



Annual Appeal

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

Gifts of \$1,500

Randall Charitable Trust

Gifts over \$150

National Museum of Civil War Medicine
Western Maryland
Interpretive Association

Gifts up to \$150

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Heart of the Civil War Heritage Area Performance and Recognitions

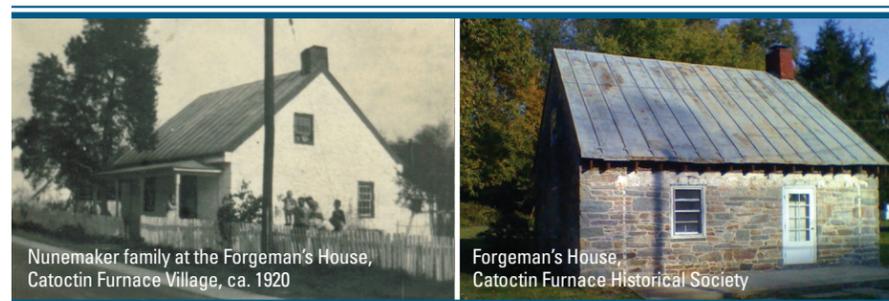
Among Maryland's twelve Certified Heritage Areas, the Heart of the Civil War:

- ★ Ranks first in overall performance, according to the most recent 360 degree evaluation (2012)
- ★ Secured the most grant dollars for nonprofit organizations and government units within the heritage area boundaries (FY2014 and FY2015 grants)

Selected Recognitions:

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

This publication has been financed in part with State funds from the Maryland Heritage Areas Authority, an instrumentality of the State of Maryland. However, the contents and opinions do not necessarily reflect the views or policies of the Maryland Heritage Areas Authority.



Nunemaker family at the Forgemans House, Catocin Furnace Village, ca. 1920

Forgeman's House, Catocin Furnace Historical Society

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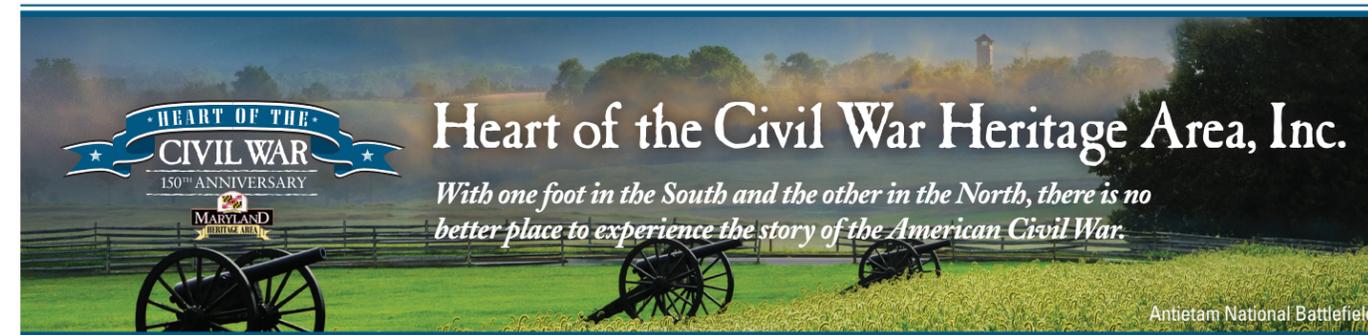
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Same Mission – New Organizational Structure

On July 31, 2014, the Heart of the Civil War Heritage Area (HCWHA), Inc. was determined to be exempt from Federal income tax under section 501 (c) 3 of the Internal Revenue Code. A few months prior to that, HCWHA was independently incorporated in the State of Maryland. This annual report covers fiscal year 2014 (July 1, 2013–June 30, 2014), a period of transition for HCWHA. Previously, starting in July 2006, the three-county Heart of the Civil War Heritage Area incubated under the auspices of the Tourism Council of Frederick County. Throughout the years, the mission of the organization has remained the same: to promote the stewardship of the historic, cultural, and natural Civil War resources of Carroll, Frederick and Washington counties, 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.

HCWHA, Inc. is a management entity facilitating implementation of the heritage area management plan and providing access to grants and other Maryland Heritage Area Program benefits to nonprofits and government units. For the most part it is our partners, such as museums, historic towns, Main Street communities, parks, battlefields, Civil War Roundtables, arts organizations, tourism organizations, and others that implement the HCWHA program.

Maryland's Heritage Areas Program

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



Historical Society of Carroll County guests

Goals and Selected Achievements – Fiscal Year 2014 (July 1, 2013–June 30, 2014)

Our work falls within four main program goals:

ECONOMIC BENEFIT

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

Examples of Achievement:

- ★ Much effort is given each year to grant programs for both HCWHA mini-grants (up to \$2,500) and MHAA project grants (up to \$50,000 for non-capital projects and \$100,000 for capital projects). We are pleased that our efforts in FY2014 for awards approved at the start of FY2015 resulted in \$378,300 for local nonprofits and government organizations. The funded projects support jobs and result in enhancements that engage our own community members and draw visitors to the area. To date, HCWHA has helped local partners secure more than \$2.8 million dollars in grants; these grants leverage at least \$1:\$1 in additional investment (often much more).

- ★ A 2013 Civil War Trust study reveals that 956 battlefield visitors = 1 full time job. While jobs that arise from heritage tourism are greater than those associated with battlefield visitation alone, this formula does offer a lens for examining economic impact. Using this formula, between July 1, 2013 and June 30, 2014, the Heart of the Civil War Heritage Area supported at least 669 jobs as visits to Monocacy, Antietam, and South Mountain battlefields totaled 639,770.

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Our Goals and Selected Achievements (CONTINUED)

- ★ Coordinated Civil War marketing by the heritage areas three destination tourism organizations helps bring about well over 700 million dollars in annual, cumulative visitor spending in our communities.
- ★ Heart of the Civil War Exhibit and Visitor Center at the historic Newcomer House – A coordinated effort of Antietam National Battlefield and the Hagerstown-Washington County CVB makes it possible for HCWHA to share information about ways visitors to the area may extend their Civil War experience in all three counties. Knowledgeable volunteers and exhibits tell where to find interpretive opportunities relevant to three overarching themes: “On the Homefront,” “In the Heart of Battle,” and “Beyond the Battlefield.”

- ★ Maryland’s role in the 1863 Gettysburg invasion and retreat, and to plan for 1864 anniversary commemorations – Jubal Early’s final campaign north and the Battle of Monocacy (the Battle that Saved Washington), the ransom of several Maryland towns, and Emancipation in Maryland.
- ★ Many of our partners joined with Downtown Frederick Partnership’s First Saturday program to present “First Call” on June 7, 2014, to preview and raise awareness of the upcoming 1864 commemorations. Highlights of the event included dance demonstrations by the Victorian Dance Ensemble and “Voices of the Civil War,” a musical finale hosted by Evangelical Lutheran Church and funded by a grant from the Frederick Arts Council.

We nurture a regional perspective that allows progress on heritage area goals regardless of jurisdiction, serving as an umbrella organization for connecting and protecting the diverse, valuable heritage resources in all three counties while making our history accessible to visitors and residents.

Examples of Achievement:

- ★ The Heart of the Civil War convenes diverse partners to bring big ideas to life. In FY2014, National Park Service, State agencies, municipalities, independent museums, Civil War Roundtables, three counties of the heritage area and neighboring locales, worked together to implement commemorations related to



STEWARDSHIP

Town Square. In working together on this project, community leaders, merchants and nonprofits have been inspired to pursue additional downtown enhancements. A three-sided interpretive kiosks, produced in partnership with the Maryland-Journey Through Hallowed Ground National Scenic Byway, now graces town square and helps orient visitors to shopping, dining, and local museums. Additionally, the Town of Emmitsburg received a recent grant from the Maryland Department of Housing and Community Development to support facade improvement and building restoration.

Examples of Achievement:

- ★ Major Heritage Area grants awarded in previous years (\$90,000 each) are currently helping the Civil War Trust with battlefield land acquisition in both Frederick (Battle of Monocacy) and Washington (Battle of Williamsport) counties.

- ★ Burkittsville’s South Mountain Heritage Society, the former German Reformed Church that served as a hospital after the conflicts of South Mountain and Antietam, has embarked on a capital project to improve drainage and repair of rainwater damage, funded in part by a MHA grant (\$11,175).

- ★ The FY2015 MHA grant round (processed in FY2014) secured \$92,000 to assist with repair of Antietam Burnside Bridge following severe storm damage; this grant round also contributed \$48,000 towards preservation of the Forgemans House owned by the Catoclin Furnace Historical Society.

- ★ In Emmitsburg, two consecutive MHA grants (totaling \$58,415) have supported planning related to the revitalization of

Our Goals and Selected Achievements (CONTINUED)

STORYTELLING & INTERPRETATION

We use Maryland’s status as a border state, in both geographical and ideological terms, to interpret the area’s history through a variety of media and programming; in doing so, we reflect all perspectives with an emphasis on illuminating relevance for today’s audience.

Examples of Achievement:

- ★ Historical Societies in Carroll and Frederick counties host exhibitions that provide a glimpse of the daily life of residents and how they coped with the onslaught of war. Carroll County’s exhibit has been ongoing for several years, refreshed annually to reflect the current year of commemoration. “Huzza for Liberty! 1864 in Frederick County,” featuring rare documents like the original Frederick ransom demand, opened in June with the benefit of an MHA

grant (\$25,000) and will continue on view through 2014.

- ★ Mini-grants supported Civil War art exhibitions in Carroll and Washington counties (\$1,700 and \$2,000 respectively). “Images of the Civil War” at the Carroll Arts Center included more than 100 images created by regional contemporary artists, in the summer of 2013. The Washington County Fine Arts Museum hosted “For Us the Living – the Civil War Art of Mort Kunstler,” February 15–June 15, 2014. Drawing 17,550 visitors, it was the museum’s single most visited exhibition in FY2014.

- ★ HCWHA coordinated the area’s contributions to the new Civil War Trail, “1864 Attack on Washington: The Last Invasion,” which opened in late June. Several new wayside markers, a new map guide and a smartphone app provide interpretation and a suggested route for visitors following the footsteps of the Johnson/Gilmore raid and the Confederates’ march to take the U.S. capital.

- ★ “Civil War Selfies: A Photo Journey Through the Heart of the Civil War” was launched to encourage visitors to create 21st-century versions of 19th-century Cartes de Visite (small affordable pictures the size of a smartphone screen) at more than a dozen photo-ops with ties to 1864 events.

HCWHA Fiscal Year 2015 Management Budget

Because HCWHAs independent incorporation occurred in late FY2015, all HCWHA FY2014 financial activity occurred within the budget of the Tourism Council of Frederick County which has served as the HCWHA parent organization. The FY2015 budget reflects the management budget we expect to see moving forward. It includes cash support from the following sources:

- Maryland Heritage Areas Authority – \$100,000
- Tourism Council of Frederick County – \$25,000
- Carroll County Economic Development – \$25,000
- Rural Maryland Council (MAERDAF grant) – \$15,500
- Hagerstown-Washington County CVB – \$15,000
- Washington County Government – \$5,000
- City of Hagerstown – \$5,000

Management expenses in FY2015 are projected at \$248,936. They include contract services for aspects of various communication media (newsletters, website, social media) and the Washington County Heritage Area Assistant; a portion of costs associated with overhead and office space; professional dues and conferences; mileage reimbursement for circuit riding through the tri-county area and participation in required statewide meetings; costs associated with

A \$100,000 MHA marketing project, implemented over two fiscal years, is currently underway. It is funded by a \$50,000 MHA grant, equally matched by the tourism organizations in Carroll, Frederick and Washington Counties. It will be reported in detail at the conclusion of the two-year project.

Additional in-kind support is provided by the Tourism Council of Frederick County which is donating a portion of overhead and office space expenses. Likewise, Antietam National Battlefield and the Hagerstown-Washington County CVB contribute overhead and maintenance costs associated with the HCWHA Exhibit and Visitor Center at the historic Newcomer House. Extensive staff and volunteer hours are also provided as in-kind donations from the members of the Advisory and Governing Boards, staff of tourism organizations in each county, and volunteers staffing the HCWHA Exhibit and Visitor Center at the historic Newcomer House.

A Journey Through the Heart of the Civil War” project funded by the Rural Maryland Council, “In-Vision: Assistant. The FY2015 budget also includes a one-time pilot full time Executive Director and a full time Heritage Area planning efforts and salaries and benefits. Staff includes a administering all aspects of the grant programs, ongoing 2013, and federal nonprofit status was not secured until early in

