



THE BUGLE CALL

Winter 2012 Annual Report Issue

The Bugle Call is the official newsletter of the Heart of the Civil War Heritage Area, whose 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.



caption to come

Tour Groups Yield High Return on Investment

“To increase the economic activity associated with tourism, creating opportunities for small business development, job growth and a stronger tax base.”

Sound familiar? The statement above is one of the seven goals established for the Maryland Heritage Areas Program—and one that the Heart of the Civil War Heritage Area (HCWHA) is well situated to advance as we commemorate the Sesquicentennial of the American Civil War.

Together with Carroll, Frederick, and Washington County tourism organizations, state and national battlefields and parks, the National Museum of Civil War Medicine, and many other private and public partners, HCWHA is working to deliver meaningful experiences to Civil War travelers drawn to our area and to maximize the economic potential of the next few landmark anniversary years.

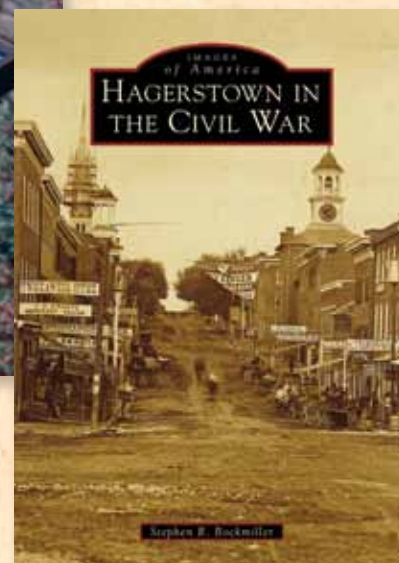
The recent designation of the Civil War 150th Commemoration of the Maryland Campaign as one of the American Bus Association’s (ABA) “Top 100 Events in North America” is boosting our economic impact efforts. Our three county DMOs (Destination Marketing

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City employees Debbie Calhoun and Clay Zug stop to read an interpretive marker installed near Hagerstown's City Hall.



Spotlight on: Washington County

The City of Hagerstown is installing the last of 50 interpretive panels, in a coordinated effort to promote heritage tourism in the city.

Since 2008, the city has secured four matching grants totaling \$13,100 toward installing 49 interpretive markers. The majority of the panels relate fascinating Civil War stories of the town and its residents who participated in the war. Some panels also explain topics such as the city's post-War railroad development.

After successfully completing three stages of the project, city staff realized there was sufficient material for a book highlighting the city's role in the Civil War. Armed with additional grants from the HCWHA and the Hagerstown-Washington County Convention and Visitors Bureau (CVB) to assist with additional research, the city released *Hagerstown in the Civil War* in April 2011. The book is for sale online, at independent booksellers, and at the Hagerstown Visitor Welcome Center. In turn, the book inspired the city to create a 32-minute documentary *Valor in the Streets* for its cable television channel. Funded by the CVB and two businesses, the video relates the July 6, 1863 Battle of Hagerstown. It premiered on the 148th anniversary of the battle and will soon be available for sale at area outlets.

The project hasn't ended! Fascinating stories uncovered while preparing the book have justified several more markers. The City of Hagerstown turned to the private sector and CVB to find donors to "sponsor" the matching funds for each of the remaining markers to match a fourth and final grant.

HAGERSTOWN'S SUCCESS IS A CASE STUDY IN HOW TO MAXIMIZE AND LEVERAGE GRANT AND GIFT FUNDS TO THE GREATEST BENEFIT IN PROMOTING A COMMUNITY'S HERITAGE TOURISM ASSETS.

Hagerstown continues to maximize its investment in heritage tourism. The city has secured a monetary gift from Rose Hill Cemetery to create a walking tour brochure of Civil War Hagerstown that will include a map of 1861 Hagerstown, plotting all the heritage markers, and a map of Rose Hill, identifying the burial sites of significant Civil War figures and other notables. The brochure should be available for First Call Weekend. Also this year, city staff will explore the creation of "apps," podcasts, and a virtual tour that can be downloaded.

SPOTLIGHT ON: CARROLL COUNTY

After several years of planning and construction, the City of Taneytown's Streetscape Project is finally completed. The city was the first Target Investment Zone grant recipient in Carroll County, and the ambitious project expanded to become a collaborative effort between the city, the State Highway Administration, the Department of Housing and Community Development (DHCD), the HCWHA, several local non-profits, and many citizens.

The Taneytown Streetscape Project started in 2003, when the State Highway Administration (SHA) began the design and engineering of a \$12-million roadway upgrade that coincided with water and sewer line replacements by the city. The final project was expanded to include streetscaping elements such as benches, trash receptacles, and wayfinding signs; new sidewalks with brick edging; ADA-compliant crosswalks; and two new traffic signals. The city installed 2.5 miles of new water and sewer lines along MD 140 (Main Street) at a cost of \$4.7 million.

In 2006, the city received a Maryland Heritage Areas Authority capital grant to install 26 decorative streetlights, and the city later added another 23 streetlights. In 2009, SHA Archaeology volunteered to develop and install five interpretive signs related to the city's history. Eighteen building plaques were installed to correspond with a historical walking tour, for which 500



color brochures were produced. The total cost for labor and material for this portion of the project was more than \$35,000.

Investment in the project helped leverage a 2010 DHCD Community Legacy grant of \$20,000, which funded banners, benches, trash receptacles, and two message board signs to direct visitors around Taneytown. More recently, the city purchased new Victorian-style street signs for the downtown corridor and is now installing more new signs throughout the entire MD140/MD194 corridors.

The community pride and spin-off benefits of the Taneytown Streetscape Project are apparent. Three local non-profit groups have provided funds for flower planters to be hung throughout the downtown. The Economic Restructuring/Main Street Committee and the city are developing incentives for investors to create additional downtown retail or commercial space. Already, two new downtown businesses have been established, and other investors are exploring the purchase of buildings and the creation of retail space.

The Taneytown Streetscape Project demonstrates how partnerships can leverage funding and how momentum from one project can lead to many other positive initiatives. Not only has the City of Taneytown benefitted from infrastructure improvements, but it has also gained a beautified historic downtown, significant new visitor resources, and enhanced business development incentives.

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The Heart of the Civil War Heritage Area operates under the auspices of the Tourism Council of Frederick County, Inc. Questions about the Heart of the Civil War Heritage Area or newsletter subscription requests should be directed to:

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Dear Friends,



In July 2011, the HCWHA marched into year six as a certified heritage area in Maryland. During that time, all aspects of heritage tourism and preservation—from agriculture to the arts and more —contributed substantial profits to our communities. In the last year alone, our three counties saw an average of 3.27 percent growth in tourism-related sales tax revenue, as well as increased hotel demand.

In a region where history always ranks among the top draws for tourism, we can be proud that dollars invested in the HCWHA through state grants and other public and private sources generate a substantial return on investment.

Because heritage areas are partner-driven collaborations, we enjoy an advantage that maximizes the benefit to our communities. In addition to interaction with hundreds of nonprofit and government resources, the HCWHA is meaningfully engaged with such initiatives as national and state scenic byways (especially the Historic National Road and the Journey Through Hallowed Ground), Canal Towns, Main Street communities, and even Chesapeake Bay Gateways and Water Trails, to name a few. Working together, we discover creative solutions to challenges, brilliant approaches to interpretation and visitor services, and ways to increase efficiency while heightening the visibility of our Civil War heritage tourism product.

Maryland’s heritage areas are indeed economic engines, as well as sources of pride and inspiration. During a time of economic hardship, the HCWHA is helping to fund places that protect our heritage and draw tourists from throughout the world—contributing to the well-being of local businesses and communities. At the same time, we help to assure that affordable leisure-time options are available to Marylanders and others.

The HCWHA enhances our sense of place and high quality of life and contributes to our region’s economic health. Celebrating this role may feel awkward in contrast to the sobering stories we commemorate, especially looking ahead to the 150th anniversary of Antietam, the bloodiest single day battle in American history. Yet, our region’s battlefields and sites were attracting visitors and spectators even as the battles occurred, and heritage tourists have been coming ever since to see “the green-walled hills of Maryland”* where life and liberty hung in the balance during the American Civil War.

Any day of the year is a great day to visit the Heart of the Civil War Heritage Area. I hope to see you soon!

Sincerely,

Elizabeth Scott Shatto, Director

*From *The Ballad of Barbara Fritchie*, 1863, in which John Greenleaf Whittier describes an incident during the Confederate occupation of Frederick, prior to the Battles of South Mountain and Antietam.

HCWHA MANAGEMENT AND MARKETING BUDGET

The HCWHA's financial picture has settled into a pattern that is closely linked to grant funding levels capped by the Maryland Heritage Areas Authority (MHAA). We are eligible to apply for management grants annually and marketing grants every other year. Because the marketing budget spans two years, it is now tracked independently from the management budget.

Our management budget has remained relatively steady for the past two years: \$207,154 in FY10 and \$208,011 in FY11. The difference in income and expenses for FY11, as shown in the chart below, reflects the fact that HCWHA has not yet received the final MHAA grant payment, nor have all the mini-grants awarded for FY11 been closed and paid. This timing is typical, and we expect to finalize all FY11 grant administration by the end of January. The \$100,000 management grant from MHAA is matched in large part by cash from the Tourism Council of Frederick County, mostly in the form of personnel and overhead expenses. Additional cash contributions from the Carroll County Tourism Office and the Hagerstown-Washington County CVB were received and restricted to specific line items, including Civil War Trails sign maintenance and contract personnel dedicated to Washington County concerns. An in-kind contribution

from Antietam National Battlefield also contributes to the HCWHA budget, making possible an innovative three-way partnership that provides seasonal interpreters for South Mountain State Battlefield.

Marketing grants, awarded by MHAA on a competitive basis, require a dollar-for-dollar match. The FY11-12 grant award of \$50,000 is augmented by cash from each county tourism office, or DMO, in the amount of \$16,666, plus additional cash for fulfillment costs and in-kind support valued at \$3,000 for free ad placement in Destination MD. The FY11-12 marketing budget is set at \$108,000, but most of the activity related to the current marketing grant will occur this spring to promote the 150th anniversary of the Maryland Campaign, which is why revenue and expenses appear so low in this report.

It should be noted that the HCWHA management entity typically does not engage in direct program development, so the graphs below do not show revenue or expenses related to programs. Instead, programs that advance the mission of the HCWHA are undertaken by the region's many nonprofit and government units. As the management entity, HCWHA connects stakeholder groups to MHAA benefits and encourages a climate of resource stewardship and quality visitor experiences.

FY11 MHAA MANAGEMENT, PROJECT AND MINI-GRANTS

Type of Grant	Applicant/Purpose	Total Project Budget	Award
Management Grant	Management Entity/Management	\$208,011	\$100,000
Marketing Grant	Management Entity/Marketing	\$108,000	\$50,000
Capital Project Grant	Tourism Council of Frederick County/Roofing and Carpentry Phase of Rehab of Warehouse, Frederick Visitor Center	\$1,544,160	\$90,000
Non-Capital Project Grants	Tourism Council of Frederick County/Frederick Visitor Center Exhibit Fabrication	\$100,000	\$30,000
	Hagerstown-Washington County CVB/ Newcomer House-HCWHA Visitor Center	\$48,000	\$24,000
Mini-Grants	City of Hagerstown/ Civil War Interpretive Marker Program, Phase 4	\$2,700	\$1100
	New Windsor Heritage Committee/"Crossroads of Conflict: New Windsor in the Civil War" Video	\$6,100	\$2,500
	Rose Hill Museum Council/Civil War Encampment Concert	\$2,600	\$600
	Town of Williamsport/ Retreat through Williamsport Interpretive Support	\$2,253	\$1,150
	Historical Society of Frederick County/ Slavery in Frederick Exhibit	\$4,086	\$1,800
	Central Maryland Heritage League/ Brochure and Website Development	\$5,328	\$1,600
	Frederick Arts Council/ Civil War 150th Anniversary Dramatic Reading	\$5,500	\$1250
TOTAL		\$2,036,748	\$308,000

UPCOMING GRANT DEADLINES

Please note these two important deadlines for Maryland Heritage Authority (MHAA) project grants: Intent to Apply forms are due January 27, 2012 and final applications are due February 27, 2012. Nonprofits and government units may apply for projects to occur in HCWHA certified boundaries. To learn more, visit heartofthecivilwar.org (go to grants page under "About the Heritage Area.").

Local contacts in each county are available to assist potential grant applicants:

Daphne Daly
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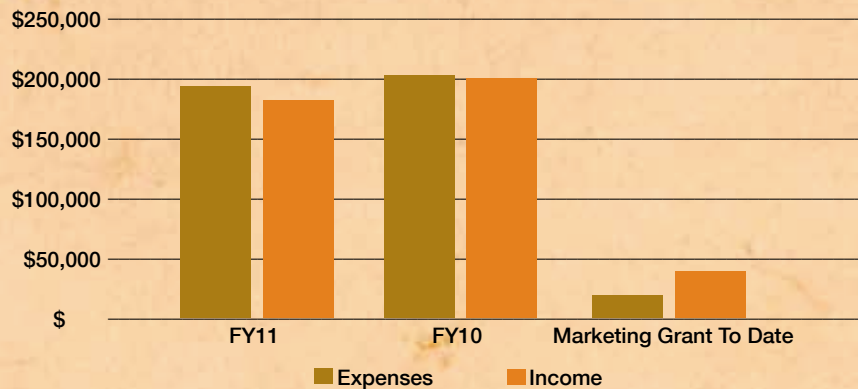
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Pictured at the Catoctin Aqueduct dedication are George Lewis, president, Catoctin Aqueduct Restoration Fund; Lil (the mule); Mark Myers, park ranger; and Kevin Brandt, superintendent of C&O Canal NHP. Photo courtesy of Harriet Wise.

Operating & Grant Revenue/Expense Comparisons



SPOTLIGHT ON: FREDERICK COUNTY

Project grants from MHAA often continue to leverage investment and impact far after the grant is closed. Such is the case in Frederick County, where one of the very first heritage area grants awarded in the HCWHA provided \$37,500 towards planning for the restoration of the C&O Canal National Historical Park's Catoctin Aqueduct in FY07. Five years and \$4.5 million later, a pile of crumbling stones is once again "the most beautiful aqueduct on the line," as it was known in the 19th and 20th centuries.



October 15 ribbon cutting for the restored Catoctin Aqueduct. Photo courtesy of Harriet Wise.

Uniquely designed, the 100-foot structure features an elliptical center arch flanked by two smaller round arches. It was called the "crooked" aqueduct because a sharp turn in the canal had to be navigated in order to enter it. Unfortunately, the aqueduct's unusual construction also made it vulnerable; after years of deterioration and sagging in the center arch, along with repeated flood damage, it collapsed in October 1973. For 40 years, a steel truss "Bailey" bridge served hikers and bikers, but today the aqueduct is restored, stable and already being traversed by canal visitors.

Many of the stones used in the restoration are original, recovered along the banks of the creek or from where they were intentionally buried in the prism of the canal. Although the rebuilt aqueduct looks much like it did in 1834, it has modern reinforcements and supports to prevent flood damage. One wingwall was extended and riprap stones were put in place next to the aqueduct to prevent deterioration. It also has a new drainage system and retaining walls. Beneath the stone exterior is a frame of concrete, fiber, and steel.

Most of the project's funding came through an allocation of the American Recovery and Reinvestment Act, along with funds raised by the Catoctin Aqueduct Restoration Fund (CAR), and The Community Foundation of Frederick County. However, as George E. Lewis, president of CAR, pointed out at the aqueduct dedication last October, "I can think of no other public project in this area where so many—more than 1,000—citizens, donors, and government officials have come together to restore a historic structure."



A tour group arrives at Washington Monument State Park, part of South Mountain State Battlefield.

Return on Investment *continued from page 1*

Organizations) are using the “Top 100” designation to their advantage, promoting group tour opportunities at numerous trade shows nationally, internationally, and locally for both tour operators and group leaders. In a given year, the three DMOs may follow up on several thousand leads that bring thousands of motorcoach tours to HCWHA annually.

Does this investment in marketing to tour groups yield significant returns? According to the ABA, one coach visiting overnight is worth nearly \$12,000 to a destination, factoring in meals, lodging, entertainment, and shopping. When coach services are added, the number can exceed \$13,000.

In September, Sunset Tours will bring a group from Missouri to experience Maryland Campaign 150th commemorations. Approximately 42 senior citizens will fill 27 rooms for three nights at Frederick’s Hilton Garden Inn. The group will visit the Monocacy National Battlefield and the National Museum of

Civil War Medicine, participate in activities surrounding the 150th anniversaries of the Battles of South Mountain and Antietam, and travel to Gettysburg and Harpers Ferry, exemplifying the HCWHA vision that visitors make this region their “base camp” for day trips to nearby locales. Sunset Tours’ three-night itinerary will generate at least \$36,000 in positive economic impact.

A similar impact will be generated in August when the Civil War Roundtable from Shaftsbury, Dorset in England explores the HCWHA while staying in Washington County for a multi-day itinerary. Old Country Military Tours, based in the United Kingdom, is promoting American Civil War tour packages and chose to visit HCWHA during the Sesquicentennial but before the actual battle anniversary weekends to avoid peak crowds.

Day trips are also an important segment of the group tour market in HCWHA. Tiffany Ahalt of Star Spangled Tours is seeing more interest

in day-long Carroll County itineraries that include Civil War sites. She packages tours that include such sites as the Union Mills Homestead and lunch at Taneytown’s Antrim 1844, as well as opportunities to enjoy Westminster’s museums, shopping, and arts scene. A new Civil War Trails marker on the 1862 Rosser Raid will soon be added to Westminster’s existing markers, providing new interpretation for visitors exploring the Maryland Campaign.

Promoting group tours is only one facet of many approaches to developing and strengthening the HCWHA as a tourism destination, but the impact is significant. The heritage area gains an immediate infusion of visitor spending, and—just as important—there are new opportunities to inspire others to preserve our historic and natural resources and to return often with friends and family.



Attention! First Call Weekends Announced

Wake up! The bugle's First Call is sounding for all to assemble—to pay attention and be ready for more.

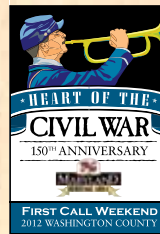
While the daily routine of Civil War soldiers was regulated by a variety of bugle calls, Maryland's Heart of the Civil War Heritage Area presents First Call Weekend as an invitation to visitors. For the next three summers, Washington, Carroll, and Frederick counties will each host a major weekend of public programs for all ages to herald the many commemoration activities planned throughout the HCWHA in each upcoming season.

Washington County will kick off the initial First Call Weekend on June 16 and 17, 2012, in Hagerstown's City Park, with an emphasis on the 150th Anniversary of the Maryland Campaign, Confederate General Robert E. Lee's first invasion of the north, including the Battle of South Mountain and the Battle of Antietam. From venues at the Hager House and the Washington County Fine Arts Museum to an encampment, exhibits, and concert stages on park grounds, the event will showcase the area's rich history and opportunities for visitors to explore our Civil War cultural, natural, and heritage resources. During First Call Weekend, visitors will find out about upcoming Sesquicentennial commemorations and battle anniversary

weekends, while enjoying activities such as living history interpretations, artillery demonstrations, hands-on youth activities, book signings and film previews, musical and dramatic performances, guest speakers, museum exhibits and site displays, and encampment tours, including evening tours by torchlight.

Carroll County, which saw extensive troop movement related to the Gettysburg invasion and retreat in 1863, will host the 2013 First Call Weekend in advance of the 150th Anniversary of the Battle of Gettysburg. Frederick County will host the 2014 First Call weekend to herald commemorations related to the Battle of the Monocacy, also known as the "battle that saved Washington."

To learn more about how to participate in the upcoming First Call Weekend in Washington County, contact Todd Bolton at Todd_Bolton@nps.gov or Karen Giffin at KGiffin@hagerstownmd.org.



How will you recognize First Call when you hear it played? If you don't already spring to attention at the sound of First Call from military or Boy Scout training, think of another great tradition in Maryland history – horseracing! Known as Call to the Post in horseracing, the sound of the bugle alerts jockeys that it is time to have their mounts loaded in the starting gate.

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