

# Tourism TODAY

## NEW LOOK FOR TOURISM WEBSITE

Have you seen the Tourism Council's new and improved website? In addition to fresh graphics and photos, the website has improved navigational features so users can find information more easily. Many of the site's most significant changes occur "behind the scenes," providing additional functionality for Tourism staff and members. Staff can better manage and update content and contacts, and members can update their own information, enter events, offer online coupons, and add graphics to their listings.

Training sessions for members are being scheduled this spring. For more information, contact Patsy Enslinger at 301-600-4043.



## RING IN THE NEW MUSEUM SEASON

### Bell and History Days April 4 & 5

Historic roads, rails, trails, canals, and trolleys are among the many highlights of this year's Bell and History Days weekend, hosted by the Historic Sites Consortium. The annual, self-guided event opens with countywide ringing of bells at 10 a.m. on Saturday, April 4, and concludes with a 5 p.m. handbell festival in the Jack B. Kussmaul Theater at Frederick Community College on Sunday, April 5.

More than 30 sites and historic areas, including some structures rarely open to the public, will be free of charge with

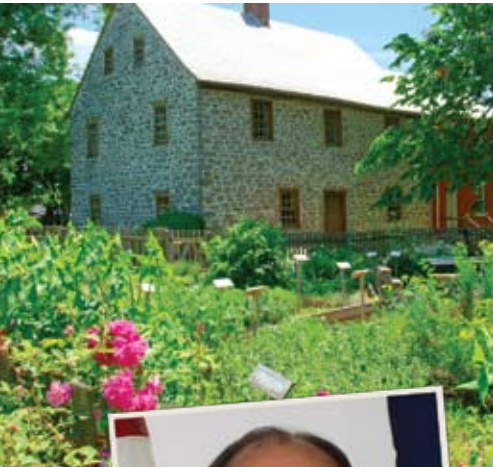
tours, exhibits, hands-on activities, living history demonstrations, and period entertainment for all ages. While historic sites countywide will welcome visitors, this year's Bell and History Days programs give particular focus to the communities of Braddock Heights, Middletown, Burkittsville, Myersville, Point of Rocks, and Brunswick—all communities that are rich in transportation history.

Bell and History Days highlights include:

- guided trolley tours of historic Braddock Heights
- trolley-related exhibits at Ostertag Farm in Myersville

- bell-themed public art along Main Street in Middletown
- demonstrations of early American domestic skills at the Middletown Valley Historical Society
- Brunswick Railroad Museum's interactive train layout
- guided tours of the recently restored Lander Lockhouse
- living history interpretations in Burkittsville
- programs and exhibits on the "Many Images of the Point of Rocks Train Station"
- and much more.

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## PRESIDENT'S MESSAGE

Well, spring has returned. It is the time of year when we dust off the “doldrums” of winter and hope for the “spring eternal” everyone talks about. This year, we are banking that we see a high amount of that “spring eternal” to get us through the rough economic times we are currently facing.

I look at my role and that of the entire Board of Directors as aides to Tourism Council members and industry partners in promoting Frederick County as a destination. We must keep ourselves informed of any activities or conditions that influence our industry, and work to create an environment that allows us all to attract visitors to the best of our ability. By providing this information and support to members, we help boost our local economy by attracting the highest number of tourists possible.

Visitors demand such services as attractions, accommodations, food and beverage, entertainment, transportation, and other public facilities, along with friendly locals and authentic heritage. Given the many examples of all of the above that Frederick County has to offer, tourism can be a tremendous economic engine for our local economy.

Especially in times of economic downturn, businesses and public organizations are increasingly interested in the economic impacts of tourism at national, state, and local levels. They are aware that tourism brings visitors to our area who enjoy all that we have to offer. Tourists spend their money here and go home to their own governmental and economic concerns.

In these challenging times, we need to pursue all avenues possible to attract tourists to Frederick County. The Tourism's board and staff stand ready to take on this challenge and help our local economy prosper.

— *Randy McClement*

### DID YOU KNOW?

Frederick County is the only county in Maryland to be traversed by multiple national byways. In addition, Frederick County boasts six of the state's 19 scenic byways.



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#### • NON-VOTING LIAISON •

SUSAN TRAIL  
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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## THE POSITIVE IMPACT OF TOURISM

Tourism in Frederick County is now almost a \$400-million industry, boosting the local economy's health while providing revenue, a solid tax base, and local jobs.

- In 2007, visitors spent \$396.3 million in Frederick County, according to a recently released Tourism Satellite Account (TSA) report by Global Insight. This spending represented an increase of 3.4% from 2006.



- Visitor spending in Maryland generated more than \$1.7 billion in state and local taxes in 2007. Without tourism, the average Maryland household would pay \$400 or more in additional state and local taxes each year or face cuts in programs or services.
- The Leisure and Hospitality industry accounts for more than 9,500 jobs in Frederick County, according to 2007 reports from the Maryland Department of Labor, Licensing and Regulation. This number represents 10% of all jobs in Frederick County

and makes tourism the 11th largest employment industry.

It's not by accident that Frederick County's tourism industry is staying strong. "We put a lot of thought and effort into marketing and promoting Frederick County," says Tourism Council Executive Director John Fieseler. "From attending trade shows that target group travel and bus tours to placing hundreds of thousands of dollars in advertising each year to reach our target markets, we are constantly reaching out to visitors and developing new tourism products."

One of the innovative ways Frederick County strengthens the tourism industry is by reinvesting in non-profits that offer sites, programs, or activities that align closely with what visitors want. Funded through hotel rental tax, the TRIPP Program (Tourism Reinvestment in Promotion and Product) allocates \$200,000 annually to help non-profits attract visitors to Frederick County and encourage overnight stays.

The Tourism Council also supports partnering programs that encourage tourism, such as the Catoctin Mountain National Scenic Byway, the Maryland National Road Association, and the Heart of the Civil War Heritage Area.

Numbers tracked by Tourism's Visitor Center indicate increasing interest in Frederick County, despite the economic downturn. Phone calls to the toll-free line, typically used by potential visitors planning a trip to the area, are up by more than 20% when compared to the previous year. Inquiries by mail or email requesting information have increased by nearly 53% compared to last fall.

*"The tourism industry helps to smooth out the ups and downs of a slow economy. Visitor spending keeps people employed by creating and maintaining jobs and investment in the area. With tourism spending increasing over the last several years, it plays an even more significant role in the economic vitality of Frederick County."*

*—John Fieseler, Tourism Council Executive Director*

## HOTEL OCCUPANCY REMAINS STRONG

- Room occupancy rates are a strong indicator of the local tourism industry's health. A report by Smith Travel Research indicates that Frederick County occupancy rates have increased 3.3% from 2007 to 2008.
- In 2007, there were 1.7-million "person stays" by visitors to Frederick County from at least 50 miles away, according to the Tourism Satellite Account report.
- While the softening economy did result in the average nightly rates dropping slightly, there was still a net increase of 4.1% in hotel revenue last year, due to increased supply and demand. Collectively, Frederick County hotels brought in almost \$41 million in 2008.

The presidential inauguration provided a nice "bump" for local hotels during a time of the year when business is typically slow. Revenue from Frederick County hotel rooms booked for the night before the presidential inauguration increased by 161% over the same Monday a year earlier. From January 16 through 20, Frederick County hotels saw a 90% increase in revenue over the same five nights a year earlier, bringing in a collective \$742,987 compared to \$389,824 in 2007.

## BYWAY BITS

As the unofficial byway capital of Maryland, Frederick County



boasts many routes with special stories to tell. Spring is the perfect time to explore these roads less traveled. Visit the Explore Maryland section of [www.sha.state.md.us](http://www.sha.state.md.us) for more information, including driving maps.

### Mason and Dixon (MD 140)

Charles Mason and Jeremiah Dixon spent nearly four years in the 1760s surveying newly established boundaries between Maryland, Pennsylvania, Virginia, and Delaware. The line they defined would later symbolize the cultural divide between North and South in this country. This easy-going byway begins in Emmitsburg and passes through five additional counties, incorporating both historical encounters and recreational endeavors.

### Antietam Campaign

#### (MD 28, MD 85, US Alt 40)

Thousands of Union and Confederate soldiers marched over the county's sometimes muddy, often dusty roads. The beauty and grandeur of Frederick County were the last things written home about by many a soldier who would not make it through the major conflicts that identify the American Civil War. This individual trail focuses on the 1862 Campaign and sheds light on what many of these troops experienced.

### Chesapeake and Ohio Canal

#### (MD 28, MD 464, MD 478)

Work began on the C&O Canal on July 4, 1828. By 1850, the canal was complete from the mouth of Rock Creek in Georgetown to Cumberland in western Maryland. The C&O was a busy waterway for the transport of coal and produce until it closed in 1924. Frederick County's portion of the canal includes two of the 11 aqueducts built along the

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## RING IN THE NEW MUSEUM SEASON

*Continued from page 1*

Bell and History Days participants are encouraged to fill their Passport to History guide with stamps from at least four program sites. Completed passports must be turned in to a participating site before 4 p.m. on Sunday, April 5. Everyone who completes a passport will receive a 2009 Bell and History Days souvenir bell, plus a chance to win one of six gift baskets representing each of this year's featured communities. The prize drawing will occur on April 8, and winners will be notified by phone.

The Passport to History program guide is available at the Frederick Visitor Center, 19 East Church Street in Frederick or online at [fredericktourism.org](http://fredericktourism.org). For information, call 301-600-4047.

On April 4, Civil War artillery demonstrations will take place at Gathland State Park, part of South Mountain State Battlefield. After the 10:30 a.m. demonstration, the Potomac Appalachian Trail Club will lead a family-friendly hike, departing from the War Correspondent's Arch (pictured right).



## READY FOR DISTRIBUTION

Copies of the *Spring-Fall Calendar of Events* and *Destination Frederick County 2009* are available. Contact Patsy Ensminger at 301-600-4043 for your supply.

## MUSEUMS AT THE MALL

On Saturday, March 28 from 10 a.m. until 4 p.m., Frederick County museums and historic sites will showcase their programs at the Francis Scott Key Mall in Frederick. Shoppers of all ages will enjoy interactive displays, hands-on activities, and the opportunity to gather information about local sites. Last year more than 1,800 people were served directly by this event, which is sponsored by the Frederick Historic Sites Consortium.



Schifferstadt Architectural Museum will participate in Museums at the Mall on March 28 at the Francis Scott Key Mall. Cunningham Falls State Park's Scales and Tales program is also part of the event.

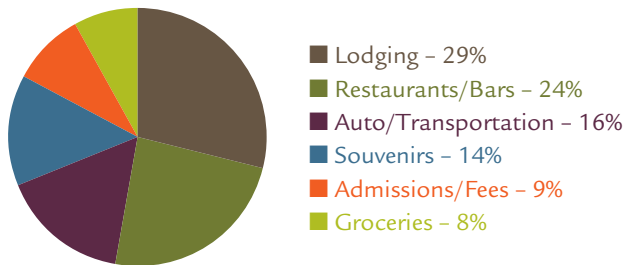
## NATIONAL PARKS MAKE THEIR MARK

- According to an independent report by Michigan State University, every tax dollar spent on national parks resulted in \$4 in visitor spending in communities within 50 miles of a national park site. The report found that visitors to the national parks within 50 miles of Frederick County spent almost \$200 million during 2007. Park visitor spending and park budgets also supported 4,758 jobs.
- Catoctin Mountain Park in Frederick County accounted for \$31.4 million in 2007, leading the spending by National Park visitors within Maryland, west of the Chesapeake Bay. Daytime visitors to Monocacy National Battlefield accounted for another \$1.5 million in spending. Frederick County also benefited from a portion of the spending by visitors to the Chesapeake & Ohio Historical National Park, Harpers Ferry National Historical Park, Antietam National Battlefield, and Gettysburg National Military Park.



Catoctin Mountain Park, in Frederick County

- Where did the money go? Visitor spending was distributed as follows:



## FIRST SATURDAY SURVEY RESULTS

The monthly First Saturday events in Downtown Frederick draw an increasing number of attendees from within and beyond Frederick County. A November 2008 survey by Downtown Frederick Partnership documents the event's impact on local businesses and reveals more about First Saturday participants:

- An average of 27% of First Saturday attendees were from outside of Frederick County, with 6% from out of state.
- Visitors spent an average of \$112.31 during November's First Saturday.
- The average number of businesses visited was 7.2. Of those surveyed, 35% visited 10 or more businesses during the evening.
- Average household income was \$98,300.

Surveys were also taken in December and are planned again in March and April. Together the compiled survey results will offer a more complete picture of the event's impact. The Downtown Frederick Partnership is a multi-year recipient of TRIPP (Tourism Reinvestment in Promotion and Product) funding. To learn more, visit [downtownfrederick.org](http://downtownfrederick.org).

## BYWAY BITS *Continued from page 4*

route, a lockhouse at Lander, plus the C&O Canal Visitor Center in Brunswick.

### Old Main Streets (MD140, MD 77, MD 75, MD 26, MD 31)

The old main streets of Frederick County were the hub of activity for each town and the surrounding countryside. These roads are still busy places, offering the atmosphere of bygone days along with an enticing variety of antique shops, country inns, and restaurants. The route includes the northern Frederick County towns of Emmitsburg, Thurmont, and Libertytown.

## CALL FOR NOMINATIONS

The Frederick Historic Sites Consortium is accepting nominations for the Joy Reese Derr Award for Outstanding Museum-Community Relations. Named for a former Tourism Council president and the Consortium's first chair, this award recognizes exceptional advancement in one or more aspects of the public dimension of museum work. Institutional progress in such areas as museum education, interpretation, public relations, visitor services, outreach, use of print and electronic media, and community partnerships will be considered.

Any Frederick County museum or historic site that is an active participant in the Frederick Historic Sites Consortium is eligible for nomination, and self-nominations are encouraged. Nominations are due on or before May 1, and the award will be announced at the annual docent recognition party in June (details to come). For a copy of the call for nominations, please contact Liz Shatto, Consortium Coordinator, at 301- 600-4042 or [lshatto@fredco-md.net](mailto:lshatto@fredco-md.net).

## KUDOS!

- The Harry Black family of Thurmont's Catoctin Mountain Orchard was one of two farm families inducted into the Governor's Agriculture Hall of Fame in February. Governor Martin O'Malley presented the prestigious award at the Maryland Agriculture Dinner.
- Tourism Council members were among those honored recently by the Frederick County Business Development Advisory Council and the Frederick County Office of Economic Development. Orases Consulting Corporation was named 2008 Frederick County Technology Firm of the Year, and Liganore Winecellars-Berrywine Plantations was selected as the Frederick County Agri-Business of the Year.
- Winners of the Peter H. Plamondon Professional Development Scholarship include Joy Derr, Hood College History Museum; Belva King, African American Cultural and Heritage Society; and Jillian Roberts, Schifferstadt Architectural Museum. The award supports the participation of local museum staff or volunteers in the annual Small Museum Association Conference.
- *Frederick Magazine's* 17th annual readers' poll named these Tourism Council members among The Best of Frederick: Brewer's Alley, Ceresville Mansion, Colonial Jewelers, Crabapples, Delaplaine Visual Arts Center, Dutch's Daughter, Emporium Antiques, Firestone's, Isabella's, La Paz, Musket Ridge Golf Club, New York New York, Proof Artisan Bakery, Red Horse Steak House, and VOLT.

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## ON THE TRAIL FOR TREASURE

The City of Frederick has teamed up with the Maryland Municipal League (MML) to promote Maryland's cities and towns through a statewide Geocache Trail.

Geocaching is a game, very much like a treasure hunt.

Participants find treasures, called "caches," using a hand-held GPS (Global Positioning System) unit to plot map coordinates. This increasingly popular pastime taps into the rapidly growing high-tech tourist trade that is not limited to any particular age group. "It's interesting that twenty-first century technology is bringing visitors to sites in our historic city that previous travelers also sought out with earlier methods of navigation," says Tourism Director John Fieseler. "Modern means will help them discover Frederick's timeless appeal."

The theme of the MML's geocache trail is "Celebrating Maryland's Cities and Towns." A collectible geo coin will be given to the first 500 geocachers who locate a minimum of 22 city/town caches throughout the state. To be eligible for the coin, geocachers must pick up a passport at any participating visitor center, use the stamp in each cache on their passports, and write in the cache code word. After at least two municipal caches in each district are discovered, geocachers may return to one of the county visitor centers and have their passports validated to receive the coin.

Among the many interesting treasures in Frederick's geocache are city lapel pins, Livestrong bracelets, and the chance to win a Downtown Frederick Gift Card. A notepad will be in the geocache for participants to leave their name and email. Winning names will be drawn each quarter.

To learn more, visit MML's website at [mdmunicipal.org](http://mdmunicipal.org) and go to the Geocache Trail section under Programs and Activities. For additional information, contact Donna Goff, The City of Frederick Department of Economic Development, at 301-600-6360.

## HERITAGE AREA NEWS

Event planning is underway for the sesquicentennial of the Civil War. Sixty stakeholders from museum and historic sites, local government units, state and national parks, the Catoctin Mountain National Scenic Byway, and the Journey Through Hallowed Ground National Heritage Area met recently with Jack Spinnler, an interpretive planning consultant who will produce a report to guide Heart of the Civil War Heritage Area activities through 2016.

Sesquicentennial commemorations in 2009 will focus on John Brown's Raid on Harpers Ferry, including Frederick Militia and Fire Company Days, a signature event to be held along the Carroll Creek Park on August 8 and 9. A variety of exhibits, lectures, and demonstrations will recall the support provided by Frederick militia companies to Virginia in response to the raid.

The Heart of the Civil War Heritage Area, comprised of Carroll, Frederick, and Washington counties, is one of 11 certified Maryland Heritage Areas, and comprises the Maryland portion of the Journey Through Hallowed Ground. For more information, call Liz Shatto, Director, 301-600-4042, or visit [www.heartofthecivilwar.org](http://www.heartofthecivilwar.org).

Jack Spinnler leads an interpretive planning workshop for the Heart of the Civil War Heritage Area.





## ON THE FRONT LINES

The Spring Front Line Familiarization (FAM) Tour on Monday, April 27, will focus on historic Downtown Frederick. The day-long complimentary training is open to all Tourism Council members and their staff. Speakers, a scavenger hunt, and visits to attractions and historic sites will equip participants to answer these and other frequently-asked questions: Where should I eat? How do I get there? What is there to do around here?

Space is limited, and RSVPs are due to Tiffany Ahalt at 301-600-4050 or [tahalt@fredco-md.net](mailto:tahalt@fredco-md.net) by April 7.

## THE BUSES ARE COMING!

The State of Maryland and the Gaylord National Resort at National Harbor will host the American Bus Marketplace—one of the largest group tour-related events in North America—from January 15 through 19, 2010. Tourism-related businesses and American Bus Association (ABA) members are working hard to put together a star-spangled event, which will showcase Maryland, Washington DC, and northern Virginia. The event will require thousands of volunteers to serve on planning committees and assist with the event, which will include a Civil War-focused familiarization tour of Frederick County.

The ABA represents approximately 1,000 motorcoach and tour companies in the United States and Canada. Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motorcoach industry. To learn more about ABA and membership benefits, visit [buses.org](http://buses.org).



## KUDOS! *Continued from page 6*

- Waneta Gagne, chair of the Frederick Historic Sites Consortium, spoke at the 106th Middle States Regional Conference for Social Studies at Salisbury University. Her topic focused on how history collections and teachers can collaborate and use local museum and library resources. Waneta's Frederick County History Club, sponsored by the Maryland Room of the C. Burr Artz Public Library, is a model for such partnerships.
- The American Bus Association has selected the sesquicentennial of John Brown's Raid on Harper's Ferry as one of the "Top 100 Events in North America" for 2009. Representatives from Frederick County and the Heart of the Civil War Heritage Area serve on the quad-state planning committee for the 150th anniversary.
- Andy Nichols, Jeremy Tooley, and Chad Heddleston—TeamLink/Shenandoah Mountain Guides staff—have been named to the instructor cadre for the 2009 National Park Service (NPS) Eastern High Angle Technical Rescue Course in North Carolina. They will be joined by representatives of the US Air Force and Navy to provide this highly specialized training to NPS climbing rescue teams.
- Mark Hudson, executive director of the Historical Society of Frederick County since 1998, has accepted a position to lead the Vermont Historical Society. Thanks, Mark, for all your hard work on behalf of Frederick County. You leave big shoes to fill!



Tourism Council of  
Frederick County, Inc.

MARYLAND

19 East Church Street  
Frederick, MD 21701

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US POSTAGE

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Frederick, MD  
Permit No. 133



**SAVE THE DATE!**  
**Spring Membership Event**

**Wednesday, May 13, 5-7 p.m.**

Creekside Suites &  
Conference Center  
50 Citizens Way, Suite 303

Look for your personal  
invitation in April.



Tourism Council of  
Frederick County, Inc.

MARYLAND

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PEGGY ALLEY

**WELCOME NEW MEMBERS**

**Accents at Shab Row**  
122 North East Street  
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301-846-0246  
accentsatshabrow.com  
Contact: James and Marie Hamilton

**The Apartments at Jefferson  
Chase Condominiums**  
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Frederick, MD 21701  
301-668-5656  
jeffersonchase.com  
Contact: Amanda Munroe

**Ceresville Mansion**  
8529 Liberty Road  
Frederick, MD 21701  
301-694-5111  
ceresville.com  
Contact: Kate Moreland

**Emmitsburg Business and  
Professional Association, Inc.**  
PO Box 346  
Emmitsburg, MD 21727  
301-447-2245  
ebpa.biz  
Contact: Allen R. Knott

**Gaver Tree Farm  
and Pumpkin Patch**  
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301-865-3515  
gavertreefarm.com  
Contact: Lisa Gaver

**The Main Cup**  
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301-371-4433  
themaincup.com  
Contact: Robert Brenengen

**Orases Consulting Corporation**  
7101 Guilford Drive, Suite 202  
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301-694-8991  
orases.com  
Contact: Nick Damoulakis

**Patrick's Irish Pub and Restaurant**  
16 East Patrick Street  
Frederick, MD 21701  
301-668-0668  
patspub.com  
Contact: Patrick Rowley

**Toby's Dinner Theatres**  
5900 Symphony Woods Road  
Columbia, MD 21044  
5625 O'Donnell Street  
Baltimore, MD 21224  
410-730-8311  
tobysdinnertheater.com  
Contact: Cheryl Clemens

**U-Save Car and Truck Rental**  
5733 Buckeystown Pike  
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301-663-6812  
usave.com  
Contact: Johanna Sands

**Upward Enterprises**  
1233 Rosemont Drive  
Knoxville, MD 21758  
301-834-6140  
upwardenterprises.com  
Contact: Clive Felgate

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301-696-8658  
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Contact: Hilda Staples