



Heart of the Civil War Heritage Area, Inc.

With one foot in the South and the other in the North, there is no better place to experience the story of the American Civil War.

Antietam National Battlefield

Mission-driven, Visitor-centered, Stakeholder-serving

As a friend of the Heart of the Civil War Heritage Area, your interest, participation, and support advance our mission-driven work which springs from the unique place-based opportunities in Maryland’s historic Carroll, Frederick and Washington counties. Formally stated, our mission is, “to promote the stewardship of our historic, cultural, and natural Civil War resources, encourage superior visitor experiences, and stimulate tourism, economic prosperity, and educational development, thereby improving the quality of life of our community for the benefit of both residents and visitors.”

The visitor—whether a traveler to the area, a resident, or a student (from near or far)—is our central focus. By emphasizing visitor engagement, and the related endeavor of expanding and diversifying audiences, this work impacts our communities today as we reap the economic benefits of heritage tourism. Perhaps more importantly, our visitor-centered focus also cultivates connections with those who will steward our historical, cultural and natural resources in the years to come.

We could not accomplish our mission-driven, visitor-oriented, work if we weren’t also dedicated to serving stakeholders, particularly museums, historic sites, battlefields, parks, Main Street communities, arts groups, destination marketing organizations, and government units. They function as partners in our work, telling our authentic stories, developing programs, preserving our historic streetscapes and landscapes, and enhancing heritage tourism opportunities in the three counties of the Heart of the Civil War Heritage Area.

Recognized as a 501(c)3 nonprofit by the IRS in 2014, Heart of the Civil War Heritage Area operations gradually transitioned from an earlier management model under Tourism Council of Frederick County. Fiscal Year 2016 (ending June 30, 2016) represents the first year that the program was managed as an entirely independent entity. We are proud to highlight our recent programs and achievements in this report.

Yours truly,

Elizabeth Scott Shatto
Executive Director

Core Values

In the pursuit of both vision and mission, the Heart of the Civil War Heritage Area embraces and practices the values of:

- ★ Collaboration
- ★ Authenticity
- ★ Empowerment
- ★ Stewardship
- ★ Hospitality
- ★ Integrity and accountability in operations

Likewise, the HCWHA Board of Directors is among more than 130 organizations that have endorsed the History Relevance Campaign (historyrelevance.com) statement on the value of history in contemporary life and are committed to seeing history play a greater role in our educational systems, in our communities, in our nation, and in the lives of our fellow citizens. We encourage others to join us.

The Heritage Area by the Numbers

- 5:** Workshops offered in FY16
- 8.2:** Average number of projects for which we provide technical assistance per month
- 11:** Number of original lesson plans on the new online education portal
- 14:** Teachers across the country who tested lesson plans in their classroom
- 16:** Number of geocaches hidden along the new HCWHA GeoTrail
- 200:** Number of GeoTrail prizes distributed to participants within 3 weeks of launch
- 2,116:** Social media posts/enewsletters published in FY16
- 43%:** Increase in session duration on heartofthecivilwar.org between FY15 & FY16
- 61.5%:** Increase in social media followers in FY16
- \$14,725:** Value of Advisory Council and Board member time donated in FY16
- \$25,0512:** Dollars spent on direct destination marketing costs in FY16
- \$37,296:** Value of Newcomer House volunteer hours last year

Preservation Education Initiative



Ohio student group atop Maryland Heights

With support from the American Battlefield Protection Program and the Delaplaine Foundation, an online education portal now offers classroom lesson plans linked to national standards as well as travel planning tools to encourage multi-day student groups to stay in the Heart of the Civil War for a transformative travel experience.

“This is a great lesson because its final product is visual, interactive and can be used to help students engage with a historical site.”

—Chris, high school teacher, Wisconsin (who has since scheduled a multi-day student group trip to the Heart of the Civil War for the summer of 2017)

National Park Service (NPS) Centennial

As an NPS National Capital Region Partner (NCR), HCWHA joined the Centennial Anniversary call to “Find Your Park” with a robust social media campaign. HCWHA served on the Planning Team and helped lead walking tours for the 2015 NPS NCR Partnership Summit in Frederick, where more than 150 gathered to discuss such topics as Innovations in Engagement and Centennial Partnership Strategies. HCWHA also spearheaded a nonfederal extension of the “Every Kid in a Park” initiative, with 14 local, state and independent museums and historic sites offering free admission to fourth graders and their families, April–August 2016.



Almshouse, Carroll County Farm Museum, Westminster



Shafer Farmhouse, Burkittsville

Technical Assistance

We track Technical Assistance to nonprofits and government units on a calendar year basis. In 2015, 70 instances were documented. In 2016 we have already exceeded 90 instances of technical assistance. Examples include:

HAMILTON WILLIAM SHAFER FARM

HCWHA often assumes the role of matchmaker, to connect local organizations facing challenges with resources that may provide solutions. Aware of the dire preservation needs of the Shafer Farm, the site of a Union headquarters during the Battle of South Mountain in 1862, we encouraged the newly formed Burkittsville Preservation Association to pursue a Preservation Maryland Six-to-Fix award. Recently accepted by this innovative, impact-focused program, the property will benefit from help to stabilize the structure, develop a long-term, sustainable use and care strategy for the property, and assistance with grant-writing, fundraising and public awareness.

“When the Heart of the Civil War Heritage Area alerted us to the Six-to-Fix call for nominations, we seized the opportunity.”

—Paul Gilligan, Burkittsville Preservation Association

CARROLL COUNTY FARM MUSEUM

HCWHA supported the application of the Carroll County Farm Museum to host the Smithsonian exhibit, “The Way We Worked,” a Museum on Main Street project brought to underserved communities throughout the State by Maryland Humanities. We are thrilled that the 2017 tour will not only include the Farm Museum, in collaboration with Union Mills and the Sykesville Gatehouse Museum, but will also extend to the Brunswick Heritage Museum in partnership with the Brunswick branch of Frederick County Public Libraries.

“I brainstormed potential Museums on Main Street exhibit venues with HCWHA staff, who encouraged museums in their area to apply. We are pleased that sites in both Carroll and Frederick counties were selected as venues for the 2017 Smithsonian exhibition tour.”

—Theresa Worden, Maryland Humanities

Workshops & Training

Formal training, roundtable sessions on trending concerns, and webinars on a variety of topics are provided to partners. We also offer custom learning opportunities on request. An example of the latter is a social media workshop for Carroll County Tourism and Economic Development staff led by our Assistant Director, Auni Gelles, in the spring of 2016. In fall 2015 we hosted a groundbreaking millennial engagement workshop led by the internationally renowned organization, Museum Hack. That experience has since been featured in sessions at local, regional and national conferences and prompted exciting social media discussions of viral proportions. Today, a HCWHA series on “Exploring Engagement” is kindled by the ongoing enthusiasm for audience development.

“While there is no silver bullet to attracting new audiences, opening the door a bit wider to discussion-based, creative techniques was a breath of fresh air for workshop participants.”

—Beth Parnicza, Interim Chief of Interpretation at Monocacy National Battlefield in 2015



Journey Through Hallowed Ground Partnership and HCWHA staff with members of the National Road Heritage Museum team

Grants

Nonprofits and government units in Carroll, Frederick and Washington counties are eligible to apply for Maryland Heritage Areas Project grants, and HCWHA mini-grants, because the Heart of the Civil War Heritage Area is certified and in good standing in the state of Maryland. Over the past decade, we have helped entities secure more than \$3 million dollars in grants that leverage well more than twice that in additional non-state investment in our part of Maryland. In FY16, heritage area grant support included:

PROJECT GRANTS

National Road Heritage Foundation

Planning, writing and designing interpretive exhibits – \$50,000

“It is clear that Boonsboro’s National Road Heritage Museum will offer an outstanding visitor experience in a place where high impact state and national heritage areas converge.”

—William Sellers, President, The Journey Through Hallowed Ground Partnership

Historical Society of Carroll County

Restoring the facades of the Kimmey House (c. 1800) and the Shellman House (1807) – \$23,116

Catoctin Furnace Historical Society

Catoctin Furnace African American Cemetery Commemoration Project – \$14,000

C&O Canal Trust

Final phase of the Plan Your Visit mobile app development – \$7,500

City of Hagerstown

Signage for the new City Park to Downtown Trail – \$50,000

Heart of the Civil War Heritage Area

Destination marketing – \$40,000

MINI-GRANTS

Emmitsburg Lions Club

Emmitsburg Community Heritage Day Art Contest – \$1,000

Main Street Middletown

Local Historic Marker Program and Subsequent Walking/Driving Tour: Revealing Middletown’s History – 250th Commemoration of our Town’s Founding – \$1,000

National Museum of Civil War Medicine

Downtown Frederick Historic Hospital Sites of the Civil War Walking Tour – \$2,500

Rose Hill Cemetery of Hagerstown, Inc.

Hagerstown/Rose Hill Cemetery Walking Tour Map Update – \$1,347

Sykesville Main Street Association

Main Street Heritage Experience – \$2,500

Thurmont Main Street

Civil War Trails Marker – \$1,300

Newcomer House



Generations Program underway at the Newcomer House

We entered into a second five-year agreement with Antietam National Battlefield and the Hagerstown-Washington County Convention and Visitors Bureau to operate the historic Newcomer House as the heritage area visitor center. New this year was a series of monthly Porch Programs, including June’s popular Generations Program in partnership with the Civil War Trust. Father and son duo John and Dennis Frye provided the event finale, sharing personal stories of one generation inspiring the next to enjoy and preserve historical places. Driving visitation to the Newcomer House was identified as a desired outcome of the Heart of the Civil War GeoTrail, planned in FY16 for launch on Oct. 1, 2016.

“...the man working at the Newcomer House was AWESOME! So passionate about the Civil War and the history of this area! He talked to us for as long as he could before more people came to visit. Such a great spot.”

—Visitor comment recorded at geocaching.com



Millennial Engagement workshop with Museum Hack at Monocacy National Battlefield



Spurred by #hackcannons, and Bugle Call and Museum Hack blog posts, millennial engagement at Civil War sites soared as a social media topic in 2015



Newcomer House agreement is renewed, September 22, 2015

Heart of the Civil War Heritage Area FY16 Finances

FY16 Revenue \$283,613

FY16 Expenses \$276,634

We thank the following agencies, foundations, private and corporate donors whose contributions and awards supported the Heart of the Civil War Heritage Area in FY16 (ending June 30, 2016):

Support provided for management, marketing and special projects:

American Battlefield Protection Program
Antietam National Battlefield
Carroll County Economic Development
Delaplaine Foundation
Visit Hagerstown & Washington County
Maryland Heritage Areas Authority
Maryland Museum Association
Monocacy National Battlefield
Newcomer House Volunteers
Tourism Council of Frederick County

Unrestricted Annual Appeal gifts:

Catherine E. Baty
Joanne & Rick Baum
Stephen Bockmiller
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Joseph Brooks
Shuan and Cindy Butcher
George B. Delaplaine, Jr.
Delaplaine Foundation
Downtown Frederick Partnership

John and Katie Fieseler
George F. Franks III
Dennis and Sylvia Frye
Tim and Auni Gelles
John W. and Joan Howard
James Hubbard
Harold and Deborah Koontz
Robert and Nancy McCormick
George and Vickie Messner
New Windsor State Bank
Preservation Maryland
Thomas B. Riford
Stephen R. Robertson
Save Historic Antietam Foundation
Sharpsburg Historical Society
John and Elizabeth Scott Shatto
Rick and Ashley Slade
Dan Spedden "Visit Hagerstown"
John and Amie St. Angelo
Craig Stevens
Sykesville Main Street Association
Town of Burkittsville
Town of Emmitsburg
Susan Trail
Chris and Amy Vincent
George Wunderlich
Mike and Marlene Young

Recognitions & Kudos

The Maryland Preservation Awards, presented annually by the Board of Trustees of the Maryland Historical Trust, are the highest level of recognition for historic preservation, heritage education and community development projects in the state. HCWHA received the 2016 award for Outstanding Media, in recognition of the recently updated website with integrated social media. The website also received a coveted ADDY award from the American Advertising Federation of Greater Frederick.

Preservation Maryland honored one of HCWHA's valued partners at their

Best of Maryland Awards in May 2016: the Thurmont Historical Society was recognized with a Community Choice Award for providing a home for a 1929 tourist cabin that was part of the historic Cozy Country Inn and Restaurant. Jerry Freeze, owner of the former Cozy Inn, donated the cabin to the Society last spring.

In November 2015, HCWHA Board member and Executive Director of the Tourism Council of Frederick County John Fieseler was named Tourism Person of the Year by the Maryland Tourism Coalition.

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