

# Tourism TODAY

## NEW VISITOR CENTER NEARS COMPLETION

Throughout 2010, teams of engineers, carpenters, roofers, electricians, masons, and more have been hard at work transforming the circa-1900 brick warehouse on South East Street into a new home for the Frederick Visitor Center. Construction should be finished by the end of this year, with staff relocation and the installation of exhibits scheduled for early 2011. Grand opening festivities will take place on April 2 during next year's Bell and History Day.

### SIZING IT UP

The new Visitor Center measures 6,400 square feet, compared to the current Visitor Center's 2,500 square feet. In addition to the customary welcome desk and brochure displays, the new building will feature exhibits on Frederick County, a theater for a multi-screen orientation video, retail area, and Tourism Council offices.

### GROUP DYNAMICS

Designed with tour groups in mind, the motorcoach drop-off lane on South East Street will allow visitors to safely exit the bus onto the sidewalk in front of the new Visitor Center. Expanded restrooms will better accommodate tour groups.

### GLIMPSES OF THE PAST

The history of the 110-year-old cannery warehouse has not been overlooked during renovations. The original heavy timber roof trusses remain exposed in the exhibit area, and remnants of the original knob and tube wiring were left in place on the trusses. Two of the warehouse's light fixtures were salvaged and refurbished to hang above the welcome desk. New windows have been installed in original window locations that were bricked-in sometime during the 20th century.



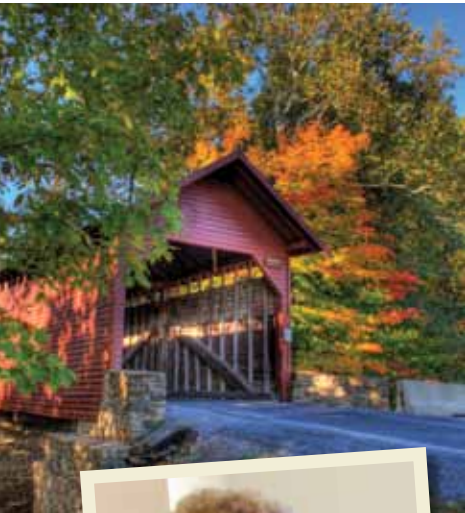
Then and now—what a difference! Construction of the new Frederick Visitor Center should be completed before the holidays. To follow the progress, visit [www.frederickvisitorcenter.blogspot.com](http://www.frederickvisitorcenter.blogspot.com).

## HOLIDAY HAPPENINGS

On Saturday, December 11, the annual Museums by Candlelight event offers a sojourn through history at holiday time in Frederick County.

Participants can enjoy recollections of winters past through exhibits, seasonal decorations, living history interpretations, period interpretations, hands-on activities, interactive games, and old-fashioned pastimes at more than a dozen historic sites and museums throughout the City of Frederick and Frederick County. Admission to this self-guided tour is free of charge, a gift to the community from the Frederick Historic Sites Consortium.





## PRESIDENT'S MESSAGE

Another season has passed us by and with it goes the daily routine of heat and humidity. For many areas of the country, the end of summer also meant an end to tourism. We are truly blessed here in Frederick that this is not the case at all.

Already we are seeing a different set of visitors to our county. The summer vacationer has slowly given way to the visitors of fall. Like the changing colors of our hills, our events and attractions are slowly transforming into a tapestry of color and sound. The roads are alive with bicycles, cars, and buses—all seeking the beauty of nature. Golfers are getting in every possible game before winter on courses painted fiery colors by the changing trees. Wineries, pumpkin patches, corn mazes, and fall festivals replace the activities of the warmer months. The back roads and trails are filled with those who simply want a hike or ride in the fresh air. Shoppers are filling our Main Streets, looking for that perfect gift for the next season so quickly creeping up.

It is as natural a transformation as anything we see outside of our windows—and one I find just as exciting. I have always loved the fall, and I can think of no better place to spend it than right here. It is a passion I share with many people from around our region and around the nation.

As we slip into a new season, I wish all of our members the very best, and I hope to see you out there taking in the beauty that fall brings.

— George Wunderlich



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Monocacy National Battlefield

The Tourism Council is a non-profit organization.  
Membership is open to all parties interested in  
undertaking a joint effort to promote the growth of travel  
to Frederick County, MD.

TOURISM COUNCIL  
OF FREDERICK COUNTY, INC.  
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Museums by Candlelight locations in the City of Frederick will remain open from Noon through 7 p.m., with most sites elsewhere in Frederick County closing at 5 p.m. Among the event highlights:

- A bonfire on the grounds of the Maryland School for the Deaf welcomes visitors to two museums—the Hessian Barracks, which dates to Revolutionary War times, and the Bjorlee Museum, with artifacts from the school’s long history.
- Hearth cooking, featuring the sights and aromas of Christmas sweets and drinks, is among the activities at the Roger Brooke Taney House.
- Ornament making occurs at numerous locations, including Monocacy National Battlefield, South Mountain Heritage Society, and the National Museum of Civil War Medicine.

Suggested itineraries for Museums by Candlelight are available on [www.fredericktourism.org](http://www.fredericktourism.org), although sites may be visited in any order.

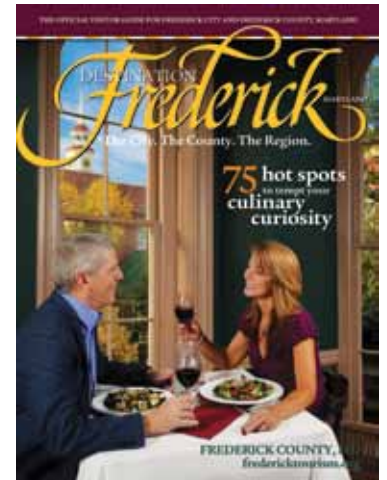
As local museums and historic sites engage in “greening” for the holidays, the annual Museums by Candlelight event “goes green” this year by reducing printed event materials. Look for event details online and at the Frederick Visitor Center, 19 East Church Street, Downtown Frederick.

### **24th Annual Candlelight Tour of Historic Houses of Worship Monday, December 27, 4 – 9 p.m.**

Mark your calendars for this longstanding holiday tradition in Downtown Frederick.

The Candlelight Tour of Historic Houses of Worship provides visitors with architectural overviews of worship site structures while learning how the cultural diversities and beliefs of the worshippers influenced the outside and inside décor of their places of worship. In addition to seasonal music, tours, and interpretations, some sites will offer complimentary beverages and light refreshments.

The generous support of the 13 participating worship sites, together with The Plamondon Companies, Everedy Square & Shab Row, *The Gazette* (as a media sponsor), and the Tourism Council, makes this year’s tour possible. Admission is free for this self-guided walking tour, and no tickets are required. For more information, visit [www.fredericktourism.org](http://www.fredericktourism.org) or the Frederick Visitor Center, 19 East Church Street, Downtown Frederick.



### **RESERVE YOUR SPACE IN MARYLAND'S BEST VISITORS GUIDE**

The 2010 edition of *Destination Frederick* was named the Best Visitors Guide in Maryland (the fourth time in five years!) at the Maryland Tourism Council’s Tourism & Travel Summit in early November. *Destination Frederick* showcases the best our county has to offer. From March through September, more than 100,000 copies have been distributed to those seeking information on Frederick County.

Ad reservations are due by December 10, 2010. For details, contact Jean Peterson Design at 301-631-2401, [visitor@jeanpetersondesign.com](mailto:visitor@jeanpetersondesign.com).

### **CHECK YOUR LISTINGS**

Tourism Council members, please check your listings on [www.fredericktourism.org](http://www.fredericktourism.org) and update as needed. The information that appears on the Tourism Council website as of December 17 (edited to a 35-word description) is what will appear in *Destination Frederick*. If you’re not sure how to update your listings, contact Patsy Ensminger at 301-600-4043, [pensminger@fredco-md.net](mailto:pensminger@fredco-md.net).



### ON STAGE AT THE WEINBERG

On Wednesday, October 27, the Tourism Council hosted its Annual Membership Breakfast at the Weinberg Center for the Arts in Downtown Frederick. In addition to networking opportunities and a brief presentation, the breakfast featured the announcement of Tourism’s Ambassador of the Year Award. This year, the honor went to Bernard Lucchino, a devoted Downtown Frederick resident.

Usually found traveling the sidewalks of Frederick in his motorized cart, Lucchino is well known as a champion of businesses in Downtown Frederick and beyond. More than 90 years young, he loves living in Frederick, and his excitement about life is truly contagious. His warm, friendly demeanor and natural energetic personality welcome visitors and residents alike.

The Tourism Ambassador of the Year Award can be presented to anyone in the community, whether in the tourism industry or not, who helps to improve the experience of visitors to Frederick County, thus helping the Tourism Council achieve its mission.

## FOCUS ON: AFRICAN AMERICAN HERITAGE

In partnership with the Frederick Historic Sites Consortium, the Tourism Council has published an updated African American Heritage brochure, available online at [www.fredericktourism.org](http://www.fredericktourism.org) and at the Frederick Visitor Center, 19 East Church Street. Included in the publication are historic points of interest, illustrations, properties designated on the Underground Railroad Network to Freedom, a suggested walking tour that links Frederick City sites, and themed explorations of Frederick County locations.

The new African American Heritage brochure was announced at an August 23rd program at the Carroll Creek Park Amphitheater, exactly 145 years since Frederick’s first Emancipation Celebration. A *Frederick Examiner* report of the 1865 celebration claimed that 3,000 people attended the event, with participants singing Charles Wesley’s *Blow Ye the Trumpet Blow*, a favorite hymn of abolitionists. The program at Carroll Creek concluded with the Asbury United Methodist Choir singing the same hymn that was sung in 1865.

“African American heritage tourism is deeply connected with Frederick’s rich history, and our new brochure allows visitors to explore related points of interest, such as communities and churches, industry, and plantation life,” explains Historic Sites Coordinator Elizabeth Shatto, who led the 10-member Advisory Committee in overseeing the brochure project. “The recent discovery of the slave village at Monocacy National Battlefield, one of the new sites in the brochure, underscores just how deeply rooted African American history and heritage is in Frederick County.”

In September, the Historical Society of Frederick County’s sixth annual History Symposium focused on slavery in Maryland. Shatto reports that more than 40 individuals from throughout the region attended the event, presented in conjunction with the new exhibit, *Roger Brooke Taney and the Dred Scott Decision*, on display at the Taney House through November.

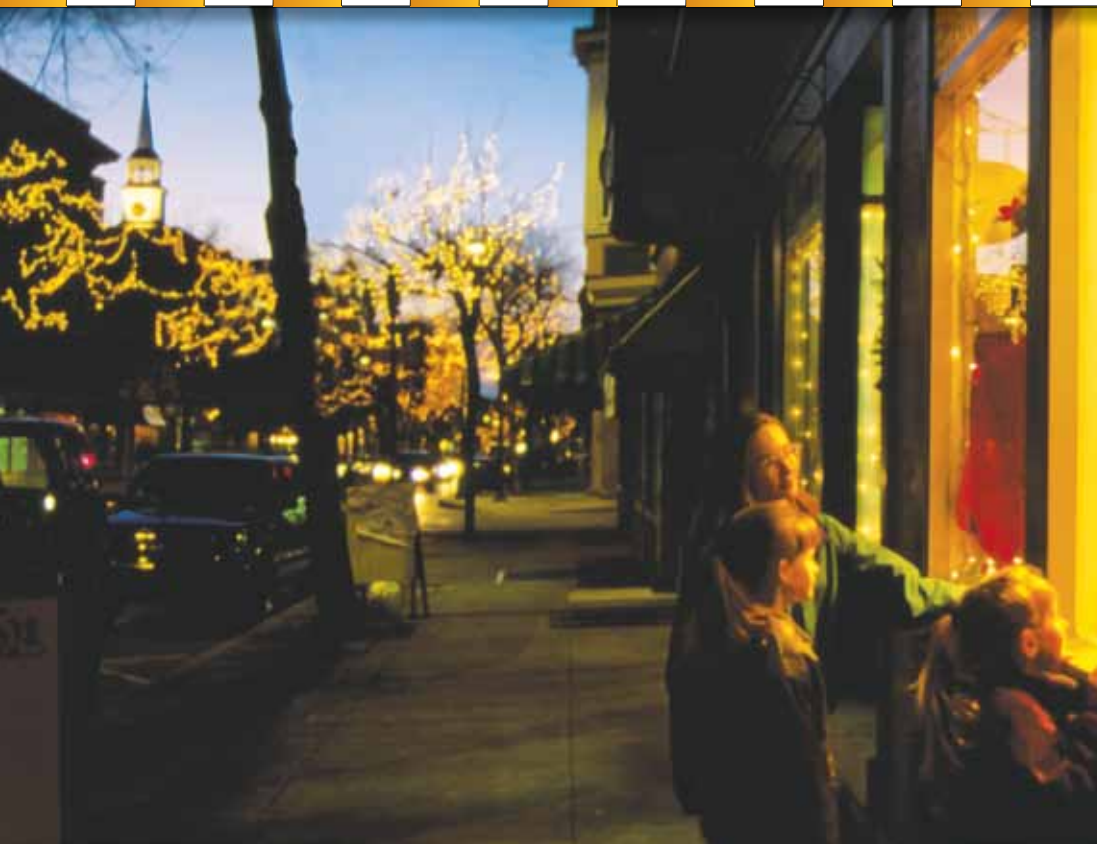
The publication was supported, in part, by funding from the Community Foundation of Frederick County and a mini-grant from the Heart of the Civil War Heritage area.



## JTHG CAMPERS HAVE EXTREME EXPERIENCE

The first-ever Journey Through Hallowed Ground Extreme Camp in Frederick County was held this summer, a collaboration among Frederick County Public Schools, the Frederick Historic Sites Consortium, and the Journey Through Hallowed Ground Partnership. The camp’s middle school-aged participants visited the Best Farm at Monocacy National Battlefield before news of the slave village discovery there was made public. Campers were among the first to learn about the slave village, and they helped with screening at the excavation site. To learn more about the excavation at the largest known slave habitation site in the Mid-Atlantic region, visit [www.nps.gov/mono](http://www.nps.gov/mono).





Because of the generosity of residents, visitors, businesses, non-profits and more, white lights will once again add their traditional sparkle and charm to Downtown Frederick this holiday season.

## DOWNTOWN TO SHINE FOR THE HOLIDAYS

Since nearly all of the holiday lights in Downtown Frederick were destroyed by Mother Nature during last winter's record snow storms, Celebrate Frederick, Downtown Frederick Partnership, the Tourism Council of Frederick County, and 930 WFMD took up the cause to replace the lights. The goal was to raise \$31,000—enough to cover the cost of lighting 200 trees.

The organizations not only met their goal of raising \$31,000, but they exceeded it—thanks to generous donations from individuals and businesses throughout Frederick County and beyond. “We surpassed the goal and are using the extra to add some lights to areas of Carroll Creek,” explained Downtown Frederick Partnership Board President Marcia Hall. “Any leftover funds will be reserved for replacements.”

During the campaign, messages poured into the Downtown Frederick Partnership from people who cherish the lights during the holiday season. One email was from a Cumberland, Maryland resident and former FedEx Express driver whose route included Downtown Frederick. “I loved the downtown route, especially during the holidays,” he wrote. “The lights put a little pep in my step and helped me through peak season. I still drive through Frederick to see the lights and smile like the first time when I saw them.”

Inspired by the holiday lights and fundraising efforts, local artist Rebecca Pearl decided to create an original painting to capture the magic that the Frederick community created in joining together for this cause.

*“The lights put a little pep in my step and helped me through peak season. I still drive through Frederick to see the lights and smile like the first time when I saw them.”*

*— A contributor from Cumberland*

## KUDOS!

- The American Planning Association designated Downtown Frederick one of the top 10 Great Neighborhoods for 2010.
- Chef Bryan Voltaggio received two top honors this fall—Rising Star, awarded by Star Chef, and Chef/Restaurateur of the Year, awarded by Share Our Strength's Conference of Leaders.
- Lisa Gorham of Jean Peterson Design received the City of Frederick's Helping Hands Award for her volunteer service through the American Advertising Federation of Greater Frederick.
- Congratulations to Tourism Marketing Manager Tiffany Ahalt and husband Brad on the birth of their son Braden and also to Kara Norman, Executive Director of the Downtown Frederick Partnership, and husband Tom on the birth of their daughter Nia and to Ellen Seagraves, Education Coordinator at the Historical Society of Frederick County, and husband Rich on the birth of their daughter Evelyn.



## TRAVEL CHANNEL UK FILMS LOCAL SITES

A production team from the Travel Channel UK recently visited local Civil War sites and attractions. Host/Producer Gareth Davis and his crew filmed segments at South Mountain State Battlefield, Monocacy National Battlefield, the National Museum of Civil War Medicine, and Mount Olivet Cemetery. The program is slated to air throughout Europe in January 2011.

## BYWAY BITS

### Mobile Workshop Hits the Historic Road

Roadway professionals from across the country traversed Frederick County during a mobile workshop, part of the biennial Preserving the Historic Road conference held in Washington, DC, in September.

Tourism's Chris Haugh designed and led the tour, with assistance from Terry Maxwell (Maryland State Highway Administration/Manager, State Scenic Byway Program) and Adele Air (Manager, Maryland National Road Association). The tour focused on topics of interest pertaining to a portion of the nationally designated Historic National Road.

Participants visited New Market and Downtown Frederick before a lunch session at Brewer's Alley with Frederick County Transportation Planner John Thomas. Participants then headed west on the Golden Mile for a discussion on small area planning by City of Frederick Planner Tim Davis, prior to motoring through Braddock Heights, Middletown, and South Mountain State Battlefield.

## SNEAK PEAK



Members of the Tourism Council's Board of Directors took a tour to see the progress underway at the new Visitor Center during the Board's annual planning retreat in September.



## HCWA EXHIBIT AND VISITOR CENTER NOW OPEN

On the September 14 anniversary of the Battle of South Mountain, the Heart of the Civil War Heritage Area Exhibit and Visitor Center opened at the historic Newcomer House on Rt. 34 near Sharpsburg. The facility, owned by Antietam National Battlefield and managed by the Hagerstown-Washington County Convention and Visitors Bureau, promotes visitor opportunities in Carroll, Frederick, and Washington counties. Hours of operation are daily, 11 a.m. until 5 p.m., June 1 through October 31; Saturdays and Sundays, 11 a.m. until 5 p.m., May and November. To learn more, call 301-791-3246 ext. 15 or 301-432-6402.

## FCPS STAFF TOURS DOWNTOWN FREDERICK

Throughout the summer and fall, the Tourism Council of Frederick County and Downtown Frederick Partnership led a number of groups of Frederick County Public School (FCPS) employees on tours of Downtown Frederick. The tours familiarized staff with the restaurants, shops, and services close to the new FCPS offices on East Street.



Shown here is Marcia Hall, representing Downtown Frederick Partnership, as she points out the Alive @ 5 area along Carroll Creek.

## TRAVEL WRITERS FEAST ON FREDERICK COUNTY

The Tourism Council of Frederick County, in partnership with the Maryland Office of Tourism, recently hosted 10 journalists from Pennsylvania to North Carolina for a Culinary Tour of Frederick County. Touring and tasting at wineries, organic farms, orchards, restaurants and specialty shops, the group received a behind-the-scenes look at Frederick's farm-to-table opportunities.

The tour was hosted in conjunction with the Mid-Atlantic Tourism Public Relations Alliance, or MATPRA, conference in nearby Gettysburg. Frederick was the only Maryland county to host a pre-tour for attendees of the conference, which brings together destinations and travel writers.

Journalists Karen Toussaint and James Riddell of Bel Air, Maryland, sampled Black Ankle's wine as vineyard owner Sarah O'Herron (standing) led the group through a tasting.



## HOLIDAY SHOPPING AT THE VISITOR CENTER

Look for Frederick County merchandise and other unique products at the Frederick Visitor Center, 19 East Church Street, Downtown Frederick. The selection includes:

- 24-piece puzzle of Maryland for ages 5 and up
- *A Soldier's Life in the Civil War* coloring book
- *From Antietam to Gettysburg, A Civil War Coloring Book*
- *American Family of the Civil War Era* paper doll book
- New ringer-style Frederick T-shirts, adult sizes
- Frederick ornaments
- Rebecca Pearl's *Holidays on East Church Street* holiday cards (blank inside)
- Historic Frederick embroidered quilted bags
- New watercolor scene coffee mugs
- Spoons
- and, of course, the Downtown Frederick Gift Card, which can be used at more than 150 participating stores and restaurants. Gift cards can be purchased in any amount from \$10 to \$500 with cash, corporate check, VISA, or MasterCard.

The Visitor Center is open daily, 9 a.m.-5:30 p.m.; closing at Noon on December 24 and at 3 p.m. on December 31; closed on Thanksgiving, Christmas, and New Year's Day.



## NEW BROCHURE GUIDELINES

The Frederick Visitor Center greets thousands of visitors each year. As a Tourism Council member, you are encouraged to provide us with brochures from your business or organization to display for our visitors.

Planning ahead for the exhibit area in the new Visitor Center, we have set standards for the size of the brochures we'll be able to display, effective January 1, 2011. To ensure optimal display of your brochures, please be sure they measure 4" wide by 9" high and that your business name appears on the top third of brochure. The paper should be 80-pound cover stock.

Brochures not conforming to these standards will be displayed as space allows. Thank you, and we look forward to our continued partnership.

## NEW STAFF MEMBER

Melinda Yuhas has joined the Tourism Council staff, serving as a Visitor Center Host and greeting visitors to Frederick City and County.





MARYLAND

19 East Church Street  
Frederick, MD 21701

**CHANGE SERVICE  
REQUESTED**

PRSR STD  
US POSTAGE  
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Permit No. 133



MARYLAND

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Scenic Byway &  
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Grants & Communication Specialist

ELIZABETH SHATTO  
Historic Sites Coordinator

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LORI PADDY  
Visitor Services Managers

PEGGY ALLEY  
DAVID PEARSON  
MELINDA YUHAS  
Visitor Center Hosts

JANET HOUCK  
Supervisor Emerita

**WELCOME NEW MEMBERS**

**Elliott's**

113 E. Patrick Street, Lower Level  
Frederick, MD 21701  
301-662-6286  
Contact: Eleanor Winter

**Magoo's Pub & Eatery**

1-A W. 2nd Street  
Frederick, MD 21701  
301-378-2237  
www.magoos-frederick.com  
Contact: Jennifer Dougherty

**Olives**

137 N. Market Street  
Frederick, MD 21701  
301-378-2045  
www.olivesfrederick.com  
Contact: Jay Sachdev

