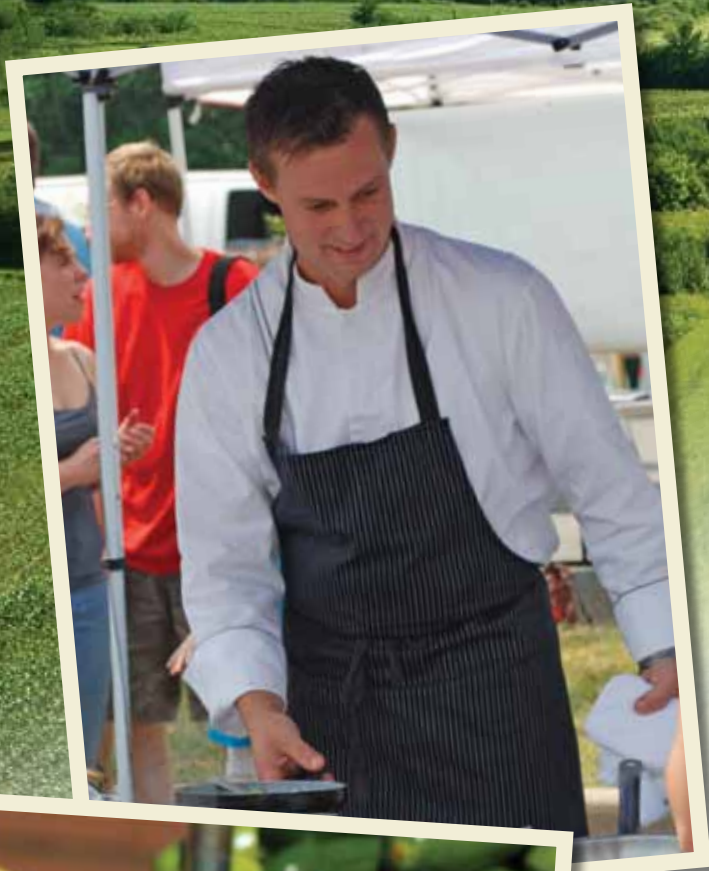


TODAY Tourism



*Only in Frederick County!
Two Special Holiday Celebrations...
See page 4 and 5 for details.*

CULINARY DESTINATION: FREDERICK

Volt Chef Bryan Voltaggio's appearance on Bravo's *Top Chef Season 6* series may have ignited the public's awareness that Frederick is a great place to dine, but many have known for some time that Frederick has all the ingredients to emerge as a culinary destination. From award-winning local wines and beer to some of the region's best farms, Frederick restaurants have practically everything in their backyard to create a memorable feast.

Many restaurants, like Volt, are turning to farm-to-table menu items that feature the unique tastes of Frederick County. Vegetables, grass-fed beef, greens, fruits and berries, and cheeses are just a few of the homegrown items featured in area restaurants. And visitors are noticing the difference. "Dining has always been a popular attraction for visitors," says John Fieseler, Director for the Tourism Council of Frederick County. "But more and more people are asking where they can have a meal that features local ingredients."

In addition to the ability to offer local produce, the restaurants in Downtown Frederick have an added benefit – the large number of food establishments within walking distance to each other. "We know that some businesses – like restaurants – generally do better when grouped together," explains Kara Norman, Executive Director of the Downtown Frederick Partnership. In addition to farm-to-table offerings, diners can choose from the many American-style and ethnic restaurants,

Continued on page 3



PRESIDENT'S MESSAGE

It seems like only yesterday that Randy McClement stepped up to the podium and took over the presidency of the Tourism Council from Mike Henningsen. Little did I think how much would happen in those two years or how quickly the time would pass. Randy has done a great job as president and helped lead us through some interesting and trying times. His devotion to the board and his tireless effort has placed us in a great position as we prepare for the future. Thank you, Randy, for your service!

Today we begin a new chapter in the life of our Tourism Council and our community. A new gateway is about to open in the City of Frederick and that gateway will soon see the construction of a new visitor center. The entire county will benefit by this development as our guest services become more accessible to the traveling public. Our new film, better brochure displays, and a state-of-the-art exhibit area will help visitors see all of the possibilities Frederick County has to offer. When you combine this new facility with all of the local and regional assets, heritage area and by-way opportunities, and the Civil War Sesquicentennial commemoration, Frederick County tourism has a very bright future ahead.

This should come as no surprise. Even in the recent economic stress of the past months, our tourism numbers are holding their own as we fair much better than the rest of the nation. We are bringing in revenue, contributing jobs, and helping to raise the standard of living in Frederick County at a time when many other destinations are suffering. In large part this is due to the hard work of the Tourism Council, its dedicated and professional staff, the board, our members, and all of our industry and governmental partners. Together we have done what none of us could have done alone.

It is now my turn to take the gavel. Randy is a hard act to follow, but with your support I believe we can continue the forward-thinking legacy of the Tourism Council and build an even brighter future for Frederick County.

— *George Wunderlich*



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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.

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OF FREDERICK COUNTY, INC.
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JEAN PETERSON DESIGN



Continued from page 1

CULINARY DESTINATION: FREDERICK

offering anything from hamburgers to creamy curry dishes. “Visitors can head downtown and know that there are 60-plus restaurants, specialty food shops, cafes, bakeries, and coffee and tea houses within just a few short blocks of each other. They all thrive as it establishes the area as a culinary and dining destination,” Norman explains.

In fact, plans to further establish Frederick as a dining destination are already underway. The Downtown Frederick Partnership, Tourism Council, and local restaurants are planning Frederick’s first Restaurant Week in the spring. “While we are still working on the specifics, there is a lot of enthusiasm from the restaurants about this project,” says Tiffany Ahalt, Tourism Marketing Manager. “It’s a great way to promote our vibrant dining scene.”

Frederick’s beverages are also earning a reputation as well. Many local restaurants proudly feature and pair their dishes with Frederick County beer and wine. Frederick’s Flying Dog Brewery took the “Mid-Size Brewery of the Year” award at the Great American Beer Festival, placing first out of 76 others in the category and also taking home one silver and three gold medals for their brews. Brewer’s Alley was on the scene as well, winning a bronze medal. Frederick County’s six vineyards also offer palate-pleasing blends for wine enthusiasts. Notably, Black Ankle Vineyard’s 2007 Crumbling Rock was selected as the top wine in the 2009 Maryland Governor’s Cup Competition and its 2007 Leaf Stone Syrah won best Syrah in the 2009 Mid Atlantic Seaboard Competition.

“Between our high concentration of quality restaurants, great produce, and award-winning wines and beer, Frederick is becoming discovered for what it is – a culinary destination that lets the visitor experience how good Maryland fare can taste,” says Fieseler.

BYWAY BITS

It’s official! The Journey Through Hallowed Ground National Scenic



Byway is now part of the coveted collection of America’s Byways®, as recently announced by the Federal Highway Administration.

This newly named byway runs through the heart of Frederick County via US 15, in addition to portions of Virginia and Pennsylvania. The Maryland portion of the newly named Journey Through Hallowed Ground National Scenic Byway has been a national scenic byway since 2005, formerly known as the Catocin Mountain National Scenic Byway. With the most recent designation, Pennsylvania and Virginia join Maryland in the America’s Byways program and the entire byway route – from Gettysburg, Pennsylvania through Maryland to Monticello in Virginia – is now called The Journey Through Hallowed Ground National Scenic Byway.

“We are so pleased to have our neighboring states, under the leadership of the Journey Through Hallowed Ground Partnership, follow our lead to apply for and receive this prestigious national designation,” says Chris Haugh, Scenic Byway and Special Projects Manager for the Tourism Council of Frederick County. “The designation brings attention to the region’s assets and confirms what we have known for quite some time in Maryland – this area is truly rich in recreational, cultural, and heritage resources.”

“The Byway, regardless of name, has been vital in carrying today’s Civil War enthusiasts, historians, and re-enactors through Maryland’s Heart of the Civil War Heritage Area,” explains Liz Shatto, Director of the three-county Maryland Heritage Area. “The timing of this coincides perfectly as Maryland’s Heart of the Civil War Heritage Area prepares for the upcoming Sesquicentennial

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Continued from page 3...

commemoration of the American Civil War.” The multi-lane highway will serve as central Maryland’s prime gateway for visitors traveling from Pennsylvania and Virginia and is an ideal stopping point for those traveling the route, Shatto says. As one of more than 150 scenic roadways in the country, Maryland’s portion of the byway boasts 38 miles of picturesque Catoctin Mountain, connecting surrounding towns, parklands, historic sites, restaurants, and other businesses from the Mason Dixon line to the Potomac River.

The Journey Through Hallowed Ground (JTHG) Partnership is a non-profit organization dedicated to raising national awareness of the unparalleled history in the region. The JTHG Leadership team has been working in partnership with local, state and national officials to create a National Scenic Byway and a National Heritage Area to sustain and strengthen the economy, heritage and quality of life in this region. Frederick County is a part of this heritage area, as well as Maryland’s Heart of the Civil War Heritage Area (heartofthecivilwar.org). To learn more about the Journey Through Hallowed Ground National Scenic Byway, visit byways.org/explore/byways/2343.

MUSEUMS BY CANDLELIGHT

Saturday, December 12
Noon – 5 p.m. (Frederick County)
Noon – 7 p.m. (Frederick City)

As in years past, the annual Museums by Candlelight open house offers Frederick County visitors and residents a way to step back from the bustle of the season in settings that recall winter traditions of long ago.

This year, 22 local museums and historic sites present tours, hands-on activities, and entertainment—all free of charge—as their gift to the community. New this year are expanded hours at City of Frederick locations, which will participate from Noon until 7 p.m., while most county locations are open from Noon until 5 p.m., with some staying open until 7 p.m. It isn’t unusual for local museums to serve 4,000 visitors during this popular event. With extended hours, visitors will enjoy more time for museum visits, perhaps taking time to shop or dine along the way.

Another new feature this year is the addition of Global Positioning System (GPS) coordinates to facilitate self-guided navigation from site to site. Yeon Kim, of Frederick County Enterprise GIS, worked with Liz Shatto, Coordinator of the Frederick Historic Sites Consortium, to ensure that a new tool being developed as an online service of Frederick County government would provide navigational data useful for tourism purposes as well. Museums by Candlelight is the first application of this tool by the Tourism Council.

A detailed Museums by Candlelight guide describes each site’s activities and includes GPS coordinates for all 22 locations. Copies are available at the Frederick Visitor Center, 19 East Church Street in Frederick, and online at fredericktourism.org.



Special thanks to 2009 Museums by Candlelight sponsors: the hotels of the Plamondon Companies, including the Fairfield Inn and Suites, the Courtyard by Marriott, and the Residence Inn, along with the Tourism Council of Frederick County.





23RD ANNUAL CANDLELIGHT TOUR OF HISTORIC HOUSES OF WORSHIP

Monday, December 28
4 p.m. - 9 p.m.

This year, 12 of Frederick's most notable historic churches and one synagogue will welcome guests of all ages and faith backgrounds to a celebration of seasonal music, tours, displays, and holiday customs. The self-guided walking tour features the following participating sites: All Saints' Episcopal, Asbury United Methodist, Beth Shalom, Calvary United Methodist, Centennial Memorial United Methodist, Evangelical Lutheran, Evangelical Reformed, First Church of Christ, Scientist, Frederick Presbyterian, Grace United Church of Christ, St. John's Catholic, Trinity Chapel, and the Visitation Academy.

The Candlelight Tour of Historic Houses of Worship is free of charge, thanks to the generous support of the participating sites and community sponsorship from Everedy Square and Shab Row, The Plamondon Hospitality Partners, *The Gazette* (media sponsor), and the Tourism Council of Frederick County.

This year, the Annual Candlelight Tour of Historic Houses of Worship will be held on the Monday following Christmas. When Christmas falls on a Friday, Saturday, or Sunday, the event is held the following Monday so that sites can hold regular services throughout the weekend. The tour brochure with map and program descriptions is available online at fredericktourism.org and at participating worship sites, sponsor locations, and the Frederick Visitor Center, 19 East Church Street in Frederick.

For more information on these holiday events, call the Visitor Center at 301-600-4047 or 800-999-3613 or visit fredericktourism.org.

NEW CIVIL WAR TRAILS MARKER



A new Civil War Trails marker in Downtown Frederick commemorates the key role played by the Frederick railroad station before and during the Civil War. The marker, located near the former B&O station on the corner of South Market and All Saints streets, was dedicated on October 17—150 years to the hour since three Frederick Fire Company militia units traveled by train to be the first out-of-state responders to John Brown's raid in Harpers Ferry.

The United Guard of the United Steam Engine Fire Company, the Rifles of the Independent Hose Company, and the Defenders of the Junior Fire Company were the three Frederick fire companies that defended against an insurrection of unknown origin at the time. All three companies are still in service today. At the dedication, bells sounded the call to action as the companies marched in formation down Market Street to the B&O station, where local militia units left for Harpers Ferry. During the John Brown Raid, Frederick not only provided the defenders but also served as a communication center, letting the world know about events unraveling at Harpers Ferry.

The Civil War Trails marker also notes that, at the same location, President Abraham Lincoln spoke from a railroad car platform to Frederick residents assembled in the streets. He had just returned from viewing the battlefields of South Mountain and Antietam.

A total of 35 Civil War Trails markers are now located in Frederick County as part of the five-state driving tour program. Frederick County is part of the Heart of the Civil War Heritage Area, one of 11 certified heritage areas in the State of Maryland, and is included in the Journey Through Hallowed Ground National Heritage Area (hallowedground.org).

SONGS FROM LINCOLN'S AMERICA



The 2010 Master Docent Series kicks off on Friday, February 19 with a 7 p.m. performance of "Songs from Lincoln's America" by Judy Cook. This family-friendly event will be held at the Jack B. Kussmaul Theater at Frederick Community College on Presidents' Day weekend, 150 years after Abraham Lincoln was elected president. A reception will follow the one-hour concert. The event is free and open to the public.

Judy Cook hails from the Washington, DC area and tours throughout the US and the United Kingdom as a respected folk singer and interpreter of traditional songs. On February 19, she will perform songs from and about Lincoln's lifetime, encompassing the years between his birth in 1809 to his death in 1865, and from Kentucky to California. Dressed in 1860s style, Cook weaves the songs into an unforgettable story with concertina tunes, great quotes, and fascinating historical details. Hundreds of projected images complete the magic.

The Master Docent Series workshops continue all day on Saturday, February 20. A fee of \$35 is charged for Saturday's program, including lunch. For information, call Liz Shatto at 301-600-4042.

HIGHLIGHTS FROM ANNUAL MEMBERSHIP BREAKFAST

Tourism Ambassador of the Year

William "Skeet" Fout of Fout Enterprises was named 2009 Tourism Ambassador of the Year for his role in moving the Braddock Monument. The award is presented annually 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.

Fout was honored for donating equipment, time, and labor for the recent moving of the Braddock Monument from a dangerous side of Braddock Mountain to the Middletown Overlook. "In its new location, this monument is more visible and attractive," says John Fieseler, Executive Director of the Tourism Council. "Now, visitors can safely pull off to view the monument and learn more about Frederick County history."

The Braddock Monument, created in 1923, pays tribute to the British General Edward Braddock and Lieutenant Colonel George Washington, who stopped on Braddock Mountain on this portion of the Historic National Road (US40) in 1755 during their ill-fated expedition during the French and Indian War.



William "Skeet" Fout and his wife Maureen Fout stand with the Tourism Ambassador of the Year award.

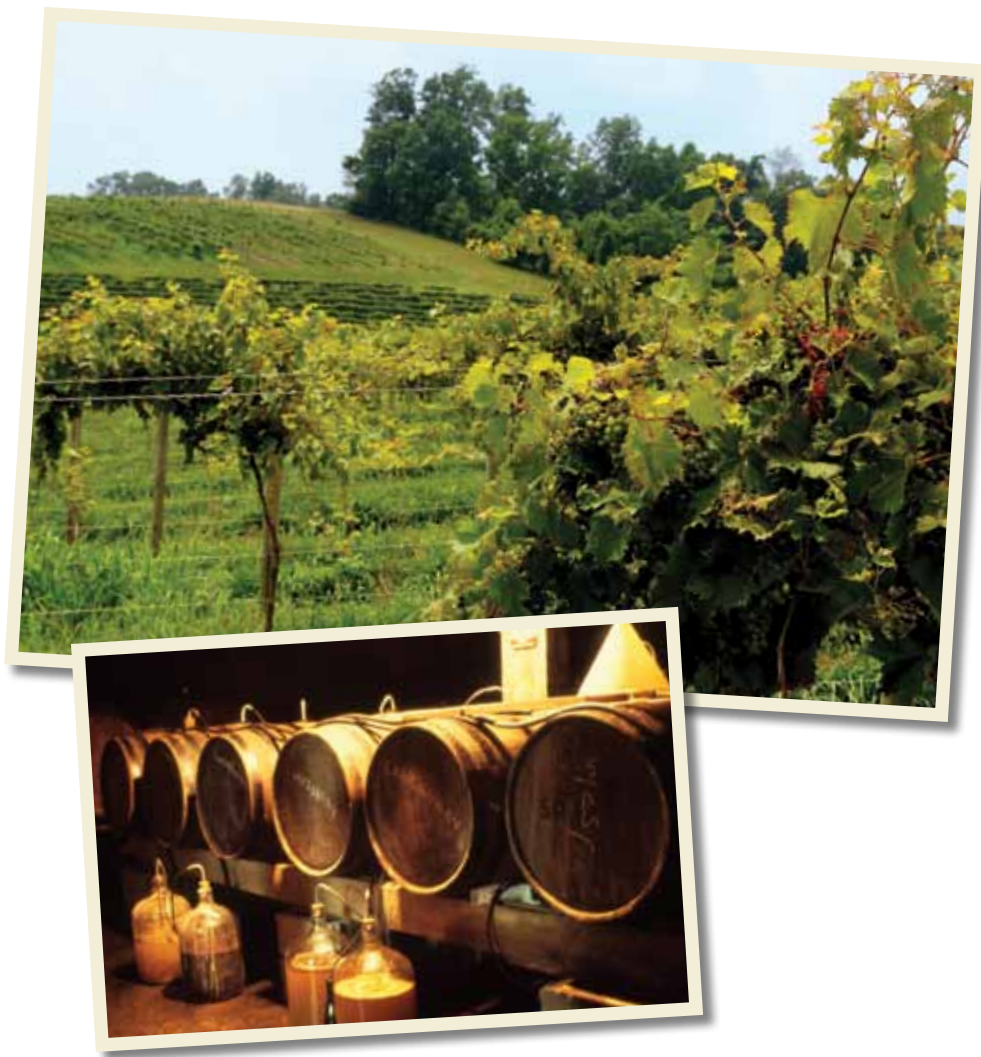


Outgoing Tourism Board President Randy McClement hands off the gavel to incoming President George Wunderlich.

The Passing of the Gavel

Outgoing Tourism Council Board President Randy McClement of The Market Bagel & Deli passed the gavel to George Wunderlich at the Annual Membership Breakfast. Wunderlich is the executive director of the National Museum of Civil War Medicine and is a renowned banjo maker and historian.

Wunderlich has passion and commitment, McClement said as he introduced the new president, who will serve a two-year term. Wunderlich has been a member of the Tourism Council Board for five-plus years, serving on the executive committee, nominating committee, and as Tourism's representative on the advisory board of the Heart of the Civil War Heritage Area. "He's also pitched in with elbow grease at the new visitor center site and is involved in many other community activities," said McClement.



FREDERICK COUNTY WINERIES WIN BIG

Congratulations to two Frederick County wineries—the oldest and the newest—on their wins at the recent Maryland Tourism and Travel Summit in Ocean City.

Linganore Winecellars received the Judges' Award from the Maryland Tourism Council in recognition of the winery's new comprehensive promotional campaign. Along with a fresh new look, Linganore also launched a local and national print ad campaign that targeted the group tour industry in Pennsylvania and New England.

Black Ankle Vineyards received the new Green/Sustainable Tourism Award from the Maryland Office of Tourism Development. One of Black Ankle's most notable green features is the tasting room, which was built using a multitude of materials grown or gathered on the farm, including wood, stone, straw, and clay. It has a passive solar design, with supplemental heat provided by a clean-burning masonry fireplace, and a living roof to capture and use rain water while providing insulation. Black Ankle also has recycling and composting programs in place, practices sustainable farming, and educates visitors about the vineyard's eco-friendly practices.

Both wineries are part of the Frederick Wine Trail, a joint effort of the Frederick County wineries working in conjunction with The Maryland Wineries Association, The Maryland Grape Commission, the Tourism Council of Frederick County and the Frederick Office of Economic Development. To learn more, visit frederickwinetrail.com.

KUDOS!

Jean Peterson Design was recently honored with nine American Graphic Design Awards from Graphic Design USA. Winning projects included work for The Fredericktowne Players, Frederick County Public Libraries, and Weinberg Center for the Arts. Only 15 percent of the 8,000-plus entries were recognized with an award.

A special welcome to new Visitor Services Manager **Robyn Hildebrand**, who joined us on November 12 and will work Wednesday through Saturday. Robyn comes to Tourism from the mortgage industry.

HOLIDAY SHOPPING AT THE VISITOR CENTER



Look for Frederick County merchandise and other gift items at the Frederick

Visitor Center at 19 East Church Street, open daily from 9 a.m. until 5:30 p.m. The Visitor Center closes at Noon on December 24, at 3 p.m. on December 31, and is not open Thanksgiving, Christmas, and New Year's Day. Stop by and shop... there's something for everyone on your list!

GET IT—AND GIVE IT—DOWNTOWN

Looking for a simple-to-buy gift that everyone will love? The Downtown Frederick Gift Card is the perfect present for friends and family, as well as your valued customers, clients, and vendors. The cards are valid at more than 150 participating Downtown Frederick stores and restaurants. So far this year, nearly 1,000 gift cards have been sold, with the total value exceeding \$46,000. Gift cards can be purchased at the Frederick Visitor Center in any amount between \$10 and \$500 with cash, corporate check, VISA, or MasterCard.





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Alexanders

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**RESERVE YOUR SPACE
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Destination Frederick County is the award-winning publication that showcases the best our county has to offer. A total of 170,000 copies of the publication go to individuals seeking information on visiting Frederick County.

Ad reservations are due by December 10, 2009.
For details, contact Jean Peterson Design at
301-631-2401, visitor@jeanpetersondesign.com.

