



## Heart of the Civil War Heritage Area Performance and Recognitions

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

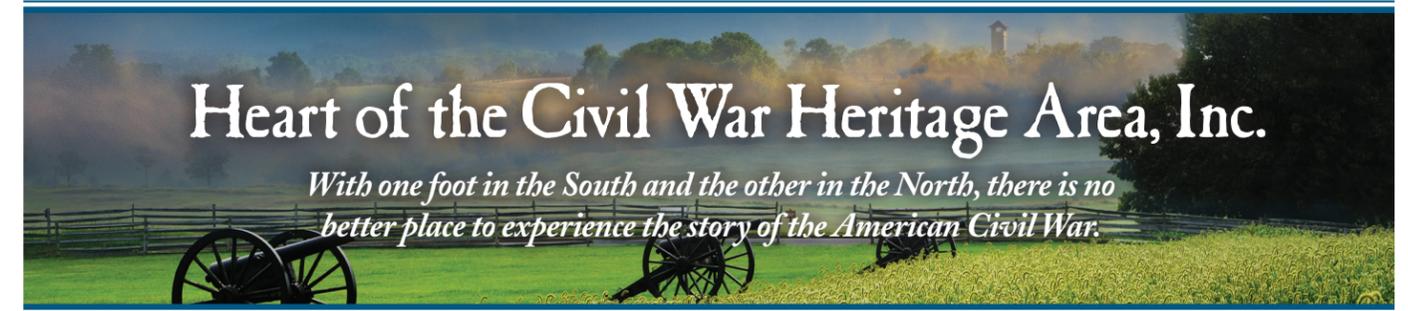
- ★ Ranks first in overall performance, according to a 360 degree evaluation (2012)
- ★ Secured the most grant dollars for nonprofit organizations and government units within the heritage area boundaries (FY14 grants)

### Selected Recognitions:

- ★ Director, Elizabeth Scott Shatto, was awarded the 2012 Maryland Preservation Award for Outstanding Leadership at the Local Level.
- ★ *Several* Maryland Preservation awards, including a hat-trick in 2013 when projects in all three counties were recognized: Carroll County – Excellence in Residential Rehabilitation for “Wilson’s Inheritance;” Frederick County – Excellence in Media and Publications for the City of Frederick Historic Properties Website; Washington County – Excellence in Community Engagement for “Interpreting Hagerstown’s Civil War History.”\*
- ★ *Two* Emmy Award winning documentaries: *Maryland’s Heart of the Civil War* (2012)\* and *Time’s Crossroads* (New Windsor Heritage Committee project, 2011)\*.
- ★ Maryland’s Cultural Heritage Tourism Award awarded *three times* to projects in the heritage area: *150th Anniversary of John Brown’s Raid* (2009), *The Heart of the Civil War Exhibit and Visitor Center at the Historic Newcomer House* (2012)\*, and *Maryland’s Heart of the Civil War* documentary film (2013)\*.
- ★ *Twice* recognized by the American Bus Association “Top 100 Events in North America”: 150th Anniversary of John Brown’s Raid (2009) and the 150th Anniversary of the Maryland Campaign (2012)\*.



\*indicates projects funded in part by Maryland Heritage Area Authority or Heart of the Civil War Heritage Area grants



## Our Mission

Since July 2006, the three-county Heart of the Civil War Heritage Area has incubated under the auspices of the Tourism Council of Frederick County. Today, it is poised to become an independent nonprofit organization (501c3) serving Carroll, Frederick and Washington counties. However, the mission of the organization remains the same: 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.

## 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. However, *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.*

## Our Goals and Selected Achievements

In eight short years, the Heart of the Civil War Heritage Area has secured state grants totaling nearly \$2.5 million for organizations in Mid-Maryland dedicated to preserving and interpreting our history and serving the heritage visitor! Our work falls within four main program goals:

### ECONOMIC BENEFIT

We work to thematically link 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, de-emphasize county borders and focus effort on the heritage area at large.

### Examples of Achievement:

- ★ The Maryland Campaign 150th anniversary commemoration impacted the economy through visitor spending (in Washington County hotel room demand alone rose 9.3% according to Smith Travel Research), and jobs associated with commemoration projects (exhibit designers, fabricators, film crew, service industry labor, etc). Battlefield visitation is only one facet of this picture, but it offers a lens for examining economic impact. A 2013 Civil War Trust study reveals that 956 battlefield visitors = 1 full time job. This formula confirms that in the Maryland Campaign

sesquicentennial year, the Heart of the Civil War Heritage Area supported at least 770 jobs (visits to Monocacy, Antietam and South Mountain battlefields totaled 735,762).

- ★ Heritage area grants have contributed to streetscape enhancement in Taneytown (\$52,800 for reproduction historic streetlamps), wayfinding and interpretive signage in Frederick (\$110,000), and widening of streets in downtown Hagerstown to make way for a sidewalk café district (\$100,000). Such efforts help the Heart of the Civil War better serve heritage travelers and residents alike.



## Our Goals and Selected Achievements (CONTINUED)

### STEWARDSHIP

We foster appreciation for revered historic places, pristine landscapes, and one-of-a-kind crisp town edges, and cultural historic, recreational, and places of unique character, such as Main Street communities and small town centers that provide visitor services.

#### Examples of Achievement:

★ Major Heritage Area grants (\$90,000 each) are helping the Civil War Trust with battlefield land acquisition in both Frederick (Battle of Monocacy) and Washington (Battle of Williamsport) counties; we are proud to establish a legacy associated with preservation of hallowed ground.

★ Burkittsville's South Mountain Heritage Society, the former German Reformed Church that served as a hospital after the battles of South Mountain and Antietam, is improving drainage and repairing rainwater damage, funded in part by a MHA grant (\$11,175). Likewise, MHA funding (\$75,000) is helping Middletown to acquire Memorial Hall, a handsome and important structure that will be revived as an asset in this Main Street community.

### 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:

★ A heritage area grant helped fund the Emmy-winning film, *Maryland's Heart of the Civil War*. The films tells of the Civil War experience in all three counties, and encourages sojourns along Maryland's Civil War trails to reach historic locations that can be visited today. Produced by the Tourism Council of Frederick County with Maryland Public Television, it has aired locally and in major markets all over the country. Efforts are currently beginning to develop a complementary education program with lesson plans linking the film to the new K-12 Core Curriculum, adopted by Maryland and most other states.

★ Grants to numerous organizations in Carroll, Frederick and Washington counties have enhanced the Civil War visitor experience with new exhibits, walking tour brochures, interpretive wayside markers, and public programs.

### COORDINATION

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. Currently, National Park Service, state agencies, municipal, independent museums, economic development entities from the three counties of the heritage area and neighboring locales, are working together to plan 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.

★ Coordinated Civil War marketing by the heritage areas three destination tourism organizations helped bring about \$682.7 million dollars in cumulative visitor spending in our communities in 2012.

## With State funding, why does the Heart of the Civil War need money?

The State of Maryland requires local investment in each heritage areas management entity. For fiscal year 2015, as a newly designated 501c3 organization, the Heart of the Civil War Heritage Area management seeks a combination of cash and in-kind contributions from government and corporate sources in all three counties to match a Management Grant from the Maryland Heritage Areas Authority. But, this grant is limited to narrowly defined line items. Unrestricted donations from private individuals and corporate supporters, are needed to complete the annual War to lead effectively and to facilitate MHA benefits to the nonprofits and government units in Carroll, Frederick and Washington counties.

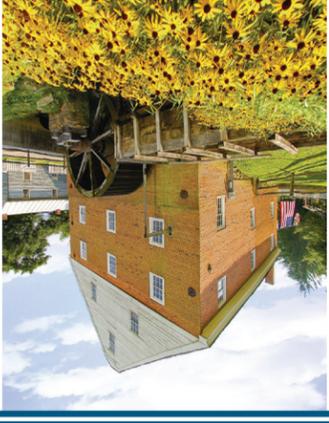


Photo Credit: Jason Turner



## Annual Appeal Campaign Goal: \$22,500

(150 donors at \$150 each during the 150th Anniversary of the Civil War)

As we commemorate the 150th Anniversary of the American Civil War, please join Advisory Board members of the Heart of the Civil War Heritage Area, and others, by making a gift of \$150. Donations are accepted online at [www.frederickcountygives.org/historicpass](http://www.frederickcountygives.org/historicpass). The Frederick Historic Sites Consortium Pass Through Fund is managed by The Community Foundation of Frederick County, which accepts gifts for the Heart of the Civil War Heritage Area. You will receive an email receipt and a thank you letter that includes information about the tax-deductibility of your gift.

Alternatively, checks made payable to The Community Foundation of Frederick County (note Historic Sites Consortium Pass Through Fund on the check) may be mailed to:  
**Community Foundation of Frederick County**  
**312 East Church Street**  
**Frederick, MD 21701**

To discuss ways to support the Heart of the Civil War Heritage Area, please contact Elizabeth Scott Shatto, Executive Director: [info@heartofthecivilwar.org](mailto:info@heartofthecivilwar.org) | (301) 600-4042  
 To learn more about the heritage area, visit [www.heartofthecivilwar.org](http://www.heartofthecivilwar.org).