

MARYLAND WAR OF 1812 BICENTENNIAL COMMISSION

Annual Report
November 1, 2010

As required under Executive Order 01.01.2010.02



BACKGROUND



Governor Martin O'Malley announces the creation of the Maryland War of 1812 Bicentennial Commission at Fort MCHenry National Monument and Historic Shrine during the annual Defenders' Day event, Sept. 9, 2007. Photo Credit: Office of the Governor

Created under Executive Order by Governor O'Malley in September 2007, the Maryland War of 1812 Bicentennial Commission (Commission) is charged with coordinating a multi-year initiative to commemorate the bicentennial of the Star-Spangled Banner and War of 1812.

As outlined in the Executive Order, the Commission will complete the following duties:

- Provide coordination among public and private interpretive institutions, sites, museums, and other organizations to plan and implement an appropriate series of events and activities to commemorate the bicentennial for residents and visitors statewide;
- Promote the identification and documentation of historic and cultural resources, including landscapes, sites, buildings, structures, objects, and archives related to the War of 1812, and encourage their preservation;
- Assist with efforts to protect, improve, and develop existing educational and interpretive institutions, sites, and museums related to the War of 1812 for educational, recreational, and tourism purposes;
- Ensure the development of a model social studies curriculum specifically on the War of 1812, its impact on Maryland and the diverse people who fought, supported, and participated in the defense of the State and nation;
- Promote Maryland's War of 1812 bicentennial celebration nationally and internationally;
- Provide leadership for, and coordinate Maryland's efforts with other states and international entities engaged in activities related to the commemoration of the War of 1812, including but not limited to the federal Star-Spangled Banner and War of 1812 Bicentennial Commission;
- Secure support and financial resources to implement the events and activities planned and assisted by the Commission including the formation of an appropriate legal entity;

- Ensure that the activities undertaken or assisted by the Commission result in products that will have lasting value and public benefit beyond the bicentennial, especially leading to the protection of historical and cultural resources associated with the War of 1812; and
- Perform other actions necessary to carry out the duties of the Commission.

The Commission is composed of 14 members. Serving on the Commission is:

- **Chair:** Raymond A. “Chip” Mason, Founder, Legg Mason, Inc.
- **Vice-Chair:** U.S. Senator Paul S. Sarbanes
- Michael E. Busch, Speaker, Maryland House of Delegates
- Atwood “Woody “Collins” III, President and COO, M&T Bank Mid-Atlantic
- T. Eloise Foster, Secretary, Maryland Department of Budget and Management
- John R. Griffin, Secretary, Maryland Department of Natural Resources
- Richard E. Hall, Secretary, Maryland Department of Planning
- Christian Johansson, Secretary, Maryland Department of Business and Economic Development
- Thomas V. Mike Miller, Jr., President, Maryland Senate
- J. Scott Plank, Executive Vice President, Under Armour, Inc.
- Albert Small, President, Southern Engineering
- Robert Stevens, Chairman, President and CEO, Lockheed Martin Corporation
- Beverley Swaim-Staley, Secretary, Maryland Department of Transportation

The first Commission meeting took place on October 27, 2009. The guiding action plan for bicentennial activities and investments, *Star-Spangled 200: A National Bicentennial in Maryland*, was reviewed and approved. The plan and other extensive information on the Commission and bicentennial activities can be found at www.starspangled200.org, launched September 2009.

The action plan outlines Maryland’s strategy for the commemoration. It was created after a year of fact-finding and input from stakeholders. One of the first discussions took place in August 2007 when Commission staff met with representatives from the *Jamestown 2007: America’s 400th Anniversary* to learn and understand the challenges, strategies, and successes of a major commemorative undertaking. Between April and July 2008, Commission staff convened eight stakeholder meetings across the state. More than 200 Marylanders participated and provided input for the state’s bicentennial planning. Following the meetings, Commission staff posted an online survey for organizations to submit ideas for capital, interpretive, and programming projects and events. Over 100 project ideas were submitted. In September 2008, Commission staff visited key War of 1812 sites in the Great Lakes region. Opportunities for partnership were explored with organizations including the Ontario Ministry of Tourism, the City of Toronto, Parks Niagara, the City of Plattsburgh, New York, and numerous other governmental and non-governmental organizations. In November 2008, a draft of *Star-Spangled 200: A National Bicentennial in Maryland* was posted online to allow for public comment and feedback.

The action plan presents the Commission’s mission, vision, goals and thematic messages for the commemoration:

- **Mission**
The mission of the Maryland War of 1812 Bicentennial Commission is to stimulate and coordinate investment in the commemoration of the bicentennial of the War of 1812 for maximum benefit to Marylanders.
- **Vision**
The bicentennial of the War of 1812 is a one-time chance to elevate Maryland globally as a premier location to live, work and visit, and to increase economic opportunities for Marylanders.
- **Goals**
 - *Inclusion and statewide participation.* To ensure all Marylanders have the opportunity to participate and benefit from bicentennial activities.

- *Resource stewardship.* To ensure all resources in Maryland related to the War of 1812 are identified, protected, sustainably developed and interpreted.
 - *Education.* To ensure all Marylanders have engaging opportunities to learn and that Maryland is recognized as the most important portal to understanding the significance and relevance of the events of the War of 1812.
 - *Tourism and economic development.* To ensure increased tourism investments and expenditures from which all Marylanders have opportunity to benefit.
- **Thematic messages**
 - *Inspiration.* Maryland is a special American place that excels in inspiring invention and creativity.
 - *Unity.* Marylanders have always been an especially diverse people, who have led the nation when working together for a common purpose.
 - *Preparedness.* Marylanders excel at executing sound plans to ensure the security of the state and nation.
 - *Courage.* Marylanders have exhibited extraordinary courage, even when faced with overwhelming odds, in defense of our freedoms.

Seven advisory committees - Development and Sponsor Relations; Resource Stewardship and Visitor Experience; Education and Curriculum; Programs and Events; Transportation and Capital Infrastructure; Communications and Marketing; and Operations and Management - support the activities of the Commission and provide expert, informed advice. Proposed bicentennial initiatives and projects are listed under the relevant Advisory Committee in the action plan.

The Commission has worked to cultivate partnerships with local organizations at the county and regional level in Maryland to stimulate bicentennial projects. To date, such local planning groups have been established in Baltimore City, Baltimore County, the Eastern Shore, Head of the Bay, Prince George's County, Southern MD, Annapolis, and Washington DC.

The Commission met for a second time on June 23, 2010. The members were updated on the recommendations of the Advisory Committees and the major work accomplished to date. That report, with a bring-to-date summary, follows.

ACCOMPLISHMENTS TO DATE



Governor Martin O'Malley and Fort McHenry Superintendent Gay Vietzke unveil the new Star-Spangled design for the state's standard issue license plate, Sept. 12, 2009. Photo credit: Office of the Governor.

To date, many initiatives are already underway or completed. Below is a summary of the Commission's major accomplishments, arranged by the Advisory Committee responsible for the action.

DEVELOPMENT AND SPONSOR RELATIONS

Co -Chair: Greg Barnhill, Brown Advisory

The Development and Sponsor Relations Committee will ensure sufficient support and financial resources for the Commission and its partners to implement high priority activities and events.

- **Star-Spangled Banner Commemorative Coin**
On August 16, 2010, President Obama signed the Star-Spangled Banner Commemorative Coin Act H.R. 2097 into law. The surcharges from this coin could provide up to \$8.5 million dollars for the Commission. Congressman Ruppertsberger and Senator Cardin took the lead in securing the passage of the legislation.
- **Establishment of Bicentennial 501 c(3)**
Star-Spangled 200, Inc (SS200) is the Commission's companion 501c (3) non-profit partner and will lead the fundraising efforts for bicentennial projects. Ballard Spahr assisted in preparing the organizational documents and securing non-profit status with the Internal Revenue Service.



President Barack Obama signs H.R. 2097, the Star-Spangled Banner Commemorative Coin Act, at the Resolute Desk in the Oval Office, Aug. 16, 2010. Photo credit: Official White House Photo by Pete Souza.

- **Federal FY 2011 Budget**

In January 2010, Governor Martin O'Malley submitted a request to the Maryland Congressional delegation for \$4 million in Star-Spangled Banner National Historic Trail projects for the federal FY2011 budget. Senator Cardin, Congressman Sarbanes and other members of the MD delegation submitted corresponding requests. The FY2011 federal budget is currently in a continuing resolution until December 3, 2010.

RESOURCE STEWARDSHIP AND VISITOR EXPERIENCE

Co-Chairs –Dr. Ralph Eshelman, Historian, and John Mauonis, Superintendent, Chesapeake Bay Gateways and Watertrails Network

(met January 14, 2010, March 17, 2010, April 20, 2010, and July 13, 2010)

The Resource Stewardship and Visitor Experience Committee will identify and assess the condition of the resource base; craft a future vision for the Star-Spangled visitor experience; identify investment priorities for resource stewardship and visitor experience; and ensure a robust post-bicentennial legacy.

- **Star-Spangled Banner National Historic Trail**

After a decade of work by Maryland's Congressional delegation and the National Park Service (NPS), the Star-Spangled Banner National Historic Trail (SSBNHT) was signed into law on May 8, 2008 as the 26th national trail. The Commission is partnering with the NPS to develop and implement a joint management plan for the Trail and Star-Spangled Banner Byway.

- **Star-Spangled Banner Byway**

In April 2007 the Maryland State Highway Administration unveiled the new system of 19 Maryland Byways. One of these is the Star-Spangled Banner Byway (SSBB). A Federal Highway Administration (FHWA) Scenic Byways grant for \$1.8 million dollars, awarded to the Maryland Office of Tourism (OTD), will fund five SSBB projects, including a joint management plan for the Trail and Byway, a system of interpretive waysides, a documentary film, an outdoor interpretive installation, and a substantial map and guide.

- **Fort McHenry National Monument and Historic Shrine New Visitor Center**

The current visitor center at the Fort was built in 1963 to accommodate 250,000 visitors annually. Annual visitation to the Fort now exceeds 650,000. The Fort was awarded more than \$11 million in federal SAFETEA-LU, and matched with \$2.8 million split evenly between the City of Baltimore and the State of Maryland. Construction is underway and the new center is expected to open March 3, 2011, the 80th anniversary of the Star-Spangled Banner being officially designated as America's National Anthem.

- **Resource List**

A comprehensive resource list of War of 1812 sites in Maryland that evaluates significance, integrity, and accessibility was completed in the spring of 2010. This list will guide funding investment and refinements will be made based upon new information as it is discovered and reported.

- **Water Trail Plan**

Using funds provided by OTD and the Chesapeake Bay Gateways Network, the Commission prepared a water trail plan to serve as the blueprint for prioritizing investment in the stewardship, accessibility and interpretation along the water trail portions of the SSBNHT. The consultant, Environmental Resources Management, created a final draft plan that was posted online in September 2010 for a 30 day-public comment period.

- **Star-Spangled Banner Trail and Byway Management Plan**

The management plan will serve as the blueprint for prioritizing investment along the SSBNHT and Byway. Money from the Scenic Byways grant will be used for developing the joint

management plan. Involved partners include the NPS and the Maryland State Highway Administration. The NPS hired WRT/Lardner Klein as the lead consultant and public scoping meetings are scheduled for November 2010. The final plan is expected to be completed by June 2012.

- **Signage Plan**

The signage plan will serve as the blueprint for the installation and sustainability of 150+ interpretive waysides in Maryland. The NPS hired Hunt Design as the lead consultant for the project. The plan is expected to be completed by December 2011.

- **Caulk's Field Archeological Survey**

The Commission is working with property owner Tulip Forest Farming Corporation to conduct an archeological survey and complete a National Register nomination for Caulk's Field, the best preserved 1812 battlefield in the state of Maryland. A grant from the American Battlefield Protection Program is funding the project. The project is expected to be completed in 2011.

EDUCATION AND CURRICULUM

Chair: Gay Vietzke, Superintendent, Fort McHenry National Monument and Historic Shrine
(*met February 26, 2010, September 28, 2010*)

The Education and Curriculum Committee will ensure the development of a model social studies curriculum specifically on the War of 1812, its impact on Maryland, and the diverse people who fought, supported and participated in the defense of the state and the nation.

- **War of 1812 Lesson Plans in the K-12 curriculum**

The Baltimore National Heritage Area conducted a survey of existing education resources and lesson plans in February 2010. Funding from NPS and the Maryland Humanities Council is helping with the creation of two new lesson plans and teacher training workshops in the fall of 2010.

- **Virtual Portal for Educational Resources**

Fort McHenry National Monument and Historic Shrine, Maryland Public Television, and Living Classrooms Foundation are collaborating to create a War of 1812 education resource portal through MPT's Thinkport website. Funding has been secured for the project and it is expected to be completed by September 2011.

- **Higher Education Projects**

The Commission and the Maryland Higher Education Commission are working to increase the number of War of 1812 related courses offered in colleges and universities and incentivize course offerings related to War of 1812. In June 2010, Commission staff presented to the MHEC's Segmental Advisory Council. Also during the summer of 2010, a survey of current courses on War of 1812 was sent to the Chairs of the History Departments of higher education institutions.

- **Collections and Archives Project**

The Maryland State Archives is leading the efforts to create a virtual research portal of Maryland War of 1812 collections and archives. The online resource is expected to be completed by June 2012.

PROGRAMS AND EVENTS

Chair: Colm O'Comartun, Director, Office of the Governor
(met June 9, 2010)

The Programs and Events Committee will ensure the development of a full range of activities during the bicentennial period to animate the significant sites as well as to reinforce the vision, mission, goals and thematic messages of the bicentennial in Maryland.

- **Maryland Olympic Heroes**
The homecoming for Maryland Olympic Heroes at Fort McHenry on October 4, 2008 provided valuable experience for staging a large televised event at the Fort. More than 12,000 attended the event, and millions of viewers nationwide watched the event or heard it mentioned on Access Hollywood. The 2012 Olympics to be held in London provides a great opportunity to market and strengthen the national bicentennial in Maryland
- **War of 1812 North American Grand Tactical**
Jefferson Patterson Park and Museum and the Calvert Marine Museum were the lead partners in bringing the 2008 War of 1812 North American Grand Tactical to Maryland in September 2008. The two-day event on land and water brought more than 5,000 people from as far as the west coast, Canada and Great Britain. The excellent location and expert management of the event should provide opportunities to bring the similar re-enactment events to Maryland during the bicentennial.
- **Star-Spangled 200 Conference Series**
Working with local partners, the Commission presented a series of six-daylong workshops to strengthen partners statewide. The workshops were held in 2009-2010 in Southern Maryland, Prince George's County, Head of the Bay, Upper Eastern Shore, and North Point. The series' sixth conference will take place in Baltimore City on November 10, 2010.
- **Calendar of Events**
Inaugurated in September 2009, the commission maintains and populates a comprehensive statewide calendar of events on its consumer website, www.starspangled200.org.
- **U.S. Navy/Operation Sail (OpSail) national bicentennial kickoff**
Collaboration with US Navy, OpSail, Sail Baltimore, City of Baltimore and other partners has begun for the June 2012 maritime event in Baltimore Harbor. This event will be the national War of 1812 bicentennial kickoff. Sail Baltimore is under contract to assist with the planning efforts. The first of the Navy's Advisory Group meetings was held in Baltimore City September 15, 2010. The event is expected to attract more than 1.5 million visitors; generate more than \$100,000,000 in expenditures, and create over 2,200 full-time equivalent jobs.

TRANSPORTATION AND CAPITAL INFRASTRUCTURE

Co-Chairs: Richard Hall, Secretary, Maryland Department of Planning and Leif Dormsjo, Chief of Staff, Maryland Department of Transportation
(met December 18, 2009)

The Transportation and Capital Infrastructure Committee will work with the Resource Stewardship and Visitor Experience Committee to help realize the desired visitor experience.

- **North Point Development Plan**
The Commission, NPS, Baltimore County government, Department of Natural Resources, and local community groups are working together to coordinate the development of more than a dozen projects on the North Point peninsula, including a Heritage Greenway Trail. The concept plan will be included in the joint Trail/Byway management plan.

- Bladensburg Green Street**
 The Town of Bladensburg is pursuing funding to complete and implement a Green Street Plan for Bladensburg Road and the Anacostia waterfront. The street overlaps with the route taken by British troops during the Battle of Bladensburg and several War of 1812 sites will be incorporated into the plan. The project is expected to be completed by August 2014.
- Large-Scale Public Art Interpretive Installation**
 The Commission, Maryland Transportation Administration, the U.S. Coast Guard, and the Maryland Commission on Public Art will be coordinating efforts for a large-scale interpretive installation at the Francis Scott Key (FSK) Bridge (I-695/MD 151) as part of the Star-Spangled Banner Byway/National Historic Trail. A solicitation of artists' qualifications is due to the Public Art Commission in December 2010. The project is expected to be completed by June 2012.
- Scorpion Project**
 In August 2010, the U.S. Navy, the Maryland Historical Trust, and Maryland State Highways Administration completed the Phase I exploration of the *Scorpion*, a ship of the U.S. Chesapeake Flotilla and the flagship for Commodore Joshua Barney, in the Patuxent River. Federal support, through SAFETEALU and the U.S. Navy, helped to fund the project. Further excavations on the sites are expected in 2011 and 2012.

COMMUNICATIONS AND MARKETING

Chair: Margot Amelia, Director, Maryland Office of Tourism
(met April 15, 2010)

The Communications and Marketing Committee will promote Maryland's War of 1812 bicentennial celebration nationally and internationally and provide leadership for and coordinate efforts with other groups and partners.

- Graphic Identities**
 Efforts to coordinate the graphic identity of the Star-Spangled Banner National Historic Trail (which will survive the bicentennial and the Commission) with the brand identity for the Star-Spangled experience in Maryland have taken place. The imagery featured on the trail logo is also incorporated into the Commission's logo and new standard issue Maryland license plate.
- License Plate**
 On June 14, 2010, the Maryland Motor Vehicle Administration (MVA) released a new Star-Spangled themed standard issue license plate for all passenger vehicles, trucks, and multipurpose vehicles. The new plates feature a star-spangled theme and direct the viewer to the Commission's website, www.starspangled200.org.
- Byway Travel Documentary**
 A contract has been executed with Maryland Public Television for a 60-minute Byway travelogue, funded through the National Scenic Byway Grant. Filming has already begun and the project is expected to be completed by June 2012.
- Byway Travel Guide**
 A contract has been executed with the Maryland Historical Trust (MHT) Press for the publication of a 100-150 page paperback map and guide to the Byway. The Commission will be working with the guide's authors, Dr. Ralph Eshelman and Dr. Burton Kummerow, and partners, the NPS, MHT Press, Johns Hopkins University Press, and the Maryland Historical Society Press, on the project, which is expected to be completed by June 2012.



- **Traveling Exhibit**

The Baltimore National Heritage Area is creating a Chesapeake War of 1812 traveling exhibit for Maryland and the mid-Atlantic region. Grants from the Maryland Heritage Area Authority and the NPS are funding the project. The exhibit script is nearing completion and a contract has been executed with the exhibit designer. The project is expected to be completed in January 2011.

- **Website, E-newsletter, and Social Media**

The Commission established several online and electronic communication outlets. In September 2007, www.warof1812.org was created for the Commission's partners to help keep them abreast of new developments. In September 2009, the consumer website, www.starspangled200.org, was launched to provide easy access to bicentennial developments in the marketplace. *Key Notes*, the Commission's monthly e-newsletter, began in July 2010 to publicize Commission and 1812-partner updates and highlight upcoming events, grant deadlines, and recent news. It now has almost 3,500 subscribers. The Commission also started a Yahoo listserv for partners to communicate directly with one another and established a presence on Facebook (as Maryland War of 1812 hero Joshua Barney) and Twitter (@warof1812).

- **Star-Spangled Map and Guide**

In 2004, based upon a comprehensive Maryland War of 1812 site inventory commissioned by NPS, OTD created a map and guide to encourage travel to visitor-ready sites. An updated edition was printed in September 2009 in sufficient quantity to meet demand until a new National Trail/Byway map and guide are created.

- **Flag Initiative**

Beginning in the spring of 2011, Maryland citizens will be able to purchase reasonably-priced replicas of the 15-star, 15-stripe American flag. Maryland small business F. W. Haxel has agreed to sell and distribute the flags. Proceeds will go to three nonprofits: The American Flag Foundation, Friends of Fort McHenry and The Star-Spangled Banner Flag House. Downtown Partnership of Baltimore and the Maryland War of 1812 Bicentennial Commission will assist in marketing the flag campaign.

OPERATIONS AND MANAGEMENT

Chair: Hannah Byron, Assistant Secretary, Division of Tourism, Films, and the Arts

The Operations and Management Committee will ensure sufficient human and financial resources for the Commission and its Committees to function to accomplish its vision, mission and goals.

- **Staffing**

In August 2007, the Office of Tourism Development (OTD) hired Bill Pencek as the Commission's Executive Director to coordinate the State's efforts. In addition, a Governor's Summer Intern worked from June-August 2008 to assist in research and partnership building activities. On October 22, 2008, Kate Marks began work as the Outreach and Partnership Coordinator for the Commission. In July 2009, Kathleen Ash, Events and Locations Coordinator, was added to the team. Sail Baltimore is also under contract for the planning of the June 2012 national kick-off event. A consultant to Star-Spangled 200, Inc. to develop a corporate sponsorship plan is expected to be hired in November 2010.