the heritage area. Arts and cultural resources in the heritage area include:

- Carroll Arts Center, Westminster, Carroll County
- Carroll County Arts Council, Westminster, Carroll County

- Carroll Life Gallery, Westminster, Carroll County
- Cygnus Winery, Manchester, Carroll County
- Esther Prangley Rice Gallery at McDaniel College, Westminster, Carroll County
- Great Hall Gallery at Carroll Community College, Westminster, Carroll County
- Langdon Family Gallery at Carroll Community College
- Maryland Wine Festival, Westminster, Carroll County
- Cabin Fever Festival, Frederick, Frederick County
- Catoctin Colorfest, Thurmont, Frederick County
- Delaplaine Visual Arts Center, Frederick, Frederick County
- Fine Arts in the Valley Art Studio Tour, Frederick County
- Frederick Festival of the Arts, Frederick, Frederick County
- Maryland Christmas Show, Frederick, Frederick County
- Maryland Ensemble Theater, Frederick, Frederick County
- Maryland Mountain Festival, Frederick County
- Summerfest Family Theater, Frederick, Frederick County
- Way Off Broadway Dinner Theater, Frederick, Frederick County
- Weinberg Center for the Arts, Frederick, Frederick County
- '60s Under the Stars Festival, Hagerstown, Washington County
- Elvis Lives Festival, Hagerstown, Washington County
- Hagerstown City Park Summer Concert Series, Hagerstown, Washington County
- Maryland Symphony Orchestra at Maryland Theatre, Hagerstown, Washington County
- Maryland Theatre, Hagerstown, Washington County
- Mummer's Parade at Halloween, Hagerstown, Washington County
- Museums by Candlelight, Frederick, Frederick County
- Octoberfest in August, Hagerstown, Washington County
- Pen Mar Park Sunday Summer Events, Hagerstown, Washington County
- Washington County Arts Council Gallery, Hagerstown, Washington County
- Washington County Playhouse, Hagerstown, Washington County
- Washington County Museum of Fine Arts, Hagerstown, Washington County
- Western Maryland Blues Fest, Hagerstown, Washington County
- Western Maryland Room (genealogy), Washington County Free Library, Hagerstown, Washington County

Complementary Heritage Resources

Historic resources and cultural landscapes that reflect colonial to early industrial times surround the Civil War sites and structures of the heritage area. Many of these can be used to discuss a larger context for the Civil War, but regardless of their connection (or lack thereof) to the war,

they are affirmation of the historic character of the region. They also offer additional activities to visitors and residents who explore the heritage area. A brief listing of additional stories and sites would include:

Railroading History: B&O Railroad, Carroll, Frederick, and Washington Counties; Hagerstown Roundhouse Museum, Washington County; Western Maryland Railroad Historical Society Museum, Carroll County; Brunswick Railroad Museum, Frederick County; Point of Rocks Railroad Station, Frederick County; Sykesville's miniature railroad activities, Carroll County.

C&O Canal: Hancock and Williamsport (Cushwa Basin), Washington County; Brunswick and Monocacy Aqueduct, Frederick County.

Agricultural History: Carroll County Farm Museum, Carroll County; Farm Museum of Rose Hill Manor Park, Frederick County; Williamsport Town Farm Museum, Washington County; Washington County Rural Heritage Museum, Washington County; Union Mills Homestead, Carroll County; Heritage Farm Preservation Society Park, Frederick County.



In addition to historic sites directly associated with the Civil War, the Carroll County Farm Museum is one of several heritage attractions that focus on everyday life in the 19th century.

Other Sites: Jonathan Hager House, Washington County; South Mountain House, Washington County; Sherman-Fisher-Shellman House, Carroll County; Old Jail, Frederick County; Terra Rubra, Carroll County, the land where Francis Scott Key was born and spent his summers, which now houses a circa-1850s house.

Other Museums: Historical Society of Carroll County (including the Kimmey House, among others); Historical Society of Frederick County; Washington County Historical Society; Washington County Museum of Fine Arts; Miller House and Museum, Washington County; Baltzell House, Frederick County; Log House Museum, Washington County; Schifferstadt Architectural Museum, Washington County; Beatty-Cramer House, Frederick County; Sykesville Gatehouse Museum, Carroll County; Manchester Town Museum, Carroll County; Doleman Black Heritage Museum, Washington County.

Archeological Remains: There are 945 archeological sites recorded within the boundaries of the Civil War Heritage Area: 298 in Washington County, 569 in Frederick County, and 78 in Carroll County. Some of these are important for their potential Civil War artifacts: sites of hospitals, encampments, battles, skirmishes, and more.⁷ Of special note is Fox's Gap, whose recently completed two-year study of the battlefield indicated a number of critical archaeological needs,

⁷ For a list of Civil War era archeological resources, see "Appendix C: Archeological Resources."

including large-scale shovel testing and metal detection survey as well as follow-up research at the site of Wise Cabin and well.

Economic Development and Tourism

Retention of historic character and natural resources is often perceived as a bonus activity, work that a community takes on in addition to the “real” work of infrastructure maintenance, economic development, and governance. The fallacy inherent in this perception is that there is no tangible payback to communities that retain a significant sense of place and historical character as an underpinning of regional economic competitiveness. In a future where technology has made business location decisions more complex than a matter of cheap land and utilities, communities with a high quality of life are benefiting and will continue to benefit economically. The same facets that make a community enjoyable for visitors are also likely to draw permanent residents and employers to it. Thus, activities and policies that increase the quality of life in a region, such as historic preservation, conservation, and heritage tourism promotion, also increase the region’s economic development potential.

Heritage tourism is the most obvious economic development advantage resulting from the preservation of heritage. The fiscal gain of preserved heritage can be measured by increased spending on overnight accommodations, dining, shopping, and such. Likewise, heritage tourism advances preservation efforts by providing a benefit-based argument for the conservation of sacred sites that draw visitors. The Civil War Preservation Trust, a national nonprofit dedicated to the preservation of Civil War battlefields through land conservation and public education, promotes heritage tourism as a support for preservation activities. The organization’s website states, “Every time you travel to a Civil War site, you help battlefield preservation. Tourism, and the money that brings to a community, is one of our strongest arguments for not paving over a battlefield.”⁸

Location

The Heart of the Civil War Heritage Area is quite accessible and well situated relative to East Coast metro areas, notably Washington, D.C., and Baltimore. The three-county region is directly serviced by the Baltimore-Washington International Airport and several major roadways: I-270 connecting to Washington, D.C., I-70 connecting to Baltimore, I-81 connecting to West Virginia and Pennsylvania, and U.S. Highway 15 (US 15) connecting to Gettysburg and Leesburg, Virginia. This puts the heritage area in a key location to access major day trip markets. The section entitled “Economic Development Through Tourism” examines this marketing opportunity in greater detail.

The heritage area is also located in close proximity to several very well known, key Civil War attractions. The region is fortunate to be adjacent to the most visited Civil War battlefield in the United States: Gettysburg. This marquee historic site is only 50 miles from Antietam and is even closer to northern and eastern portions of Carroll and Frederick Counties. With growing concern about the commercialization of Gettysburg, there are opportunities to encourage visitors to stay overnight in Maryland and explore the HCWHA’s less spoiled setting in addition to Gettysburg. Additionally, Harpers Ferry, West Virginia, a popular Civil War site, is within 15 miles of

⁸ Source: <http://www.civilwar.org/travelandevents.htm>

Antietam. Also within driving distance of Antietam are two major urban destinations with extensive historical and cultural offerings: Baltimore (73 miles) and Washington, D.C. (73 miles). This central location suggests that the heritage area is ideally situated as a “homerom” for Civil War travelers; visitors could easily stay overnight in the heritage area while making day trips to regional heritage area attractions/sites in the region and further away.

Gettysburg/Antietam/Harpers Ferry/Monocacy suggested itineraries are already offered by area destination marketing organizations, and packaged tours of these sites are sold by some private tour operators. Expansion of these itineraries and packages is an area of opportunity

Strong Support for Civil War Initiatives

Rarely does one find a place where there is as broad a popular knowledge of the area’s history as exists in this region. There is a high level of awareness of the major events of the Civil War in the region, especially among natives of the area. A variety of Civil War-focused organizations and initiatives operate in the heritage area, engaging in research and scholarship, tourism, interpretation, education, protection/conservation, and more. These initiatives, in conjunction with the Maryland Civil War Trails, create an in-place network of resources from which the Heart of the Civil War Heritage Area can draw, and they will enrich and support its activities by offering numerous opportunities for heritage area visitors.

The Blue & Gray Education Society has installed interpretive panels at select historic sites. Numerous reenactment groups live in or travel to the area for events. Historical research/education organizations, such as the Catocin Center for Regional Studies, focus much of their activity on the war or its time period. The *Maryland and the Civil War Conference*, held annually at Carroll Community College, has increased awareness of regional Civil War History. The National Park Service and the state’s historical parks provide another layer of support through the activities at national battlefields, South Mountain State Battlefield, and C&O Canal National Historical Park. Washington County and Hagerstown successfully recruited *Gods and Generals* by offering a \$350,000 loan to the producer. This temporary investment, in turn, generated \$11 million in cash returns to the county’s economy during a seven-month pre-production and production period in 2001.

A common goal for some heritage areas has been to heighten awareness of and appreciation for their region’s history, but this heritage area already enjoys strong citizen interest in and support for activities related to the Civil War. Participants in focus groups were enthusiastic about the importance of Civil War history and heritage resources to the area’s identity and tourist economy.

Even small towns that are resistant to large volumes of tourism activity have shown interest in



The heritage area stands to benefit from a growing nationwide interest in the Civil War, evidenced by popular movies, books, and magazine articles.

showcasing their history and welcoming tourists for moderate impact activities, such as cycling or walking tours.

There is also strong support for the heritage area, as evidenced by the many public sector representatives on the steering committee and by the many municipalities interested in participating in heritage area activities. Each county in the heritage area has committed staff time from more than one agency or department, and numerous nonprofit and private organizations are represented. Local interest in the war and the heritage area's activities is increasing as the 150th Anniversary of the Civil War of the Battle of Antietam approaches. Local groups, such as the Pipe Creek Civil War Roundtable in Carroll County, focus on the Civil War's local history.

Interest in the Civil War is increasing across the country as well. Ken Burns's 1990 PBS series on the Civil War and the 1995 movie *Gettysburg* (based on Michael Shaara's 1974 book *The Killer Angels*) caused a rise in visitor numbers at many Civil War sites. The events of September 11, 2001, and the subsequent military actions have interested many Americans in United States military history. James McPherson's book, *Crossroads of Freedom: Antietam*, was published in July 2002 and generated significant popular discussion and interest in the war in general and in Antietam in particular. The film *Gods & Generals*, based on Jeff Shaara's 1996 novel by the same name, was released in February 2003. Increasing attention to diversity issues has generated interest in slavery, the war that ended it, and its effect on our society. The Virginia and Maryland Civil War Trails programs have increased awareness about the potential role of Civil War themed tourism. This growing national interest in the Civil War promises to benefit the heritage area.

Various & Distinctive Commercial Offerings

Travelers do not live by history and Civil War sites alone. They also expect memorable hospitality services – restaurants, lodging, and shopping opportunities – as part of their leisure experiences. A major strength of the heritage area is its variety of offerings: small towns and larger cities, bed and breakfasts and chain hotels, and outlet malls and Main Street shopping are all found within its boundaries. Overall, the region has a well-developed tourism infrastructure with many of the services clustered in the cities of Frederick and Hagerstown.

Within each county, the destination marketing organizations (also often referred to as Convention and Visitors Bureaus) are actively engaged in marketing their attractions. All three counties emphasize history, scenic resources and outdoor activities, shopping, and special events, such as festivals—attractions that are strongly allied with heritage-related activities. Carroll County is perhaps best known for antiques and special events like the Maryland Wine Festival. Frederick County has long emphasized its history and the particular charm of the City of Frederick, as well as its parks and outdoor recreation. Washington County has an abundance of sports and recreation activities, several key historic sites (most notably Antietam National Battlefield), and special events like Hagerstown's Western Maryland Blues Fest.

The area also houses numerous pleasant Main Streets and small downtowns, many of which remain commercially active, with a mix of traditional local uses (farm implements, etc.) and shopping and eating establishments that attract a wider market. Downtown Frederick, Taneytown, New Market, Hagerstown, Funkstown, Sykesville, Westminster, Middletown, Emmitsburg, Boonsboro, and Williamsport are all examples of unique places of character that offer some commercial uses in their town centers. Many of these towns are eligible for further revitalization and activity through use of the Main Street Maryland Program and the federal and state tax credits for rehabilitation of historic buildings. Westminster, Taneytown, Frederick, Brunswick, Mount Airy, and Thurmont are designated Main Street Maryland communities. There are concentrations of National Register properties in:

- Antietam/Sharpsburg, Washington County
- Boonsboro, Washington County
- Brunswick, Frederick County
- Buckeystown, Frederick County
- Burkittsville, Frederick County
- Catoctin Furnace, Frederick County
- Emmitsburg, Frederick County
- Frederick, Frederick County
- Funkstown, Washington County
- Hagerstown, Washington County
- Keedysville, Washington County
- Middletown, Frederick County
- Mt. Airy, Carroll County
- New Market, Frederick County
- New Windsor, Carroll County
- Sykesville, Carroll County
- Taneytown, Carroll County
- Union Bridge, Carroll County
- Uniontown, Carroll County
- Westminster, Carroll County



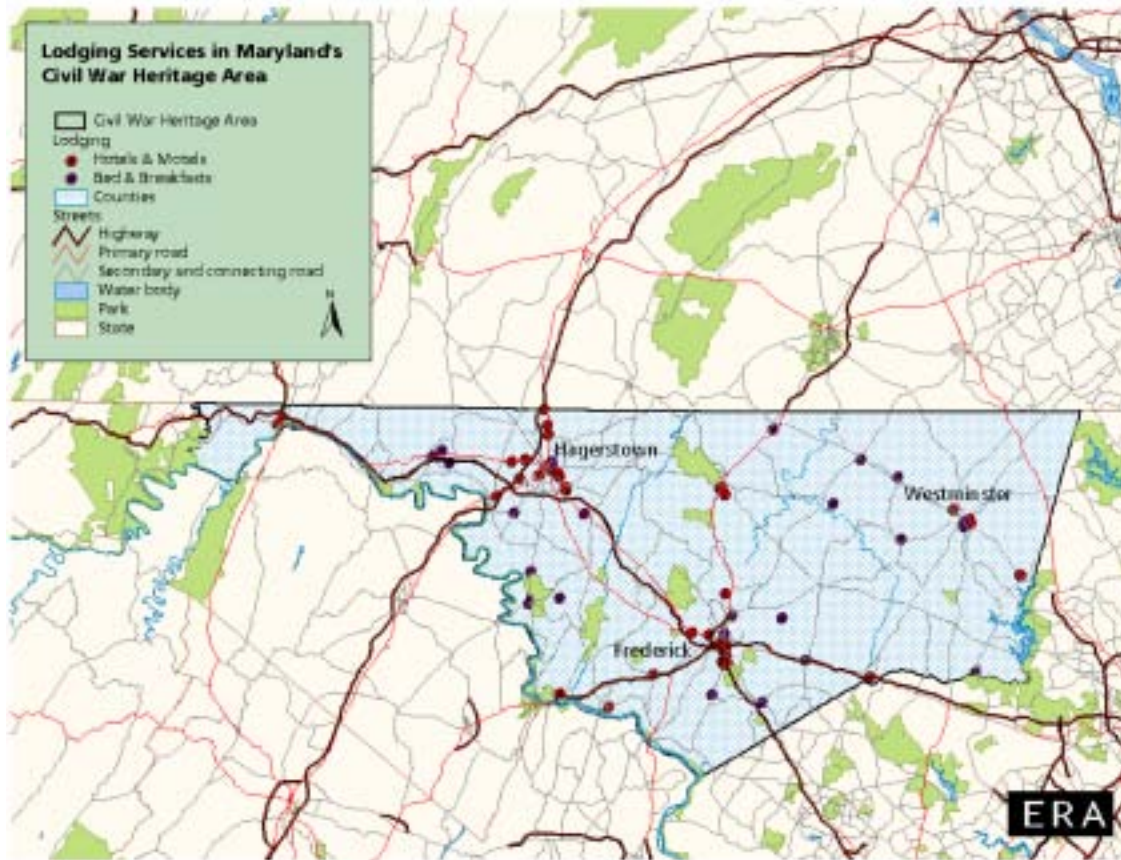
New Market is one of the heritage area's many small towns with distinct historic character and unique shopping.

Local districts or properties that are eligible for the state tax credit exist in Uniontown, New Market, Hagerstown, Sykesville, Westminster, Frederick, and other towns.

Assessment of Visitor Services & Infrastructure

Overall, the region has a well-developed tourism service infrastructure (lodging, dining, retail, etc.) clustered in the cities of Frederick, Hagerstown, and Westminster. Lodging is a useful indicator of visitor services, and as illustrated in the map on the next page, lodging establishments are in Hagerstown, Frederick, Westminster, and along I-70. A number of bed and breakfasts can also be found along the Potomac River and the C&O Canal, and there are some unique accommodations for niche markets; for example, Antrim 1844 is likely to please a high-end traveler.

Civil War-related sites are already a cornerstone of the region's tourism offerings, and all three counties have marketed their Civil War-related attractions. The advent of the Maryland Civil War Trails program has increased awareness about the potential role of Civil War-themed tourism in Maryland's economy. Among heritage areas nationally and within the state particularly, the HCWHA is in a unique position to benefit from the tourism marketing support and infrastructure at the state level, as the Maryland Office of Tourism Development has been actively engaged in coordinating the Maryland Civil War Trails program.



Available Markets

The HCWHA target audience and markets mirror those of the Maryland Office of Tourism Development. The target audience is adults 35-64, Household Income (HHI) \$60K+, well educated and working in managerial and professional occupations. They have made a trip of more than one day's duration within the United States in the past 12 months, which includes business, vacation, weekend travel and short trips. They reside in DC, DE, IL, NY Metro Area/Long Island, NJ, OH, PA, VA, IN, CT, ME, NH, RI and MA. This audience is further defined by special interest in, but not limited to, the Civil War, the Historic National Road, Star-Spangled Banner/War of 1812, sporting events, and multi-cultural sites/events – all Maryland tourism products that can be experienced in the HCWHA heritage area.

Primary Market. The primary market is the 400-mile radius from the center of the Heritage Area. Antietam Battlefield is considered the central point because of its draw, for it is the most visited attraction in the region.⁹ The market is principally within the Mid-Atlantic States of Pennsylvania, New Jersey, Virginia, Delaware, West Virginia, and parts of New York, Ohio,

⁹ Source of market analysis: Economics Research Associates, using a database created by CACI Information Systems, Inc.

Indiana, and North Carolina. This market segment also includes the consumers in Montreal and Toronto, Canada.

Secondary Market. A significant portion of HCWHA's secondary marketing effort will be focused on Maryland residents making them aware of the many sites and events available within the three counties of the heritage area. This effort will be accomplished principally through cooperative spending with the local destination tourism offices. However, attention will also be given to more distant secondary markets, including some overseas markets known to have an interest in Civil War (such as England and Germany). Overseas markets offer growth opportunities and a higher per capita expenditure because of the increased length of stay.

Tertiary Market: This market is comprised of the closest and the most far flung US markets. Residents within a thirty-minute drive of the HCWHA, and those who fall outside the 400-mile radius of the primary market, make up the tertiary market.

Immediate Region Driving Distances. It is useful to understand the Heart of the Civil War Heritage Area as it relates to driving distances in the immediate region. Since the overwhelming majority of leisure visitors to the area arrive via automobile, understanding the size and characteristics of the daytrip market is vital to gauging the depth of the tourist market. The map on the next page shows the location of the central point (Antietam) and three driving distance areas. Descriptions of each appear below:

- **The 60-120 minute drive time** contains areas of the Baltimore and Washington regions and stretches from Delaware's Western border to Harrisburg, Pennsylvania, to the Eastern Panhandle of West Virginia, to Spotsylvania County, Virginia. This population is by far the largest of the three driving distances, with 8.4 million people and 3.2 million households, resulting in an average household size of 2.5. This area is also the most racially diverse, as only 68 percent of the population is white. Income levels fall between the primary and secondary areas with a median household income of approximately \$53,000 per year.
- **The two-hour drive time** includes portions of the Baltimore and Washington regions such as Carroll, Howard, and Montgomery Counties in Maryland, and Northern Fairfax County and most of Loudoun County in Virginia, and extends further into more rural areas of Virginia, West Virginia, and Pennsylvania. This area is much more populous than that of the 60-120 minute drive time, with about 1.8 million residents in 650,000 households, an average household size of 2.7.

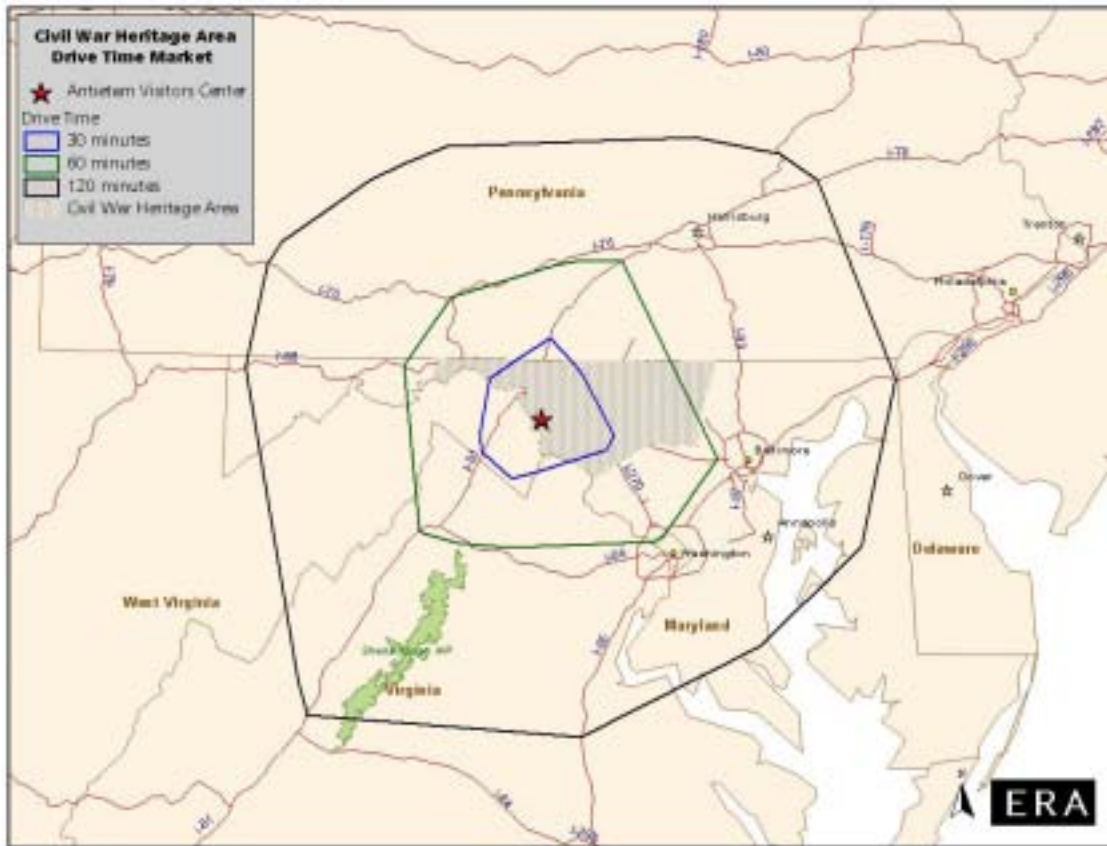
This area is also more racially diverse than the 60-120 minute drive time area with 78 percent of the population being white, nine percent black, seven percent Asian, and seven percent Hispanic. This area is also significantly more affluent as the median household income, \$70,000, is about 46 percent higher than that of the primary area.

- **The 0-30 minute drive time** encompasses the bulk of Washington County, about half of Frederick County, pieces of Berkeley and Jefferson counties in West Virginia, and small portions of Franklin County, Pennsylvania and Loudoun County, Virginia. Roughly

340,000 people in 130,000 households, with an average household size of 2.5 people, reside in this area.

This area is relatively racially homogeneous— approximately 89 percent of the population is white and seven percent is black. When compared with the region overall, the area has the lowest income level, with a median household income of \$48,000. The number of affluent households is relatively low, as less than 13,000 of the area’s households earn more than \$100,000 per year (about ten percent of total households).

Immediate Region



Tourism & Visitation Data

Statewide Data

The Maryland Office of Tourism publishes an annual report on visitation to the state. According to the 2004 annual report, 20 million person trips were made to Maryland in 2003. The average length of stay of visitors to the state was 2.4 nights, translating to over 48 million person-days of visitation to the state. The average travel party, which consisted of 2.0 people, spent \$310 per trip or \$124 per day. The vast majority of visits to Maryland (83 percent) were for pleasure, and only 17 percent were for business purposes. Among overnight visitors to Maryland, 51 percent

stayed in paid accommodations, 40 percent stayed in private homes, and the remaining 9 percent stayed in RVs or tents, or others.

Regional Data

For the purposes of tourism research, the Maryland Office of Tourism Development divides the state into five tourism regions: Central, Eastern Shore, Capital, Western, and Southern. Unfortunately, Washington, Frederick, and Carroll counties are each located in separate regions. Thus, it is not possible to draw conclusions about the three county study area as its own individual entity with the available data. However, the number of person trips to the most visited city in each region is reported. Frederick, with 511,000 person trips in 2003 (2.5 percent of the state total), was the most visited city in the Capital Region that year. No comparison over the previous year is available due to changes in the survey method for 2003 data.

Hagerstown, with 459,000 person trips in 2003 (2.3 percent of the state total), was the most visited city in the Western Region that year. The Western Region has the strongest drive market of all Maryland’s tourism regions with 83 percent of visitors traveling by car or truck. However, this represents a slight and steady decline from 1999 when 86 percent of visitors traveled by car or truck. Carroll County, located in the Central Region, did not contain a city with more person trips than Baltimore (also in the Central Region) and thus did not have further visitation data available.

As illustrated on the chart below, capacity is available to increase attendance at many of the region’s heritage and non-heritage attractions. Moreover, visitors to destinations such as the Hagerstown Prime Outlets have similar demographics to those of heritage travelers: Prime Outlet visitors are quite affluent with 42 percent having an annual household income above \$75,000.¹⁰

Countywide Data

County-level tourism trends can be derived from data reported by the U.S. Census Bureau regarding business patterns pertaining to hotels and other lodging places. According to the Census Bureau, overall there has been slow but steady growth in lodging-related employment and payroll in the three-county area between 1994 and 2000. Individually, Carroll County’s number of lodging establishments has

<u>Attraction</u>	<u>Reported Attendance</u>
<i>Washington County</i>	
Antietam National Battlefield	237,885 ¹
C&O Canal NHP	262,656 ¹
Ft. Frederick State Park	127,000
Hagerstown Prime Outlets	4,000,000
Hagerstown Suns Baseball	103,188
Jonathan Hager House & Museum	20,000
Washington County Museum of Fine Arts	68,000
<i>Frederick County</i>	
Barbara Fritchie House	3,000
Catoctin Mountain Park (NPS)	699,274 ¹
Catoctin Wildlife Preserve & Zoo	80,000
Frederick Keys Baseball	305,950
Grotto of Lourdes	180,000
Monocacy National Battlefield	18,145 ¹
National Museum of Civil War Medicine	50,000
<i>Carroll County</i>	
The International Gift Shop	20,000
Carroll County Farm Museum	100,000
Piney Run Park	118,427
Maryland Wine Festival	25,000
Union Mills Homestead & Grist Mill	10,000

Notes:

1/ National Park Service, recreation visits 2004

¹⁰ For more information on potential returns on

investment in the heritage area, see Appendix D.

Sources: Individual attractions, Maryland Department of Natural Resources, North A Professional Baseball League, and 2002 Official Museum

grown steadily, while Frederick County has remained generally stable. Washington County has added 400 hotel rooms to its inventory since 2001. Additionally, though the Maryland Office of Tourism does not report visitation data at the county level, it does track tax receipts from visitor industry businesses at the county level (see chart below).

Carroll County

Carroll County did not have a hotel/motel tax in FY2004, so there was no revenue of this type collected. In the same year Carroll County had a ten percent amusement and admission tax which generated \$823,186 in revenue, a 1.0 percent decrease over the previous year. The county ranked ninth in the state in the collection of amusement and admission tax.

Frederick County

Like Carroll County, Frederick County did not have a hotel/motel tax in FY2004, so there was no revenue of this type collected. In the same year, Frederick County had an amusement and admission tax, which is determined on a sliding scale between five and ten percent. In FY2004, it generated \$1,409,812 in revenue. The county ranked eighth in the state in the collection of amusement and admission tax.

Washington County

Washington County's hotel/motel tax rate was six percent in FY2004 and generated \$1,135,693 in revenue, a 7.1 percent increase over the previous year. Washington County had a five percent amusement and admission tax in FY2004 and from it collected \$518,891 in revenue. The county ranked eighth in the state in terms of room tax revenue collection and thirteenth in the collection of amusement and admission tax.

Business Patterns for Hotels & Other Lodging Establishments

Year	CARROLL COUNTY			FREDERICK COUNTY			WASHINGTON COUNTY		
	Number of Employees for week including March 12	Annual Payroll (\$1,000s)	Number of Establishments	Number of Employees for week including March 12	Annual Payroll (\$1,000s)	Number of Establishments	Number of Employees for week including March 12	Annual Payroll (\$1,000s)	Number of Establishment
2002	156	\$2,434	6	604	\$9,549	26	635	\$8,574	25
2001	191	\$2,522	7	567	\$9,256	23	373	\$5,615	22
2000	171	\$2,417	9	584	\$8,855	24	675	\$5,361	19
1999	169	\$2,182	7	458	\$7,777	24	462	\$6,024	20
1998	151	\$1,988	9	443	\$6,190	25	616	\$6,695	21
1997	161	\$1,760	7	411	\$6,085	24	673	\$7,739	23
1996	125	\$1,648	7	434	\$6,171	24	617	\$7,057	25

Source: U.S. Census Bureau, County Business Patterns

Heritage Tourism Context & Implications

To understand the potential for heritage tourism in the Maryland Civil War Heritage Area, it is useful to understand:

- Broad trends among historic and cultural travelers;
- Characteristics of Civil War history travelers;
- Patterns of visitation to significant Civil War sites, particularly National Park Service (NPS) battlefields; and
- The realm of complementary or competitive Civil War themed heritage areas and trails.

Heritage Tourists

On average, historic/cultural travelers spend \$623 per trip compared to \$457 for overall U.S. travelers, excluding transportation costs.¹¹ Historic/cultural travelers are better educated (21% have a post-graduate education compared to 19% of all U.S. travelers) and a bit older (49 years old vs. 47 years old on average). As with leisure travelers in general, summer is the peak travel season for historic/cultural travelers. There are also distinctions between historic and cultural travelers—historic travelers take longer trips than cultural travelers (an average of 5.7 nights vs. 5.1 nights) and spend more money (\$722 vs. \$603 on average).

In Maryland in 2003, roughly 10.3 percent of all travelers visited a historic site, museum, or cultural event/festival. Among the state's tourism regions, travelers to Western Maryland were most likely to visit a historic/cultural site. Also, this region had the highest percentage (12.5%) of travelers who visited national and state parks.

Civil War History Travelers

Virginia Tourism Corporation's study of its Civil War Trail travelers defines Civil War history travel parties as "travel parties traveling 100+ miles to, through, or within Virginia for pleasure-related purposes whose trip activities included Civil War history."¹² According to the survey, nine percent of all pleasure travel parties were Civil War history travel parties. Peak season for these travelers is mid-summer, with 13 percent traveling in July and 12 percent traveling in August.

Civil War history travelers are typically families and senior citizens; the survey showed that 29 percent were under the age of 18, 25 percent were 35 to 54 years old, and 23 percent were over the age of 65. Twenty-six percent of these travelers spent four to six nights per trip, and 36 percent of them had a trip duration of over a week. They were likely (57 percent) to spend at least one night at a hotel or motel while in Virginia. Excluding those Civil War history travelers that spent nothing in Virginia (seven percent), the mean spending per travel party was \$551, the mean spending per person was \$220, the mean spending per day was \$188, and the mean spending per person per day was \$71.

The automobile is overwhelmingly the chosen mode of transportation for the Civil War history traveler with 85 percent using cars to travel the state. Only 13 percent of travelers flew, and only

¹¹ Source: *The Historic/Cultural Traveler* by Travel Industry Association of America, 2003.

¹² Source: *Virginia Visitor Study to Civil War Trails* by Virginia Tourism Corporation, 1997. Numbers not adjusted for inflation.

six percent rode a tour bus. Civil War history travelers also are likely to visit other types of sites and attractions on their trips. The top five sites and attractions that this type of traveler visited, aside from Civil War sites, were historic homes (67.8 percent), national or state parks (63.5 percent), Colonial-era historic sites (60.9 percent), history museums (57.9 percent), and the mountain regions (52.8 percent).

Seven of the top eight cities of travel party origin are located north of Virginia. Together, these Civil War history travelers account for 34.3 percent of Virginia's total. This is of particular importance because most of these travelers drive through the state of Maryland on the way to Virginia. While it is probable that Civil War points of interest in Maryland are already capturing a portion of this through traffic, a more proactive and targeted approach to attracting them may yield a greater capture of their expenditures.

National Park Service Battlefields Visitation

The National Park Service (NPS) oversees many of the nation's most important Civil War sites. As shown in the chart on the next page, attendance at these sites varied from 15,500 to 1.8 million in 2002.¹³ Important market segments at NPS battlefields include families, group tours, and students. **Antietam National Battlefield** in Washington County is the most visited NPS site in the Civil War Heritage Area. According to Antietam staff:

- There has been a steady 3%-5% annual increase in visitation. A jump in attendance during 1997 reflected an anniversary year for the battle. During the recent 140th anniversary, an estimated 22,000 people came to the park on one day.
- Summer is the peak season, and July is the busiest month. September also tends to be busy as it is the anniversary month of the battle. January and February are the slowest months.
- The majority of visitors come from within 400 miles of the park. An estimated 35% are daytrip visitors, and the average length of stay is 5-6 hours.
- Apart from the history of the battlefield, visitors to the park also commonly engage in scenery viewing, recreation, and bird/wildlife watching. Special events, such as book signings and concerts, successfully draw visitors; one book signing attracted 700 people.
- Since September 11, 2001, there has been a noticeable change in visitor demographics. Before 9/11, an estimated 80 percent of visitors were white males, typically between 40-60 years of age and in groups of 3-5. Following 9/11, there has been an increase in families (roughly 40% of visitors) and younger visitors in their early 20s. History/Civil War buffs still provide an important base of visitation.
- School groups, civilian bus tours, and military groups are sub-segments of park visitors. During fiscal year 2001, an estimated 170 school groups visited the park, with the majority coming from the five counties closest to Antietam.
- The most common visitor question is where to eat.

¹³ Source: National Park Service staff, 2003.

These visitor characteristics suggest the growing importance of family-oriented activities, opportunities for packaging excursions with Gettysburg, and the need to improve the dissemination of information about visitor services without overstepping the bounds of NPS regulations. Moreover, the long length of stay bodes well for packaging experiences that will result in overnight stays in the region.

Monocacy National Battlefield is also poised for tremendous growth in visitor attendance. This is a “growing” park with great potential to draw significant numbers of people to the region, and to increase the amount of time people spend visiting this and other attractions. A General Management Plan for the park will be completed in 2004, new areas of the park are being opened to visitors, and a new visitor center is being planned.

Among the NPS battlefields, **Gettysburg National Military Park** is the most visited site and in 2002 received an estimated 1.8 million visitors. Because of its proximity to the Maryland Civil War Heritage Area, understanding Gettysburg travelers’ characteristics and behavior is important. According to the *Gettysburg General Management Plan*:

- Between 1980 and 2002, annual attendance grew 56 percent, from approximately 1.2 million in 1980 to 1.8 million in 2002, representing a compound annual growth rate of 3.5%.
- Attendance at the park is highly seasonal, with about 85 percent of the park’s annual attendance occurring in the seven months beginning in April and ending in October. Approximately 55 percent of annual attendance occurs between the months of May and August. July has the highest monthly and daily visitation.
- The spring months attract more students, more families tend to come in the summer months, and the fall tends to attract senior citizens.
- Half of annual visitation comes from those that live within 150 miles of the park. Pennsylvania is the state from which most visitors arrive (15 percent); California and Maryland are next, accounting for ten percent each of the annual total. The number of international visitors to the park is relatively low, accounting for three percent of annual visitation.
- The age range of visitors is significant, with 24 percent being 61 to 70 years old and 12 percent aged 15 years or younger. The size of groups coming to visit the park ranges from one to 240 people. However, the most popular group sizes are two (49 percent of annual visitation) and 11 or more (18 percent of annual visitation). Family groups accounted for 60 percent of visitation, and groups of friends and bus tours comprised an additional 21 percent.
- More than 50 percent of visitors stayed for a minimum of six hours and 23 percent stayed for nine hours or more. The average length of stay at the military park was eight hours. Eighty-eight percent cited history and culture as the primary purpose for visiting the park, with others noting scenic views, recreation, and personal reflection as cause for visitation. Activities listed while at the park included touring the battlefield (96 percent of visitors), picnicking (12 percent of visitors), and (to a much lesser extent) biking, jogging, and horseback riding.

Recreation Visits to NPS Battlefields

Site	1992	1994	1996	1998	2000	2002
Gettysburg National Military Park	1,299,203	1,674,532	1,632,720	1,701,660	1,542,184	1,833,033
Vicksburg National Military Park	910,493	801,381	968,615	1,005,918	934,226	1,023,370
Fort Sumter National Monument	337,236	345,345	322,702	334,762	319,147	922,776
Chickamauga and Chattanooga National Military Park	995,622	1,015,610	974,898	1,019,503	838,350	916,738
Manassas National Battlefield	867,606	917,534	725,086	972,709	692,006	779,147
Shiloh National Military Park	407,986	363,441	318,936	329,067	261,472	371,118
Fort Pulaski National Monument	218,896	207,332	217,178	225,854	219,049	354,070
Antietam National Battlefield	243,707	237,821	246,082	275,385	286,896	303,209
Harpers Ferry National Historical Site	449,341	394,322	314,548	371,094	317,699	286,289
Fort Donelson National Battlefield	218,896	207,332	217,178	225,854	219,049	234,855
Wilson's Creek National Battlefield	174,626	205,093	259,201	176,036	196,502	203,356
Andersonville National Historic Site	143,025	162,279	197,394	225,653	167,373	190,004
Stone's River National Battlefield	243,813	203,956	255,888	187,647	186,212	187,941
Appomattox National Historical Site	311,921	273,768	205,938	201,874	196,363	177,219
Petersburg National Battlefield	299,146	218,561	171,312	155,993	171,099	167,563
Richmond National Battlefield	473,096	82,827	77,807	82,187	90,422	106,397
Pea Ridge National Military Park	113,762	90,407	90,839	80,000	76,495	81,815
Arkansas Post National Monument	51,594	46,655	47,919	51,858	43,903	48,126
Monocacy National Battlefield	9,560	11,661	11,312	15,563	18,198	15,592

Recreation visitors: Entries of persons onto lands or waters administered by the NPS for recreational purposes excluding government personnel, through traffic (commuters), trades-people, and persons residing within park boundaries.

Source: National Park Service, Public Use Statistics Office.

Marketing Strategies

The existing destination marketing organizations (DMOs) in Carroll, Frederick, and Washington Counties should continue to take the lead on marketing the region. However, the heritage area will facilitate partnering and collaborative marketing. Areas of opportunity for tourism marketing are discussed below.

Develop and Implement a Marketing Plan

The heritage area should work with the three counties' DMOs to develop and implement a detailed marketing plan to provide a comprehensive marketing and advertising program that would include newspaper, radio, and TV advertising; direct mailed circulars and flyers; and a comprehensive public relations program. It will be particularly important that the plan delineate specific responsibilities for each of the marketing partners. General types of promotional and marketing activities that should be addressed in the plan are as follows (Specific marketing recommendations are included below this section.):

General promotion advertising. General promotion is designed to establish and maintain awareness of the heritage area in the minds of the consumer. The marketing plan should identify the consistent advertising and public relations message(s) about the region that will underlay all of the general promotion activities. For example, one consistent marketing message might be promoting the ways in which the heritage area is at the "Heart of the Civil War Heritage Area." These include the heritage area's concentration of, and proximity to major Civil War sites while highlighting Antietam as a top destination due to its pivotal role in the Civil War; location on the Mason-Dixon line with the attendant divided loyalties; the role of the area in providing care and compassion in the wake of the battles, etc.

The Marketing Plan will also include strategies for **targeted marketing and promotion** aimed at specific objectives such as increasing attendance at certain locations, promoting off-peak visitation, and providing outlets for given demographic markets and/or groups. A proactive **Public Relations** program will be carried out. **Brochures and informational materials** will be published and distributed at appropriate outlets, which may include non-historic sites like Hagerstown Prime Outlets. Finally, the plan will anticipate **Technical assistance** to be provided to Civil War site managers to help them develop and distribute specific informational and promotional pieces.

Develop a Regional Marketing Piece

The region is already emerging as a tourism destination. The heritage area organization should undertake preparation of a high quality-marketing piece for the entire region organized around the Civil War theme. It should be designed so that it can be both inserted into the three county's existing visitor guides and distributed individually. The marketing piece should be distributed through appropriate outlets including targeted publications (e.g., *American Heritage* or *Preservation Magazine*), and visitor centers. The piece might highlight the Maryland Civil War Trails as a good network of sites and Antietam, a "Class A" battlefield, as an anchor destination.

Create a Dedicated Web Site

The internet is an important source of information for travelers today. The heritage area organization should create an informational web site dedicated to sharing information about the Civil War Heritage Area sites and resources. The site should also provide readily accessible contact information and links to the three DMOs. The heritage area web site should also be linked to the web site maintained by the Maryland Office of Tourism Development, which features Maryland's Civil War Trails. The heritage area initiative already has access to two registered domain names: www.heartofthecivilwar.org, www.heartofthecivilwar.com, www.mdcivilwar.info and www.mdcivilwar.org.

Develop a Graphic Identity

A consistent graphic identity is one way to give the three counties a regional identity. The graphic identity should consist of a style template that is applied to all communications materials about the heritage area, including the web site, letterhead, and brochures. To avoid a cacophony of images and to take advantage of the marketing clout provided at the state level, the graphic identity should be designed to complement the Maryland Civil War Trails materials developed by the Maryland Office of Tourism Development.

Connect to Other Civil War Heritage Areas/Regions

There are a number of other key Civil War sites and Civil War-themed trails and heritage areas that are being marketed as travel destinations. These include Gettysburg, Harpers Ferry, and other mid-Atlantic National Park Service sites; the Virginia Civil War Trails; Tennessee's and Georgia's National Civil War Trails; and the Shenandoah Valley Battlefields National Historic District. The Heart of the Civil War Heritage Area should explore opportunities to cross-promote with these other Civil War-themed heritage trails. To begin, the heritage area organization could

coordinate a network of Civil War travel web sites that would include Maryland's link in exchange for including links to the other heritage areas/trails. Other opportunities may exist to advertise in tourism publications or at signature events produced by these other heritage areas. In particular, considerable resources are being invested in the Maryland Civil War Trails program, and the HCWHA should leverage the investments in this initiative by allying itself closely to the trails program. Investments made through the Scenic Byways program could also be complementary to heritage area activities.

Within the region, the heritage area should be aggressively marketed as the home base for travelers to Antietam, Harpers Ferry, and other distinctive attractions. In particular, visitors to Gettysburg should be encouraged to stay in the HCWHA and take advantage of its authentic setting. Packaging with Gettysburg should also be explored.

Package Existing Products

Americans are increasingly busy, and the rise of dual income households has resulted in less scheduling flexibility. Consequently, convenience is becoming one of the most important factors in travel-related decision-making. Few people today have time to carefully research their purchase decisions. The more difficult it is for consumers to get answers (to make an informed decision) and physically access a product, the less likely they are to buy.

The travel industry has recognized that information, purchasing, and access must be kept simple, and the result is a move toward packaging more and more vacations. In addition to providing clear benefits to travelers, packaging also offers benefits to attractions and visitor service providers through cross promotion. A useful marketing tool, packaging can be divided generally into three approaches:

Suggested itineraries or tours—Interrelated experiences can be geographic or thematic in nature and assist the visitor with making their travel decisions.

Special offers—Experiences are linked to holidays, special events, or dates.

Booked packages—Typically one call, one price, and one payment, the ultimate examples of packaging are the all-inclusive resorts and cruises. In 20 minutes, everything can be taken care of: airfare, airport transfers, meals, lodging, activities, taxes, and tips.

Within the heritage area, the DMOs already offer some packaging, particularly for group travel. The heritage area organization should augment these efforts by providing support to the DMOs to develop new regional Civil War themed itineraries (including Gettysburg and Harpers Ferry). These itineraries could later be retooled as special offers and even bookable packages that are coordinated with tourism service providers (inns, restaurants,



Packaging will be a key activity of the heritage area, and packages might include both premier sites like Antietam National Battlefield and less known, high quality sites like South Mountain State Battlefield (above).

and attractions). Specifically, the organization could provide administrative assistance during the development of the itineraries, identify and obtain grant funds or sponsorships to cover the costs of creating collateral materials and advertising the packages, and manage the production of any print materials.

Reach out to Civil War buffs

Devoted Civil War enthusiasts are a large and avid market segment who would be strongly predisposed to visit the Maryland Civil War Heritage Area. Therefore, it makes sense to market directly to this group. The HCWHA should:

- Advertise in such publications as *America's Civil War Magazine*, *North South Trader's Civil War Magazine*, *Civil War Times Illustrated*, *Battlefield Journal*, *Civil War News*, and *Camp Chase Gazette*.
- Establish a presence at significant Civil War reenactments (e.g., Gettysburg, Sharpsburg, Manassas, and Chickamauga) by distributing brochures, sponsoring an event, or advertising in reenactment publications.

Anecdotal evidence suggests that Gettysburg and Antietam reenactments are among the most successful in drawing roughly equal representation from Union and Confederate reenactors. Maryland's geographic location and status as a border state places the heritage area in a unique position to emphasize Maryland as the place where North meets South and expand the region's market penetration.

Target the Group Tour Market

The group tour market is a logical first audience for packaged itineraries since the region is already a destination for group tours. Now is the time to begin marketing 150th Anniversary of the Civil War of the Civil War packages and itineraries to the group tour market. Working with the DMOs, the heritage area organization should identify Civil War sites that can accommodate groups of 40 or more people and identify hoteliers and restaurateurs that are willing to deal with bus travelers (for example, offering a selection of menu items at a discounted fixed price, reserving room blocks, or accommodating group check-in). Additionally, the heritage area organization should participate in marketing and advertising opportunities available through organizations such as the American Bus Association and the National Tour Association. Tapping into cooperative advertising opportunities offered by the Maryland Office of Tourism Development would likely be the most efficient and cost effective way to do this.

Broaden the Appeal of Civil War History

Though Civil War "buffs" and travelers motivated by history and heritage are already likely to be drawn to the heritage area, there is potential to broaden the appeal of the heritage area to less motivated heritage tourists and other travelers by expanding the stories told here.¹⁴ Residents of

¹⁴ For more information, see chapter entitled "Interpretation & Education".

the surrounding regions, travelers with moderate interest in the Civil War but stronger interest in general history, and niche markets, such as recent immigrants fleeing their own countries' internal strife, could all be attracted should the heritage area focus both interpretation and marketing mechanisms beyond the military story itself.

Explore the Feasibility of a Reenactor Ambassador Program

The heritage area organization will consider establishing a group of the many Civil War enthusiasts in the region to serve as ambassadors for the heritage area. This could be as simple as a resource/contact list of living history interpreters, or as involved as a corps of costumed ambassadors whose purpose is to assist in greeting, welcoming, and orienting visitors to the HCWHA. At times the ambassadors may help staff booths at trade shows and other events aimed at marketing the HCWHA. The ambassador program would be planned to work in concert with the already strong programs for living history interpretation and reenactments offered by local museums, National Park Service Civil War sites, and other Civil War-themed events.

Market the Area as a Multi-Day Experience

Western Maryland already has a strong drive market according to data collected by the Maryland Office of Tourism Development. Considering recent travel trends toward shorter trips closer to home and the large population within a two-hour drive, the Civil War Heritage Area could position itself as an attractive weekend getaway destination. In addition, as Civil War travelers are largely predisposed to traveling by car, information dissemination should focus on state rest areas along major highways and other places likely to attract auto travelers. With roughly 10.5 million residents within a two-hour drive of Antietam—and growth projected—there is substantial market support for visits ranging from daytrips.

Land Use, Preservation, & Conservation

The relatively unspoiled historic and scenic resources in the HCWHA may well be its competitive advantage. Park rangers at Antietam commonly hear complaints about the amount, size, type, and homogeneity of commercial development surrounding Gettysburg. The park rangers report that visitors frequently compliment Antietam's authentic setting and scenic beauty, both of which are results of innovative conservation work that focused on both the battlefield site and adjacent land. Other area battlefields, including South Mountain, are becoming surrounded by residential development on adjacent and nearby rural land, which threatens to impact the authenticity of their settings. Additionally, Monocacy National Battlefield's supporters and administration are concerned about encroachment of commercial development on the site, as approaching from the north means driving through incompatible modern commercial development. Growth pressure in the Washington-Baltimore region led to the 2005 inclusion of the "Journey Through Hallowed Ground" corridor on the National Trust for Historic Preservation's list of America's 11 Most Endangered Places. The corridor crosses the Frederick County segment of the HCWHA.

During the focus groups, a commonly cited concern was that this authentic atmosphere would be "Gettysburged," with commercial, suburban-style developments overwhelming historic resources. As Civil War travel increases in the area, the temptation to place commercial ventures nearer to popular historic sites like battlefields will increase. Additionally, as the area's high quality of life is discovered, more people will want to move to the edges of its towns; the result could be suburban-style residential and commercial development at traditionally crisp town/city edges and in previously undeveloped rural landscapes. Such incremental development threatens to degrade the area's scenic views and unique cultural landscape. Additionally, as sites like Monocacy National Battlefield and Frederick's historic downtown become more popular, bus and auto traffic may require more parking and drop off zones. Antietam is facing this challenge now as the National Park Service works to design a new visitor's center that provides adequate services and parking without negatively impacting the historic battlefield itself.



The gateway (top) through which visitors approach Monocacy National Battlefield (above) illustrates the challenges battlefields face in protecting sacred battlegrounds and their contexts.

It will be essential yet difficult for the heritage area's management entity to balance growth pressures, residents' preferences, visitors' service needs, and the protection of the HCWHA's resources. Heritage tourism requires that certain amenities and services be provided to visitors, and how can those services be provided without infringing on the very resources that draw tourists? The protection of resources is key to sustainable heritage tourism, so how can resources be protected without stifling local development activity or limiting the very visitation being sought?

To successfully draw Civil War travelers and emerge as a premier Civil War heritage destination, battlefield protection is a must in the heritage area—a necessary priority that other, expanded preservation, interpretation, and tourism marketing activities can follow. These expanded activities are also important, but the battlefields are at the Heart of the Civil War Heritage Area story and their preservation is critical. They also form a frame of visitor attractions upon which sites and organizations telling the human-interest stories can develop. The conservation of significant battlefield sites, then, preserves the core of the heritage area's draw and needs to be championed by the heritage area's management entity.

In addition to the battlefields, sites of important Civil War activity, views from scenic byways and Maryland Civil War Trails, and towns with significant concentrations of authentic nineteenth century historic fabric are key heritage resources in the HCWHA. The heritage area is experiencing population growth around the edges of many municipalities and in previously undeveloped, agricultural areas, sometimes near battle sites. Ensuring that visitors have an authentic and unique experience requires conserving the integrity of the heritage area's cultural landscape to the greatest degree possible while still accommodating regional growth. Strategies for the preservation and enhancement of each type of resource are discussed below.

Battlefields & Civil War Sites

The federal Civil War Sites Advisory Commission's 1993 report on battlefield protection identified the most common threats to battlefields—roads and residential and commercial development—and ranked sites by level of threat from I to IV.¹⁵ The list below illustrates how sites in the heritage area were ranked:

- *Priority I: Critical Need.* Antietam, Monocacy, and South Mountain.
- *Priority II: Opportunities for Comprehensive Preservation.* Boonsboro.
- *Priority III: Needing Additional Protection.* Hancock and Williamsport.
- *Priority IV: Fragmented.* Folck's Mill.

The heritage area has a strong background in the conservation of its battlefields, the war's most sacred sites. The key battlefields within the heritage area are generally well protected through public ownership. Antietam and Monocacy are both National Park Service sites. South Mountain (Crampton's, Turner's, and Fox's Gap) is a Maryland State Park, both historically interpreted and used for recreation, especially along the Appalachian Trail. However, even with

¹⁵ Source: *Civil War Sites Advisory Commission Report on the Nation's Civil War Battlefields*, 1993.

the majority of battle ground under protection, there are still vulnerable battlefields of some significance, and some protected lands are better interpreted, managed, or marketed than others:

- The site of the **Battle of Boonsborough** remains unprotected. Conservation programs, such as easements and land acquisition, could be used to preserve this site before the region's fast-paced residential development market begins to encroach on the land.
- The **South Mountain's battlefields** are challenging in terms of coordination and management for tourism purposes. Visitation to the battlefields could be increased, especially as their significance in the outcome of Antietam becomes more popularly understood. However, the mix of interpretive and informative pieces and the nature of the site pose challenges to telling a unified story, creating parking, and locating an interpretive facility. Archaeological needs, as mentioned in the "Resources" section, are a priority. Additionally, because the Appalachian Trail shares land with the battlefield site and is sensitive to overuse, visitation must be carefully managed.
- **Antietam National Battlefield** is well protected and serves as a national model for battlefield conservation. Interpretation is extensive, but the current visitor center is not large enough for current visitation numbers. The placement of a new visitor center is difficult: where can the new building be placed? How can parking best be accommodated for the high visitation? In short, how can visitors best have convenient access without causing damage to the sacred site?
- Visitors and administrators at **Monocacy National Battlefield** must deal with the reality of a major highway bisecting the battlefield. The battlefield is also located just south of suburban Frederick, where much "strip" development is the context for visitors approaching from the north. The park is also facing increased residential development to its south, as well as increased traffic through the park on MD 355.

Some of the heritage area's battlefields have been preserved through **innovative partnerships** worthy of replicating. **Antietam National Battlefield**, the largest Civil War battlefield preserve in the United States and the second-oldest federally designated battlefield, has been preserved through a partnership of local, state, and federal government, nonprofit organizations, and private landholders. Although 3,200 acres comprise the federal park, over 9,000 acres in total are permanently protected through a combination of public and nonprofit ownership, easements, special zoning categories, agricultural preservation programs (including the state's Rural Legacy Program), and historic designation (including a listing on the National Trust for Historic Preservation's 1988 "America's 11 Most Endangered Historic Places" list). This is a remarkable conservation feat considering the original purchase was only



Antietam National Battlefield has been preserved through the innovative cooperation of governments, nonprofit organizations, and private landholders. This approach could serve as a model for battlefield conservation elsewhere.

17 acres along major movement and battle lines; the government at that time implicitly relied upon the indefinite continuation of neighboring agricultural uses to preserve the remaining land and views. The Washington County Historical Society began acquiring additional land in 1937 and eventually donated its acreage to the park. Later efforts by the Save Historic Antietam Foundation led to the 1989 creation of an overlay zone for the battlefield area.¹⁶ In the meantime, national attention brought by the “11 Most Endangered” list motivated private foundations to begin purchasing and donating additional land.

Similar but smaller-scale approaches at **Monocacy National Battlefield** have led to easements on about 300 acres. Monocacy was established as a National Battlefield in 1934, but a boundary and the authority to purchase land were not established until the 1970s. The focus of the park since then has been acquiring the 1,647 acres that are now preserved, along with trying to preserve the historic landscape integrity of lands bordering the park. The National Park Service is now preparing a General Management Plan for Monocacy National Battlefield, which is scheduled to be completed in 2005.

South Mountain State Battlefield was designated Maryland’s first state battlefield in 2000. Land acquisition was led by the Central Maryland Heritage League, which purchased ten acres at the beginning; 1,647 acres of the battlefield are now preserved in total. Maryland’s Open Space funding and matches from the federal transportation enhancements program were key factors in this accomplishment.

A number of local and state programs are available that should be leveraged where possible to protect the threatened significant battlefield sites in the heritage area. Maryland has a strong commitment to concentrating growth in already developed urbanized areas and discouraging it on undeveloped lands. This commitment includes Priority Funding Areas, Brownfields Redevelopment, Live Near Your Work, Job Creation Tax Credits, and Rural Legacy, and the state has other tools that can be helpful for battlefield protection.

Natural resource preservation programs in the area include the Rural Legacy Program, Maryland Agricultural Land Preservation Foundation (MALPF) Program, Carroll and Frederick County Critical Farms Programs, New Tax Credits for Donated Easements (Carroll and Frederick Counties), Installment Purchase Program (Frederick County), Forest Banking (Frederick and Washington Counties), and Right to Farm Ordinance (Frederick and Washington Counties).

The **American Battlefield Protection Program** (ABPP), a program of the National Park Service, promotes the preservation of American battlefields with protection, planning, and awareness raising activities. ABPP awards grants and provides technical assistance to organizations and government entities at the local and state level, thereby accomplishing preservation without federal land acquisition and management. Since 1990, ABPP has awarded over 4.4 million dollars and has been involved in over 190 projects.¹⁷ The program has provided partial funding for the creation of this *Management Plan*.

¹⁶ Source: Dennis Frye

¹⁷ Source: <http://www2.cr.nps.gov/abpp/>

The **Civil War Preservation Trust** works to preserve significant American Civil War battlefields through land conservation and public education. This national organization was created in 1999 by the merger of two national Civil War preservation organizations. The Trust and its predecessors have saved more than 16,000 acres in 19 states. Activities include publications, educational events, tours of significant sites, student programs, grants for land conservation, and land acquisition. In Maryland, the Civil War Preservation Trust has helped preserve 40 acres at Antietam, 183 acres on South Mountain, and 440 acres at Monocacy.¹⁸

The **Save Historic Antietam Foundation** is the oldest local battlefield preservation group. Its mission is “the preservation and protection of historic sites within the Antietam Valley that are related to the Battle of Antietam, the Maryland Campaign, or other Civil War activity in the region.”¹⁹ This mission is accomplished through public education and advocacy, fundraising, and brokering the use of easements. The organization’s accomplishments to date include partnering to secure easements on more than 4,000 acres near Antietam, supporting special zoning around the battlefield, and promoting an agricultural land preservation program in Washington County. All of this has resulted in a battlefield preserve of over 9,000 acres at Antietam, the largest Civil War preserve in the country.

The **Central Maryland Heritage League** is a nonprofit organization that encourages “preservation and interpretation, land management, conservation, and the preservation of natural habitat.”²⁰ The group formed in 1989 with a goal of saving ten acres at Fox’s Gap, and the preservation of South Mountain State Battlefield has emerged as one of their primary goals. The League saved “significant acreage” that eventually became part of South Mountain State Battlefield and currently owns twenty-two acres there. Land acquisition continues to be a goal, and the League currently offers donors the chance to “buy” a square foot of the battlefield.

When a visitor to a battlefield or historic site looks beyond its immediate boundaries, the view is an important part of the experience. In some cases, these views are almost identical to those that the soldiers saw over 140 years ago. At Antietam, for example, most of the visible farmhouses and barns are those that were in place during the battle. However, commercial and residential development abuts Monocacy, and residential developments in previously rural areas are encroaching on South Mountain. Few of the initiatives discussed above can directly prevent sprawl, and where zoning fails to protect undeveloped areas, sprawl is still occurring. Where local support exists, **zoning and land use policies** that retain active farming and discourage subdivision and development that erodes historical



The Central Maryland Heritage League, headquartered in Middletown (above), is dedicated to the conservation and interpretation of South Mountain’s battlefield and auxiliary sites.

¹⁸ Source: <http://www.civilwar.org/aboutus/ourmission.htm>

¹⁹ Source: <http://www.shafonline.org/index.htm>

²⁰ Source: <http://www.cmhl.org/index.htm>

character of countryside around battlefields and major sites should be encouraged. In the heritage area, some of these land use strategies are already in use, with Frederick County designating a large portion of the southeastern county a conservation zone, the Monocacy Natural Resource Area. Washington County also set aside lands for conservation, creating an Antietam Overlay Zone around the battlefield.

Views from Scenic Byways & Maryland Civil War Trails

Unprotected lands that comprise key, high quality views in the heritage area should be given priority attention. Two recent planning initiatives –corridor management plans for the Historic National Road Scenic Byway and the Catoctin Mountain National Scenic Byway –undertook extensive assessments of quality scenic views and unprotected lands visible from these two key routes and made recommendations for priority attention by conservation interests. Programs like the American Battlefield Protection Program, the Civil War Preservation Trust, regional land trusts, conservancies, and others can be partners in this endeavor.

Both the Catoctin Mountain National Scenic Byway and the Historic National Road are Maryland Scenic Byways (with the Historic National Road also designated as an All-American Road). To obtain the scenic byway designation, these routes were determined to possess intrinsic values that include scenic quality as well as having historical, cultural, natural, archeological, and/or recreational facets that advance Maryland’s heritage. Together with the byways, the Maryland Civil War Trails will be the primary means of automobile movement through the heritage area. The Maryland Civil War Trails follow various roads, including:

- Routes MD 68, 63, and MD 65 south of Hagerstown
- Route MD 60 north of Hagerstown
- Routes MD 34 west of and MD 67 south of Boonsboro
- Routes US 40, MD 17, US 340, US 15, and Alt. US 40 west of Frederick
- Routes MD 28, MD 85, and MD 355 south of Frederick
- Routes US 15, MD 140, and MD 77 north of Frederick
- Routes MD 97 and MD 27 through Westminster

The views from these roads constitute a key scenic resource, which will be enjoyed by most visitors to the heritage area, and in some cases offer a glimpse of the countryside as marching Civil War troops saw it. Thus, at-risk lands identified as high quality scenic views by the Corridor Management Plans of the byways should be given priority attention by land trusts and conservancies. Some examples of where those views can best be seen along the



Unprotected views like the one adjacent to the town of Emmitsburg (above) are at risk for development, especially residential subdivisions.

Historic National Road are Middletown, Braddock Heights, and South Mountain. Examples of views along US 15 include Piney and College Mountains; portions of Catoctin Mountain Park north of Frederick, including Cunningham Falls State Park; and the area surrounding Emmitsburg. Conservation techniques for unprotected viewsheds could include purchase in fee; purchase and resale with scenic/historic easement and/or with sensitive development; and purchase or donation of scenic easement. Scenic byways programs can also provide assistance in this endeavor.

Towns with Strong Historic Character

Many historic nineteenth century towns in the heritage area are relatively intact in terms of architectural character. Not only is this important for interpretation, but environments with strong historic character lend themselves to retail, restaurants and service businesses sought by heritage travelers. Thus, there are many reasons to encourage and support local efforts to conserve historic character through compatible downtown revitalization efforts.

The City of Frederick has sparked significant downtown revitalization over the last three decades by making the preservation of historic character an underpinning of its competitive advantage. Frederick was named by the National Trust for Historic Preservation as one of the “Dozen Distinctive Destinations” for 2002, places chosen for their “natural, historic, aesthetic, recreational, and cultural experiences.”²¹ Frederick personifies much of what the Trust seeks when giving this award: good architecture, a lively downtown, multiculturalism, a historic preservation ethos, locally owned businesses, and walkability. In 2005 Frederick received a Great American Main Street Award, the first presented to any Maryland Main Street. The honor recognizes the City’s successful efforts in revitalizing its downtown through historic preservation. The downtown holds many visitor-serving uses, including a wealth of locally owned, one-of-a-kind dining and retail offerings. Other towns in the heritage area are beginning to move in this direction; Westminster, Hagerstown, Taneytown, Boonsboro, and Middletown have all begun to take action or to plan for historical downtown economic development.

Several towns in the HCWHA have sufficient intact historic fabric to have achieved listing on the National Register of Historic Places (NRHP), and others are eligible though not fully listed at this time. Listing on the NRHP brings eligibility for federal and state tax credits for rehabilitation work on income-producing properties, but does not impose local design review. The use of historic tax credits can represent a significant savings in rehabilitation costs by property owners. Several towns contain NRHP-designated historic districts or multiple properties.



Mt. Airy (above) is one of several towns in the heritage area listed on the National Register of Historic Places, making it eligible for rehabilitation tax credits.

²¹ http://www.nthp.org/dozen_distinctive_destinations

- Carroll County: Mt. Airy (Carroll and Frederick Counties), New Windsor, Sykesville, Taneytown, Uniontown, and Westminster.
- Frederick County: Frederick, Brunswick, Buckeystown, Burkittsville, Emmitsburg, Middletown, and New Market.
- Washington County: Funkstown, Hagerstown, Keedysville, and Williamsport.

Where there is significant citizen recognition of the value of preservation and support for guiding alterations, a local historic district ordinance is a particularly effective way to protect historic character. Frederick County, Frederick City, New Market, Carroll County, Sykesville, Westminster, Uniontown, Washington County, and Hagerstown have such designations. Those whose properties are within the local historic district are guided in their exterior rehabilitation plans through a local review commission. Local historic districts are the most effective means of protecting historic structures because they require local oversight of exterior changes on historic structures. They are appropriate only in communities where popular support for historic preservation is high.

Zoning can be used effectively to encourage preservation of historic character in historic areas. Relevant zoning elements include:

- **Build-to lines.** Zoning often regulates placement of buildings on lots. In older commercial areas, the rhythm of the street derives partly from buildings placed flush with the sidewalk property line. If historic buildings are removed, the tendency is to replace them with buildings set back on the property to provide space for customer parking in front. Providing a “build-to” rather than a “setback” line in zoning ordinances can prevent this.
- **Height.** Historic commercial buildings are generally two to three stories. Zoning can be used to spell out minimum and maximum heights, thereby forestalling replacement by single story buildings or excessively high structures.

Such zoning changes offer protection without requiring special design oversight. These all represent ways to encourage building owners to work with existing historic buildings by removing the economic incentive to demolish. For example, by creating build-to lines, a town removes the incentive for property owners to demolish the existing building for suburban-type development with parking in front. Middletown has innovatively used zoning to protect the commercial interest of its downtown by restricting all commercial uses to the Main Street or downtown area.

Another way to promote the protection and sensitive use of the historic towns of the heritage area is through design guidelines. Guidelines can offer information on appropriate ways to rehabilitate historic buildings. They may even include recommended vendors or contractors and information on how to utilize historic tax credits where available. These would be widely distributed to property owners without charge, and could be specific to towns or architectural styles and times. The beginnings of this exist in the heritage area; Frederick County has published *Frederick County Community Design Guidelines and Development Principles*, a

document that outlines design principles for new development and includes photos, renderings, and other graphic illustrations. However, the Frederick County guidelines do not give guidance to owners or developers of historic buildings. The Frederick County Register of Historic Places has interim design guidelines for participants in that historic preservation program.

NRHP listing, local historic district designation, and design guidelines are all ways to encourage adaptive use of significant historic structures. Adaptive use is the rehabbing of a historic building for a new use when its old function is obsolete. An example is Baldwin's Restaurant in Sykesville, a former historic train station. These new uses often make an almost obsolete building economically viable again while capitalizing on its historic character. There are many more opportunities for adaptive use within the heritage area: large residences and small apartment buildings adapt well for bed and breakfasts and boutique inns, for example.

Another tool for preserving historic downtowns, particularly their commercial viability, is Maryland's Main Street program. Within the heritage area, there are other potential Main Street communities, and the HCWHA should encourage involvement in the Main Street program. The use of façade grant programs, revolving funds, and other revitalization techniques are best leveraged through an organized revitalization effort like Main Street; when used on a case-by-case basis, it is difficult to achieve broad results.



Westminster (above), Frederick, and Taneytown are all designated Main Street Maryland program recipients. The Main Street Program offers technical assistance, guidance, organization, and other help to revitalizing historic commercial areas.

Interpretation & Education

The Civil War is a defining event in American history. Many historians and political scientists see the influence of the war and its aftermath in contemporary regional cultures and political alignments. Attention to its importance continues to grow with popular books and movies generating more interest by the public at large. More recently, the events and aftermath of September 11, 2001, have created a climate of greater interest in American history, especially military history.

The specifics of the military campaigns, which have been the focal point for most Civil War historians and “buffs,” have been well documented. Major battles, skirmishes, and troop movements are covered in depth through a multitude of websites and books, programs such as the Civil War Trails, and reenactment events. Most major battlefields have been placed in public ownership and are administered by the National Park Service (NPS), thereby ensuring their protection and interpretation. At NPS sites, interpretive programs provide visitors with an excellent overview of the military aspects of the war. Within the heritage area, NPS battlefield sites like those at Antietam and Monocacy offer visitors insights into Civil War battles and the movement of troops through the region.

With interest in the Civil War strong among travelers and with the heritage area’s location in the midst of existing heritage tourism attractions, the potential exists to bring a larger, growing audience to the region if the experiences that are offered appeal to broader travel markets. There are many unexplored yet powerful stories of the Civil War period in Maryland—the social, economic, and political aspects of the war years; the period immediately following the war; and Maryland’s unique location on the Mason-Dixon Line and its status as a so-called border state—and these largely human-interest stories have the potential to expand the appeal and engage not only Civil War buffs but also new types of tourists, attracting them to the heritage area. Here, where families and communities were often divided in their loyalties, is an ideal place to explore the tensions between North and South from both perspectives and to engage visitors and residents in greater understanding of the meaning of the Civil War in the evolution of our country.

Another emerging market is the many new Americans, immigrants from Central and South America, Asia, the Middle East and Africa, who have come here to escape their own countries’ tragic civil wars and discord. Many have settled in the Washington/Baltimore/Philadelphia area. They are raising their families here, and seeking to understand what it means to be an American. Maryland’s Civil War Heritage Area can present a microcosm of conflict and war as well as reconciliation and recovery.

Interpretive Themes

The HCWHA is fortunate to have significant historical records and artifacts in the collections of local historical societies and various private collections, as well as a number of professional historians and interpretive planners who are active in the heritage area effort. A lively work session in May 2003 engaged the region’s key interpreters in explorations of expanded interpretive themes and tested the potential for continued collaboration across county lines.

Their work is reflected below in a skeletal interpretive structure for the HCWHA, organized around six themes: An Era of Change, Maryland as a Borderland, Maryland as a War Zone, Reunion and Reconciliation, Aftermath, and Shadows of the Civil War.

An Era of Change

Technology Changes. The two decades leading up to the outbreak of war saw a number of major developments that began to change long-established patterns. Railroads were expanding rapidly, replacing canals as the preferred way to move goods to markets, taking travelers to their destinations much more efficiently and sparking the growth of towns and cities served by this new mode of transport. Efficiencies in the harnessing of water and steam power led to industrial expansion in the north, where textile mills provided a ready market for Southern cotton. The telegraph revolutionized commerce by making it possible to communicate within minutes with others hundreds of miles away.

Societal Tensions. These technological changes sparked a major shift from an economy that was chiefly agrarian to one that was clearly industrializing with subtle and not so subtle changes in social and cultural patterns. A southern agrarian economy whose labor system was based on slavery was headed toward conflict with a growing northern industrial economy based on free labor. Tensions between these two divergent ways of life increased as the 1850s drew to a close. Times were uncertain; economies were changing, posing threats to long-established ways of life.

The Abolitionist Movement. Within the slave system of the South, there were regional differences between slavery in states of the upper and Deep South. In the upper South, there were more freed blacks and much more breaking up of slave families, as slaves were sold to the expanding Deep South cotton plantations. By the middle of the nineteenth century, the Underground Railroad had become an important institution among freed blacks, and white abolitionists and sympathizers. Passions rose with the publication of abolitionist writings such as *Uncle Tom's Cabin*. The admission of new states to the Union as slave or free was hotly debated with the voices of an increasingly vocal abolition movement in the background. John Brown's raid on Harpers Ferry and the *Dred Scott* decision were two key triggering events to the war, and both have associations with western Maryland: John Brown and his men stayed at an area farm, and Roger Brooke Taney, who lived in Frederick, was Chief Justice and author of the *Dred Scott* opinion.

Maryland as a Borderland

Geographic Borders. The Mason-Dixon Line, the Maryland-Pennsylvania boundary, can be said to be the most famous line in America, traditionally thought to separate North from South. The state's location translated into divided sympathies within communities and even families. Maryland also bordered the federal capital and was therefore a strategic military location.

Cultural Divisions. Within Maryland, conditions of settlement and economies created complexities regarding slavery. The flat terrain and soils of the Eastern Shore and southern Maryland are conducive to crops like tobacco and cotton, which lent themselves to a plantation economy. Western Maryland is hillier and more suited to yeoman farming. Anglo-American immigrants settled in the tidal Chesapeake areas while German Brethren were more prevalent in

Western Maryland. These two groups held very different views on slavery. These geographic and ideological differences created an internal tension among Maryland residents that intensified with the onset of the war.

Tense Communities. As war clouds darkened, divided loyalties were common and put a strain on community life across the state. Diaries and letters are a rich source of stories related to this tension. For example, Frederick County resident Jacob Englebrecht's diary tells of the political journey from favoring secession prior to war, to wanting unification by the early 1860s. Other well-known examples of civilian experiences of war include the Shrivvers of Union Mills, where family members took different sides. Newspapers are another rich source of contemporary observation; at the time, they tended to be fiery and often inflamed the passions of residents. Such was the heightened emotional climate following Gettysburg that several ministers in Hagerstown, concerned about possible violence among community residents with split loyalties, joined together to print and distribute broadsides urging peace and cooperation without recriminations.

Maryland as a War Zone

Maryland's Pivotal Location. Because Maryland's location was crucial to keeping the Union intact and secure, especially the federal capital of Washington, D.C., extraordinary measures were taken to keep the state from siding with the Confederacy. Such was the political support for the Confederacy among general assembly delegates from Southern Maryland that, had a vote been taken, Maryland might have seceded, surrounding Washington with Confederate territory. To prevent a vote, Lincoln had members of Maryland's General Assembly arrested and held in deliberate violation of the Constitution. As the nation faces the current threat of terrorism, the rationale for the suspension of civil liberties in the Civil War era is a timely area for exploration.

Occupied Towns and Countryside. What was it like to live in a war zone? Civil liberties continued to be abridged during the war years in Maryland, including imposition of martial law and civilian arrest, suspension of the Writ of Habeas Corpus, and the presence of troops, which was sometimes viewed by residents as occupation by enemy forces. Moreover, the area of Maryland between Gettysburg and the Shenandoah Valley saw four years of advancing, retreating, foraging, and occupying armies. Confederate troops even threatened to set fire to towns unless ransom was paid: Hagerstown, Frederick, and Middletown were held for Confederate ransom. In 1864, Frederick paid \$200,000 and Hagerstown paid \$20,000 ransom to General Jubal Early's forces. Historians and interpretive planners knowledgeable about area primary sources note that libraries and archival collections spread across the three counties have a wealth of primary source materials – letters, diaries, and newspapers that convey first-hand experiences and observations of life in this occupied state during the war years.

Mercy and Healing. Thousands of soldiers lay wounded and dying following the battles of Antietam, South Mountain, Gettysburg, and Monocacy. Advances made in the treatment of battlefield trauma during the Civil War remain the core of modern military medicine; for example, Antietam was the first battle in which an ambulance corps was used. However, advances were insufficient to the task, and throughout Western Maryland, civilians pitched in to care for the wounded, most of whom were far from their homes and families. Churches, assembly halls, and other public buildings all over the region became surgeries and hospitals in

the weeks following battles. Frederick, Hagerstown, Emmitsburg, Westminster, Keedysville, Boonsboro, Middletown, Sharpsburg, and Burkittsville all received large numbers of wounded soldiers. Frederick alone has 29 documented Civil War hospital sites and had one of the largest area hospitals at the Hessian Barracks, where over 900 men were cared for at one time. The National Museum of Civil War Medicine (Frederick also) offers outstanding interpretation around medical care during the war.

Reunion & Reconciliation

Seething Passions. What was it like when the war ended and troops that had been fighting on opposite sides came back to their hometowns to resume civilian life? Many dramatic events illustrate the seething passions of the time; in an extreme example, a newspaper editor with strongly pro-Confederate views was lynched in the emotionally charged days following Lincoln's assassination. These passions did not subside immediately upon the war's end. The heritage area offers opportunities to explore the challenges of reuniting families and resuming everyday life. Diaries, letters, and newspaper articles in historical societies and library collections are said by scholars to be rich sources of contemporary first-person observations.

Reunification. Civil wars have taken place and continue to occur around the globe and throughout time. Usually, they end in geographical separation and balkanization, which may even include significant continued armed conflict. While the challenges of reunification following the American Civil War were daunting, the nation **did** reunite. What made it do so? How is it that here a former Confederate soldier was elected to office in his home county within a few years after the war? The heritage area offers rich opportunities to explore why.

Aftermath

Changed Economies. The end of slavery brought a great shift in economies and there were important differences in how this unfolded across the South. Again, Maryland's and the upper South's experience was quite different from the states in the deep South. In the deep South, former slaves often remained on the same plantations or nearby as sharecroppers. In contrast, freed slaves in the upper South often migrated to urbanized areas, where a growing industrial economy offered opportunity for unskilled as well as skilled labor. Within Maryland, the growth of the railroad and shops in Hagerstown pulled many freed slaves away from the agrarian countryside. A comparison of the makeup of agrarian communities and the population shifts here and in Mississippi would demonstrate the distinct differences in how agriculture and the larger economy changed post-war in each region.

African American Life During and Post-Reconstruction. The experience of formerly enslaved individuals and families can be examined throughout the heritage area, where freed slaves created churches, communities, and schools. While original structures may not often be extant,



The National Museum of Civil War Medicine in Frederick is a window into the remarkable story of medical care during the war. (Photo courtesy of the National Museum of Civil War Medicine)

scholars note that good records are available, especially in community churches.

Commemoration and Caring for the Dead. How the living dealt with the dead is another window on the war years. The carnage of the war left battlefields littered with the dead. Mortuary practices were rudimentary at best, and for decades after hostilities ceased, fields contained hundreds of corpses. The creation of cemeteries began soon after the war, initially for Union dead because the destroyed economy of the South prevented reclamation of Confederate dead and creation of Confederate cemeteries. Several cemeteries were later used for the burial of Confederate dead, who were often unidentified or “unknown.” The cemeteries are more than burial grounds, offering important insights into the process of memorialization, as do the scores of battlefield memorials and monuments. This story is started at the National Museum of Civil War Medicine and can be developed in many engaging ways at the cemeteries, hospital sites, and battlefields throughout the region.

Preserving Sacred Places. When did war become a memory, and its memory become history? The process of memorializing can subtly and not so subtly shift emphasis and create myth as well as history. The pain and suffering of the war was an experience shared by soldiers on both sides, and this shared experience led to unifying emotions as leaders worked to reunite the torn nation. Soon after the war’s end, the memorialization process began at the major battle sites, with the War Department and veterans’ organizations playing major roles. The War Department purchased some of the pivotal battlefields and erected thousands of black cast iron panels of explanatory text to make certain the details of events did not fade in memory. In the late twentieth Century, beginning with the 100th and 125th anniversaries of the battles and prompted by concern about developments infringing on sacred lands, the modern battlefield protection movement gained power and has invested heavily to protect the character of battlefields in Western Maryland, Virginia, and other places. Within the heritage area, innovative preservation actions could be presented and interpreted as models for other places, for Antietam in particular has a unique and innovative preservation story.²²

War Alumni. The early prevailing interpretive message about the Civil War was one of epic heroism and courage on both sides, appropriate for reunification and neatly sidestepping discussions of motivation, particularly slavery. Reunions of veterans and of widows of veterans were common, with some even taking place at the major battlefields upon which they fought. For example, the Grand Army of the Republic’s “National Encampment” events pulled together many Union veterans at one time to relive their experiences in the war.



After battle, the landscape was strewn with northern and southern dead. Cemeteries for Union soldiers were completed first, but some cemeteries for Confederate dead followed, including Mt. Olivet (above).

²² For more on this topic, see “Preservation & Conservation: Battlefields & Civil War Sites.”

Shadows of the Civil War

Political Tensions. Although the war ended more than one hundred forty years ago, its influences—some positive, some problematic—linger on our political and cultural landscape. Political tensions continue around the issues of states' rights, individual and community relationships to government, race relations, and differences between southern and northern ways of life. There are excellent opportunities to explore a number of these shadows of the Civil War in the heritage area. Such lingering traces influence aspects of contemporary life and while capable of provoking strong reaction, also offer opportunities for thoughtful interpretive programming that could resonate with visitors as well as provide residents of the HCWhA with insights into their own culture.

Living History and Reenactments. Early preservation and commemoration efforts have given us protected battlefields and other sites of memory from which to learn. One way this resource is utilized is through the strong living history movement in the US and abroad. The heritage area also offers a variety of reenactments with participation from both North and South, and as a border state in a central location, it is likely to continue to do so.

Vehicles for Interpretation

Interpretation is providing truthful information in interesting ways that engage people emotionally, answering the unspoken query: “So what? How does this relate to me?” The stories that answer this question can be told using a variety of vehicles, including books and other publications, exhibits, lectures, living history performances, reenactments, audio and video recordings, and outdoor signage. The list below offers some suggestions for interpretive vehicles for the heritage area.

- *Website-* Websites can offer any level of specificity of information, from only hours and driving directions for a given attraction to highly developed “virtual experiences,” including photos, interpretation, and more. The development of a well designed, comprehensive website that offers travel planning, history, itinerary building, transportation information, and everything else a visitor might need is a crucial first step toward creating a complete, cohesive image for the heritage area.
- *Exhibits-* Displays of informative text, photos, sketches, maps, and objects can be housed within a museum, interpretive center, or other central magnet. Properly designed to be vandal and theft proof, interpretive displays can also be placed at popular sites like Antietam and Monocacy National Battlefields, the Miller House Museum, and the National Museum of Civil War Medicine. Exhibits can also be placed in high traffic locations with little association to heritage. The Prime Outlets shopping center is an obvious location, as is the Maryland Office of Tourism Development I-70 and US 15 visitor centers and local jurisdiction welcome centers. There is, however, a strong argument for the power of place in interpreting the Civil War in this heritage area: with many strong heritage sites around the area, it may be more effective to house various exhibits near/on the sites where events happened.

- *Self-guided tours*- Booklets, audio or guidebook tours, and maps allow visitors to go at their own pace and may be most attractive to the independent traveler or weekend getaway driver. Already there is a 12-stop tour of the 1862 Maryland Campaign, created by the Save Historic Antietam Foundation and the NPS. The Maryland Civil War Trails offer two driving routes with appealing itineraries and coordinated signage. A *Roads to Gettysburg* driving tour and *Corbit's Charge* tour are also both available. Several commercial companies have developed excellent examples of self-guided audio tours based on the Civil War in other locales; these offer families high quality, comprehensive education/guide packages around significant Civil War battles.
- *Guided experiences*- Packaged tours offered by commercial operators, historic museums/sites with trained docents, interpreters/guides for hire, and others trained in the lore and meaning of the Civil War can offer a specialized experience, tailored information, and the ability to answer questions on the fly. Organizations offer guided tours of various Civil War sites and impacted regions.
- *Educational Materials*- Books, booklets, interactive CDs, magazines like *Catoctin History*, videos, etc. can offer interested parties a glimpse of the heritage area and its story, whether they are visiting or staying home. Another option for this is an interactive computer CD with animated battle maps, stories, photos, and other educational features.
- *Curriculum Packages*- The most effective way to reach school age young people is through the public school system. The creation of easy-to-use curriculum components that meet state standards would allow instructors to teach local history and civics through the lens of the Civil War.

Other Recommendations

Graphic Identity & Branding

Related to interpretation is the issue of the identity of Maryland's Civil War Heritage Area. While the heritage area needs a consistent graphic framework for all publications, guides, signs, exhibits, etc, there are many challenges in creating one. With the Maryland Civil War Trails markers and graphic family so well established, one must avoid the proliferation of competing images and logos on the landscape, in print, and on the web. When the graphic identity package is designed, it must be with this larger context in mind.

Interpretive Framework

While the above provides a skeletal interpretive structure, the heritage area needs a thoughtful interpretive framework. This should be developed collaboratively and with the participation of the key organizations and institutions that will be involved in implementing its programs, and its development should take place before serious investment in interpretive materials. The group of interpreters that convened during this planning process indicated commitment to working collaboratively toward the creation of this framework.

In addition to detailing the story framework and developing detailed projects, the interpretive plan will identify potential exhibits, themed tours, public programs, and publications as described above that can be spearheaded by the management entity. In the implementation section of this report is a listing of likely components, along with their potential costs.

Circulation & Transportation

Transportation to, from, and throughout the heritage area is largely accomplished by automobile. Several major roadways cross the heritage area, including I-270, I-70, I-68, I-81, US 40, MD 97, and others. A network of rural roads that is difficult for visitors to navigate stretches between the major thoroughfares. The Frederick exchange of I-270/I-70, the stretch of I-70 between Hagerstown and Frederick, and a number of small towns along US 40 see heavy traffic surrounding commuter times, but traffic generally flows much more freely on weekends and off-peak hours.

Heritage area visitor circulation by automobile is organized around the Maryland Civil War Trails and the Maryland Scenic Byways, which both connect many of the most visitor-ready sites and municipalities. The added benefit of using these two systems is that they are already being promoted to visitors nationally, one via the Maryland Civil War Trails initiative website and the Maryland Office of Tourism Development, the other via state or national scenic byway programs. Scenic Byways in the heritage area include the following (Town lists are not all-inclusive.):

- **Patapsco Heritage Tour:** Sykesville; Carroll County
- **Historic National Road:** Frederick, Middletown, New Market, Mount Airy, Boonsboro, Hagerstown, Hancock, Clear Spring; all three counties
- **Atlantic to Appalachians:** Westminster, Union Mills; Carroll County
- **Old Main Streets:** Westminster, Uniontown, Taneytown, Thurmont, Emmitsburg, Frederick; Carroll County, Frederick County
- **C&O Canal Route:** Brunswick, Harpers Ferry, Sharpsburg, Williamsport; Frederick County, Washington County
- **Catoctin Mountain Byway:** Thurmont, Cascade, Boonsboro, Sharpsburg, Middletown, Harpers Ferry, Smithsburg, Thurmont, Emmitsburg, Frederick; Frederick County, Washington County
- **National Freeway:** Hancock; Washington County

Currently, the Maryland Civil War Trails and the Catoctin Mountain Scenic Byway offer mapped routes with at least some Civil War interpretation for visitors. As the interpretive framework identifies promising itineraries, other themed touring routes can be developed and mapped.



The Maryland Civil War Trails and Maryland Scenic Byways is the heritage area's primary organizing feature for auto travelers.

In addition to automobile mobility, there is commuter rail service between Frederick and D.C., Point of Rocks and D.C., and Brunswick and D.C., but service is only available on weekday mornings and evenings. Commuter-only rail is generally not a good match with the needs of tourists, but should weekend service become available, the train may offer opportunities for connecting Washington day-trippers to the area. Perhaps an early step toward this would be extended train schedules around special events in the area.

Bicycles are both transportation and recreation, and the recreational side of cycling is a growing presence in the HCWHA, where regional cycling guides and pedaling clubs long ago discovered the beauty of its country roads. The C&O Canal towpath and the Western Maryland Rail Trail are remarkable draws for recreation enthusiasts, including a high volume of cyclists. Antietam National Battlefield is also a popular bicycle loop for cyclists, and periodically bicycle trekkers on the C&O make a detour to include Antietam. Frederick County embarked on an effort to create a full network of bike/ride/walk trails connections countywide and regionally in the *Frederick County Bikeways and Trails Plan*. Carroll County has offered a bike packet with ten looped routes, which take cyclists out onto country roads and back into the towns.