

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:**

Mr. and Mrs. John Allemang Ms. Catherine E. Baty Mr. and Mrs. Stephen R. Bockmiller Mr. and Mrs. Shuan Butcher

Catoctin Furnace Historical Society, Inc. Mr. and Mrs. John J. Fieseler Mr. Dennis E. Frye Mr. Aaron Heinsman Mr. and Mrs. John W. Howard Mr. Carroll Keyfauver Mr. and Mrs. George E. Messner National Road Heritage Foundation New Windsor State Bank Mrs. Frances A. Randall Mr. Thomas B. Riford Mr. Stephen R. Robertson Save Historic Antietam Foundation Mr. James Louis Schumacher 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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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, rath

Elizabeth Scott Shatto Executive Director



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 Battlefi



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.
- 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.

FY15 Pictorial Highlights

#civilwarselfies.

National Battlefield.

during the Civil War.

cartes de visite. Share yours on social media using

visitors continue to enjoy selfies as 21st century

3. Designed as an 1864 commemoration activity,

included music and storytelling at Monocacy

and memorialized President Lincoln and all lives lost

recalled illumination of towns at the end of the war,

Illuminating Frederick 1865: From Celebration to Grief

2. Commemorations of emancipation in Maryland









.df02 ysM

experiences.

working to strengthen heritage destination

5. MAHA-funded exhibits and programs

Geocache Trail, now in development.

4. In May 2015 Washington County hosted

conferences, as a model for small communities

War heritage spurred the Heart of the Civil War

GeoWoodstock XIII. Enthusiasm for our Civil

lenoiten ni besesworks need even nwotelbbiM to

commemorating the 150th anniversary of the ransom





anniversary commemorations 7. A moment from the Battle of Monocacy 150th

.tnsrg-AAHM Shellman House (pictured), in FY16 with a \$23,116 restoration of two facades, including the Society of Carroll County, which will carry out Among the successful applicants was the Historical 8. Winter and spring are grant seasons in HCWHA.

unique venues for 150th anniversary programs. 9. Barns at Monocacy National Battlefield provided

6. Carroll County Farm Museum living history event,



Mountain State Battlefield (continues provides seasonal rangers at South National Battlefield and HCWHA 🖈 Innovative partnership with Antietam

amendment includes Towns of Hancock ★ MHAA-approved boundary

Brown's Raid on Harpers Ferry A Quad-state Commemorations of John

anniversary of the Battle of Monocacy includes Town of Williamsport. ★ Commemorations of the 150th AMAA-approved boundary amendment

2014

raids in Carroll County and eastward. attack on Washington and Confederate and other events related to the 1864

- The Last Invasion. :uo18u1qsvM uo q3v114 +981 🖈 New Civil War Trail launched:
- in Maryland. anniversary of emancipation ★ Commemorations of the 150th
- of Frederick County (as of June 30, 2015). management under the Tourism Council organization by the IRS; final year of ★ HCWHA recognized as a 501(c)3
- Heritage Area Assistant. 🖈 Auni Gelles hired as the full-time

2015

- includes Town of Sharpsburg. ★ МНАА-арргоved boundary ателдтепt
- Foundation and the ABPP. with funding from the Delaplaine Education Initiative launched, A Heart of the Civil War Preservation
- soldiers' homecomings. war, Lincoln assassination and anniversary of the end of the ★ Commemorations of the 150th
- Newcomer House. for visitor center operations at the renew five-year cooperative agreement Battlefield and Visit Hagerstown ★ HCWHA, Antietam National
- entity of the heritage area. nonprofit as the official management Plan amendment recognizes the new inəməganaM bəvorqqa-AAHM ★



Heart of the Civil War Heritage Area Chronology

General Assembly. established by the Maryland 🖈 Maryland Heritage Areas Program

Heritage Area. War Heritage Area as a Recognized (MHAA) approves the Maryland Civil 🖈 Maryland Heritage Areas Authority

000Z

Certified Heritage Area. is charged to pursue designation as a A three-county steering committee

2001

Management Plan). Plans (Appendix D in the HCWHA (ABPP) funds Battlefield Preservation 🖈 American Battlefield Protection Program



2002

Management Plan. to prepare the Heritage Area 🖈 Mary Means & Associates engaged

(HCWHA) name is adopted. ★ Heart of the Civil War Heritage Area

county Advisory Board. heritage area with guidance from a threeagrees to manage the three-county Tourism Council of Frederick County

Heritage Area. Director of the Heart of the Civil War 🖈 Elizabeth Scott Shatto hired as

boundaries include 23 local jurisdictions). Heritage Areas Authority (MHAH; ★ HCWHA is certified by the Maryland

all three counties. over \$263,000 awarded for projects in AHM to brund of MHAA grants,

* HCWHA mini-grant program launched.

Newcomer House ribbon cutting, 2010.

2010

5003

and Smithsburg.

through 2012).

Convention and Visitors Bureau. the Hagerstown-Washington County with Antietam National Battlefield and House, through a cooperative agreement Center opens at the historic Newcomer ★ The HCWHA Exhibit and Visitor

1102

in Frederick. legislature, and secession debates held of the special session of the Maryland commemorates the 150th anniversary * Burning Question of Secession event

2012

anniversary of the Maryland Campaign. ★ Commemorations of the 150th

film, Maryland's Heart of the Civil War. * Premier of the Emmy-award winning

2013

the Gettysburg invasion and retreat. associated with the 150th anniversary of * Commemorations of Maryland history

is incorporated as an independent entity. 🖈 Heart of the Civil War Heritage Area, Inc.