

# Tourism TODAY

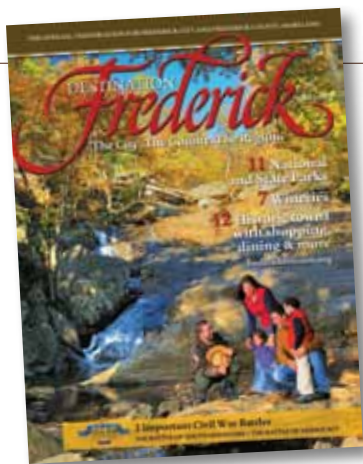
## NEW VISITOR CENTER OPENS ON BELL AND HISTORY DAY

Saturday, April 2 marked the grand opening of the Frederick Visitor Center at its new 151 South East Street address in Downtown Frederick. The celebration began at 9:30 a.m. and included a ribbon cutting and dedication of the Frederick County History Bell. The bell rang at 10 a.m. for the first time in its new location to kick off Bell and History Day, an annual event that marks the beginning of the museum season.

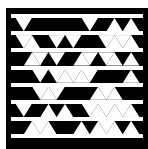
An estimated 150 residents and visitors, plus city, county, and state dignitaries were on hand for the landmark event. For more information on the Visitor Center grand opening celebration, see pages 3 through 6.

Also available for ringing at the new Visitor Center and at sites across the county on this special day were 18 Bells of Remembrance, an interactive memorial for those who died on September 11, 2001. Bell and History Day participants rang the mounted bells, which weighed between 125 to 5,000 pounds.

A free Bell and History Handbell Festival, held at the Basilica of the National Shrine of St. Elizabeth Ann Seton in Emmitsburg, concluded the weekend's festivities and also marked the start of Sesquicentennial commemorations in the Heart of the Civil War Heritage Area. The concert included mass rings of two special arrangements of Civil War hymns from 1861. Information on upcoming Sesquicentennial events in and beyond Frederick County is available at [www.fredericktourism.org](http://www.fredericktourism.org).

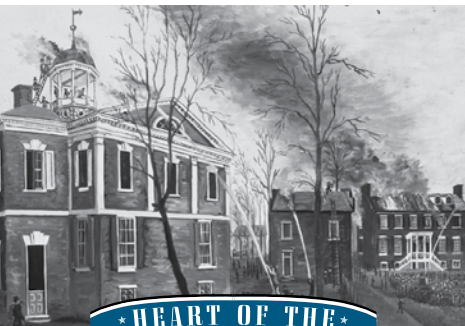


## HIGH-TECH ADDITION TO DESTINATION FREDERICK



This year's *Destination Frederick* visitor guide features QR (Quick Response) codes that take advantage of smart-phone technology to get readers from the printed page to the web. Readers who scan QR codes with their smart phones (QR reader app must be downloaded first) will see a video related to the content they just read about in the visitor guide.

*Destination Frederick 2011* and the *Spring-Fall Calendar of Events* have been distributed to member sites. Call 301-600-4043 if you need additional copies.



## PRESIDENT'S MESSAGE

I don't know if you all can feel it, but there is electricity in the air. The new Visitor Center is finally open! Years of planning, grant writing, fund-chasing, bidding, and paperwork have come to fruition. If you haven't done so already, please take the time to drive down East Street and see the fruits of this labor.

Now that we've come through the home stretch, we have one more job to do. We need to thank the Tourism Council staff for their hard work and perseverance. John and his team have spent countless hours and innumerable meetings making this project come to life. They have overcome disappointments, removed obstacles, and have done so while providing the very best in daily visitor services. My hat is off to them!

The Visitor Center opening could not have come at a more important moment. This April marks the 150th anniversary of the opening shots of the American Civil War, as well as the special session of the Maryland legislature held here in Frederick. That session was held to decide whether Maryland would remain in the Union or join the new Confederacy. This historic meeting placed our city in the very midst of a national crisis that would soon affect us even more graphically. In 1862 the war came to Frederick for the first time in what we now call the Antietam Campaign. In 1863 and 1864 we would again see armies in our streets and sick and wounded soldiers in our midst.

For the next four years, we will assist our nation in coming to grips with this turbulent past. Visitors from around the world will come to Frederick to learn more about the war—but they are going to learn much more. Our new Visitor Center will show them a thriving community of industry, agriculture, nature, and rich heritage. They will learn about a community of culture and arts, as well as history and beauty. Our new Visitor Center is truly a gateway to all we have to offer.

— George Wunderlich

Top image: Courtesy of the Historical Society of Frederick County.



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Downtown Frederick Partnership

SUSAN TRAIL  
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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.  
151 S. East Street • Frederick, MD 21701  
301-600-4047 • fax 301-600-4044  
www.fredericktourism.org

EDITOR  
MARLENE ENGLAND

GRAPHIC DESIGN  
JEAN PETERSON DESIGN

Welcome to Frederick County!



**TOURISM COUNCIL OPENS  
NEW VISITOR CENTER**



## RINGING IN A NEW ERA OF TOURISM

After 35 years of operating at 19 East Church Street, the Frederick Visitor Center has now moved to be near the new I-70 interchange on East Street.

“With easier access from the highway and amenities not available at our former site, this new location enables us to better serve visitors,” explains John Fieseler, Executive Director for the Tourism Council. In addition to maps, brochures, and displays highlighting regional attractions and amenities, the new Visitor Center has expanded restroom facilities and can more easily accommodate bus groups.

“The real jewels of our new facility are the orientation film and 2,200-square-foot exhibit area that interprets and promotes all Frederick County has to offer,” Fieseler says.

The 6,400-square-foot Visitor Center is in a rehabilitated cannery warehouse on the site of the former Frederick Spoke Factory, which was in active production at the end of the 19th century. The site capitalizes on Frederick’s location at the hub of a network of highways that fan out like the spokes of a wheel, connecting many of Frederick County’s attractions and natural and cultural resources. Design elements in the building and exhibits also echo this theme.

When the Frederick Visitor Center opened on April 2, 2011, the 250-pound bell that hangs outside the new facility was rung for the first time in its permanent home—exactly five years to the day since the bell was cast.

Top photo: Frederick’s most iconic historic personalities have been given a fresh look in the new Visitor Center.

Below: Frances A. Randall, representing her family, offers the first ring of the Frederick County History Bell in its permanent location at the Frederick Visitor Center. The bell is a gift to the community by the Randall Charitable Trust Donor Advised Fund of the Community Foundation of Frederick County.



In April 2006, the world’s only traveling bell forge came to Frederick and cast the Frederick County History Bell as part of the revival of Bell and History Day, an annual event that heralds the start of the museum season. The bell is dedicated to the memory of Judge Edward S. Delaplaine, whose efforts helped to preserve Frederick County history.





## FREDERICK VISITOR CENTER

151 S. East Street  
Frederick, MD 21701

Open 9 a.m.-5:30 p.m.,  
361 days a year

Closed on Easter, Thanksgiving,  
Christmas, and New Year's Day

## VISITOR INFO

Local: 301-600-2888  
Toll-Free: 800-999-3613  
[www.fredericktourism.org](http://www.fredericktourism.org)



### Behind the Scenes

The Visitor Center's eye-catching and informative exhibits were carefully developed to help travelers:

- Become aware of interesting shopping, dining, and entertainment opportunities and destinations in Frederick County.
- Discover enticing stories about Frederick County's natural and cultural history and the county's role in the development of the nation, prompting visitors to stay and learn more at the nearby museums, historic sites, parks, and other attractions.
- Think of Frederick County as a destination in itself.
- Decide to extend their stay in Frederick County, as a base camp for day trips to such nearby destinations as Washington D.C., Baltimore, Gettysburg, Harpers Ferry, and attractions in neighboring counties of the Heart of the Civil War Heritage Area, and also to encourage enjoyment of the resources of the Chesapeake Bay Watershed and the state and national scenic byways that traverse the county.

### Thank You, Partners

*Plans for the new Visitor Center began more than a decade ago, with final costs estimated at \$2.9 million. Funding was obtained through a variety of sources, including bonds sold by Frederick County (being repaid by hotel tax), Preserve America, FHWA's National Scenic Byways Program, the Maryland Heritage Areas Authority, and the Chesapeake Bay Gateways and Watertrails Network of the National Park Service. Proffitt and Associates served as architect, with Rockwell Construction Co. Inc., as general contractor and J. Vinton Schafer & Sons as construction manager.*

### THE COUNTY'S BEST... ON THE BIG SCREEN

Visitor Center guests can see the "big picture" of all Frederick County has to offer when they view the new orientation film, *A Turn of the Wheel*. The multi-screen presentation, produced in part with Metro Productions, Inc. of Richmond, Virginia, is the recipient of a Communicator Award of Excellence from the International Academy of the Visual Arts. This award is given to those entries whose ability to communicate puts them among the best in the field.



### Hub and Spoke Design

Jackson Brady Design Group, of Washington, DC, and Exhibit Concepts, Inc., of Vandalia, Ohio, designed and fabricated the exhibits, respectively. The property's history as home to a spoke factory, coupled with Frederick's location as the hub from which regional Scenic Byways and other heritage tourism routes emerge like spokes on a wheel, inspired the design and organizational framework for the exhibits.

At the center of the exhibit design, Frederick City is represented at the hub, where themes concerning the settlement of the city, Carroll Creek, and the Clustered Spires are complemented by beautiful photographs and continuously running videos that showcase the vitality of our largest attraction—Downtown Frederick. Interpretive panels as “spokes” radiate from the hub and follow the Historic National Road, the Journey Through Hallowed Ground National Scenic Byway, and the Monocacy Scenic Water Trail, lining up with a beautiful compass rose design on the floor. Addressed on the spokes and walls are related themes, such as People, Transportation Heritage, Nature and Recreation, Townscapes and Landscapes, and Arts and Entertainment.

Large photo murals re-create scenes of the Weinberg Center for the Arts and Cunningham Falls. The Weinberg image by Harriet Wise is complemented by Tivoli Theater seats from the Weinberg's past, while the Falls mural by Kelly Hahn Johnson is highlighted by an inset video of the moving water, filmed by Digital Bard. Also on display is local artist Richard Schlecht's panoramic watercolor of Point of Rocks in the 1930s, with several modes of transportation apparent, including a steam locomotive emerging from the tunnel, along with motorists, watercraft, and even a mule on the C&O Canal towpath.

Frederick's most iconic historic personalities have been given a fresh look in the new Visitor Center, thanks to Annapolis-based illustrator Greg Harlin of the Wood-Ronsaville-Harlin Studio. Harlin's images of Barbara Fritchie and Francis Scott Key greet visitors as they enter and discover that, as Oliver Wendell Holmes observed in 1862, Frederick is a “poetical” place of “seers and dreamers.”



A scale model of Loy's Station Covered Bridge, crafted by Dean Fitzgerald from remnants of the original, forms one of the “spokes” in the Visitor Center exhibit area.

## WELCOME, NEW MEMBERS

### Antietam Guest House

111 West Chapline Street  
Sharpsburg, MD 21782  
301-992-9767  
www.antietamguesthouse.com  
Vernell Doyle

### Bay Runner Shuttle

1341 Hughes Ford Road  
Suite 103  
Frederick, MD 21701  
301-898-2571  
www.bayrunners.com

### Braddock Mountain Antiques

5018 Old National Pike  
Frederick, MD 21702  
301-639-3547  
www.braddockmt.  
antiquescenter.com  
Mark McConnell

### Chartreuse and Co.

3995 Buckeystown Pike  
Frederick, MD 21704  
301-874-1882  
www.chartreuseandco.com  
Chip Crum

### Crystal Forests LLC

38 S. Market Street, Suite 3  
Frederick, MD 21701  
301-328-3658  
www.crystalforests.com  
Irene Richardson

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Frederick, MD 21701  
240-674-1740  
www.dublinroasterscoffee.com  
Serina Roy

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109 N. Market Street  
Frederick, MD 21701  
301-696-8586  
www.firestonesmarket.com  
Gillian Berluti

### Frederick Indoor Sports Center

1845 Brookfield Court  
Frederick, MD 21701  
240-215-4040  
www.frederickindoor.com  
Jay Jeffrey

### Gallery 322

322 N. Market Street  
Frederick, MD 21701  
240-529-7743  
www.gallery-322.com  
Ann Schaefer

### Grand Rental Events

1780A N. Market Street  
Frederick, MD 21701  
301-228-3190  
www.grandrentalevents.com  
Dwain Remsberg

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Frederick, MD 21701  
301-662-6205  
www.theloftatAI.com  
Sandra Steele

### Majestic Theater

25 Carlisle Street  
Gettysburg, PA 17325  
717-337-8200  
www.gettysburgmajestic.org  
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806 W. Diamond Avenue  
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301-948-3172  
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301-829-7999  
www.onthetownlimousines.com  
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301-631-8102  
www.shabrowwine.com  
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5018 Old National Pike  
Frederick, MD 21702  
301-371-3125  
www.silvermaplerestaurant.com  
Jason Routzahn

### Star-Spangled Tours

2403 Bidle Road  
Middletown, MD 21769  
240-626-0963  
www.starspangledtoursmd.com  
Tiffany Ahalt

### Vibrant Artwear

301 N. Market Street  
Frederick, MD 21701  
240-379-6246  
www.vibrantartwear.com  
Joe Axt

### We Help U Move

511 W. South Street  
Frederick, MD 21701  
301-620-1169  
www.wehelpumove.com  
Nicholas Walker

### Westview Promenade

Buckeystown Pike (Rt. 85)  
at Crestwood Blvd.  
Frederick, MD 21703  
410-561-1300  
www.ShopWestview.com  
Teresa Rosier



## KUDOS

- The 2nd Annual Frederick Restaurant Week was announced in January with a kick-off event at the Weinberg Center. Frederick Restaurant Week was held March 7-13 with the help of the Tourism Council, Downtown Frederick Partnership, and 18 restaurants.
- Emily Dorr, Jean Peterson Design's art director, received the Silver Medal Award at the AAF-GF's ADDY awards ceremony this year. Lisa Gorham, the firm's senior designer, won the Crystal Prism Award. The firm took 15 awards, including Best of Show and a Silver ADDY for the Frederick Restaurant Week logo.
- The Tourism Council was represented at the Pennsylvania Bus Association and Maryland Motorcoach Association.
- Tourism also hosted a group of writers on the press tour of *A House Divided: Maryland and the Civil War* in partnership with the Maryland Office of Tourism and other counties.
- The Frederick Historic Sites Consortium served more than 1,000 visitors at Museums on the Mall on March 26 and had a successful Bell and History Day on April 2.

**TOURISM COUNCIL STAFF**

JOHN FIESELER  
Executive Director

BECKY BICKERTON  
Sales Manager

PATSY ENSMINGER  
Operations Director

CHRIS HAUGH  
Scenic Byway &  
Special Projects Manager

MICHELLE KERSHNER  
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ROBYN HILDEBRAND  
LORI PADDY  
Visitor Services Managers

PEGGY ALLEY  
DAVID PEARSON  
MELINDA YUHAS  
Visitor Center Hosts

JANET HOUCK  
Supervisor Emerita

## FREDERICK COUNTY – THE PLACE TO BE

Months before spring weather arrived, Tourism staff members were busy fielding inquiries from travel writers and tour groups interested in Frederick County.

Writers from local, regional, and national publications, as well as representatives from Groupon, a website that offers deals based on a user's location, have toured local attractions and met with Tourism staff and local business owners in recent weeks. Confirmed group visits for the summer season include the American Society for Deaf Children's Biennial Conference, Brown Swiss National Convention, and the 13th Annual Camaro Nationals.



## EMPLOYEE NEWS

This winter, we said goodbye to Tourism's Tiffany Ahalt, who resigned to pursue her own business. In February, we welcomed Becky Bickerton as Tourism's new sales manager. Becky entices groups to Frederick County and also coordinates new member recruiting efforts. Michelle Kershner is now Tourism's marketing and communication manager, working with travel writers and on marketing initiatives.

## SAVE THE DATE – TOURISM SPRING SOCIAL

**Wednesday, May 11, 2011, 5:30-7:30 p.m.**

**Frederick Visitor Center | 151 S. East Street, Frederick**

*Look for your formal invitation in the mail.*