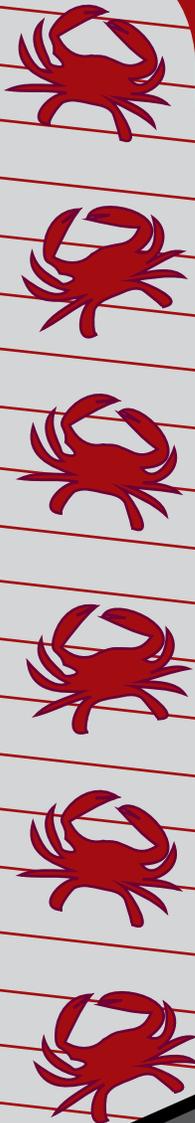


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**HERITAGE AREA
2011 YEAR IN REVIEW**





TRANSFORMATION IN 2011 SETS THE STAGE FOR A BOLD NEW DIRECTION FOR BNHA

I cannot start out by saying anything other than THANK YOU to the amazing staff of the Baltimore National Heritage Area for their hard work, camaraderie, and roll-up-your-sleeves attitude that made 2011 such a successful year. I can honestly say there was never a dull moment! Shauntee, Jason, Debora, Jack, Janet, Ernie, and our entire team of Urban Rangers are what make the Baltimore National Heritage Area a success.

I also want to thank our many partners and our funders who make everything we do possible. Special thanks to the Maryland Heritage Areas Authority, Mayor and City Council of Baltimore, National Park Service Northeast Regional Office, Chesapeake Bay Gateways and Watertrails Network, Star-Spangled Banner National Historic Trail, Maryland State Highway Administration, Federal Highway Administration's National Scenic Byways Program, and our partners at the Fort McHenry National Monument and Historic Shrine. I wish I had space to thank everyone else, but you know who you are and we value you and strive to honor you in our work every day.

In 2011 we built the foundation for our future as we formed our non-profit 501(c)3 organization, the Baltimore Heritage Area Association, Inc. The formation of the non-profit will allow us to grow and to serve all of our partners in the most efficient and effective way possible.

In 2012 we will solidify our foundation by completing our Comprehensive Management Plan for the Department of the Interior which will guide our activities and programs for the next 10 to 15 years. We will also submit our Five-Year Plan to the Maryland Heritage Areas Authority. I encourage each of you to be an active partner with us as we navigate through these planning processes.

Thank you for everything that YOU do to increasingly put Baltimore on the cultural heritage tourism map.

Jeffrey P. Buchheit
Executive Director

BUILDING THE NETWORK

Enhancing the Heritage Trails Across Baltimore City

The heritage area continues to expand and enhance its network of urban heritage trails, focusing on its two newest routes—the Pennsylvania Avenue Heritage Trail and the Historic Fell's Point Trail—and laying the groundwork for a new trail downtown.

In 2011, BNHA added new components to the Pennsylvania Avenue Heritage Trail, which winds through the Old West Baltimore, Marble Hill, and Bolton Hill historic districts. In late August, with much-appreciated support from the city's Department of Transportation, fourteen interpretive "storyboard" signs were installed along the trail route and unveiled by Baltimore Mayor Stephanie Rawlings-Blake at the 2011 Pennsylvania Avenue Homecoming Festival. One side of the four-by-eight-foot signs incorporates an orientation map and images of the trail's historic sites; the other side features a narrative history of the avenue. The topics covered relate to the location of the sign, and include histories of the local churches, civic organizations, African American political leaders, and the avenue's arts and entertainment legacy. Historic site plaques were recently installed at two key sites along the trail: Historic St. Mary's Seminary Chapel, where the first native-born American saint Elizabeth Ann Seton took her vows; and Union Baptist Church, a Baltimore City Landmark listed on the National Register of Historic Places.



PENNSYLVANIA AVENUE HERITAGE TRAIL SIGNAGE UNVEILING, SEPTEMBER 2011

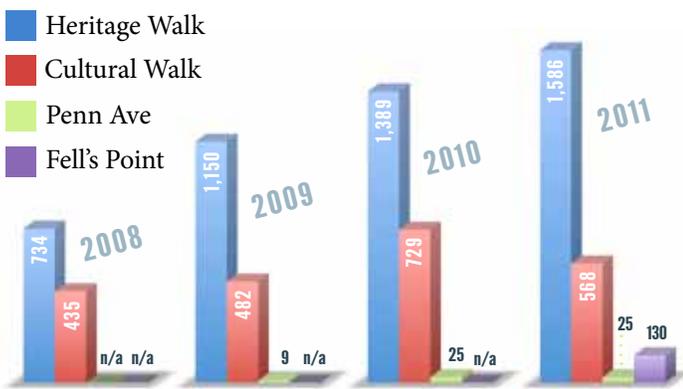


The heritage area also expanded its presence in Fell's Point. Fell's Point Main Street, working with the heritage area and the Society for the Preservation for Fell's Point and Federal Hill, published a walking tour map and guide that corresponds to the route of the Historic Fell's Point Trail—BNHA's fourth urban heritage trail in the city. The beautifully designed publication showcases 18 historic sites in the Fell's Point neighborhood, ranging from the oldest surviving urban residence in the city (the Robert Long

House at 810 South Ann Street) to the Frederick Douglass/ Isaac Myers Maritime Park. The guide delves into Fell's Point's storied past and the lives of its residents, including the Fell Family, Frederick Douglass, and Isaac Myers.

In anticipation of increased visitorship in the historic neighborhood due to the bicentennial of the War of 1812, BNHA—working in collaboration with the Society for the Preservation of Federal Hill and Fell's Point—provided Urban Ranger-led tours in the historic neighborhood during the summer of 2011.

URBAN RANGER-LED TOURS 2008-2011



Preliminary work also began on the heritage area's fifth urban heritage trail. In late 2011, the heritage area presented a brief overview of the trail planning process to the Westside Strategic Committee (an initiative of Baltimore's Office of the Mayor). Tentatively titled the Market Center Heritage Trail, the forthcoming trail will showcase the westside of the downtown business district, linking together notable attractions and historic sites such as the Hippodrome Theater, Sports Legends Museum and Camden Station, and the Read's Drug building. Proposed linkages will incorporate key sites west of Martin Luther King, Jr. Avenue, including the B&O Railroad Museum, Edgar Allen Poe House, and Hollins Market.

IT'S GOOD TO HAVE FRIENDS Using Social Media and the Web to Educate and Build Support

While the heritage area plans its dynamic and robust new website (expected to roll out later in 2012), it has worked internally to improve social media connections and with the National Park Service to have a presence on www.nps.gov, the service's official site. The frequency of postings on the heritage area's Facebook page increased dramatically and postings coordinated with BNHA e-blast newsletters. BNHA also rolled out a redesigned Authentic Baltimore website (www.AuthenticBaltimore.org), switching focus from members to the general public seeking a unique Baltimore experience.





CHARLES STREET NATIONAL SCENIC BYWAY

New Products and Marketing Campaign Promote Historic Importance of Charles Street to City and County

The Baltimore National Heritage Area serves as the management entity for the Charles Street National Scenic Byway. Charles Street is just one of four national scenic byways primarily located in an urban setting.

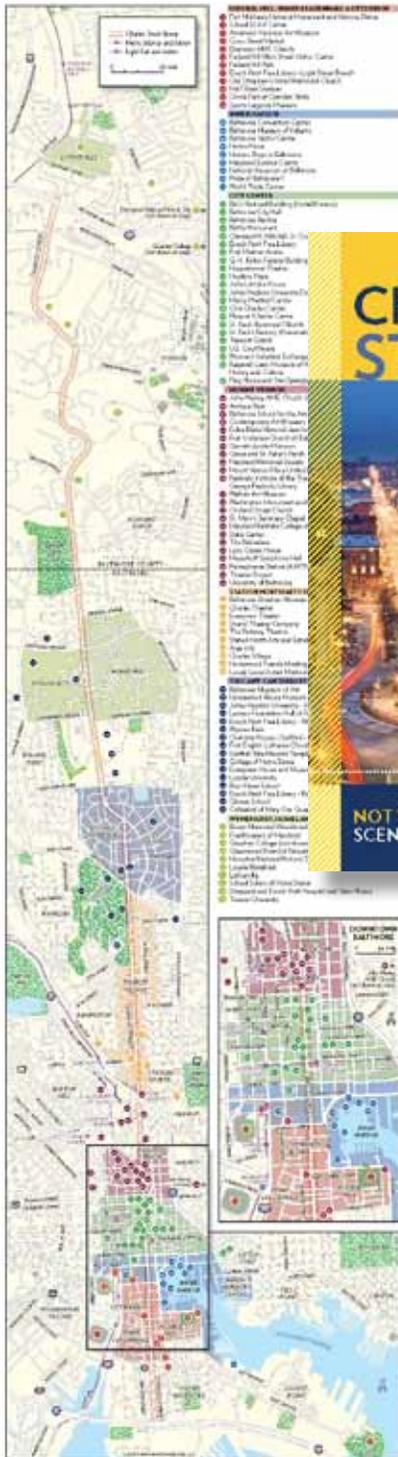
BNHA continued to build community familiarity and recognition of the Charles Street National Scenic Byway, a unique urban corridor that stretches from South Baltimore up through the city to its terminus in Lutherville in Baltimore County.

During the summer of 2011, the heritage area launched a transportation-based marketing campaign to promote awareness of the national scenic byway running through the heart of Baltimore. Crafted by Baltimore-based, woman-owned MJACH Designs, the campaign involves a branded Charm City Circulator bus with the tag line “Not Your Ordinary Scenic Byway.” Designed to run over a one-year period, the campaign uses bright, colorful designs and contemporary professional photography to highlight the diversity of experiences and places along Charles Street.

A new map and guide product, designed by Baltimore-based, woman-owned Klinedinst Design, LLC, complements the Circulator campaign. Featuring work by local photographer Greg Pease, the guide breaks the corridor into seven distinct regions; narrative text and accompanying photography highlight sights and attractions in the seven regions. A comprehensive, 28-inch-long map

provides additional detail, listing more than 100 historic sites, attractions, museums, and institutions along the Charles Street Corridor. The map and guide is available on Circulator buses and at the Baltimore Visitor Center and Maryland Welcome Centers. Live Baltimore, an organization that works to attract new residents to the city, now distributes the guide in its information packets.

In August 2011, the Federal Highway Administration announced grant awards under the National Scenic Byways Program. Among the recipients was the Mount Vernon Conservancy, which will use the grant funding to produce a Mount Vernon visitor map and an orientation/interpretation station for Mount Vernon Place.





CIVIL WAR 150TH

President Street Station Reopens as Civil War Museum

The heritage area works closely with city agencies and stakeholders to find new uses for city-owned historic properties. The goal is to use heritage tourism to spur economic development and neighborhood revitalization.

On the morning of April 16, 2011, a crowd gathered at President Street Station to celebrate the building’s re-opening as the Baltimore Civil War Museum. While a heavy downpour doused the planned parade, the crowd moved inside among the refurbished interpretive displays to see Councilman James Kraft, Mayor Stephanie Rawlings-Blake, Ralph Vincent of the



TOP Ribbon-cutting ceremony with Kevin Kissling of Eastern National, Councilman James Kraft, Mayor Stephanie Rawlings-Blake, and CHAP Executive Director Kathleen Kotarba.



BOTTOM President Street Station’s original west-facing front facade

Friends of President Street Station, Kevin Kissling of Eastern National, Commission for Historical and Architectural Preservation Kathleen Kotarba, and heritage area director Jeff Buchheit cut the ribbon to the museum’s new gift shop.

The event celebrated the rededication of the station as a Baltimore City Landmark and kicked-off a weekend of activities throughout the city commemorating the 150th anniversary of the beginning of the Civil War. Later that afternoon, the Maryland Civil War Trails Expo Tent located at McKeldin Square hosted living history vignettes, performances, and learning activities for children. The expo and events, funded with a grant from the Maryland Heritage Areas Authority, were coordinated by BNHA, Visit Baltimore, the Baltimore Office of Promotion and the Arts, and several city agencies.

BNHA also commissioned a new historic site plaque for the station, which was unveiled at the rededication. To help promote the re-opening of the museum, the heritage area developed a full-color rackcard for the museum. The rackcard also performs as a take-away for museum visitors, highlighting the building’s history and its historic role in Civil War-era events.

A City Landmark at the Heart of the American Experience

President Street Station, completed in 1851, served passengers traveling along the Philadelphia, Wilmington & Baltimore Railroad. It is an icon of railroad architecture; its barrel vault roof design believed to be the first for a railroad station.

In February 1861, Abraham Lincoln secretly passed through the station as he made his way to his inauguration in Washington, D.C. Wary of a possible assassination attempt, Lincoln entered the city during the early morning hours. Arriving at President Street Station, he then traveled across the city to Camden Station to continue his trip south to the nation’s capital.

On April 19, 1861, Baltimore was the site of the first bloodshed of the Civil War. Union troops from Massachusetts and Pennsylvania arrived at the station and began the process of changing to trains located several blocks away at Camden Station. Southern sympathizers blocked the path along Pratt Street and began to pelt the soldiers with bottles and rocks. Gunshots were heard, and the officers ordered the troops to fire into the crowd. Ten rioters, one innocent bystander, a recently recruited Confederate soldier, and at least four Union soldiers were killed. Many soldiers and civilians were wounded.

A number of slaves, including Frederick Douglass, used the Philadelphia, Wilmington & Baltimore Railroad to escape to freedom. In 1849, Henry “Box” Brown may have passed through the under-construction station. Brown, a slave in Richmond, Virginia, arranged to have himself transported to Philadelphia in a wooden crate marked “direct express to Philadelphia.” His successful escape made him an icon of the Underground Railroad.

The text above is adapted from the station’s historic site plaque, developed by the heritage area with the assistance of the Commission for Historical and Architectural Preservation.



Lunchtime Lectures Draw Crowds to City Hall

In 2011, the heritage area launched a brown bag lecture series showcasing Baltimore's history and its personalities. Through February and March, seven lectures were held at Baltimore City Hall covering topics as diverse as Harriet Tubman's quest for freedom to the devastating Great Baltimore Fire of 1904. Special presentations were devoted to Black History and Women's History months. Response to the free events was extremely positive, leading the heritage area to bring the series back in 2012.

Heritage Area Honors Outstanding Partners

In December 2011, the heritage area started what will be a long-standing tradition: recognizing outstanding individuals and organizations with the Partner of the Year Award. Ellen Von Karajan, executive director of the Society for the Preservation of Federal Hill and Fell's Point, was the recipient of the individual partner award. BNHA named the city's Department of Transportation as its organization partner of the year.



ABOVE Jeffrey Buchheit presents the 2011 BNHA Organization Partner of the Year to the Baltimore City Department of Transportation. Accepting the award are Public Information Supervisor Adrienne Barnes and Deputy Director of Transportation Frank Murphy.



Heritage Area Executive Director Jeffrey Buchheit with 2011 BNHA Individual Partner of the Year Ellen von Karajan.

A STEADFAST PARTNER

BNHA Strengthens Bonds with NPS and Fort McHenry

With designation as a national heritage area, BNHA has the opportunity to work closely with the staff of the Fort McHenry National Monument and Historic Shrine and the NPS Northeast Regional Office.

Working with fort interpretive staff, the heritage area crafted an interpretive panel for the visitor center's lobby that highlights Baltimore's history and attractions and includes a map of War of 1812-related sites in the city. Park staff were also instrumental in launching www.nps.gov/balt, the heritage area's official NPS website. Fort McHenry National Monument and Historic Shrine hosted numerous BNHA events and programs and was an invaluable resource as the city developed its plans for celebrating the bicentennial of the War of 1812 (see page 6 for more details). BNHA welcomed newly appointed Superintendent Tina Orcutt to the heritage area's executive committee.

The NPS Northeast Regional Office (NERO) increasingly serves as a resource for BNHA. Through their highly effective training sessions and excellent staff resources, NERO is quickly becoming a key partner for BNHA as we work to complete our Comprehensive Management Plan. In 2011 we were pleased to be one of three national heritage areas in the region awarded a grant to develop nominations for sites to be designated National Historic Landmarks. Our award is for continued development of our nomination for PS103, Thurgood Marshall's Elementary School.



The heritage area is delighted to have a strong partner in Fort McHenry National Monument and Historic Shrine, which in 2011 celebrated the opening of its new visitor center.

PHOTO: MARK DENNIS/CITY OF BALTIMORE



TRANSITION AND YEAR TO COME

New Faces, Big Changes Set the Stage for an Eventful 2012

Thanks to grant support from the Maryland Heritage Areas Authority and the Chesapeake Bay Gateways Network, the heritage area welcomed three new staff members in 2011. In April, Debora Taylor joined the heritage area as a project assistant, providing valuable support in the administration of our urban ranger program. Debora, a life-long Baltimore resident, previously worked for the State Highway Administration and the Maryland Department of Business and Economic Development. Janet Caslow was brought on board as the War of 1812 Bicentennial Coordinator, bringing with her extensive experience in event planning and coordination. Ernest Dinsmore, with 25 years of marketing and sales experience in fine art transport, was hired to coordinate the War of 1812 Traveling Exhibit.

As 2011 wound to a close, BNHA staff prepared for a new and exciting chapter in the evolution of the heritage area. With support from the BNHA advisory and executive committees and the offices of the Mayor and City Council of Baltimore, the heritage area established itself as a 501(c)3 non-profit

organization. In sync with the organizational change, BNHA began the process of crafting a new Comprehensive Management Plan (CMP). This document, to be complete in spring 2013, will provide direction and guidance for the heritage area's management for the next 10 to 15 years. As the summer tourism season winds down, the heritage area will turn its focus on the final development of the plan. As in the spring of 2012, BNHA's partners and the public will be invited to provide comment and input in shaping the plan and identifying opportunities for future projects and programming.

As 2012 began, the heritage area set up shop in its new home at 100 Light Street, leasing space from the city's convention and visitors bureau, Visit Baltimore. The groundwork made in 2011 gave BNHA an excellent footing for the exciting events, projects, and programming lining up for 2012 (including Baltimore's commemoration of the bicentennial of the War of 1812; see story below). In 2012 we will have a comprehensive visitor's guide and new website to show all that the heritage area has to offer. GPS-guided tours will provide a new and exciting way to explore the city's urban heritage trails, and the Authentic Baltimore program will continue to be refined into an indispensable resource for heritage travelers. Work will continue on the Pennsylvania Avenue Heritage and the Historic Fell's Point trails, and the groundwork will be laid for the new Market Center Heritage Trail for Baltimore's downtown westside.

GETTING READY FOR A STAR-SPANGLED 2012

With Baltimore being at the center of the state's planned commemoration of the bicentennial of the War of 1812, the Baltimore National Heritage Area has been intricately involved with tangible projects and planning. During 2011, the heritage area became an official partner of Star-Spangled 200, the state's bicentennial coordinating entity.

BNHA, in partnership with the Society for the Preservation of Federal Hill and Fell's Point, developed a War of 1812 traveling exhibit with funding from the Chesapeake Bay Gateways and Watertrails Network and the Maryland Heritage Areas Authority. Two copies of the exhibit were created: one to circulate in Baltimore and one to circulate throughout the state.

The City of Baltimore War of 1812 Bicentennial Education Committee, coordinated by BNHA and comprised of Baltimore educational and cultural institutions, published a teacher's

resource guide to serve as a single-source text and reference for classroom history lessons on the war and the Battle of Baltimore. Throughout 2011, Jack Spinnler, our Baltimore War of 1812 Bicentennial planner, worked tirelessly with our 1812 partner organizations to create the foundation for a plan and toolkit for the city's commemoration of the War of 1812. The toolkit, which will be released in 2012 in time for the kick-off of the three-year bicentennial, will feature over 100 possible projects that BNHA and its partners can work towards implementing.

In late 2011, BNHA's bicentennial coordinator Janet Caslow and executive director Jeff Buchheit were named chairs of the Community Relations Committee for the Star-Spangled Sailabration. Janet and Jeff began work on developing a plan to connect U.S. Navy personnel with our many partners throughout the heritage area to complete community service projects during the Sailabration.



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