

BALTIMORE COMMEMORATES

the BICENTENNIAL

of the WAR OF 1812



BALTIMORE
NATIONAL
HERITAGE AREA

2012 Year in
Review



In 2012, the heritage area conducted numerous meetings and listening sessions in the development of a new comprehensive management plan. During this process, a mission statement for the heritage area was crafted to clearly and concisely reflect the organization's purpose. See page 6 for more information on the planning process.

MISSION STATEMENT

The Baltimore National Heritage Area's mission is to promote, preserve, and enhance Baltimore's cultural and historic legacy and natural resources for current and future generations.



Numerous tall ships were docked along Baltimore's Inner Harbor during the June 2012 Star-Spangled Sailabration.

Letter from the Executive Director

Amidst a Whirlwind of a Year, Accomplishments Cast a Solid Foundation for the Heritage Area

As I pause to reflect over our accomplishments from the past twelve months, I am in awe of the number of initiatives and events the heritage area has brought to life—through both in-house efforts and with our wonderful partners. These successes in 2012 occurred while our own organization was in a state of transformation.

The past year was a whirlwind of change and activity, starting with the transfer of the heritage area's management from the Mayor's Office to the Baltimore Heritage Area Association, a new independent non-profit entity. Just as the moving boxes were unpacked, we kicked off the 2012 guided tour season and joined in the excitement and events of June's Star-Spangled Sailabration. As 2012 drew to a close, our team worked diligently to complete the 300+ page initial draft of our federally mandated Comprehensive Management Plan.

We will continue to build on our past accomplishments and are looking forward to an exciting 2013. In early spring the heritage area will distribute a new brochure/guide product that features a timeline of Baltimore history and a beautiful map highlighting sites and attractions in the heritage area. Our GPS Ranger self-guided tours and a new website will complement our existing tour programs and will appeal to travelers both on the ground and visiting virtually. We will continue offering our popular tour guide certification program, adding new topics and themes. Our team is excited to continue development of our heritage trails, including the Historic Fell's Point Trail and a new trail for the westside of downtown. The Authentic Baltimore program will continue to expand and engage members in promoting their impact on Baltimore history. Lastly, I am sure there will be many cheers of "Huzzah!" when our new Comprehensive Management Plan is approved by the U.S. Department of the Interior.

Successful heritage areas are based upon strong partnerships that bring multiple voices to the table. The Baltimore National Heritage Area serves as the "glue" that binds our cultural, historic, and natural resource communities together. I want to thank our partners and funders who make all that we do possible. We are truly grateful for the support of Baltimore Mayor Stephanie Rawlings-Blake and the Baltimore City Council, which reflects the city's wholehearted support of heritage tourism as a tool for economic development. It is a privilege to work with the National Park Service, including the Northeast Regional Office, the Chesapeake Bay Office, and the staff and rangers of Fort McHenry National Monument and Historic Shrine. We continue to stand in partnership with the National Scenic Byways program and the Maryland State Highway Administration to promote the Historic Charles Street National Scenic Byway. I also want to thank the generosity of the Caplan Family Foundation and the Dorothy L. and Henry A. Rosenberg, Jr. Foundation for their financial support of the heritage area's programming.

As much as we have accomplished, we know that much of our success is due to our partners, stakeholders, and friends. Thanks to all of you, and I wish you a happy and healthy 2013.

Jeffrey P. Buchheit



Guide Training Program Works to Ensure Accuracy, Professionalism

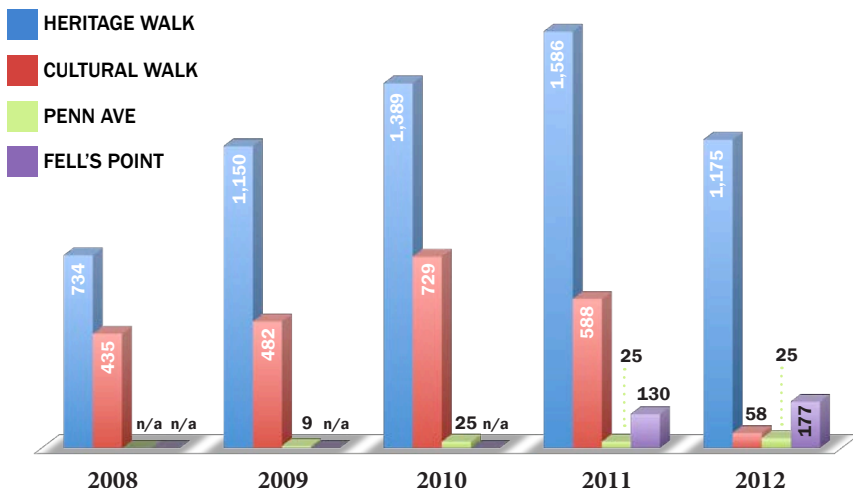
In Spring 2012, the heritage area launched a new educational program for professional tour guides. Anticipating increased touring in Baltimore due to the bicentennial of the War of 1812, the heritage area wished to create a training program that would bring consistency of interpretation and professionalism for guides working within the heritage area boundaries.

Supported by a grant from the National Park Foundation, the heritage area coordinated the first guide training and certification sessions. Eighty guides participated in the training held at the Mount Clare Stables in March. Lecturer Wayne Schaumburg provided an entertaining overview of Baltimore history, and historian and educator David Terry spoke on the city's African American heritage. After the series of morning lectures, participants took a motorcoach tour of the city narrated by Chris Riehl of Baltimore Rent-a-Tour.

Due to the popularity of the program, a continuing education program was held in November. Hosted by the Baltimore Museum of Industry, the fall program focused on Baltimore's story of immigration. The heritage area will continue the training program in 2013, adding new venues for the training that highlight the city's wealth of historic sites and attractions.

BNHA Urban Rangers Provide Over 1,400 Tours During 2012 Season

In 2012, the heritage area retooled its Urban Ranger guided tour program to coincide with the bicentennial of the War of 1812. The frequency of the Historic Fell's Point Trail was increased to meet demand in this important neighborhood. Overall, tour numbers were weaker in 2012, due in part to weather conditions in July and August and a decrease in the frequency of the Mount Vernon Cultural Walk tours. The heritage area continued its participation in the SuperKids program. More than 200 second, third, and fourth graders experienced Heritage Walk through storytelling and tours. The program is a collaboration with Historic Jonestown museums and is funded by a grant through the Parks & People Foundation.



BNHA Staff in the Community

In addition to day-to-day responsibilities, BNHA staff participate in the Baltimore community by serving on organizational boards and working on projects that support the mission of the heritage area.

In 2012, heritage area executive director Jeffrey Buchheit was named president of the board of directors of the Greater Baltimore History Alliance (GBHA). GBHA is a consortium of area history museums dedicated to preserving, interpreting, and promoting local heritage through collaborative community services and educational programs.

Shauntee Daniels, BNHA's manager of programs and partnerships, served as a member of the board of directors of the Eubie Blake National Jazz Institute and Cultural Center. The center promotes visual and performing arts education for children and adults in the Baltimore community.

Jason Vaughan, the heritage area's director of historic preservation and interpretation, serves on the board of the Historic Charles Street Association. The association works to promote Charles Street businesses and cultural institutions.

Jason also served as a co-writer and co-producer on the documentary *Anthem*. The film, which premiered on Maryland Public Television in December 2012, explores the music of the War of 1812 and Francis Scott Key's penning of the National Anthem. Jason's work on the film and for the heritage area was profiled in the autumn edition of the American University alumni magazine.





HERITAGE AREA PLAYS ITS PART

It is difficult to remember 2012 without conjuring up images of tall ships gracing the Inner Harbor and Blue Angels zooming overhead. While June's Star-Spangled Sailabration was the highlight War of 1812

War of 1812 Traveling Exhibit

Jan

The heritage area, 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 NPS Chesapeake Bay Gateways and Watertrails Network and

the Maryland Heritage Areas Authority. "Defense of the Nation: Maryland in the War of 1812" is a free traveling exhibit available to museums, libraries, and historical sites. The exhibit offers the opportunity to experience the Chesapeake Campaign of the War of 1812. From the beginning of 2012, the exhibit was displayed at numerous sites in Baltimore and the surrounding region, including the Enoch Pratt Library, Havre de Grace Maritime Museum, the Gallery at Harborplace, and Thurgood Marshall Baltimore-Washington International Airport.



Traveling exhibit on display at Baltimore City Hall.
IMAGE Mark Dennis/City of Baltimore

Star-Spangled Sailabration

June

June's Sailabration was more than visiting ships and stunning aerial acrobatics—it was also hundreds of U.S. military personnel giving their time and strength to build community gardens, clean city parks and historic sites, and help numerous civic organizations better serve the Baltimore community.

The Baltimore National Heritage Area served as the city's lead coordinator for the U.S. Navy's community relation activities and helped secure thousands of dollars worth of food and other donations to feed the military's men and women helping the city's neighborhoods, historic sites, and charities.

Eleven sites across the city welcomed military personnel in volunteer activities, often with additional support from neighbors and others interested in providing a helping hand. More than 400 military and 125 civilian volunteers participated in the projects, which ranged from preparing nutritious meals for those in need (Meals on Wheels of Central Maryland) to planting nearly 2,000 plants at the Rawlings Conservatory in Druid Hill Park. Navy personnel and local volunteers created community gardens in Charles Village and Westport, assisted CivicWorks in restoration work at Clifton Mansion, and helped the Preservation Society of Federal Hill and Fell's Point conserve its archival records documenting the War of 1812.

History Happy Hours

Feb

In February, the heritage area started hosting History Happy Hours, an informal educational event for heritage partners and history buffs.

Held at local restaurants and bars and open to the public, the happy hours feature local historians, artists, photographers, and others with interesting stories to tell about Baltimore and its role in the War of 1812. Additional happy hours were held May and September and covered topics ranging from the penning of "The Star-Spangled Banner" to the weather during the Battle of Baltimore. The heritage area will continue the program through the rest of the Bicentennial.

War of 1812 Discovery Tour

Apr

In April, the heritage area's War of 1812 Education Committee coordinated a motorcoach tour of Baltimore's historic 1812 sites. The tour took guests to Fort McHenry, the Maryland Historical Society, the Flag House and Star-Spangled Banner Museum, Patterson Park, and Fell's Point.



On June 14, 2012, 68 U.S. military personnel joined local volunteers to plant 1,768 flowers, trim boxwood hedges, and weed beds at the Rawlings Conservatory in Druid Hill Park.

IN THE WAR OF 1812 BICENTENNIAL

Bicentennial event of the year, the Baltimore National Heritage Area worked with local partners throughout the year to bring a variety of programming to residents and visitors alike.

BNHA worked with both local and national businesses to provide snacks or cater lunches for the Navy and civilian volunteers and gathered more than \$8,400 in food donations. The heritage area also worked with ESSKAY, Smithfield Foods, Shoppers Food and Pharmacy, and the United Food and Commercial Workers Union for an amazing donation of 30,000 pounds of food to the Maryland Food Bank in honor of the U.S. Navy's volunteer activities in Baltimore.

BNHA served as the lead coordinator for the city's efforts in education activities geared toward the War of 1812 Bicentennial. The BNHA War of 1812 Education and Curriculum Committee sought a way to engage visitors and Baltimore residents to visit War of 1812-related sites and attractions during the Sailabration and throughout the entire bicentennial. A bicentennial passport was designed for kids of all ages to collect stamps on the visiting tall ships and naval vessels and 1812-related sites around the city.



More than 20,000 passports were distributed during the three-day Star-Spangled Sailabration.

Approximately 20,000 passports, generously funded by the Dorothy L. and Henry A. Rosenberg, Jr. Foundation, were distributed at the Sailabration villages at the Inner Harbor, Fell's Point, and the static air show at Martin State Airport. Additional support for the passport was provided by the American Flag Foundation and the Maryland Historical Society. Currently nine War of 1812 sites and attractions in and around Baltimore will stamp the passports during the Bicentennial celebration. BNHA is working with additional sites in the city and the surrounding counties to offer the passport and will be creating a reward program for those collecting passport stamps.

Battle of Baltimore



In October BNHA, in coordination with Fort McHenry National Monument and Historic Shrine and Baltimore City Public Schools Music Department, staged the inaugural Battle of Baltimore Land and Sea Re-Enactment. The morning event began with introductory remarks by Congresswoman Helen Delich Bentley, and was followed by choral and band performances by Baltimore City public schools students. As the students from six schools finished performing a variety of patriotic songs, the attention shifted to action on the water. Schooners—including *The Pride of Baltimore II*—represented the British fleet and symbolically bombarded Fort McHenry. The cannons of the fort responded in thunderous retort. Additional sponsors for the event included the American Flag Foundation, Moran Tugs, Friends of Fort McHenry, and the Maryland Pilots Association.

Fabulous Fashions of 1812



In November, the BNHA War of 1812 Bicentennial Education Committee launched a new event that will continue in 2013 and 2014 as part of its War of 1812 programming. The inaugural Fabulous Fashions of 1812 Fashion Show and Tea featured the fashion and food of 1812. Fort McHenry living history re-enactors and volunteers modeled clothes and military apparel. Tea service with 1812-inspired hors d'oeuvres and desserts were prepared and passed by students of the National Academy Foundation's Culinary Arts Program. Students from the Baltimore School for the Arts created 1812-inspired fashion illustrations. The event was financed in part with Maryland Heritage Areas Authority funds and through donations of food by corporate sponsors.

Kennedy Krieger Festival of Trees



As the holiday season approached, the heritage area and its partners used some the bicentennial spirit to decorate two trees for the Kennedy Krieger Institute Festival of Trees. More than 45,000 people walked by the two Star-Spangled trees, decorated with red, white and blue ornaments. The yearly event, held at the Maryland State Fairgrounds over the three-day Thanksgiving weekend, is a popular fundraiser supporting the institute's mission to help children and adolescents with disorders of the brain, spinal cord and musculoskeletal system.



Heritage Area Honors Outstanding Partners

On Saturday, October 20, 2012, the Baltimore National Heritage Area presented its 2012 Partner of the Year Awards at the Baltimore City Historical Society's Mayor's Reception and History Honors held at the Mount Calvary Church on North Eutaw Street. The awards recognize the outstanding contributions of individuals and organizations that further the mission of the heritage area. The Individual Partner of the Year Award was presented to Henry A. Rosenberg, Jr. in honor of his foresight and financial support of the BNHA War of 1812 Bicentennial Passport. Rosenberg's generosity enabled the heritage area to print 60,000 passports, many of which were distributed during the Star-Spangled Sailabration. Popular with students, local residents, and visitors, the passports are expected to be available throughout the three-year commemoration.

The Organization Partner of the Year Award was presented to Visit Baltimore. The regional convention and tourism marketing destination organization was recognized for its commitment and support of the heritage area during its transition from the Office of the Mayor. BNHA has enjoyed renting office space from Visit Baltimore and having close proximity to their talented staff—especially handy during the Star-Spangled Sailabration.

Lunchtime Lectures Draw Crowds to City Hall

Building on a successful launch in 2011, the heritage area reprised the "It's More than History" brown bag lecture series. The lectures, held at Baltimore City Hall, included living history performances and multimedia presentations. The series began with a theatrical reading of the play *Satchmo and Baby Dolly*, which recognized the contributions of Baltimore's Blanche Calloway—the first black woman to front an all-male orchestra. Other lectures from the series included Baltimore stories from Gilbert Sandler, a photographic tour of Baltimore's churches by Denny Lynch, and Charles Duff speaking on the state of historic preservation efforts in the city.

The lecture series will continue in 2013. Details on upcoming lectures can be found on the heritage area's Facebook page.

Grant Awards Fund Array of Heritage Tourism Projects

In 2012, the heritage area, in partnership with the Mayor and City Council of Baltimore and the Maryland Heritage Areas Authority, awarded \$168,167 in grants to organizations pursuing heritage tourism development projects.

Baltimore Heritage Area Association Small Cap Grants

The small cap grants are funded through Baltimore City voter-approved bonds and provide small but strategic investments in heritage tourism capital projects. In 2012, \$75,000 was awarded for eight projects.

B&O Railroad Museum — \$7,500

- Restoration of William Mason #25 Locomotive

Baltimore Office of Promotion and the Arts — \$13,500

- Bromo-Seltzer Arts Tower Clock Repair

Baltimore Museum of Industry — \$13,500

- Restoration of the Steam Tug *Baltimore*

Society for the Preservation of Federal Hill and Fell's Point — \$8,000

- Visitor Center Improvements

The Pride of Baltimore II — \$7,500

- Replacement of Rigging

Historic Ships in Baltimore — \$7,500

- Wooden Deck Repairs on the USS *Torsk*

Friends of Arena Players — \$5,000

- Security Gate Installation

Friends of President Street Station — \$12,500

- Acquisition/Restoration of Caboose for the Baltimore Civil War Museum

Maryland Heritage Areas Authority FY2013 Project Grants

The Maryland Heritage Areas Authority awarded matching grants to four heritage tourism projects located within the boundaries of the Baltimore National Heritage Area. MHAA also awarded a management grant to the heritage area to support our operations.

Friends of Fort McHenry/Living Classrooms Foundation — \$10,000

- Defenders Day Educational Programming

Society for the Preservation of Federal Hill and Fell's Point — \$40,000

- Visitor Center Improvements

Friends of President Street Station — \$20,667

- Acquisition/Restoration of Caboose for the Baltimore Civil War Museum

Historic Ships in Baltimore — \$22,500

- Wooden Deck Repairs and Bridge Restoration on the USS *Torsk*



Comprehensive Management Plan

Groundwork in 2012 Sets the Vision, Goals and Actions for BNHA's Future

Throughout 2012, the heritage area worked with Philadelphia-based planning firm Wallace Roberts & Todd (WRT) to prepare a comprehensive management plan (CMP) to guide the organization over the next ten to fifteen years. The plan is required by the federal legislation that established the national heritage area, and upon the plan's approval by the U.S. Department of the Interior, the heritage area will be eligible for increased funding from the National Park Service.

Public comment and input from heritage area partners was key to the plan's development. In April, public meetings were held at the Fort McHenry Visitor Center and the B&O Railroad Museum. During these meetings, the public viewed goals, maps, and draft interpretive themes and provided comments and recommendations. Concurrent with the public meetings, stakeholder listening sessions were held for representatives from Baltimore museums, historic sites, parks, civic organizations, and city and state agencies to provide their insights and comments on the future of the heritage area.

Over the summer, WRT and heritage area staff used the input from the April meetings to craft the foundations of the plan. In October, a second set of listening sessions was held with parks and open space organizations, the Baltimore Main Streets, the city's Arts and Entertainment Districts, and a group of stakeholders from museums, historic sites, and other attractions.

Through the management planning process, the heritage area developed a framework to guide its actions. The actions, many of which will be implemented in collaboration with BNHA partners, seek to accomplish the mission and vision for the national heritage area. The actions are organized under five categories:

Interpretation: how the heritage area will foster a unified image and understanding of Baltimore's stories through coordinated messaging and materials.

Stewardship: how the heritage area will strengthen public appreciation and stewardship of the heritage area's historic, cultural, archeological, and natural resources.

Heritage Tourism Development: how the heritage area will collaborate with its partners to increase tourism by enhancing visibility, growing audiences, and offering a quality visitor experience.

Neighborhoods: how the heritage area will assist neighborhoods with enhancing their quality of life through heritage resource stewardship, becoming visitor friendly, and promoting heritage tourism.

Management: how the heritage area's local coordinating entity will govern itself, operate sustainably, collaborate with partners, and interface with state and federal heritage area programs.

As of January 2013, the plan was under review of the NPS' Northeast Regional Office. Changes and comments from both the Northeast Regional Office and NPS Washington Office will be incorporated in the spring of 2013 and forwarded to the U.S. Department of the Interior for final review and approval in the early summer of 2013.

New Interpretive Plan To Assist Heritage Area, Partners in Telling Baltimore's Story

An important piece of the CMP is the heritage area's new interpretive plan. Developed concurrently with the CMP, the interpretive plan identifies the important stories and themes to communicate to heritage area visitors and Baltimore residents. The interpretive plan contains three components: an interpretive framework, crafted through stakeholder meetings and consultation; an interpretive narrative that incorporates key points in Baltimore history; and a series of actions and strategies to accomplish the heritage area's goal to foster a unified image and understanding of Baltimore's stories through coordinated messaging and materials.

The structure of the interpretive framework and narrative is based on themes: one overarching theme that represents the whole of the heritage area and four primary themes that capture the most important stories of Baltimore. Under each primary theme is a series of specific sub-themes.

OVERARCHING THEME

American Identity

Citizens in Baltimore helped secure American independence, forge a national identity, and establish a notable center of commerce and culture on the Chesapeake Bay.

PRIMARY THEME 1

Upholding Independence

During the early 1800s, Americans fought in Baltimore to uphold the independence of the United States, and their determination still inspires us today.

PRIMARY THEME 2

Seeking Prosperity

The Chesapeake Bay's rich resources drew enterprising men and women to Baltimore seeking prosperity.

PRIMARY THEME 3

Shaping a Monumental City

The largest city in the Chesapeake Bay watershed brought forth distinctive industries, technologies, architecture, and enduring cultural and artistic traditions.

PRIMARY THEME 4

Gaining Freedom for All

Baltimore has long welcomed diverse peoples, leading to controversy and conflict—as in the Civil War—but also to reconciliation and greater freedom for all.



2012 Heritage Area Board of Directors and Advisory Committee

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TREASURER	Jacqueline Carrera <i>Parks & People Foundation</i>

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Jeannie Howe <i>Greater Baltimore Cultural Alliance</i>	

Staff and Contact Information

EXECUTIVE DIRECTOR

Jeffrey Buchheit
jbuchheit@baltimoreheritagearea.org
410-878-6411 ext 2

DIRECTOR, HISTORIC PRESERVATION AND INTERPRETATION

Jason Vaughan
jvaughan@baltimoreheritagearea.org
410-878-6411 ext 3

MANAGER, PROGRAMS AND PARTNERSHIPS

Shauntee Daniels
sdaniels@baltimoreheritagearea.org
410-878-6411 ext 4

PROJECT ASSISTANT

Debora Taylor
drtaylor@baltimoreheritagearea.org
410-878-6411 ext 5

WAR OF 1812 BICENTENNIAL COORDINATOR

Janet Caslow
jlcaslow@hotmail.com
410-241-8693

WAR OF 1812 TRAVELING EXHIBIT COORDINATOR

Ernie Dinsmore
edinsmorejr@verizon.net
410-683-0645

ADDRESS

100 Light Street, 12th Floor
Baltimore, MD 21202

ONLINE AT

www.baltimoreheritagearea.org
www.nps.gov/balt



www.facebook.com/baltimoreheritagearea



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