

HERITAGE REPORT

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HERITAGE DAYS AT THE MOOSEUM



FALL IN THE HERITAGE AREA

HERITAGE DAYS 2022

We are planning a great comeback for the 23rd annual Heritage Days event in 2022! Our partners at Visit Montgomery (VM) received a Maryland Heritage Areas Authority (MHAA) marketing grant to promote Heritage Days to a wider audience. We will be working together to develop a June “Museum Month” program coinciding with Heritage Days, June 25 & 26, 2022 and “Museum Month” will be celebrated all month long.

In addition to elevating our marketing efforts, we will create visitor “packages” with local hotels, restaurants, and businesses focusing on museums and heritage sites. Several heritage partners are

planning programs and workshops all through the month culminating in a celebration event on Heritage Days weekend.

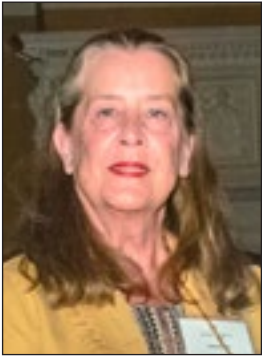
HM will produce a Heritage Days brochure to promote our partner sites, provide event signage, and advertising. Visit Montgomery will create a special landing page on VisitMontgomery.com that will feature all participating museums and heritage sites, their events, and other programs. VM’s website generates over 1 million pageviews per year and they have over 70,000 followers on social media. This will be a great way to expand the audience and promotion of our heritage area.

We are changing our event listing format from a Calendar page on the HM website to a monthly e-newsletter. As in the past, partner sites are responsible for sending event and program details, as well as photos, if possible, to Director@HeritageMontgomery.org and info@HeritageMontgomery.org. We will compile an event list to include in our e-newsletter and post on our website. We will continue to pass event information on to the Visit Montgomery, Visit Maryland, and the Arts & Humanities calendars.

Follow us on our new Facebook page at HeritageareaMoCo; sign up for the email newsletter and calendar on the HM website home page.

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LETTER FROM THE DIRECTOR



Greetings All,

As the seasons change, we have a moment to look back at the last year. Many of our partners used the COVID closure/slow-down to work on long-planned-for projects and take a step back from day-to-day operations to pursue strategic planning for a strong future. We were pleased to offer leadership

to several sites through the planning process, guide others to sources of funding, and assist in program development. I am so impressed, but not a bit surprised, at the ingenuity and resilience of our community!

As you'll see, we have been working on a number of projects to connect visitors to the heritage area's many offerings. We have produced several driving/cycling tours along the county's scenic Rustic Roads, an African American Heritage tour, and a number of short videos showcasing our partner sites.

Last summer HM was pleased to offer emergency Mini Grants of up to \$1000 each to fund site re-opening costs. We awarded over \$10,000 to 12 sites. Our ability to step up and offer these grants was due in large part to the generosity of our donors during our annual fundraising drive. Once again, we ask that you consider a donation to Heritage Montgomery as part of your year-end giving. Some of the programs that provide much needed support to our county's rich heritage resources rely on your gift. Additionally, please let us know if you or your business would like to sponsor a particular project or program.

We wish you the best for a happy holiday season and a safe and healthy 2022.

HERITAGE MONTGOMERY STAFF

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Like us on Facebook: HeritageareaMoCo

This project has been financed in part with State funds from the Maryland Heritage Areas Authority.



FY22 MHAA GRANT AWARDS



UNDERGROUND RAILROAD MONTH KICK-OFF

Heritage Montgomery was able to secure \$454,000 in MHAA funding for county partners. When combined with match and leverage that total value is over \$1 million.

- **Audubon Naturalist Society** – for interpretation at Woodend Nature Sanctuary
- **Grand Order of Oddfellows Sandy Spring Lodge** – for signage
- **IUL Smithville School Museum and Education Center** – for site restoration and the Charles McGee STEM Program Project
- **The Menare Foundation (Button Farm)** – for barn restoration
- **Montgomery County Historical Society** – for redesign of website
- **National Capital Trolley Museum** – for overhaul of the CTCO 1430 trolley
- **Scotland A.M.E. Zion Church** – for Phase 2 of stabilization and elevation of the structure
- **Visit Montgomery** – for marketing

FY22 HM MINI-GRANT AWARDS



We are pleased to announce our FY 2022 Mini-Grant awards. This year we had a robust turn out of applicants with many great projects. The total amount of HM funding awarded is \$24,635.

- **Gaithersburg Community Museum** – for the Gaithersburg African American History Project

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GAITHERSBURG LATITUDE OBSERVATORY

HM VIDEO PROJECT

This spring, Heritage Montgomery began a new video project. Working with G2 Media and our partners sites, we are shooting short videos highlighting the county's many wonderful attractions. Once released, the videos will be available on our Heritage Montgomery YouTube channel, as well as through links on the HM website, Facebook, and other social media platforms. By allowing visitors to "explore" sites before they travel, HM expects to reach a broader audience and expand promotional opportunities for everyone. The completed video will begin rolling out in the next few months.

The first group of videos includes representatives from each our four heritage themes. Among them are Button Farm, Sugarland community, National Capital Trolley Museum, King Barn Dairy MOOseum, and Sandy Spring Museum. The latest video features Montgomery County's Rustic Roads in splendid autumn colors and we will be shooting the Agricultural Reserve in the spring. We hope to complete nearly 30 videos by the end of 2022.



WELCOME HARRISON MEYERS

HM's new Social Media Manager, Harrison Meyers, is a History and Public History master's student at UMBC specializing in the intersection of sports, politics, and law. Before joining our staff, he worked with Heritage Montgomery as an undergraduate student on the Martinsburg project and as a recording engineer for oral histories. Outside of his academic work, Harrison runs the Rockville Baseball Association, one of the predominant youth baseball and softball organizations in Montgomery County with more than 1,000 local youth served each season. In his free time, he and his fiancée enjoy day tripping to heritage sites throughout the state with their dogs, cats, and other animals in tow.

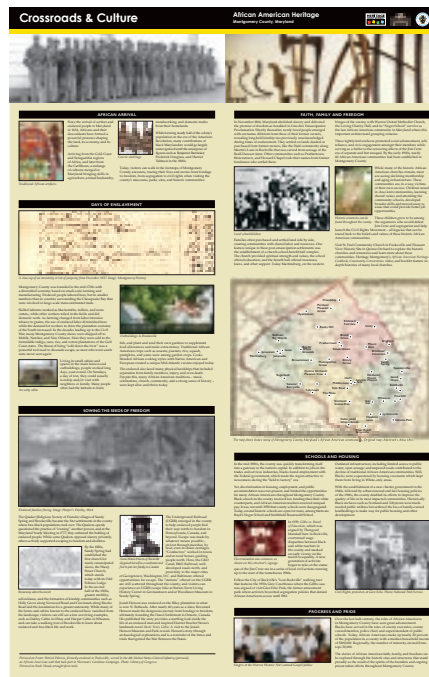
GWEN REESE



GWEN REESE PHOTO COURTESY OF BETHESDA MAGAZINE

With sadness, we note the passing of our friend and pioneering African American history researcher and historian, Gwen Hebron Reese. Gwen founded and led the Sugarland Ethno-History Project along with Suzanne Johnson and was dedicated to preserving and sharing the stories of the Sugarland community. Their book, "I Have Started for Canaan," born of their years of research, was published earlier this year and is available through Montgomery Countryside Alliance. We celebrate her life and generous spirit.

NEW RELEASE



Look for our new African American Heritage brochure when you visit heritage area sites! A brochure highlighting the transportation heritage theme will be released in the spring.

PARTNER PROJECT UPDATES



PLEASANT VIEW SCHOOL



ST. PAUL CHURCH AT SUGARLAND

Our heritage area has been a leader in Maryland's efforts to preserve and share our rich African American history. Below are updates on four historic local church community projects: Pleasant View, Sugarland, Scotland, and the Warren Historic Site. Heritage Montgomery and the Maryland Heritage Area Authority have awarded grants of over \$500,000 to these important projects and HM has provided direction and assistance in securing additional State and county funding of over \$600,000. A big thank you to all of our elected officials for their support!

- Pleasant View Historic Site in Quince Orchard has bids and permits in hand and will begin work on the schoolhouse in early 2022; it is hoped that work can begin on the church in the spring.
- Bids and permits are in process for the new roof on the historic St. Paul Community Church in Sugarland, located outside Poolesville.
- The Scotland AME Zion Church in Potomac is halfway through their emergency stabilization project. They have secured Historic Preservation Commission and Board of Appeals approvals necessary to file building permits. Construction on the site and complete rehab of the church is expected to commence in 2022.
- The Warren Historic Site outside Poolesville will select a contractor to begin the project of replacing the roof and stabilizing the foundations of both the school and church.

PLACES TO VISIT



Peerless Rockville's new exhibit Forging Freedom offers an in-depth look at the Underground Railroad in Rockville. For more information go to PeerlessRockville.org

Montgomery Parks offers a wide array of winter programs throughout the county. At Brookside you can learn about making layered sand terrariums or plant propagation and pruning. Black Hill offers nature programs including eagle watching, field trips, and hikes. There are loads of indoor and outdoor activities at many parks. To find out more go to MontgomeryParks.org

Visit the National Capital Trolley Museum in Colesville. Take a ride on an historic trolley and see the Winter in Washington special exhibit. The exhibit will be up from November 27 to January 30, 2022. To find out more go to DCTrolley.org.

Come out to Patuxent State Park for fall and winter programs featuring bats, reptiles, turkeys and nature hikes. For more information go to DNR.Maryland.gov.

Join Montgomery History on January 21-29 for the 2022 Montgomery County History Conference. The event will be hosted virtually on Zoom with some sessions held in-person. For more information and registration contact Matt Gagle at mgagle@montgomeryhistory.org or Chelsea Baker at cbaker@montgomeryhistory.org.

Stop by your favorite museum's gift shop this season for unique holiday gifts. You'll find everything from handcrafted works by local artists, to books on county history, to honey from nearby farms. You're sure to find special gifts for everyone on your list. For contact information go to HeritageMontgomery.org/Places to Visit.

NEW RUSTIC ROADS TOURS



RUSTIC ROAD

For the past year, HM has been working with our friends from the county Rustic Roads program on tours highlighting this part of our Transportation theme, Rivers, Roads and Rails. In addition to the State's C&O Canal Scenic Byway which runs along the Potomac River and the Antietam Campaign Byway which connects Whites Ferry to Poolesville and Sugarloaf Mountain, Montgomery County has nearly 100 protected Rustic Roads. These roads are historic, scenic, 2-lane thoroughfares that wind their way through woodlands, alongside heritage sites, and past rolling farmland.

We are developing five tours traversing the county via Rustic Roads, suitable for driving or cycling. The tours will lead visitors to a variety of venues such as park trails, farm markets, vineyards, delightful small towns, historic buildings, art studios, and museums. The map will point out great spots to birdwatch, identify county champion trees, cross historic bridges over scenic waterways, and identify the flora and fauna that thrive along these quiet roads.

The first two Rustic Roads tours will be available on the HM website this winter along with our other tours: African American Heritage, Agriculture Reserve, and Montgomery County Gardens.



HERITAGE DAYS 2022

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As part of the MHAA marketing grant, Visit Montgomery is creating a digital experience passport through their new Discover MoCo app (set to launch by the end of the year). Museums and heritage sites will have the opportunity to add their location, operating hours, photos, and a description to the digital pass. Visitors and residents will then be encouraged to "check in" using the pass when they visit participating locations. Each "check in" will give the guest an entry to win prizes provided by Visit Montgomery and Heritage Montgomery. Participating sites will receive a report containing visitation trends and data collected from the digital passport.

HM will be reaching out to heritage area partner sites in March for their Heritage Days hours and program descriptions.

FY22 MINI-GRANT AWARDS

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- **King Barn Dairy MOOseum** – for MOOseum outreach and strategy development
- **Latvian Museum** – for a museum rack card and web site development
- **The Menare Foundation (Button Farm)** – for website development
- **Montgomery County Food Council** – for the Food and Beverage Guide
- **Montgomery Countryside Alliance** – for the 15th Annual Ride for the Reserve
- **National Capital Trolley Museum** – for a museum brochure, wayfinding, and signage development
- **Peerless Rockville** – for marketing and rebranding
- **Sandy Spring Museum** – for their transcription project
- **Sandy Spring Slave Museum** – for brochure and book production
- **Sugarland Ethno-History Project** – for a security system upgrade
- **Warren Historic Site Committee** – a security system



Heritage Tourism Alliance of Montgomery County

P.O. Box 10237
Gaithersburg, MD 20898

301-515-0753 • HeritageMontgomery.org

HERITAGE PROFILE



Sandy Spring Slave Museum

18524 Brooke Road, Sandy Spring, MD 20860
SandySpringSlaveMuseum.org 301-774-4066

Located in an historic African American community, the museum features history and art exhibits and a new outdoor exhibit detailing the lives and lineages of local residents. Please call for an appointment to tour the museum.

HERITAGE MONTGOMERY BOARD OF DIRECTORS

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