

HEART OF THE CIVIL WAR HERITAGE AREA MAKES AN IMPACT

December 2020



HEART OF THE
CIVIL WAR
HERITAGE AREA



Parker Phillips
assess. analyze. assess!

ABOUT HEART OF THE CIVIL WAR HERITAGE AREA



\$450.2 MILLION
in economic impact

6,376 JOBS
supported and sustained

\$60.3 MILLION
in state and local tax revenue

FAST FACTS ABOUT HCWHA

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APPALACHIAN TRAIL
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BUREAU SCHOOL,
TOLSON'S CHAPEL
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JOHN BROWN RAID AT HARPERS
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BATTLE OF SOUTH MOUNTAIN

BATTLE OF ANTIETAM

BATTLE OF GETTYSBURG,
INVASION & RETREAT ROUTES

BATTLE OF MONOCACY – "BATTLE
THAT SAVED WASHINGTON"

ANTIETAM NATIONAL CEMETERY

ABOUT HEART OF THE CIVIL WAR HERITAGE AREA

THE HEART OF THE CIVIL WAR HERITAGE AREA 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.

The Heart of the Civil War Heritage Area (HCWHA) is rich in history, covering portions of Carroll, Frederick, and Washington counties and 27 historic municipalities. Designated a Maryland Heritage Area in 2006, HCWHA falls within the Journey through Hallowed Ground National Heritage Area, although the two are autonomous. Within HCWHA's six-theme framework, Civil War interpretation begins with technological and societal changes that predate the conflict, includes Maryland's Border State experience, and explores ways that ramifications are felt today.

Below the Mason-Dixon Line, and above the Potomac River, HCWHA's location makes it one of the best places to discover the American Civil War. Geography had great bearing on the events of the Civil War. Mountains were used for reconnaissance and defensive positions. The Potomac River and other waterways played a role in defense and often determined encampment locations. Existing transportation routes, bound by the landscape, were utilized by both Union and Confederate armies. The famed Historic National Road running east to west carried cavalry, infantry, artillery, and wounded in the same manner that it had carried early pioneers, immigrants, and goods.

HCWHA is bisected by two of the country's earliest transportation routes: the Chesapeake & Ohio Canal and the Baltimore & Ohio Railroad. These paths of commerce and communication connected western lands and resources to established metropolitan areas in the east. The vital transportation and supply links of the canal and railroad were coveted by both armies during the Civil War. The B&O was a repeated target of track destruction and cut telegraph lines. Aqueducts over the canal were also high-profile targets by artillery and demolition teams that sought to damage them during the Civil War.

HCWHA takes advantage of the pull of our Civil War sites while inviting heritage travelers to experience all there is to see and do in the region. Mountains, hills, and waterways offer trails for hiking, biking and paddling. State and National Byways and Maryland Civil War Trails make for interesting, storied drives that bring towns, countryside, and the battlefields of Antietam, Gettysburg, Monocacy, South Mountain, and Harpers Ferry to life. With abundant historic and cultural resources across three counties, HCWHA works with partner organizations to support preservation and the development of engaging visitor experiences. Since 1993, the American Battlefield Protection Program of the National Park Service considers Antietam, Monocacy, South Mountain, and Gettysburg battlefields to be principal battlefields in need of the highest preservation and protection because of their historical importance to the outcome of the Civil War. Heart of the Civil War expands its reach annually through partnerships, grantmaking, and encouragement of heritage tourism and community collaboration.

HEART OF THE CIVIL WAR KEY SITES SPAN ACROSS WASHINGTON, FREDERICK, AND CARROLL COUNTIES



This map represents a graphic interpretation of the heritage area boundaries, and should not be used to determine whether sites are inside or outside the boundaries.

ECONOMIC IMPACT OF HEART OF THE CIVIL WAR HERITAGE AREA

ECONOMIC CONTRIBUTION

The economic impact of the Heart of the Civil War Heritage Area is **\$450.2 million** annually. This economic impact consists of tourism driven by the presence of the Heart of the Civil War Heritage Area (\$448.5 million), and the operations and grantmaking activities of the heritage area in collaboration with MHAA (\$1.7 million).

	Operations and Grantmaking	Heritage Tourism	TOTAL Impact
Direct	\$903,815	\$260,277,684	\$261,181,499
Indirect	\$379,559	\$90,861,512	\$91,241,071
Induced	\$409,829	\$97,404,756	\$97,814,585
Total	\$1,693,203	\$448,543,952	\$450,237,155

Source: Parker Phillips using IMPLAN

EMPLOYMENT CONTRIBUTION

The employment impact of the Heart of the Civil War Heritage Area is **6,376 jobs** supported and sustained. This economic impact is driven by the presence of the Heart of the Civil War's operations and grant making activities which support 24 jobs and tourism in the heritage area supporting 6,352 jobs.

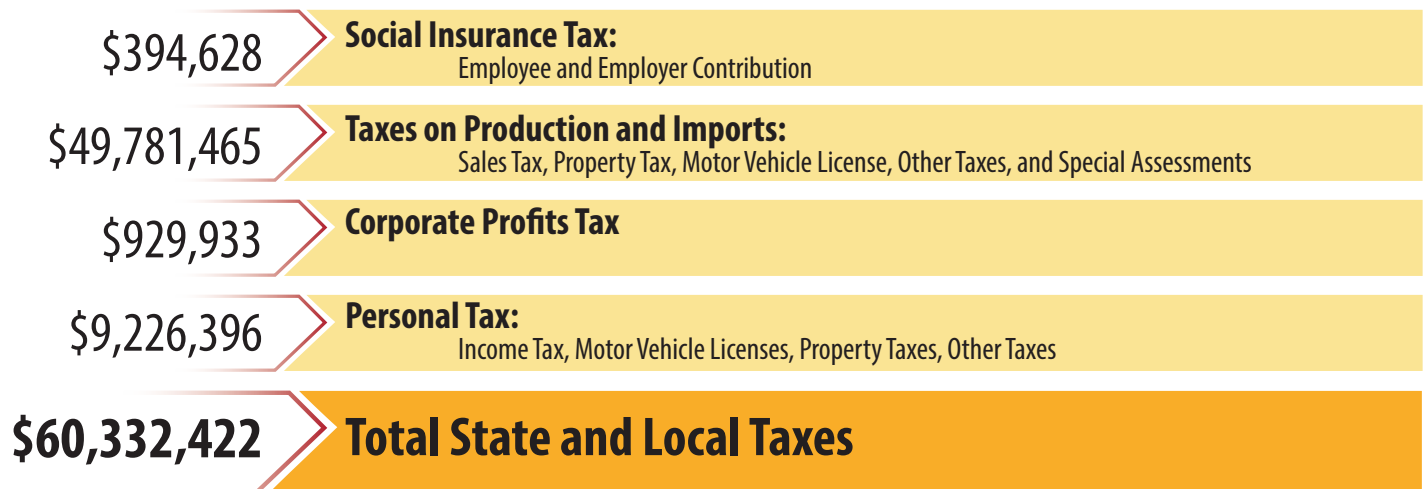
	Operations and Grantmaking	Heritage Tourism	TOTAL Employment
Direct	16	4,517	4,533
Indirect	4	873	877
Induced	4	962	966
Total	24	6,352	6,376

Source: Parker Phillips using IMPLAN

ECONOMIC IMPACT OF HEART OF THE CIVIL WAR HERITAGE AREA

STATE AND LOCAL TAX CONTRIBUTION

The total state and local taxes generated as a result of the Heart of the Civil War Heritage Area based upon operations, grantmaking, and tourism totals **\$60.3 million**.



Source: Parker Philips using IMPLAN

ABOUT THE STUDY

In June 2019, Maryland Heritage Areas Authority (MHAA) engaged Parker Philips Inc. to measure the economic contribution of its 13 heritage areas. The goal of this analysis is to provide a complete assessment of the total economic, employment, and state and local tax impact of heritage tourism. The impact presented in this analysis is broken down into three categories: direct impact, indirect impact, and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Financial data used in this study was obtained from MHAA, individual heritage areas, visitor surveys, and Maryland tourism data. It included the following data points: operational expenditures, capital expenditures, grants awarded, and payroll and benefits for employees for FY 19. Primary surveys were conducted with heritage area visitors across the state in the heritage area (day and overnight and local and non-local visitors).

HEART OF THE CIVIL WAR HERITAGE AREA

WHAT IS A MARYLAND HERITAGE AREA?

Heritage Areas are locally designated and state certified regions where public and private partners make commitments to preserving and enhancing historical, cultural and natural resources for sustainable economic development through heritage tourism. The program is intended as a partnership between state agencies and local communities to optimize the appeal of the state's distinctive regions as heritage tourism experiences. At the same time, heritage areas focus community attention on under-appreciated aspects of history, culture, and natural areas to foster a stronger sense of regional pride.

The historic Newcomer House at Antietam National Battlefield is the site of the Heart of the Civil War Heritage Area Exhibit and Visitor Center which was made possible by a cooperative agreement between the National Park Service and the Hagerstown- Washington County Convention and Visitors Bureau. The house was built in the 1780s as part of a prosperous mill complex and is one of the few original homes on the battlefield that is open to the public. The Center provides information about the large concentration of Civil War sites in Carroll, Frederick, and Washington Counties, and displays related to three overarching themes: **In the Heat of Battle, On the Home Front, and Beyond the Battlefield.**

The Newcomer House hosts Porch Programs for the public, including feature presentations on such topics as wet-plate photography, cannon-firing demonstrations, pop-up exhibits, and interactives. On the 157th anniversary of the Preliminary Emancipation Proclamation (September 22, 2019), the Newcomer House hosted an event "Race and #Real Talk" featuring Harmony's African-American Legacy Organization (HALO), an all-female African American barbershop quartet whose mission is to use the unique style of harmonic progression in barbershop singing to help communities engage in constructive dialogue pertaining to race.

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“THE HERITAGE AREA IS DOING AN INCREDIBLE SERVICE IN CREATING INTEREST IN THE AREA AND ITS MANY RESOURCES. LINKING SITES AND STORIES CREATES CONNECTIONS TO THE HERITAGE AREA. THE HERITAGE AREA REALLY FOSTERS RELATIONSHIPS AND ENCOURAGES CREATIVITY ON HOW TO ENHANCE THE AREA.”

— JAKE WYNN
DIRECTOR OF INTERPRETATION AT THE
NATIONAL MUSEUM OF CIVIL WAR MEDICINE

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