



Heart of the Civil War Heritage Area FY15 Finances

FY15 was the last year in which the Heart of the Civil War Heritage Area budget was managed under the auspices of the Tourism Council of Frederick County. Essential revenue streams flowed through the Tourism Council budget, although some financial activity occurred with the start up of independent financial accounts for the heritage area. The following summary combines both cash and in-kind revenue and expenses from both Tourism and heritage area accounts, and includes accounts payable for FY15 grants from the Maryland Heritage Authority:

FY15 Revenue \$299,219.25

FY15 Expenses \$296,539.05

We thank the following agencies, foundations, private and corporate donors whose contributions and awards supported the Heart of the Civil War Heritage Area in FY15:

Support provided for management, marketing and special projects:

Carroll County Economic Development

City of Frederick (in-kind)

City of Hagerstown

Community Foundation of Frederick County, Inc.

Delaplaine Foundation

Frederick Keys Baseball (in-kind)

Hagerstown-Washington County CVB

Maryland Heritage Areas Authority

Rural Maryland Council (MAERDAF grant)

Tourism Council of Frederick County

Valley Revue (in-kind)

Washington County Government

Unrestricted Annual Appeal gifts:

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Mr. and Mrs. Shuan Butcher

Catoctin Furnace Historical Society, Inc.

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Save Historic Antietam Foundation

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Mr. and Mrs. John F. Shatto

Mr. Rick Slade

Town of Williamsport

Washington County Museum of Fine Arts

Woodsboro Bank

Mr. and Mrs. Michael S. Young

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November 2015



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

Message from the Executive Director

Ten years ago, the Heart of the Civil War Heritage Area (HCWhA) was working with a multitude of local jurisdictions to incorporate the heritage area management plan into their comprehensive plans, a necessary step towards certification by the Maryland Heritage Areas Authority (MHAA). At that time we also opened the first of many successful grant rounds.

The path to MHAA certification is arduous, requiring both vision and practical, hard work. Our success is attributable to a great many leaders from Carroll, Frederick and Washington counties, who dedicated time and passion from the very first spark of the heritage area. I would like to recognize those who have served continuously since the late 1990s, when heritage area planning was just beginning:

★ Joe Adkins, Deputy Director for Planning, City of Frederick

★ John Fieseler, Executive Director, the Tourism Council of Frederick County

★ Dennis Frye, Chief Historian, Harpers Ferry National Historical Park

★ Dean Herrin, Chief Historian, National Park Service National Capital Region (previously NPS coordinator of the Catoctin Center for Regional Studies)

To these four and the many others to whom we owe the very existence of the Heart of the Civil War Heritage Area, I offer my deepest thanks. With your support, our cultural, historical and natural Civil War resources are better preserved. Their affiliated organizations deliver superior services to both residents and heritage travelers, stimulate local economies, and engage a new generation of stewards of heritage.

This annual report, for fiscal year 2015 (July 1, 2014 – June 30, 2015), highlights our most recent achievements as well as a timeline of organizational milestones over the past ten years. I think you'll agree that our first decade built a strong foundation in Carroll, Frederick and Washington counties. Your support as enthusiasts, volunteers, advocates and financial contributors is appreciated and vital to our success.

Yours truly,

Elizabeth Scott Shatto
Executive Director



The Heritage Area by the Numbers

27: jurisdictions in the Heritage Area

76: approximate number of interpreted sites in the Heritage Area

102: number of mini and project grants awarded to organizations in the Heritage Area between 2007-2015

346: pages in "Maryland's Heart of the Civil War: A Collection of Commentaries" flipbook (free on iTunes or GooglePlay)

587: number of virtual visitors to www.heartofthecivilwar.org in August 2015

770: number of jobs in the Heritage Area supported by heritage tourism in 2012 (using formula from Civil War Trust's 2013 report "Blue, Gray and Green")

1000+: volunteer hours needed to keep Newcomer House open each year

4,000: social media followers

\$10,000: goal for this year's 10th anniversary Annual Appeal

\$3 million: grant dollars brought into the Heritage Area between 2007-2015

1. In April 2015, a standing room only crowd gathered at Frederick's City Hall to hear author James Swanson speak, and to look back on the HCWhA's Sesquicentennial commemorations. Among them were Mary Rose Boswell of the Historical Society, James Swanson, City of Frederick Mayor Randy McClement, Maryland Department of Planning Secretary David Craig, Executive Director of the Tourism Council of Frederick County John Fieseler, Liz Shatto of the Heart of the Civil War Heritage Area, and Elizabeth Cromwell of the Frederick County Chamber of Commerce.
2. Supporters and staff of the Historical Society of Frederick County, with representatives of the Maryland Historical Trust, are shown with new publications, including the MHAA-funded exhibit catalogue, *Huzza for Liberty: 1864 in Frederick County*.

