

# Star-Spangled Banner National Historic Trail Interpretive Plan



National Park Service  
U.S. Department of the Interior



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January 2011

National Park Service - Chesapeake Bay Office  
U.S. Department of the Interior

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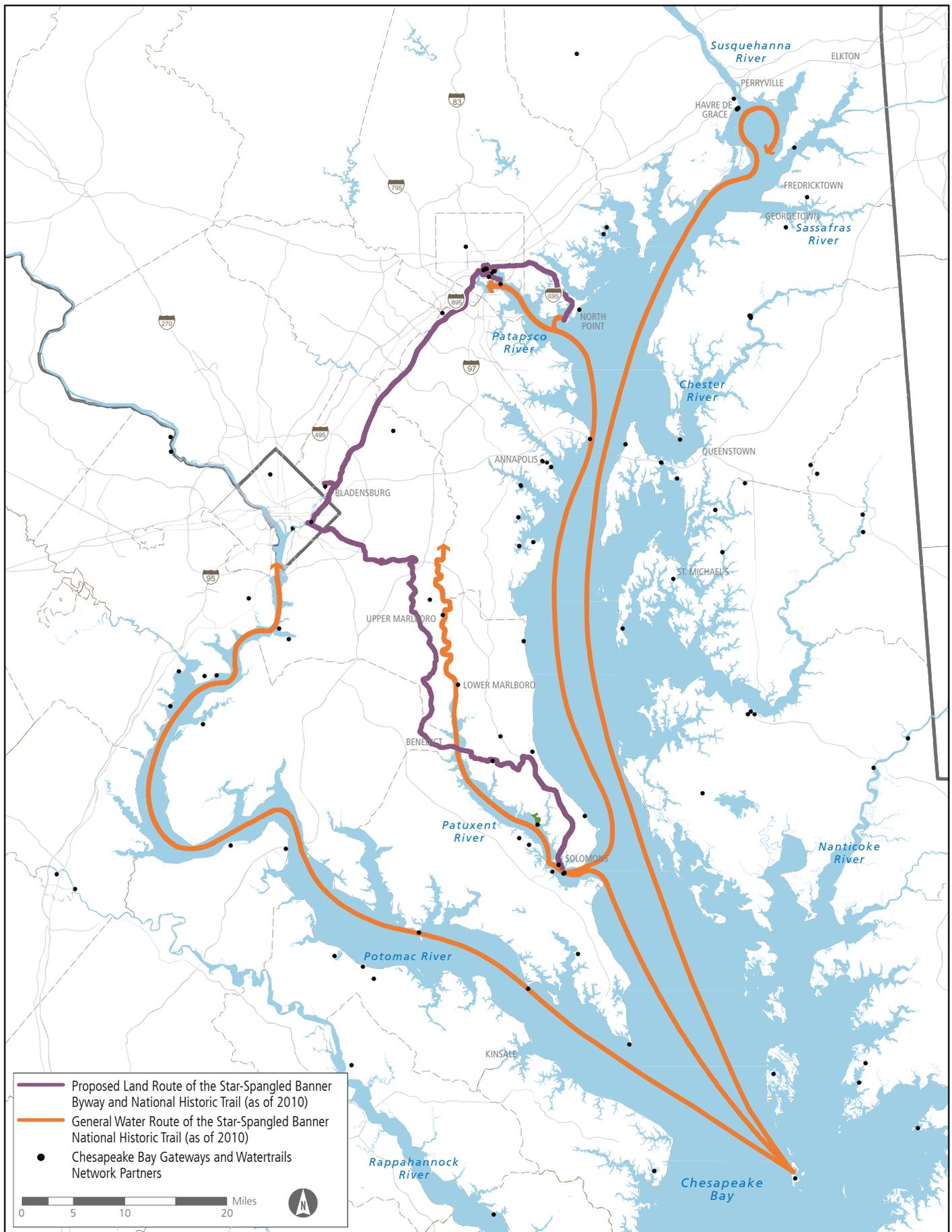
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Star Spangled Banner National Historic Trail Map



# United States Department of the Interior

NATIONAL PARK SERVICE  
Chesapeake Bay Office  
Chesapeake Bay Gateways and Watertrails Network  
Captain John Smith Chesapeake National Historic Trail  
Star-Spangled Banner National Historic Trail

To our valued partners:

We are pleased to present this interpretive plan for your use at sites along the Star-Spangled Banner National Historic Trail. Within the document, you will be introduced to the significance of the Star-Spangled Banner NHT along with a vision for increasing visitors' appreciation and understanding of a pivotal time in American history. The Star-Spangled Banner NHT is among only 19 national historic trails in the country.

This interpretive plan serves as a guide to help the National Park Service and Trail partners effectively convey the stories and impacts of the War of 1812 in the Chesapeake, and to place the war into a meaningful context for visitors. The plan outlines a framework for providing compelling and cohesive messages and enriching learning and recreational experiences at parks, historic sites and museums, in historic downtowns, and along the byways and waterways that comprise the 300-mile Trail. We envision working with you to help develop local and regional programs to implement this plan.

The plan was developed through a year-long process building upon eight regional stakeholders' workshops and numerous consultations. It was also informed by these related initiatives:

- *Access, Stewardship and Interpretive Opportunity Plan for Water Portions of the Star-Spangled Banner National Historic Trail in Maryland*
- *Maryland War of 1812 Bicentennial Commission Strategic Plan*
- *Virginia Bicentennial of the American War of 1812 Commission Commemoration Plan*
- *Interpretive Planning Tools for Heritage Areas, Historic Trails and Gateways*
- *Star-Spangled Banner National Historic Trail/Scenic Byway Comprehensive Management Plan (under development)*

With the War of 1812 bicentennial approaching in 2012, work has already begun to implement strategies in this plan and prepare Trail sites for increased visitation. We look forward to working with you throughout the period leading up to the bicentennial and beyond to strengthen connections among all of the Trail's partners, and provide cohesive and enriching learning and recreational experiences for visitors and residents. Ultimately, these enhanced visitor experiences will inspire pride and long-term protection of all that the Chesapeake Bay region has to offer.

Thank you for embarking on this journey with us.

Sincerely,

John Maounis, Superintendent

# Executive Summary



## Background

The Star-Spangled Banner National Historic Trail (Trail) will provide unprecedented opportunities for visitors and residents within the Chesapeake Bay region to experience sites, landscapes and stories related to the War of 1812. Authorized by Congress in May 2008, the Trail follows more than 300 miles of land and water routes in Virginia, the District of Columbia and Maryland used by British forces and American defenders during the War of 1812. The Chesapeake Campaign influenced the course of the war and the development of the young nation, inspired the lyrics that would eventually become the national anthem and solidified the United States flag as a beloved national symbol.

The Trail follows the Chesapeake Bay and the Potomac, Patuxent and Patapsco rivers, and traces land routes from the Patuxent River to Bladensburg and the District of Columbia and from North Point to Baltimore. It encompasses varied landscapes from urban and residential areas to farms, forests and wetlands and connects a wide range of historic and natural features. A variety of agencies and organizations manage a spectrum of sites along the proposed Trail routes.

This national historic trail offers parks, historic sites, heritage areas, tourism bureaus, educators, conservation organizations, communities and private



Serenity Farm, Benedict, MD

landowners opportunities to interpret the events and stories relevant to the War of 1812, preserve cultural and natural resources, and provide premier land- and water-based recreational opportunities. By working together, the National Park Service (NPS) and its various partners can build and provide a continuum of enriching visitor experiences along the Trail.

From 2012 through 2015, our nation will honor the **bicentennial anniversary** of America's victory during the War of 1812. This event offers outstanding opportunities to increase public awareness and understanding of the impacts this period in history has had on this region and the world. Bicentennial plans already underway include new signage, dynamic special events and permanent infrastructure improvements that will benefit sites and segments along the Star-Spangled Banner Trail.

Regional collaborations, including the national and state-designated heritage areas and scenic byways and numerous initiatives related to the War of 1812 bicentennial, provide a solid foundation for the broader network needed to develop and sustain the Trail. The NPS Chesapeake Bay Gateways and Watertrails Network also serves as a significant foundation for Trail development.

### **Vision for Trail interpretation**

Ideally, Trail interpretive programming, services and media will inform visitors about the events, people and places important to the Chesapeake Campaign of the War of 1812; provide a geographic and historic context for War of 1812 events; convey the powerful impacts of the campaign; and, above all, provide enriching and memorable experiences for users. Providing a seamless visitor experience will help Trail users fully appreciate and benefit from the compelling stories and special resources of this region.

### **About the plan**

The Star-Spangled Banner National Historic Trail **Interpretive Plan** (plan) provides guidance for the NPS and Trail partners and envisions a unified approach for developing and sustaining meaningful, high-quality interpretive services and visitor opportunities along the Trail. The plan encourages consistent messaging and a cohesive approach to programming at Trail sites. The Trail's significance and core interpretive themes identified in the plan will guide the NPS and its partners in finding captivating ways to bring the stories of the War of 1812 in the Chesapeake region to life. The plan encourages intellectual and emotional connections between local, national and international visitors and the Trail's unique sites and associated history. Ultimately, these personal connections can inspire residents and visitors to become stewards of the region's cultural and natural heritage.

This plan is a **general guide** to help individual site managers develop interpretive programs, services and media that matches their site-specific assets to the types of audiences they serve and connect their places to the Trail's larger themes and to other geographic regions. **Individual sites or regions are encouraged to develop more detailed local strategies for creating unified interpretation and visitor services within their areas based on the broader ideas outlined in this plan.**

The plan is a result of extensive public input from organizations, governments and other stakeholders who are deeply committed to preserving and promoting the Star-Spangled Banner Trail's resources and stories. The plan envisions a collaborative of public and private partners working together to interpret the Trail's cherished assets and advocate for their protection.

### **Highlights of the interpretive plan**

The plan presents a comprehensive strategy for Trail partners to use consistent messages and concepts when telling the region's many stories. These stories can be interpreted and shared to connect diverse historic sites, natural and cultural attractions, museums, schools and historic downtown areas.

The **Background** chapter offers a foundation for interpretive planning including an overview of the Trail’s legislative history. This chapter also provides a summary of the War of 1812 including its implications and outcomes.

Four **interpretive themes** provide a framework for making the events, people and places of the War of 1812 relevant to Trail visitors. These themes will help Trail partners establish a rich context for the stories surrounding the War of 1812 time period.

**Trail interpretive themes:**

- **Almost thirty years after gaining independence, Americans resisted a land and water invasion by Great Britain, and military events in the Chesapeake Bay region became central to the outcomes of a broader three-year struggle that established a foundation for the United States’ economic independence and military strength.**
- **During the War of 1812, individuals in the Chesapeake Bay region endured great political, economic and emotional upheaval and faced personal choices that profoundly impacted domestic life, influenced the evolution of U.S. government and commerce, and had ramifications far beyond the battlefield.**
- **In the early 1800s, the Chesapeake Bay region – due to its central location on the eastern seaboard, network of navigable waterways, robust natural resources and fertile agricultural lands – served as a hub for trade, industry and government, making it a prime target for the British.**
- **The United States flag and “The Star-Spangled Banner” anthem - symbolizing the resilience of the new nation and the American character - inspired a renewed sense of nationalism in U.S. citizens after the War of 1812, and endure today as potent international icons of the United States of America.**

Along with each broad theme, specific subthemes help Trail partners further articulate and highlight each concept.

The chapter on **Understanding Key Audiences** describes the kinds of visitors most likely to visit the Trail and identifies groups that will be the focus of outreach and interpretation during the developmental stages of the Trail.

The chapter on **Maximizing the Visitor Experience** offers a series of learning and experiential objectives and desired outcomes of the Trail’s overall interpretive program.

**Visitor Experience Scenarios**, interspersed throughout the plan, describe visitor opportunities the Trail provides today or may provide in the future. The scenarios are meant to help readers envision the possibilities of expansive and coordinated interpretive services along the Trail. Ideas range from accessing

educational information on cell phones and iPods, and experiencing live, historic re-enactments of battles between British and American soldiers to sailing the Bay in a large sailboat or quietly paddling the Patuxent in a canoe.

The **Initiatives, Planning Issues and Opportunities** chapter provides an extensive list of projects underway or being planned to celebrate the bicentennial of the War of 1812. Also included are overviews of issues and opportunities that influence Trail planning, development and interpretation.

And finally, the **Action Plan** identifies an array of short, medium and long-term interpretive projects already underway or proposed. Many projects are planned in conjunction with the upcoming bicentennial. Many others are permanent Trail improvements that will greatly enhance the Trail and benefit partner sites relative to:

- Capacity-building
- Research
- Promotion and marketing
- Wayfinding, orientation and interpretive materials
- Interpretive programming and services
- Educational programming
- Visitor facilities and access
- Evaluation

Each partner's active involvement in implementing the ideas presented in this interpretive plan is vital to the success of the Trail's overall interpretive effort. The process of developing the Trail's interpretive program will be enriched as partners apply their experience and perspectives, local knowledge and specific opportunities associated with their individual sites or regions.



Kings Landing Park, Huntingtown, MD (Chris Spielman)

# I. Introduction



The Star-Spangled Banner National Historic Trail follows more than 300 miles of land and water routes in Virginia, the District of Columbia and Maryland. American and British military forces traversed these routes during the War of 1812. The Chesapeake Campaign influenced the course of the broader, three-year conflict and the future development of a young nation, inspired the lyrics that would eventually become the national anthem, and solidified the United States flag as a beloved national symbol.

Establishment of the Star-Spangled Banner National Historic Trail resulted from a groundswell of private and public initiatives committed to protecting, interpreting and providing public access to the landscapes and resources associated with the campaign. Plans to commemorate the bicentennial of the War of 1812 have given special impetus to the Trail's timely designation and future development.

## A. Trail Purpose and Significance

The following draft purpose and significance statements aid in the development of the Trail's comprehensive management plan, and inform the Trail's primary interpretive themes. These purpose and significance statements and the primary themes will be further refined during the comprehensive management planning process.



C & O Canal National Historical Park (Chris Spielman)

## Purpose Statements

The purposes of the Star-Spangled Banner National Historic Trail are to:

- Protect the sites, landscapes and routes significant to understanding the people, events and ideals associated with the War of 1812 in the Chesapeake and “The Star-Spangled Banner”;
- Provide educational and interpretive opportunities related to the War of 1812 and its relevance to modern society; and
- Foster improved land- and water-based recreational, public access and heritage tourism opportunities

## Significance Statements

Significance statements describe why an area is important within a global, national and regional context. They directly link to the purposes of an area and are substantiated by data or consensus. They also reflect the most current scientific or scholarly inquiry and cultural perceptions about the area.

The Star-Spangled Banner National Historic Trail Feasibility Study and Environmental Impact Statement (2004) captures the essence of the Trail’s significance as follows:

“The proposed Star-Spangled Banner NHT had an historic use and is significant as a result of that use. The 1814 route segments survive and are widely known and documented as the route of the Chesapeake Campaign. The impacts of this invasion were long lasting and the effects on American culture are still evident and meaningful.”

“The Chesapeake Campaign of 1814 is significant in and of itself and represents key turning points in American social and political history. The events of the invasion contributed to the preservation of a young nation and its Constitution.”



Fort McHenry National Monument and Historic Shrine (Kristin Sullivan)

In addition, these statements further describe the Trail’s significance:

### Military Significance

The Trail’s land and water routes are nationally significant as the routes taken by British and American troops during the Chesapeake Campaign of the War of 1812. Events of the campaign, especially the Battles of Bladensburg and Baltimore, the burning of Washington, D.C., the shelling of Fort McHenry, and the British withdrawal constitute decisive military actions.

### **Political Significance**

The Trail highlights the Chesapeake Bay during the War of 1812 as the entryway to one of the political hubs of the United States (including the nation’s capital, Washington, D.C.) and marks the only time the capital was invaded by a foreign power.

### **Geographic Significance**

The Trail has national significance because it highlights the role of the Chesapeake Bay region’s unique geography, robust agricultural assets and diverse water resources in the settlement, prosperity and defense of the United States.

### **Commercial Significance**

The Trail reflects the national commercial significance of the Chesapeake Bay which was strategically important to the Americans and the British in the War of 1812 because of its rich natural resources and its use as a trade route. The major shipping and commercial center of Baltimore was strategically significant for the Americans.

### **Cultural Significance**

The Trail reflects nationally significant effects on the social history of the United States, whose citizens – bitterly divided over the War – reunited to a large degree because of American success in the Chesapeake Campaign and the celebration of nationhood as exemplified by the American flag and the anthem popularized during and after the war.

## **B. Overview of Interpretive Planning**

### **What is interpretation?**

**Interpretation is telling a story.** It is a communication process designed to reveal underlying meanings to visitors through immersive, first-hand involvement with objects, features, landscapes or authentic places. Interpretation helps people to



Maryland War of 1812 Bicentennial Commission, Star-Spangled 200 Baltimore County Tour, North Point, 2010

connect intellectually, emotionally or spiritually with the ideas, beliefs and values embodied in our world.

While interpretation is based on facts, its primary value is in the revelation of what an object, place, feature or event really means, and why it matters. For example, a grassy hillside is just a hillside until visitors learn from

an interpretive sign, brochure or podcast that it was once a bloody battlefield during the Battle of Bladensburg. An old house is just another old structure, until a tour guide brings its rooms to life with stories of frightened families and British soldiers pounding on the door in the middle of the night. A parlor decorated in 19<sup>th</sup> century style is just a period room until a volunteer portraying Mrs. Pickersgill steps forward to hand a massive, hand-sewn flag to soldiers from Fort McHenry.

### **What is interpretive planning?**

An interpretive plan identifies the essential stories, meanings and opportunities that will captivate visitors' imaginations and enable them to experience special places in engaging and memorable ways. This plan establishes a framework to guide the development of interpretive programs, products and services for historic sites, parks, Trail segments and other venues along the Star-Spangled Banner Trail.

### **What is the purpose of this interpretive plan?**

The plan identifies primary themes recommended as the basis to interpret and share the Trail's compelling stories. The plan describes audiences most likely to visit the Trail and outlines goals for enhancing their experiences. It also recommends a variety of interpretive services and outreach activities to help all partners communicate the Trail's significance.

Work on the plan began in the fall of 2009 when the National Park Service hosted a series of eight workshops in different regions along the Trail. Stakeholders provided valuable input on which sites and attributes were most important, as well as background for developing the interpretive themes.

*See Appendix A for a complete summary of the Interpretive Planning Workshop series.*

### **What are Visitor Experience Scenarios?**

The plan contains a series of in-depth **Visitor Experience Scenarios** designed to help partners begin to visualize the unlimited opportunities for creating meaningful experiences along the Trail for many types of visitors. While some of these experiences can be enjoyed right now, other elements reflect visitor opportunities that may become available as the Trail develops. **The scenarios are intended to paint a picture of what *could* exist along the Trail.**

## **C. Who Will Make the Trail a Reality?**

**The success of this plan depends on the ongoing commitment of Trail partners in Maryland, Virginia and the District of Columbia to become involved in carrying out its recommendations.** The shared success in providing a cohesive and captivating experience for all Trail visitors will depend on the commitment and actions of every Trail partner.

The National Park Service's role is to help create and strengthen connections between individual sites and landscapes to provide an inspiring range of quality visitor experiences. The NPS and other partners can also provide financial and technical assistance to aid site and area managers in implementing the plan and bringing the Trail to life for local residents and tourists.

In 2009, the NPS hosted eight regional stakeholder workshops at sites associated with the Trail. Participants recommended numerous potential partners to collaborate with the National Park Service to create and sustain the Trail including:

- Bicentennial commissions
- Boating agencies and organizations
- Business and corporate supporters
- Conservation groups, preservation agencies and commissions, and riverkeepers
- Landowners and farmers
- Historic and genealogical societies
- Heritage areas
- Educational institutions including K-12, colleges and universities
- Land trusts
- Local restaurants, retail shops, hotels and marinas
- Museums including maritime, history museums and historic homes
- Historic sites, monuments, forts and fortifications
- County and municipal governments
- National and state scenic byways
- National, state, county and local parks, wildlife refuges and management areas
- Recreational hiking and biking trails, rail-to-trail routes and water trails
- State environmental protection divisions and natural resources departments
- Tourism bureaus, tour operators and destination marketing organizations at the local, county and state levels
- Youth organizations such as scouts, 4-H clubs and church groups

### **Every partner will have different resources and capabilities**

The plan serves as an overarching guide for interpretive planning associated with the Trail. However, each Trail partner, geographic region, site and segment will have varying resources, capacity and management goals. Therefore, while this plan provides a thematic framework for inspiring Trail visitors, **each partner site is encouraged to create its own individual plan to honor the unique qualities of that area, and acknowledge its distinct role in telling the stories of the Star-Spangled Banner Trail.**

### **Celebrating the bicentennial of the War of 1812**

After more than 10 years of grass-roots planning, the Star-Spangled Banner NHT has become a reality at a pivotal time as local, state and national groups prepare to commemorate the bicentennial of the War of 1812. Media coverage, special

events, volunteer opportunities and increased tourism generated by numerous bicentennial celebrations in the District of Columbia, Maryland and Virginia are expected to significantly boost the stature and visibility of the Trail.

Preparations for the bicentennial will provide needed infrastructure improvements. The Trail will become a lasting legacy for bicentennial investments, continuing to offer opportunities for preservation, recreation and historical interpretation in the Chesapeake region through coordinated participation of Trail partners.

This plan will guide the creation of new interpretive signs, products and programs along the Trail with the additional intent of forging a cohesive network of partners in the process who will sustain the Trail and its stories long after the bicentennial period.

## D. Planning Context

### Developing a Comprehensive Management Plan for the Trail

The interpretive plan will be incorporated into the Trail's **comprehensive management plan** (CMP) slated for completion in 2011. The CMP establishes

- *A State Scenic Byway is a road or highway under state, federal or local ownership that has been designated by the state through legislation or other official declaration for its scenic, historic, recreational, cultural, archeological or natural qualities.*
- *A National Scenic Byway is a public road, which together with the corridor through which it passes, contains inherent scenic, historic, recreational, cultural, archeological and/or natural qualities that have been formally recognized by the Federal Highway Administration. A National Scenic Byway provides a high-quality travel experience along the route and at identified stops along the way. Byways operate under an approved corridor management plan that is implemented through coordination among government agencies and private and non-profit partners, and supported by landowners and the public.*

administrative objectives, policies, processes and management actions needed to fulfill the preservation and public use goals established under the authorities of the National Trails System Act. The CMP provides a framework for a wide range of partnership activities to provide for public use and foster a deeper understanding of the Trail's history and appreciation of its valuable resources.

The CMP will incorporate a **corridor management plan** for the existing 106-mile **Star-Spangled Banner Scenic Byway** (Byway). **The State of Maryland is pursuing National Scenic Byway status for the Byway** which aligns with land and water segments of the federally-designated National Historic Trail. The Byway route was first recognized in 1999

and consolidated with other byways into its current form in 2007. A corridor management plan is a prerequisite for seeking National Scenic Byway status, a designation conferred by the Federal Highway Administration. The development of a Byway plan requires an almost identical process to Trail comprehensive management planning. Therefore, the NPS, upon request of and in close coordination with the State of Maryland, is leading the development of a Byway corridor management plan in conjunction with the comprehensive management plan for the Trail. It is anticipated that the current route of the Star-Spangled Banner Byway will be altered as a result of comprehensive management planning.

*For more information regarding the comprehensive management plan, refer to page 37.*

This interpretive plan will work in consort with the comprehensive management plan to specifically guide development of consistent messaging, interpretive materials and visitor services. When referencing the Trail, this interpretive plan is intended to guide interpretation and visitor experiences along Byway-designated portions of the Trail as well.

Barring legislative changes or major research discoveries, the foundational elements described in this document will remain constant over the life of the interpretive plan (about five to 10 years), as well as the comprehensive management plan. Specific recommendations related to interpretive materials, programs and services will be updated as staffing, funding, technology or resources change.

### **In summary**

While much of the landscape in this fast-growing region has been altered by population growth and urbanization, some of the landscapes and historic areas still look much as they did in 1814. The Trail can offer memorable experiences to visitors seeking outdoor recreational opportunities and meaningful connections with the nation's past, all within easy reach of major metropolitan areas. The diverse natural, cultural and historic sites in the region serve as distinctive venues for learning, enjoyment and appreciation of our national heritage, and help to focus attention on the need for resource protection and restoration.

## II. Background



### A. Legislative History

In 1999, Congress authorized the National Park Service to study the feasibility of designating the Star-Spangled Banner National Historic Trail to commemorate the Chesapeake Campaign of the War of 1812 in Maryland. Congress also directed the NPS to study Revolutionary War and War of 1812 resources nationwide.

The National Park Service American Battlefield Protection Program joined with the Maryland Tourism Development Board and the Maryland Historical Trust in 2000 to develop an inventory of resources for Maryland, the District of Columbia and northern Virginia. The result was an inventory of 336 War of 1812 sites, which informed the development of the *Star-Spangled Banner National Historic Trail Feasibility Study and Environmental Impact Statement* published in March 2004 (visit [www.nps.gov/stsp](http://www.nps.gov/stsp)). A separate *Report to Congress on the Historic Preservation of Revolutionary War and War of 1812 Sites in the United States* was published in September 2007.

### The National Trails System

The National Trails System Act, passed in 1968, established a framework for creating a variety of scenic, historic and recreational trails across the United States. In the language of the act, these trails seek to “promote the preservation of, public access to, travel within, and enjoyment and appreciation of the open-air, outdoor areas and historic resources of the nation.”

Significantly, until the 1968 law, the only federal role in trails was to build and maintain trails on federal lands. The 1968 Act provided for federal recognition and promotion of trails, including portions not on federal land, by providing financial assistance, supporting volunteer activities and coordinating with states and other authorities.



Kayakers off Tangier Island, VA (Starke Jett)

Since 1968, about 40 trail routes have been studied as possible National Scenic Trails (NST) or National Historic Trails (NHT) – with only 30 earning the designation as either NST or NHT. In 2010, the National Trails System comprises more than 50,000 miles of trails, including 11 national scenic trails, 19 national historic trails, and more than 1,000 national recreation trails.

## **Star-Spangled Banner National Historic Trail Feasibility Study and Environmental Impact Statement**

This initial planning document, developed under the study provisions of the National Trails System Act and published in March 2004, evaluated the feasibility of creating a National Historic Trail along the routes used by American and British troops during the Chesapeake Campaign of the War of 1812.

The feasibility study reviewed eight proposed Trail segments and evaluated them in light of the National Historic Trail criteria: 1) the landscapes must retain sufficient historic integrity; 2) the Trail must be nationally significant; and 3) the Trail must have significant potential for public recreational use and historical interpretation, as well as aesthetic appeal and patriotic appreciation.

As a result of the feasibility study, the National Park Service concluded that five of the eight proposed routes (approximately 290 miles) met all three criteria outlined in the National Trails System Act. In addition, the proposed routes were found to meet the three National Historic Landmark criteria of the National Park System Advisory Board.

Congress passed the act creating the Star-Spangled Banner National Historic Trail in April 2008 as an amendment to the National Trails System Act (16 U.S.C. 1241). President George W. Bush signed the bill (Public Law 110-229) on May 8, 2008. The Trail's route was initially defined in the legislation and will be further refined through the comprehensive management planning process.

*See Appendix B for the Enabling Legislation for the Trail.*

## **B. Historical Context**

Military events in the Chesapeake region during the War of 1812 had far-reaching effects on American society and our country's cultural identity. America emerged with a greatly enhanced international reputation on the world stage. The new nation, just 30 years after the Revolutionary War, had successfully defended itself against the British Empire, the world's most powerful navy.

The War of 1812 was a crucial test for the U.S. Constitution and the newly established democratic government. Though the nation was divided on the decision to declare war on Great Britain and was ill-prepared to do so, ultimately, the new multi-party democracy survived the challenge of foreign invasion. The war established clear boundaries between eastern Canada and the United States, set conditions for control of the Oregon Territory, and freed international trade from the harsh restrictions that ignited the war.

In 1812, the Chesapeake Bay region was a significant hub for trade, commerce and government, which also made it a strategic target for the British military. The British entered the Chesapeake Bay in early 1813 and sustained a military presence until 1815. The most concerted military effort in the region was the four-month campaign by the British in 1814. This period of intense military action, known as the Chesapeake Campaign of 1814, included many feints (maneuvers designed to distract or mislead) and skirmishes. During the Chesapeake Campaign, the British also invaded and occupied the nation's capital and attempted to capture the city of Baltimore.

## Causes of the War of 1812

In the early 1800s, the young United States of America was politically independent from Britain, yet severely hampered economically by Britain's insistence on unfavorable trade restrictions with its former colonies. British troops continued to occupy American territory along the Great Lakes and were suspected of backing Indian raids against U.S. settlers on the frontier. Most dramatically, the British Navy periodically captured and impressed American sailors into service on British ships denying thousands of American citizens their freedom.

By June 1812, overall discontent with Britain's actions had grown so strong in the United States that President James Madison, embroiled in a tight campaign for re-election, acquiesced to the War Hawks' push to declare war. The American Navy was severely outnumbered, with approximately 50 ships compared to Britain's fleet of more than 850 vessels. The standing American Army was only about half the size of Britain's and was widely scattered.

However, Americans were emboldened by the fact that the British were also embroiled in the Napoleonic Wars, spanning from 1803 to 1815 in Europe. The United State's Declaration of War made it necessary for British troops, supplies and funds to be diverted from that conflict with the French to defend their interests in Canada. Britain saw America as an important market and



War of 1812 Reenactment, Jefferson Patterson Park and Museum (Kristin Sullivan)

supplier and only reluctantly responded to the declaration. U.S. commercial and political interests in New York and New England, concerned about the potential destruction of their shipping industries, opposed the war, and in fact, continued to supply the British until the naval blockades were extended.

In the summer of 1812, American troops attempted to invade and conquer Canada. The poorly planned campaign ended in defeat and the American troops withdrew. However, several American naval victories on the high seas boosted U.S. morale and contributed to President Madison's re-election. In response, the British gradually established and tightened a blockade of the American coast south of New York, impairing trade and undermining the American economy.

### **Chesapeake Campaign: 1813**

The British blockade at the mouth of the Chesapeake Bay began in February 1813 with the arrival of a British naval squadron. In the spring and summer of 1813, the Upper Bay was the target of British forces under British Rear Admiral George Cockburn. After a successful raid on the town of Frenchtown, MD, British troops were repulsed at Fort Defiance on the Elk River. On May 3, Admiral Cockburn ordered his troops to attack the town of Havre de Grace, MD. After resistance from local American militia was forced back, the town was looted and many buildings were burned. British troops continued their destructive invasion by burning a warehouse at Smith's Ferry, present-day Lapidum, and destroying the Principio Iron Works, located east of present-day Perryville, MD. The summer continued to be full of conflict on both the Bay's eastern and western shores. In August 1813, a British raid on Queenstown in Queen Anne's County, MD, was successfully repulsed by American militia, and there was a British attack on the ship-building town of St. Michaels, MD.

Virginia also suffered at the hands of British forces in 1813. British raids took place on Carter Creek, the Rappahannock River, Pagan Creek, James River, Lawnes Creek, Rosier Creek and Mattox Creek. The British were repulsed at the Battle of Craney Island at the mouth of the Elizabeth River, and took out their revenge on Hampton three days later, attacking and occupying that city. This looting and destruction severely affected the economy and commerce of the Chesapeake Bay region for many years.

### **Chesapeake Campaign: 1814**

In April 1814, Napoleon was overthrown as head of the French Empire, freeing some 14,000 experienced troops for battle in the War of 1812 against America. The British who were sent to America planned a three-pronged strategy. They planned to attack New York along the Hudson River to divide New England from the rest of the country. They targeted New Orleans to gain control of the Mississippi River. They also planned to secure the Chesapeake region – the center of government and pro-war sentiment.

During the summer of 1814, the British harassed U.S. citizens, burned towns and farms and overwhelmed American naval forces and militia. From June through October 1814, the war raged through the Chesapeake Bay region directly affecting citizens in St. Mary's, Calvert, and Prince George's counties among others.

The Chesapeake Campaign involved two military initiatives led by British Admiral Cockburn during the summer of 1814. The first effort included the assault on

Washington, D.C. that included the Battle of Bladensburg, the burning of the White House, the Capitol and other public buildings and military targets there. The British also employed diversionary feints along the region's waterways. The second thrust was an attempt to subdue Baltimore. Since most of the regular U. S. Army was fighting on the Canadian border, defense of the Chesapeake Bay and the nation's capital fell largely to poorly trained and inexperienced militia.

In July, the British launched their attack. The main British fleet headed north up the Patuxent River in order to position troops to march over land to Washington, D.C. A smaller British squadron entered the Potomac River to take Fort Washington and to provide a water retreat route from Washington if needed by the British land forces. A third small naval force traveled up the Chesapeake to raid the upper Bay north of Baltimore and to further confuse and divert American forces.

British troops landed at the town of Benedict on the Patuxent River on August 19 and 20 to begin their advance to Washington. On August 24, 1814, British troops defeated American forces at the Battle of Bladensburg, clearing their way for an assault on Washington, D.C. that evening. There, the British marched down Maryland Avenue to burn the Capitol building, and then headed down Pennsylvania Avenue to burn the White House.

President Madison and his Cabinet took the British threat seriously and fled. At the White House, Dolley Madison quickly arranged to secure and remove what documents and treasures she could, among them a portrait of President Washington. Irreplaceable documents such as the Declaration of Independence and the Constitution were rushed to safety in Virginia.

On the Potomac, British naval forces had to pass Fort Washington to reach Washington, D.C. As they began preparations to attack on August 27, American soldiers destroyed the fort to keep it out of British hands. With this obstacle cleared, the British continued up the river where officials from Alexandria, VA offered to capitulate to spare the town any damage. Beginning on August 29, 1814, British troops occupied Alexandria, taking merchant ships and commodities such as flour, tobacco and cotton. American forces had established batteries on the Virginia shore on a bluff called the White House, and on the Maryland shore at Indian Head. Neither was successful in stopping the squadron from withdrawing down the Potomac River and joining the rest of the British fleet sailing for their next target, Baltimore.

By mid-September, the fleet had advanced to the Patapsco River where about 4,500 British troops landed at North Point and began their 11-mile march to Baltimore. As the land troops made their way toward the city, British warships moved up the Patapsco River toward Fort McHenry and the other defenses around the Baltimore Harbor. On land, during a skirmish prior to the Battle of North Point, British Major General Robert Ross was mortally wounded. The British troops nevertheless beat the Americans at the Battle of North Point and continued toward the outskirts of Baltimore. There they encountered impressive, three-mile-wide defensive earthworks, manned by 15,000 Americans, dug to defend against the British troops' eastern approach to Baltimore.

The British ships, anchored off Fort McHenry, began a 25-hour bombardment of the fort on September 13, but failed to force its commander, Major George Armistead, and the other defenders to surrender. As the British fleet withdrew down the Patapsco, the enormous garrison flag now known as the Star-Spangled Banner was raised over Fort McHenry, replacing the smaller storm flag that flew during most if not all of the bombardment. Hearing of the failure of the British fleet to take Fort McHenry, British land forces prudently decided to withdraw.

### The Battle of Baltimore became an important turning point



Sotterley Plantation, Hollywood, MD (Sarah Rogers)

The Americans' successful land and sea defense of Baltimore convinced the British to withdraw most of their troops from the Chesapeake region. A small contingent remained in the area with raids continuing in 1815. The same month as the Battle of Baltimore, the British fleet in Lake Champlain on the U.S. and Canadian border, was destroyed, leading

to the British retreat into Canada. This defeat convinced the British to agree to a peace treaty, known as the Treaty of Ghent, with very few conditions. In January 1815, with neither side aware that the treaty had been signed the previous month (even though it would not be ratified by the U.S. Congress until February 1815) the British decisively lost the Battle of New Orleans.

### Francis Scott Key and the national anthem

During the British return through Upper Marlboro after the occupation of Washington, a few deserters began plundering nearby farms. Dr. William Beanes and other American civilians seized six or seven of the deserters and confined them to a local jail. When one escaped and informed his superiors of the arrest, a contingent of British marines returned to Upper Marlboro and arrested Dr. Beanes and the others. They held them in exchange for the release of the British prisoners, threatening to burn the town if they did not comply. The Americans released their prisoners and the Americans being held were subsequently released except for Beanes, who the British officers considered the instigator of the incident. He was placed in confinement aboard *Her Majesty's Ship Tonnant*.

Francis Scott Key, U.S. Attorney for the District of Columbia, was urged to seek Beanes's release since his detention was a violation of the existing rules of war. Key and the U.S. Agent for Exchange of Prisoners, John Stuart Skinner, set sail on a truce ship to meet the British fleet, and boarded the *HMS Tonnant* under a flag of

truce. They showed the British letters that were left behind, written by their own wounded soldiers after the Battle of Bladensburg, giving testimony to the kindness and treatment given them by U.S. hands. This so moved British General Ross, who had ordered Beanes's arrest, he suggested to Admiral Cochrane that Beanes be released after the planned attack on Baltimore.

On September 13 and 14, Beanes and Key became witnesses to the bombardment of Fort McHenry from onboard the truce vessel. Key was so moved by the scene that he composed new lyrics to the popular tune *To Anacreon in Heaven* by John Stafford Smith. This British melody had become extremely well known in America and Key had previously written lyrics to it in 1805. Key, Beanes and the other Americans were released as the British withdrew down the Patapsco. That night Key refined his lyrics to reflect the impressive display of courage unfolding before his eyes. Handbills were quickly printed, identifying the melody but not Key by name. The first newspaper to print Key's lyrics was *The Baltimore Patriot and Evening Advertiser* on September 20 with the title "The Defence of Fort M'Henry." By the end of the year, the song had been reprinted across the country in handbills, newspapers and sheet music form as a reminder of the American victory. Renamed "The Star-Spangled Banner" in October 1814, the new version would become the national anthem through an act of Congress in 1931.

### **The Chesapeake region of 1812**

Examining the economic and political significance of the Chesapeake region is an important complement to exploring the military events of the Chesapeake Campaign. Prior to the British blockades of 1813, the Chesapeake Bay played



Fort McHenry National Monument and Historic Shrine (Donna Dickson)

a pivotal role in international trade, maritime-related commerce, shipbuilding and government, much as it does today. In addition, the excellent soil, favorable climate and extensive network of navigable waters provided a strong foundation for a thriving agricultural and slave economy. Because of the region's prominence, it was selected for the nation's capital which was relocated to Washington, D.C. in 1800. It's clear why the Chesapeake region was viewed by the British as a hub of decision-making, political power and hostility, making it a strategic target.

The War of 1812 became the first time the U.S. Congress authorized enlisting African-Americans in the Navy. Free blacks established themselves in the Baltimore area and enslaved Africans were often brought there in exchange for tobacco. They played a significant role in the war. With a growing population in general, and the second largest population of African-Americans in the country, Maryland found itself torn between the slave-based economy and the free states to the north. The British recognized this vulnerability and took advantage of it during the Chesapeake Campaign. The British liberated 4,000 slaves and used several hundred in their forces to create a special unit known as the Colonial Marines. Others were taken to freedom in Canada and the West Indies.

The growing city of Baltimore, with its versatile deep-water port, also developed an international reputation as a "nest of pirates." Ship captains based in Fell's Point operated privateers or private vessels licensed by the government under a "Letter of Marque" to attack foreign ships including those of the British. Many privateers were built in Baltimore shipyards such as Fell's Point and because of their significant presence, the British viewed them – and the city – as a military and commercial threat.

### **Forging a national identity**

With their independence secured following the Revolutionary War 30 years earlier, Americans in 1812 were still forging a national identity. The War of 1812, and particularly the Americans' success in the final months of the Chesapeake Campaign, had lasting cultural impacts on the young nation. The events of 1814 gave many citizens a reason to pause and consider what it meant to be American. They took great pride in their victory at the Battle of Baltimore, which dramatically helped unite them as a nation and secured America's place on the world stage.

The Star-Spangled Banner became a cherished symbol around which citizens could rally. The recounting of the survival and hoisting of the Star-Spangled Banner after the bombardment of Fort McHenry inspired a special reverence for the flag as a national icon.

Though it would take almost 120 years for the song to officially become our national anthem, Francis Scott Key's new lyrics quickly gained popularity and were recognized by the Navy for official use in 1889 and by the President in 1916. Through a tenacious grassroots effort, the official designation of the Star-Spangled Banner as the national anthem of the United States was signed into law on March 3, 1931.

### III. Interpretive Themes



Well-crafted interpretive themes capture and convey the significance and meaning of a place. They highlight the most important stories and core messages every audience should have the opportunity to hear. Drawing on universal human values and emotions, themes foster opportunities to think critically about the complexities and perspectives of the events, stories and issues associated with a place.



Ranger Vince Vaise, Fort McHenry National Monument and Historic Shrine

Themes are a critical tool in interpretation, or storytelling. They provide a conceptual framework for all aspects of a site's programs and services. They help site managers and interpreters *focus* interpretive media and services, and provide cohesive and enriching experiences for visitors.

Four overarching interpretive themes have been identified for the Star-Spangled Banner Trail to assist Trail partners in helping visitors understand and appreciate the history surrounding the War of 1812 Chesapeake Campaign. Based on the Trail's legislative intent, purpose and significance, the themes will ultimately serve to enhance and unify visitors' experiences by helping them to connect with history and gain new insights.

The following themes and subthemes were developed through research and with input from stakeholders along the Trail. These themes will guide Trail partners in developing their own site-specific programs and services. They provide a framework – and an inspiration – for selecting topics, storylines and interpretive approaches for local historic sites, established museums, land and water trails, classrooms and other venues.

*See Appendix C for additional Concepts and Ideas Related to the Core Themes.*

*Almost thirty years after gaining independence, Americans resisted a land and water invasion by Great Britain, and military events in the Chesapeake Bay region became central to the outcomes of a broader three-year struggle that established a foundation for the United States' economic independence and military strength.*

#### Subthemes

- The War of 1812 tested the military and political strength of the new United States as Americans resisted British attempts to weaken their fragile new union, democracy and economy.
- During the War of 1812, Great Britain challenged American authority and self-determination in navigation, commerce, trade, borders and westward expansion.
- The withdrawal of the British from the Chesapeake and the signing of the Treaty of Ghent established the U.S. as a respected participant in international trade and enabled the new nation to move forward on its westward expansion across North America.
- Defense efforts in the Chesapeake united residents in unprecedented ways that inspired a sense of national cohesiveness that had not existed before the war.
- The Americans' lack of preparedness during the Chesapeake Campaign vividly dramatized the need for a strong, well-equipped U.S. Army and U.S. Navy to defend the nation's economically vital waterways and coastline.
- Land and water routes used by the British and American military in the War of 1812 can still be traced throughout the Chesapeake Bay region today, providing opportunities for visitors to imagine the challenges troops and civilians faced during the war.
- The intense political and economic debates and pressures surrounding the United States' justifications, preparedness, level of consensus and performance in the War of 1812 provide a thought-provoking historical lens for viewing subsequent and contemporary U.S. military engagements, political allegiances and national defense policy.

*During the War of 1812, individuals in the Chesapeake Bay region endured great political, economic and emotional upheaval and faced personal choices that profoundly impacted domestic life, influenced the evolution of U.S. government and commerce, and had ramifications far beyond the battlefield.*

### Subthemes

- Residents of the Chesapeake Bay region fought in defense of their homes, families and nation during the War of 1812, demonstrating bravery, resourcefulness and resilience that enabled the country to endure and survive its first test of democracy since the American Revolution.
- Free, escaped and enslaved Americans of African descent played active roles in the Chesapeake Campaign, demonstrating the complexities of slavery and compensated service during this pre-Civil War period in the young United States.
- Residents throughout the Chesapeake Bay region experienced terror and chaos during the war as the British commandeered livestock, inhabited private residences and public buildings, destroyed property, and interrupted transportation, communications and trade.



Soldiers in Formation, Fort McHenry National Monument and Shrine  
(Kristin Sullivan)

*In the early 1800s, the Chesapeake Bay region – due to its central location on the eastern seaboard, network of navigable waterways, robust natural resources and fertile agricultural lands – served as a hub for trade, industry and government, making it a prime target for the British.*

### Subthemes

- Because of the strategic importance of the Chesapeake Bay, naval power and control of its coastline and waterways was critical in the War of 1812 (more than in the Revolutionary War or the Civil War) with naval strategies, ship designs, navigation and coastal blockades playing major roles.
- The unique settlement characteristics of the Chesapeake Bay region including abundant agricultural production, wealthy plantations based on slave labor, and early industries such as ironworks and milling benefited both U.S. and British troops throughout the war.
- The vast natural features of the Chesapeake Bay including its saltwater and freshwater wetlands, old-growth forests, abundant wildlife, massive oyster reefs, rich fishing grounds and shallow yet navigable waters influenced the strategies, events and outcomes of the War of 1812 in myriad ways.
- Many of today’s scenic views, landscapes and waterways still evoke the Chesapeake Bay region in the early 1800s, offering visitors a visual and physical connection with the War of 1812, as well as outstanding recreational amenities that provide opportunities for exploration, reflection and inspiration.



Fell's Point, Baltimore, MD (Middleton Evans)

*The United States flag and “The Star-Spangled Banner” anthem – symbolizing the resilience of the new nation and the American character – inspired a renewed sense of nationalism in U.S. citizens after the War of 1812, and endure today as potent international icons of the United States of America.*

#### Subthemes

- The large, 15-star, 15-stripe U.S. flag made by Mary Pickersgill for Fort McHenry emerged from the War of 1812 as a symbol of inspiration, unity, preparedness and courage demonstrated by Americans in defense of their young democracy. (*Note: inspiration, unity, preparedness and courage are themes adopted by the Maryland War of 1812 Bicentennial Commission*).
- The story of First Lady Dolley Madison and other Americans rescuing critical U.S. documents before the burning of the White House and the U.S. Capitol stands as a compelling example of American ideals and values.
- Francis Scott Key’s lyrics, originally titled “The Defence of Fort McHenry” which celebrated the successful defense of the fort in the War of 1812, became a memorable tribute to American values and spirit when set to music as “The Star-Spangled Banner.”
- The eventual naming of “The Star-Spangled Banner” as the national anthem in 1931 is part of a continuum of citizen efforts to memorialize and preserve events, people, battlefields, buildings and other icons related to the War of 1812.

## IV. Understanding Key Audiences



### A. Audience Analysis

Who will potentially visit the Trail?

More than 10 million people live less than two hours by car from the Star-Spangled Banner National Historic Trail, making this large group of local residents among those very likely to take advantage of the Trail's many offerings as frequent visitors. The Trail can also be expected to draw both U.S. and international travelers whose primary destination is Washington, D.C. (In 2008, 16.6 million people visited Washington, D.C. including 1.4 million international visitors. In addition, 11 million tourists visit Baltimore each year.)

Within this diverse population of potential visitors, several distinct audiences for the Trail can be identified based on historical tourism patterns and projections, demographic trends, and the unique cultural and historical resources of the Trail.



Bladensburg Waterfront Park, Bladensburg, MD

People will approach the Trail with a wide range of interests and expectations. Some visitors will explore the area on their own, while others will hire a guide or participate in formal, guided group tours. Area residents may utilize Trail features including hiking trails or paddling routes on a regular basis or may volunteer at Trail sites. Virtual visitors may experience the Trail solely via electronic media.

The types of general audiences are broad; targeted audiences will vary by site or region. Each group will not necessarily be a priority audience for each site, yet the following general and targeted audiences provide a snapshot of the main groups who will visit the Trail.

Based on extensive research, six general audience groups are identified as most interested in the Trail and its many offerings:

- Cultural and heritage tourists (a growing audience especially among seniors)
- Recreational users
- Educational visitors
- Area residents (and their guests)
- Accidental tourists (who may already be nearby visiting D.C. and/or Baltimore)
- Virtual visitors (online)

### Cultural and Heritage Tourists

This group constitutes the largest distinct audience of likely Trail visitors. According to a 2009 research study by Heritage Travel (a subsidiary of the National Trust for Historic Preservation) and other sponsors, 78% of all U.S. leisure travelers – more than 118 million adults each year – seek cultural and/or heritage activities to enrich their vacations and other travels.

The study also found that the majority of cultural and heritage tourists (65%) say they’re looking for experiences where “the destination, its buildings and surroundings have retained their historic character.” With that priority in mind, these travelers will:

- visit historic sites (66%)
- attend historic reenactments (64%)
- visit art museums and galleries (54%)
- attend arts festivals and crafts fairs (45%)
- visit state and national parks (41%)

*Heritage tourists spend an average of \$994 per trip and contribute more than \$192 billion to the U.S. economy every year. More than one-third of these travelers say they typically travel between 100 and 300 miles for a day trip, and about half of their recent overnight trips were 500 miles or more away from home.*

## Visitor Experience Scenario

### Visiting Historic Homes

Three women friends from Frederick, Maryland enjoy day trips to historic house museums. One lives in a home built in the 1800s. Another is a docent at a historic house. The third is active in her local historical society. They've seen the publicity for the bicentennial of the War of 1812 and want to learn more about the period. One friend searches the Star-Spangled Banner Trail website and finds two places they've never visited.

Their first stop is a special event at His Lordship's Kindness, a National Historic Landmark house built in the 1700s in Prince George's County. The docent explains that although the house reflects the lives of the wealthiest Americans, it was also the center of a large community of enslaved servants and paid laborers.

The women admire the beautiful building restoration. Outside, they learn where British and American troops camped during the British campaign for Washington. Interpretive panels describe the American militia who organized to resist the invaders and the British soldiers who were victorious veterans of the war against Napoleon in Europe. One of the women uses her hand-held computer to access the Trail's website to answer a question about these soldiers.

After lunch, the friends drive south to St. Mary's County to visit the national historic landmark Sotterley Plantation, situated on the Patuxent River. Traveling the rural roads, the women remark that the farms, unpainted tobacco barns, woodlands and main streets of the small towns look as if they have barely changed in the past 200 years.

At Sotterley Plantation, the friends tour the manor house and explore the formal garden. Through interpretive panels and an audio tour, they learn about the plantation's history and how the War of 1812 affected civilians. Special exhibits give insight into the roles African Americans played during the war. While walking the trails, the women visit the customs warehouse and a restored slave cabin.

Over dinner in Leonardtown, they plan their next trip using brochures provided by a volunteer at Sotterley who recommended they visit Mount Calvert and Riversdale Mansion historic homes along the Star-Spangled Banner Scenic Byway.

## Recreational Users

Visitors seeking outdoor experiences and adventures are another potential audience for the Trail. Recreation enthusiasts will find ample opportunities along the Trail such as:

- driving tours for cars, buses and motorcycles
- extensive trails in urban and rural settings for hikers, bicyclists and joggers
- a system of water trails for paddlers and small craft operators
- water access sites for sailboats and larger motor craft
- fishing and camping areas
- youth recreation sites
- bird watching opportunities



Canoeing Lesson, Sotterley Plantation, Hollywood, MD

## Visitor Experience Scenario

### Paddling the Patuxent

Four paddlers from Washington, D.C. love canoeing the Patuxent River. They appreciate its natural beauty and they're also interested in regional history. They've learned that Captain John Smith explored the river and that British and American navies fought here during the War of 1812. Now they want to see where these events occurred.

Using his phone, one of the paddlers checks the website of the Chesapeake Bay Gateways and Watertrails Network. He finds information about the Jefferson-Patterson Park and Museum in Calvert County, Maryland. With exhibits on history and a canoe/ kayak launch site, it appears to be the best place to begin.

They head out on a day trip carrying their canoes on their SUV. At the visitor center they register to use the canoe launch and study exhibits on Commodore Joshua Barney, his Chesapeake Flotilla and the battles of St. Leonard Creek. An interactive computer shows routes taken by British and American navies here 200 years ago. A volunteer lends them waterproof pamphlets with a map, a website and a phone number for finding interpretation keyed to site markers they can access by cell phone.

At the canoe launch, they read graphic panels with narrative text and historic quotations showing where John Smith explored the river and where Americans engaged the British in the battles of St. Leonard Creek. They paddle out from the protected breakwater and head to the mouth of St. Leonard Creek, noting that the landscape seems beautifully preserved with marsh grasses and cattails in the shallows and mature trees lining the banks.

Numbered site markers appear on buoys in the creek and on posts along the shore. Each number is keyed to a website and a phone number in the map and guide. One visitor uses his IStar X-7 to access the website to hear audio descriptions and stories of events that occurred in the places they are seeing. The paddlers reenter the Patuxent and travel to Greenwell State Park, beaching there to enjoy their picnic lunch. They agree to return to the park one day to hike the trails.

Once the paddlers return home, they visit the Trail's website to plan future outdoor excursions. On the site, they learn about additional recreational opportunities including bike routes in D.C. that take visitors past buildings that were burned or occupied by the British during the War of 1812. As D.C. residents, they are particularly intrigued to learn more about how the war impacted their community.

## Educational Visitors

Students of all ages are expected to be frequent visitors including:

- K-12 student groups engaged in formal, curriculum-driven, on-site learning programs
- home-schooled students (and their parents)
- college level groups
- summer youth campers
- members of organized youth groups such as scouts, 4-H clubs and church-sponsored groups
- elder hostel and life-long learners
- veterans groups

*Many National Park Service units report that school groups represent more than 80% of their visitors on weekdays in mid-fall and mid-spring. At Fort McHenry National Monument and Historic Shrine, approximately 15% of its 570,000 visitors in fiscal year 2009 were school groups.*



School Program, Flag House and Star-Spangled Banner Museum, Baltimore, MD (Photo courtesy of museum)

## Visitor Experience Scenario

### Exploring the Star-Spangled Banner: A Distance-Learning Experience

Fifth graders in Fairbanks, Alaska are enjoying their latest social studies unit — a webquest on the significance of “The Star-Spangled Banner.” As a closing activity their teacher has invited their parents to school that day. From the Star-Spangled Virtual Resource Center, hosted by Maryland Public Television, the students print photographs of the original Star-Spangled Banner, an artist’s rendering of the bombardment of Fort McHenry, a photograph of Francis Scott Key’s original manuscript for the song that would become the national anthem, and many pictures of American flags. They’ll use the flag pictures to decorate the classroom. They also watch videos on their computers about the original flag made by Mary Pickersgill and the experiences that inspired Francis Scott Key. A high school student volunteer helps them set up a virtual tour of Fort McHenry led by a uniformed National Park Service interpreter. They connect to the interpreter through a webcast that allows them to ask questions and receive real-time answers.

Their teacher was delighted to find the EDSITEment lesson plan “Oh, Say, Can You See What the Star-Spangled Banner Means?” This online resource from the National Endowment for the Humanities addresses why the national anthem and flag have become the primary symbols of American patriotism.

While students pursue individual projects, one boy researches types of soldiers who fought in the War of 1812 using the Star-Spangled Banner Trail website with links to the Fort McHenry National Monument website. Another girl finds the Maryland War of 1812 Bicentennial Commission website and writes a report on the original flag that flew over Fort McHenry. Several students play an educational game called “Hold the Fort” where they make decisions on how to manage troops and hold off the British.

For their parents’ visit, the students also write a play complete with projected video of the attack on Fort McHenry to explain the Americans’ successful defense of Baltimore. Following the student’s impressive presentations, one parent volunteers to help the students create their own class website to showcase their work.

## Area Residents

Local visitors along the Trail will consider the area as a valuable recreational, social and educational resource. Residents will likely frequent the Trail's parks, open spaces and land trails for hiking, bird watching, jogging and family outings. Some will tour the local water trails. Residents may discover historic sites, participate in special events and festivals, attend interpretive programs or volunteer at one of the many individual sites along the Trail.

## Accidental Tourists

The Trail transects two major cities – Washington, D.C. and Baltimore. Many people visit these areas for reasons other than cultural and heritage tourism, recreation or education. Additionally, the Trail follows the Chesapeake Bay, a prime vacation destination.

In the course of their primary purpose for visiting these areas, these audiences may be interested in experiencing Trail sites and landscapes for short periods of time. Effective and coordinated marketing and promotions will raise awareness of the many resources that are perfectly suited to these accidental tourists who include:

- business travelers
- conference and convention attendees
- bay vacationers seeking to enrich or expand their beach vacations

## Virtual Visitors

This rapidly growing segment of Trail visitors may not be physically present at all; they may experience the Trail solely via the internet. Websites with in-depth interpretive content, interactive elements, well-designed maps and other graphics, and links to additional information and services will help visitors effectively explore the Trail online. Once their interest is kindled, many will ultimately plan a visit since more than 85% of travelers now plan their trips using the internet.

## B. Targeted Audiences

The most effective interpretive services are those tailored for specific audiences. Although the Trail will provide interpretive services to all potential general users, a few distinct audiences have been identified as important audiences to target, particularly in the early stages of Trail development. Interpretive programming, media and facilities will be developed specifically to address their interests and needs. **Individual Trail partners and providers are encouraged to identify targeted audiences related to their site or region in order to meet local objectives and to respond to local issues.**

The Trail audiences targeted for interpretive programming and outreach during the next five years include:

- **Cultural heritage tourists** living within 300 miles of the Trail. These individuals and groups have demonstrated interests (through previous trips, organizational memberships, et cetera.) in American history, military and maritime history, or “Americana” (historic houses, decorative arts, living history, period arts and crafts). They are seeking authenticity.
- **Residents** living within 100 miles of the Trail. This category includes **individuals and small and large multi-generational family groups.**
- **Walkers and hikers** including visitors interested in local walking tours as well as avid hikers seeking longer treks
- **Bicyclists** including individuals and organized bicycle touring clubs
- **Water-based recreational visitors** including those interested in self-guided explorations of water trails and those seeking commercial tour-operated excursions
- **4<sup>th</sup>, 5<sup>th</sup>, 8<sup>th</sup> and 11<sup>th</sup> grade students** who will learn about the War of 1812 as part of the state and national social studies standards of learning
- **Virtual Trail users** who may learn about the War of 1812 via electronic media, or who may use electronic media to plan a trip along the Trail

*Please refer to the **Action Plan** chapter for ideas and opportunities designed to reach these and other audiences. It outlines a comprehensive list of initiatives now underway and planned for the future. All are designed to enhance the Trail’s accessibility and increase visitation.*

## **C. Visitation Trends**

### **National Trends**

Preliminary 2009 data from the U.S. Travel Association and the U.S. Department of Commerce Office of Travel and Tourism Industries show that domestic and international travel expenditures within the United States experienced declines from 2008. Domestic travel expenditures dropped 7.9%. D.K. Shifflet & Associates estimates that visitor volume dropped nearly 5.5% overall with leisure travel volume dropping 3.3% nationwide. According to the Department of Commerce, 2009 was the “most difficult year for U.S. travel and tourism industries since 9/11.” There was a 5% decline from 2008 in international travel to the U.S. with 54.9 million visitors.

In March 2010, President Obama signed the Travel Promotion Act intended to promote increased international travel to the United States. The Act establishes a public-private Corporation for Travel Promotion to be overseen by the U.S. Department of Commerce, working with the Departments of State and Homeland Security. Marketing and communications programs are intended to elevate the status of the United States as a premier travel destination to increase the number of international visits and amount of expenditures.

For 2010, the U.S. Travel Association projects a modest increase of 3% in “person trips” and growth in both the leisure and business travel sectors.

### **Cultural Heritage Tourism Trends**

Cultural heritage tourists travel to experience historic, cultural and natural resources through places and activities that illustrate the stories of people and communities both past and present. A 2009 study by Mandala Research for the U.S. Cultural and Heritage Tourism Marketing Council and the U.S. Department of Commerce was the first of its kind to segment cultural and heritage tourism travelers (the National Trust for Historic Preservation was the lead sponsor of the study).

Research findings indicate that heritage tourism travelers take more frequent trips; more than half prefer leisure travel to be educational; more than 60% of these travelers visit historic sites or attend historic re-enactments; 41% visit state and national parks; and 65% seek experiences where the “destination, its buildings and surroundings have retained their historic character.”

Importantly, the study found that cultural and heritage travelers spend an average of \$994 per trip compared to \$611 for all U.S. travelers.



Flag House and Star-Spangled Banner Museum, Baltimore, MD  
(Photo courtesy of museum)

## **State-wide trends in Maryland, D.C. and Virginia are ahead of national tourism trends**

### **Maryland**

According to D.K. Shifflet & Associates, visitor volume in person-trips to Maryland rose by 3.5% in 2009 over 2008. This is counter to a national trend of declines, and Maryland was one of only six states experiencing an increase in volume. Of 29 million total person-trips to Maryland, 22 million (76%) were considered leisure travel as opposed to business travel.

Maryland visitors spent \$14.5 billion in 2008 (the most recent year for which complete data is available), an increase of 3.2% over 2007 spending. Expenditures dipped slightly in shopping volume yet increased in transportation, food, lodging and entertainment.

The central region of Maryland including Anne Arundel, Baltimore, Carroll, Harford and Howard counties plus the city of Baltimore experienced the greatest share (51%) of all Maryland visitors in 2007-2009. Following was the Eastern Shore of Maryland with 22% and the capital region counties of Prince George's, Montgomery and Frederick with 16% of Maryland visitors.

Information from Smith Travel Research, Inc. regarding the first half of 2010 shows that lodging room demand was up 8.7% compared to the same period in 2009. Nationally, the trend is at 7%. Occupancy rates in Maryland were up 4.3% and room revenues were also up 4.3%. The 4.1% increase in the supply of Maryland rooms over the first half of 2009 was much better than the national rate of 2.5%.

Recently commissioned consumer research (conducted by Maryland's Office of Tourism Development and the State Highway Administration) focusing on byways users has revealed a significant travel segment referred to as a "touring" trip. Touring travelers spend more per trip and take longer trips than overall Maryland travelers. They skew more male (at 55% of overnight touring visitors) and nearly 80% originate outside of Maryland. Touring travelers engage in cultural and heritage tourism visiting historic landmarks and museums, parks and art galleries, and engage in water-based recreation.

### **District of Columbia**

In 2009, Washington, D.C. welcomed 16.4 million visitors, including 1.6 million international visitors, making it the seventh most visited destination in the U.S for international travelers. Fifty-nine percent (59%) of domestic visitors traveled to D.C. for leisure. For overnight visitors, the average length of stay is three nights.

Data from 2008 show that 58% of overnight leisure visitors have household incomes in excess of \$100,000 annually, 75% of them are married and 60% have no children at home. Sixty-five percent of overnight leisure visitors arrive by car and 66% stay for five or more nights.

In 2009, business and leisure travel to the capital region from overseas increased from 2008 by 6% to over 1.8 million visitors, especially significant when considering that total international visits to the U.S. experienced a 5% decline. For the capital region, the international leisure travel segment increased by 9% and spending was up 5% to \$1.3 billion.

## Virginia

Visits to Virginia's state parks in the first half of 2010 were up 8.2% (with 3,368,240 visits) compared to the same period in 2009 (with 3,113,268 visits).

According to Smith Travel Research, Inc., lodging room demand in Virginia was up 4.5% in the first six months of 2010 compared to the same period in 2009, while room rates decreased an average 3.6% and occupancy rates were up 1.3%.

In 2008, door counters at Virginia's welcome centers indicated that 2,090,623 people entered the centers. This represents a 49.7% increase over 2007 and does not include restroom-only visitors.

The Alexandria, Virginia Visitor Profile by TNS Travels America shows that 3.3 million people visit Alexandria every year. Seventy-six percent (76%) of Alexandria visitors stay overnight and the average length of stay is four nights. Visiting museums (27%) and historic sites (26%) are two of the top four activities reported by Alexandria visitors. The Virginia Tourism Corporation reports an increase in 2008 of 10.3% in visitor expenditures over 2007.

The Virginia Tourism Corporation reports visitor expenditures of over \$208 million in 2008, a 2.5% decrease over 2007 in the northern neck region of Lancaster, Northumberland, Richmond and Westmoreland counties. In Accomack County, which includes Tangier Island, 2008 travel expenditures topped \$140 million, a 4.5% increase over 2007.

# V. Maximizing the Visitor Experience



Effective interpretation involves drawing people to a place or story and engaging them in meaningful experiences that help them understand and connect with the resource at hand. This chapter describes specific opportunities for visitors to fully enjoy, understand and appreciate the diverse stories and resources associated with the Trail.

**Visitor experience objectives** describe the desired end results of effective interpretation, not the *means* for attaining those results. (Specific methods for reaching these objectives are outlined in the **Action Plan** chapter.) Based on the Trail's significance, the primary themes and targeted audiences, these objectives serve as guidelines for all Trail-related interpretive planning efforts.

Objectives for optimizing visitors' experiences are organized in these categories:

- Trail orientation
- Trip planning
- Touring and enhanced visitor experience
- Interpretation and education
- Stewardship



National Trails Day Bicycle Ride 2010

## Visitor Experience Scenario

### Cruising the Bay

Two retired couples take a five-day cruise on the Chesapeake Bay with a charter boat company specializing in thematic tours. This tour — The Star-Spangled Banner Cruise — sets sail from Reedville, Virginia to visit sites related to the War of 1812. As the boat travels up the Bay, a guide places the war in context. They travel waterways and landscapes that are little changed from the early 1800s.

Their first stop is Tangier Island — only accessible by boat or plane — where they visit the Tangier History Museum. Here they learn where British soldiers camped in 1813 and the British fleet launched attacks on Washington, D.C. and Baltimore in 1814. During their visit, they are struck by the town's rustic appeal and how its lack of cars creates a peaceful atmosphere.

The boat sets sail for Solomons, Maryland and cruises into the Patuxent River before docking. Their guide describes two battles between Commodore Barney's Chesapeake Flotilla and the British at St. Leonard Creek. In Solomons the couples stroll along the waterfront before dinner and their overnight stay onboard. They visit the Calvert Marine Museum the following day. They examine artifacts recovered from a gunboat of the Chesapeake Flotilla and watch an interactive program telling stories of how people responded to the British invasion.

The next stop and overnight stay is St. Michaels on the Miles River. They learn from their guide that the town was threatened by the British in 1813. The next day the couples visit the Chesapeake Bay Maritime Museum where they learn about Bay watermen, the region's fisheries and boat-building heritage. They enjoy lunch and do some shopping in St. Michaels before they re-board.

They cruise up the Bay to Havre de Grace for their next overnight stop. In the morning they take a walking tour of Havre de Grace. They are surprised to learn that the British burned the town in 1813. Exhibits at the Havre de Grace Maritime Museum explain that the richness of trade and agriculture of the Chesapeake Bay made the region a British target.

While strolling along the promenade, they are inspired by the panoramic views. One of the women adds the Concord Point Light, one of the oldest continuously operated lighthouses on the East Coast, to her life list of lighthouses. They visit the Keeper's House across the street from the lighthouse, the Havre de Grace Decoy Museum and the skipjack Martha Lewis docked at Tydings Park.

That afternoon they travel to Baltimore. Their guide points out places where 4,500 British soldiers disembarked at North Point to begin their attack and where Francis Scott Key, standing on a British truce ship, witnessed the Star-Spangled Banner waving over Fort McHenry. At Fort McHenry National Monument and Historic Shrine they view exhibits, films and interactive media to learn how Lieutenant Colonel Armistead and Fort McHenry's defenders resisted the British bombardment, how the British were turned back by Baltimore's defenses and how Key's spontaneous lyrics eventually became our national anthem. At the Flag House and Star-Spangled Banner Museum they hear the story of Mary Pickersgill sewing the flags that flew over the fort.

The boat travels to Annapolis that evening. The next day the group learns about the political events that occurred at the Maryland Statehouse including General George Washington's farewell speech in 1783 as he resigned as head of the Continental Army. They visit the U.S. Naval Academy Museum where exhibits and computer programs describe major naval engagements of the War of 1812. They enjoy lunch in Annapolis before boarding their boat to return to Reedville. The couples agree that they have been surprised by the breadth of the region's rich history.

### Trail Orientation Objectives will help visitors to:

- Understand that the Trail consists of both land and water sites and routes accessible by several modes of transportation including guided and self-guided car or bus touring, biking, hiking, paddling, sailing, kayaking, motor boating and more.
- Understand that through interpretive storytelling in a variety of settings, the Trail traces the routes and events of the Chesapeake Campaign that took place in the summer of 1814.



Calvert Marine Museum, Solomons, MD

- Feel connected to the larger story of the Chesapeake Campaign and the Bay region as they move from site to site and experience recreational opportunities associated with the Trail.
- Understand that the Trail is evolving, and learn about new opportunities that become available as the Trail develops.
- Understand how the Trail fits in context with other local, regional and national trails and additional resources related to the War of 1812.
- Understand that the Trail is managed through a network of partners.
- Understand that the Trail links to many more visitor experiences and services available in the region.

### Trip Planning Objectives will help visitors to:

- Find information related to the Trail on the internet.
- Locate and explore Trail-related sites in convenient, safe ways through well-designed (wayfinding) signage and interpretive materials that are easily accessible at designated Trail sites, and along land and water segments.
- Incorporate Trail-related interpretive programs, special events and other activities into their travel plans.
- Learn about and access the Trail through other trails and Gateways experiences.

### Touring and Enhanced Visitor Experience Objectives will help visitors to:

- Explore and enjoy Trail resources in ways that are engaging, fun, meaningful, safe and user-friendly.
- Enjoy numerous recreational opportunities along the Trail including hiking, bicycling, auto touring, picnicking, paddling, motor boating, bird watching and geocaching.

- Feel as if they are on a journey or adventure whether they are at the National Museum of American History or Fort McHenry, paddling along a water trail, driving on a scenic byway, or enjoying a guided tour.
- Understand the symbolism and ideals represented by “The Star-Spangled Banner” anthem and the United States flag.
- Feel an appreciation for why and how the landscapes and economy of the Chesapeake Bay were significant in 1812, and why they are still relevant today.
- Gain exposure to varied landscapes and waterways, cultural attractions, migratory and resident wildlife and diverse communities of the Bay region.
- Feel inspired by and appreciative of the beautiful, unspoiled landscapes and seascapes of the Bay region.
- Contemplate how the Bay has shaped human settlement and how humans have affected the Bay and gain an appreciation for the communities and landscapes where these stories are shared.
- Visit additional, lesser known Trail sites and routes and encourage others to discover the Trail as a result of their positive experiences.

**Interpretation and Educational Objectives** will help visitors to:

- Learn that the three-year War of 1812 was a pivotal domestic and international undertaking for the new United States and part of a larger story in the nation’s development from a colony into a world power.
- Learn that during the War of 1812, British troops invaded the Chesapeake Bay region and invaded the nation’s capital, burning key public buildings before being pushed back at Fort McHenry – a pivotal battle that helped determine the outcomes of the war.
- Learn that the Chesapeake region was an influential center for agriculture, maritime trade and commerce during the early 19<sup>th</sup> century, just as it is today.
- Learn about military movements of the British and Americans, and how the Trail traces these movements.
- Learn about the international context and key causes of the War of 1812.
- Learn about the War of 1812 in relation to other American military conflicts including the Revolutionary and Civil wars.
- Feel a personal connection with the human dilemmas and dangers faced by individuals (military and civilian) during the War of 1812. Hear, read and see portrayals (through media and living history presenters) that give voice to historically verified personalities involved in the Chesapeake Campaign and the creation of the national anthem.
- Understand the social implications of the War of 1812.
- Learn about the causes and effects of slavery and its lasting ramifications.
- Learn about the advances in commerce and westward expansion in the aftermath of the War of 1812.
- Physically experience (see, hear and touch) actual historic sites, waterways and resources that were pivotal to the Chesapeake Campaign of the War of 1812 and the creation of the national anthem.
- Engage in immersive, interactive exploration of various aspects of the War of 1812 by touring sites, watching reenactments, attending concerts and other special events, viewing art, and engaging in activities that offer opportunities to empathize with key figures and everyday people in urban and rural America circa 1814.

**Stewardship Objectives** will help visitors to:

- Understand the importance of natural, historical and cultural resources significant to the Trail and appreciate the need for resource protection and restoration, and community revitalization in the Chesapeake region.
- Feel inspired and empowered to enhance and protect natural, historical and cultural resources significant to the Trail.
- Volunteer in various capacities for sites, partners and venues along the Trail. Engage in historic preservation and environmental education programs, scientific research and stewardship activities.



Defenders Day 2010, North Point,  
Baltimore County, MD (Kristin Sullivan)

## Visitor Experience Scenario

### Experiencing the Chesapeake Heritage and Historic Trails Visitor Center

A family of five from New Jersey, driving south on Interstate 95 to visit Washington, D.C., stops for a break at the Chesapeake Heritage and Historic Trails Visitor Center in Baltimore. The building's lower walls are brick with earthen berms evocative of the ramparts of Fort McHenry, while the glass and steel beam top story sweeps upward to symbolize the bombs bursting in air over the fort.

In the courtyard, a pool is shaped like the Chesapeake Bay. The names of the Bay's tributaries and the American Indian tribes encountered by Captain John Smith during his 17<sup>th</sup> century explorations here are set in the stones with bronze lettering. Outdoor exhibits introduce Smith's Chesapeake voyages and the Chesapeake Campaign of the War of 1812. Signage also highlights the green aspects of the LEED-certified building including solar panels, a wind turbine incorporating features to protect birds and bats, recycled water and composting toilets.

The family enters the spacious lobby dominated by a full-size replica of the large U.S. flag that flew over Fort McHenry. A sculpture based on John White's drawings from the 1500s shows a family scene of the American Indians who lived in the Chesapeake region.

A staff member greets the family and orients them to educational media they will experience. The staffer suggests places they may want to visit and offers brochures with websites of the Star-Spangled National Historic Trail, the Captain John Smith Chesapeake National Historic Trail and the Chesapeake Bay Gateways and Watertrails Network. The father and his oldest child use computers at electronic kiosks to explore the websites.

The family visits a multi-media exhibit about the invasion of the Chesapeake region by the British during the War of 1812. The exhibit goes beyond the movements of ships and soldiers to demonstrate how the war and its aftermath prompted western expansion and created enhanced respect for the young nation by European powers.

The mother explores an exhibit on the cultural and natural history of the Chesapeake Bay. She learns the Bay was a bountiful place for American Indians and that John Smith documented this abundance during his voyages from 1607 to 1609. She watches three-minute video clips on the Bay's diverse environment. The exhibit notes that

the health of the Bay has been compromised and it offers tips on how each individual can help protect the Bay's natural resources.

The three children are intrigued by the stories of people from the War of 1812 — Dolley Madison, Mary Pickersgill, Tecumseh, Joshua Barney — as presented on interactive computers. The narratives give brief biographies and portraits of each person with links to others such as James Madison, the American Indian called The Prophet and John C. Calhoun. Stories of Dolley Madison's rescue of official documents and Tecumseh's death at the Battle of the Thames in Canada are also brought to life.

The younger boy is fascinated by an interactive computer game on cannons and the types of shot, shell and incendiary bombs the soldiers and sailors fired during the period. The high school boy uses his smart phone to check websites for more stories about events and people of the War of 1812.

The father engages a volunteer interpreter in a discussion of the arms used by 19<sup>th</sup> century soldiers, sailors and marines comparing them to weaponry and technology soldiers use today. The father wants to learn more about the battles of the War of 1812. He begins to plan future visits to nearby Fort McHenry, the Battle of Bladensburg Visitor Center south of Baltimore and Havre de Grace, north of the Heritage and Historic Trail Center.



Patuxent River Sojourn (Jane Thomas, UMD, IAN Library)

## Visitor Experience Scenario

### Following the Geotrail of History

A twelve-year-old boy and his nine-year-old sister are spending the weekend with their grandparents in Annapolis. The boy asks if they can visit some sites on the Star-Spangled Banner Geotrail. He explains that he is a geocacher; he uses his handheld GPS (global positioning system) to find geocaches (hidden containers) along a geotrail.

He likes the Star-Spangled Banner Geotrail because it has nearly 40 sites with geocaches not too far from his home in Baltimore. He shows his grandparents his passport for the Trail that he downloaded



Historic St. Mary's City, MD

from the Chesapeake Conservancy website. With his parents' help he has already found eight geocaches in Baltimore, Prince George's County, Washington, D.C. and Alexandria, Virginia. His sister enjoys these trips because she is fascinated by the people in the stories told at such places as the Flag House and the Star-Spangled Banner Museum in Baltimore.

Using his grandparents' computer, the boy shows his grandfather the official geocache site, [www.geocaching.com](http://www.geocaching.com), where they find map coordinates for the geocaches at three places they decide to visit.

Their first stop is the Annapolis Maritime Museum. The family locates the geocache and photographs themselves with the boy's cell phone as proof of their discovery. Then they explore the outdoor and indoor exhibits. Inside the museum, the grandmother engages an interactive exhibit that demonstrates how the Chesapeake Bay was a center of agriculture and trade in 1812 and thus of strategic importance for the British and Americans. The whole family interacts with the exhibits on oystering. They learn about the lives of watermen who harvested oysters and the men, women and children who worked in local oyster packing houses including the McNasby Oyster Packing Company, the building which houses the museum.

The girl watches a five-minute audiovisual program “Warships on the Bay” that shows how British ships blockaded the Bay, raided ports and plantations and attacked Washington, D. C. and Baltimore during the War of 1812. The grandfather, a recreational sailor, studies models of sailing ships including a British Man of War and an American privateer. The boy checks his smart phone for information on Ferry Point Park, site of the next geocache he plans to locate.

The grandparents’ dash-mounted GPS guides them east across the Bay Bridge to Kent Narrows. At Ferry Point Park they hike along a narrow peninsula. They see workboats, powerboats, sailboats and kayaks on the water. While searching for the geocache, they stop to view an interpretive panel describing the British encampment on Kent Island and their raid on nearby Queenstown in 1813. The panel explains that many people suffered and made tough choices to defend their homes, families and country.

Their next stop is the Chesapeake Bay Environmental Center in Grasonville. Together they follow a trail through a woodland to track down the geocache. Along the way the granddaughter calls up audio messages on her cell phone that describe how the landscape and waterways evoke the Chesapeake Bay in the early 1800s. As they wander along the trail, they review a series of interpretive panels that describe the rich environment and stress the importance of conservation. They locate the geocache and the grandson is delighted to check it off his list.

## Visitor Experience Scenario

### Celebrating one Family's Heritage

A reunion is planned for an African American family who can trace their roots back 200 years, and as far as the Caribbean and Canada. The out-of-towners are staying with relatives and in motels in Prince Frederick and Solomons in Calvert County, Maryland. They will attend a homecoming church service and a family picnic.

Thanks to some of the older family members' interest in genealogy, they know that several ancestors, enslaved at the time, enlisted in the U.S. Colored Troops during the Civil War. They also believe that at least one ancestor escaped slavery by becoming a soldier for the British during the War of 1812. He and his family settled in Canada after the war.

The school-aged children have been studying the War of 1812 in their American History classes. They've learned through the Star-Spangled Banner Trail website that a traveling exhibit "African Americans during the War of 1812" is on view at the Calvert Marine Museum. Demonstrations by African American military re-enactors are featured. Several family members decide to visit on Saturday.

At the museum, black soldiers and sailors are dressed in uniforms of the American Revolution and the War of 1812. Visiting family members are surprised to learn that many black sailors served on American privateers authorized to attack British merchant ships. Some black soldiers are dressed in British uniforms. Visitors learn that the invading British freed many enslaved African Americans in Southern Maryland and many escaped to Tangier Island, Virginia.

Through an interactive video with actors portraying people from the past, family members learn personal stories about African Americans, both enslaved and free, who aided the American cause. They use interactive maps to follow the movements of the British and Americans as they sailed the Chesapeake and marched overland during the Chesapeake Campaign. Both the younger and the older people become engrossed in a video that discusses the human cost of slavery. They learn how in 1812 slavery was beginning to divide the people of the United States. Previous visitors have recorded their thoughts about these issues on a computer and they add their comments as well. A docent shows them how to access a genealogical database to trace connections with their own ancestors. As they leave, they collect a handout recommending books and websites for exploring other aspects of the Star-Spangled Banner Trail.

It's a special treat for everyone to discover the *Pride of Baltimore II* – a reproduction of a Baltimore Clipper sailing ship on which many black sailors served – docked outside the museum. The children go onboard to meet the sailors. They learn how the sailors slept below decks and where they ate. They help hoist sails and take turns using the sponge and ramrod to prepare a cannon for firing. Their parents learn about special War of 1812 boat tours to Virginia's Northern Neck and Tangier Island, and an overnight sailing tour from Baltimore to Chestertown and back.

Inside the museum, the children watch the prehistoric-looking skates and sting rays, as a docent explains how these strange creatures fit into the ecology of the Chesapeake Bay. Older adults enjoy exhibits on the history of the Patuxent River where they see artifacts from the War of 1812.

They all leave with a deeper appreciation of the region's history and natural richness, and especially of their family's place in it. They are curious to learn more and have received many tips for further research.

**Imagine many other positive visitor experiences like these along the Trail.** The ultimate goal of interpretation is to connect a wide variety of visitors with well-crafted, unforgettable experiences knowing that even within the same family or group of friends, a canoeing adventure may appeal to some, while touring an historic home will inspire others. The Trail must effectively serve multiple audiences that have varied needs and interests.



Jefferson-Patterson Park and Museum,  
(Kristin Sullivan)

# VI. Initiatives, Planning Issues & Opportunities



## A. Planning and Projects Relevant to Trail Partners

### At the federal level

#### **Executive Order 13508 – Chesapeake Bay Protection and Restoration**

On May 12, 2009, President Barack Obama signed Executive Order 13508. The National Park Service is charged with several preservation and restoration objectives including identifying high priority landscapes for conservation along the National Trails and forming partnerships with other agencies in National Trail areas. Additionally, NPS is tasked with increasing public access. The Star-Spangled Banner National Historic Trail will help NPS and its partners attain the goal of establishing 300 new public access sites in the Chesapeake region by 2025.

#### **Star-Spangled Banner National Historic Trail Comprehensive Management Plan and Star-Spangled Banner Byway Corridor Management Plan**

As described in the introduction, in 2009 the NPS initiated a two-year process to develop a comprehensive management plan and environmental assessment (CMP) for the Star-Spangled Banner NHT. The purpose of the comprehensive management plan is to establish goals, priorities and management objectives that meet the purposes of the Trail as articulated in the National Trails System Act. Specifically, the CMP:

- Establishes how the Trail will be developed and managed over the next 10 to 15 years
- Evaluates potential impacts on natural and cultural resources
- Identifies significant places and stories and ways to protect resources critical to the Trail
- Crafts meaningful visitor experiences on land and water as outlined in this interpretive plan
- Defines management objectives and alternatives for meeting those objectives
- Recommends a preferred alternative for managing the Trail

When completed in 2011, the CMP will identify management priorities and actions to be taken by the NPS and its governmental, non-profit and private partners which manage or assist the sites, landscapes, waterways, roads and access points that comprise the Trail. The CMP will include the requirements necessary for the State of Maryland to pursue National Scenic Byway status for the existing Star-Spangled Banner Byway. Designation as a National Scenic Byway and All-American Road benefits the Star-Spangled Banner Trail

through increased marketing and public awareness, funding and potential resource preservation. For details, visit <http://www.nps.gov/stsp/parkmgmt/cmpstsp.htm>.

### **Bicentennial commemorations of the War of 1812**

The amendment to the National Trails System Act authorizing the Trail in May 2008 allowed planning to begin in advance of the bicentennial of the War of 1812 (taking place from 2012 to 2015). As bicentennial commemorations approach, international, national, regional and local attention is focused on the War of 1812.

### **National Park Service bicentennial programming**

An NPS committee representing War of 1812 park units from around the country, chaired by the Superintendent of Fort McHenry NMHS, will work with Trail planners to coordinate and promote bicentennial events, programs and products. A website is under development.

### **Sesquicentennial of the Civil War**

The NPS and numerous Trail partners will also commemorate the 150<sup>th</sup> anniversary of the American Civil War through 2015.

### **Captain John Smith Chesapeake National Historic Trail**

The NPS Chesapeake Bay Office coordinates Trail planning and also administers planning for the Captain John Smith Chesapeake National Historic Trail. The Star-Spangled Banner NHT team can leverage much of the experience and tools gained from the planning effort related to the Captain John Smith Chesapeake NHT. Many sites and partners of the Captain John Smith Chesapeake NHT will also be involved with the Star-Spangled Banner NHT; Geographic information system (GIS) mapping for those sites

are already cataloged. Research and data provided by Maryland and Virginia regarding water access for the Captain John Smith Chesapeake NHT will aid development of the Star-Spangled Banner Trail. For details, visit <http://www.smithtrail.net>.



State of Maryland Historical Marker, Todd's Inheritance Historic Site, North Point, MD

### **Chesapeake Bay Gateways and Watertrails Network**

The NPS Chesapeake Bay Office is also responsible for managing the Chesapeake Bay Gateways and Watertrails Network. Many existing Gateways will be involved with the Star-Spangled Banner NHT. New Gateways may also be established as part of the Trail planning effort. For details, visit <http://www.baygateways.net>.

### **NPS management support**

The NPS Chesapeake Bay Office coordinates Trail development and management, and collaborates with Fort McHenry National Monument and Historic Shrine in developing the Trail's overall interpretive program. Additional support is provided by other NPS units and trails in the Chesapeake region including the Captain John Smith Chesapeake NHT, Potomac Heritage National Scenic Trail, Washington Rochambeau Revolutionary Route NHT, Oxon Hill Farm, Fort Washington, the White House and the National Mall, George Washington Birthplace, George Washington Parkway, Chesapeake & Ohio National Historical Park, and Rock Creek Park.

### **U.S. Navy and OpSail Parade of Tall Ships**

Operation Sail, Inc. (OpSail) and the U.S. Navy will bring tall ships and naval vessels to five ports from May to July 2012 to kick-off the bicentennial celebration. The Parade of Tall Ships will visit Baltimore, MD and Norfolk, VA. Local Trail partners will likely see increased visitation as more than 1.5 million people gathered in Baltimore for OpSail 2000, a similar event. Media attention generated by these large scale maritime festivals will raise awareness nationally of the War of 1812 bicentennial. The Navy has earmarked funding for educational initiatives related to naval involvement in the War of 1812.



Public Boat Launch, Solomons Island, MD

## **At the state level**

### **Access, Stewardship and Interpretive Opportunity Plan for Water Portions of the Star-Spangled Banner NHT in Maryland**

The State of Maryland commissioned an access, stewardship and interpretive opportunity plan to address potential water segments and water access along the Star-Spangled Banner NHT. Water trails are designed to be used by a variety of recreational vessels including kayaks, canoes, sailboats and small

motorized craft, as well as by commercial and educational tour operators. Supported by funding from the Chesapeake Bay Gateways Network, the plan identifies public water access points in Maryland, Virginia and the District of Columbia with the potential for new and enhanced Trail infrastructure and interpretation.

The plan also identifies property acquisition, construction and other improvements needed to create and enhance the visitor experience along water portions of the Trail. Assessment criteria will include historic integrity and site significance, interpretive and visitor experience potential, anticipated visitation, ease of access, proximity and connectivity to other sites, development feasibility, investment needed to improve the site, and stewardship needs and opportunities. The plan will serve as a framework for water trail investments over the next five years.



Fort McHenry National Monument and Historic Shrine (Dietrich Ruehlman)

### **Maryland Scenic Byway funding**

The State of Maryland Office of Tourism Development, in close coordination with the State Highway Administration and county and local governments, is offering significant technical and financial support to develop and promote segments of the Trail in Maryland within the context of the bicentennial. Through a \$1.8 million Scenic Byway grant, directional signage, 150 interpretive waysides, public art and other media will be developed to help bring the Trail to life.

### **Maryland War of 1812 Bicentennial Commission**

Established through an executive order in 2007, the Maryland War of 1812 Bicentennial Commission issued *Star-Spangled 200: A National Bicentennial in Maryland* in October 2009. The plan outlines the Commission's goals and activities through 2015 including identifying, documenting and protecting

cultural resources, and protecting, enhancing and developing educational and interpretive resources. Seven committees are advising the Commission on implementing the plan. The Resource Stewardship and Visitor Experience Advisory Committee is responsible for identifying and assessing the condition of the resource base; establishing a vision for the Star-Spangled visitor experience; identifying investment priorities; developing an inventory of sites; and ensuring a robust post-bicentennial legacy. Using proceeds of U.S. Mint-issued commemorative coin surcharges, the Commission hopes to invest \$20 million in Maryland's War of 1812 legacy and establish the platform for the next century of stewardship, education, community revitalization and economic development through cultural tourism.

The Commission has sponsored six Star-Spangled 200 conferences to bring stakeholders together for information sharing and touring to generate partnerships and build capacity for the bicentennial. The State of Maryland is also coordinating statewide programs and events including the national bicentennial kick-off in June 2012 with the U.S. Navy and OpSail. There are a number of other major activities in various stages of planning that will be held in partnership with Trail sites through 2015. The Commission has identified and begun prioritizing education, interpretation, infrastructure and programming priorities to be implemented through the Commission along the Trail and Byway. For details, visit <http://starspangled200.org/About/Documents/Action%20Plan%20final%201.pdf>.

### **Virginia Bicentennial Commission on the American War of 1812**

Created by the Virginia General Assembly in 2008, the Virginia Bicentennial of the American War of 1812 Commission is authorized to plan commemorative events and activities; encourage research to promote historical literacy and understanding of the war; and support organizations throughout the state as they plan commemorative events. A commemoration plan was approved in January 2010.

The Commission is coordinating research, programming and activities throughout the state. A bicentennial kick-off event will be held at Montpelier in 2011. A War of 1812 symposium is planned for June 2014 at Fort Monroe featuring family-friendly events, educational seminars and re-enactments. Ongoing efforts in Virginia include securing 15 new historical markers with War of 1812 interpretation to complement 40 existing markers. For details, visit <http://dls.state.va.us/1812.htm>.



National Trails Day Bicycle Ride, Carlyle House, Alexandria, VA

## At the local level

### Trail Sites and Municipalities

Individual Trail sites and municipalities are working to improve public access opportunities and other visitor services for the bicentennial and beyond. Areas such as North Point, the Eastern Shore of Maryland, the Upper Chesapeake Bay and Bladensburg will commemorate the War of 1812 while enhancing their physical infrastructure and interpretive services to provide quality visitor experiences beyond 2015. Improved access to the Bay is a high priority for the NPS Chesapeake Bay Gateways and Watertrails Network. Bladensburg Waterfront Park is using Gateways funding to develop water-based and classroom-based programs and to complete docent training on a sailor's life in 1812. Gateways funding has also been awarded to Fells Point in Baltimore to create a Visitor Experience Plan and to five Gateways in Havre de Grace, MD to develop interpretive and educational materials. Additionally, North Point is working with the NPS Rivers, Trails and Conservation Assistance Program (RTCA) to develop the North Point Greenway Heritage Trail that will greatly improve infrastructure and recreational opportunities in that area.

*For additional Planning Efforts Affecting Trail Interpretation, see Appendix D.*

## B. Planning Issues and Opportunities

### Partnerships

#### Partnerships are essential to Trail development

Trail sites and landscapes are owned or managed by a variety of partners including government agencies and non-profit groups. Coordination of efforts among these varied partners presents opportunities to strengthen local relationships and rely on partners' knowledge of individual sites and the region. Successful coordination will be achieved by integrating the goals and policies of these individual sites with the goals and policies of the Trail.

#### Benefits of collaboration

The NPS is counting on partners to help establish and manage the Trail. Effective partnerships benefit individual sites and leverage marketing efforts designed to increase attendance and support. Collaboration enables sites and Trail segments to access additional resources, increase their capacity, and obtain funding and technical assistance from a network of agencies and organizations with expertise in cultural, historic and natural resource protection, interpretation and accessibility.

#### Trail stewardship goals

One of the desired outcomes of a cohesive interpretive effort is to inspire residents and visitors to become better stewards of the Trail's rich heritage. To that end, it is important for Trail initiatives to align with existing cultural and preservation efforts to enhance visitor opportunities in the Chesapeake region. Such efforts include Maryland Scenic Byways, Maryland Heritage Areas,

Captain John Smith Chesapeake National Historic Trail, Potomac Heritage National Scenic Trail, Washington-Rochambeau Revolutionary Route and Harriet Tubman Underground Railroad.

### **Trail advocacy**

While regional collaboration exists among many sites and areas of the Trail, there is currently no Trail-wide non-profit advocacy group (a “Friends” group). An advocacy group would work with federal, state and local governments, and landowners and site managers to coordinate, develop, operate and maintain the Trail. NPS will continue to support regional collaboration, while also encouraging the formation of a Star-Spangled Banner Trail advocacy group.

## **State-of-the-Bay**

### **Population growth**

Nearly 17 million people live in the Bay region today, compared with 3 million a century ago. Human population in the Bay watershed is projected to increase to 17.8 million by 2020. The cumulative impact of centuries of population growth and landscape changes has taken its toll.

### **Influences on the Bay and its tributaries**

Natural, uncontrollable influences, such as high temperatures, strong storms and inconsistent freshwater flows from rivers, can impact water quality and aquatic life. Human-imposed impacts including pollution and deforestation also take their toll. Nutrients, sediment and chemical contaminants that make their way to the Bay decrease water quality and stress aquatic life. Airborne nitrogen that falls onto the land can also add pollution loads to waterways.



North Point Defenders Day Annual Event (Kristin Sullivan)

The Bay is known far and wide for its vast fisheries; however, historic over-harvesting, pollution and disease now threaten many fish and shellfish populations. More than 200 known or possible invasive species exist in the Bay region; many compete with native flora and fauna with devastating results. And, as in other parts of the world, the Chesapeake is experiencing rising sea level and wider extremes in water temperatures than in the past which may be attributable to climate change.

### **The Bay as a vital resource**

The Chesapeake Bay remains an extraordinary natural, cultural and economic force. At the time of this writing, human history in the Bay region is documented as far back as 12,000 years. Its shores are dotted with historical treasures that speak to the founding of the nation and the development of American character. The Bay supports more than 3,600 different species of plants and animals. The world-famous Chesapeake blue crab has long been a symbol of the Bay's bounty; the annual harvest sells for an average of more than \$50 million. The Chesapeake serves as a major international shipping corridor, with some 100 million tons of cargo moving in and out of Bay ports annually.

## **Enhancing the Visitor Experience**

### **Protecting landscapes**

Well-researched, meaningful interpretation can foster stewardship and conservation of the Chesapeake region. Many landscapes and sites, both urban and rural, have the potential to provide exemplary interpretive and recreational visitor experiences and inspire increased resource protection and restoration.

### **Coordinated interpretation and signage**

More than 300 sites have been identified as significant to the interpretation of the Chesapeake Campaign. Fostering a common identity and ensuring a cohesive visitor experience across a large geographic area requires well-coordinated programming and easily recognizable signage and wayfinding measures.

### **Universal accessibility**

The NPS is mandated to provide access to the widest cross section of the public including people with disabilities. To reflect this policy, a high priority will be given to making Trail-related programs, services, facilities and employment opportunities universally accessible. The NPS acknowledges that partner agencies and organizations operate under a variety of legal mandates regarding accessibility, however, all practical measures to ensure reasonable accessibility will be employed in Trail-related projects.

## Education and Research

### **The War of 1812**

The Trail presents an opportunity to provide accurate, engaging interpretation that will increase K-12 and college students' understanding of the significance of the events of the Chesapeake Campaign. The Trail and its partners can provide leadership in educating teachers and students about the important history of the War of 1812. A curriculum guide to Maryland's role in the Chesapeake Campaign of the War of 1812 is being developed by the NPS Chesapeake Bay Office, Fort McHenry National Monument and Historic Shrine and the Baltimore National Heritage Area.

### **Research related to War of 1812 social history and significant landscapes**

While substantial research and documentation has been conducted along the Trail, more research is needed, particularly regarding social history. Further research at sites such as the North Point battlefield, Fells Point, the Nomini Bay area in the Northern Neck of Virginia and Maxwell Hall in Benedict will allow for enhanced interpretation of the war's social significance. A deeper exploration of the social history of the era could include:

- the role of American Indians
- the experiences of prisoners of war
- stories of free and enslaved African Americans fighting on both sides of the conflict

Additionally, research related to significant landscapes is needed to enhance protection efforts. The NPS is mandated to identify high priority landscapes for conservation. Establishing research and criteria for identifying treasured landscapes is a task outlined in Executive Order 13508.

## Sustainability

### **Funding is needed to ensure Trail sustainability**

With the impending War of 1812 bicentennial, funding is actively being sought from a variety of sources to support special events, activities and infrastructure upgrades. The increased national interest and available funding brought about by the bicentennial must be strategically leveraged to support the development and sustainability of the Trail well beyond 2015. It will be critically important for partners and sites to continue to seek funding and collaborative opportunities that will provide for long-term infrastructure improvements and interpretive programming enhancements.

## VII. Action Plan



This **action plan** serves as a guide for the NPS and Trail partners to develop a unified interpretive effort at sites along the Trail over the next five to 10 years. The items prescribed in the action plan serve as a starting point for development of the Trail's overall interpretive program. The program will evolve as the Trail develops and new opportunities arise for expanded interpretation.

This action plan is not intended as a specific guide for individual sites or regions. **Partners are encouraged to develop their own *customized* action plans** with specific visitor experience objectives, and well-defined projects, timetables and implementation strategies that meet the needs of their audiences and make the best use of their own resources. NPS will provide technical assistance and financial support (as available) to help implement individual action plans.

Several actions outlined below are already underway, while many others will be completed in advance of the bicentennial in 2012. Projects and timeframes outlined in this action plan may be altered as circumstances change.

The following charts outline suggested action items in eight categories:

- Capacity-building
- Research
- Promotion and marketing
- Wayfinding, orientation and interpretive materials
- Interpretive programming and services
- Educational programming
- Visitor facilities and access
- Evaluation

*Refer to Appendix E for Existing and Early Implementation Projects, many of which should be continued, expanded upon or replicated over the next 10 years.*

**Capacity-Building** will enable NPS and Trail partners to effectively develop, manage and interpret the Trail. In the short term, partners may focus on building staff and increasing programming to prepare for Bicentennial commemorations.

**Related Visitor Experience Objectives:** Interpretation and Education, Stewardship

Action Plan: Capacity-Building		Project Initiation			
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Develop Friends Group/Alliance	Provide guidance and support to establish and operate a non-profit friends group for the Trail.	National Park Service (NPS)/Trail partners	X		
Develop Trail Orientation Packet	Create information packet for partner sites, local governments and stakeholders to inform them of Trail background and activities. Include background materials, models of interpretive materials and press information. Introduce to partners in a workshop format or distribute electronically.	NPS	X		
Foster Strategic Regional Collaboration	Create relationships and partnerships among Trail sites located in the same geographic region of the Trail. Strengthen these relationships through regional meetings, workshops and by encouraging collaboration on Chesapeake Bay Gateways Network (CBGN) grant-funded projects. Partners will maintain relationships through regional collaborations, programs and networking.	NPS/Trail partners	X		

Action Plan: Capacity-Building (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Prioritize Chesapeake Bay Gateways Network (CBGN) and other funding for Trail-related projects	CBGN will provide financial assistance for existing and new Gateway sites to complete projects related to developing the Trail. States and other partners, such as the Maryland Heritage Areas Authority, should also prioritize funding. The Maryland War of 1812 Commission can match funding from sales of the commemorative coin.	NPS/Trail partners	X		
Provide Partner Training and Orientation	Provide training materials and workshops on a range of projects and programs. Topics may include Trail orientation, trail-tending, fostering collaboration, public access, interpretation, funding and sustainability.	NPS/Trail partners	X		
Develop Internships and Youth Corps Opportunities for the Trail	NPS will foster relationships between sites and youth groups and institutions. Partners will maintain relationships through internships, research and stewardship programs.	NPS/Trail partners		X	
Develop a Volunteer Program modeled on Volunteers in Parks (VIP)	Develop a program for sites and partners to recruit, train, share and recognize volunteers. Program would supplement staffing at Trail sites and foster resource stewardship.	NPS/Trail partners		X	

Action Plan: Capacity-Building (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Maintain Trail-wide Planning and Events Calendar for Partners and Visitors	Create and maintain a calendar to inform partners and visitors of scheduled War of 1812-related events. The calendar would highlight partnership opportunities and help avoid scheduling conflicts, especially during the bicentennial period, and announce special events and recreational opportunities. Maryland Office of Tourism Development provides an example at <a href="http://www.starspangled200.org">www.starspangled200.org</a> .	NPS/Trail partners		X	

**Research** will help broaden the scope of subjects available for interpretation and will bolster the Trail’s overall interpretive effort. NPS and Trail partners will augment existing research through data gathering and developing new historic and scientific research. Various means of presenting the research will be employed including symposia and publications.

**Related Visitor Experience Objectives:** Touring and Enhanced Visitor Experience, Interpretation and Education, Stewardship

Action Plan: Research			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Collect Existing Trail-related Historical Data	Gather and inventory existing data, oral histories and artifacts related to the Trail’s core themes.	NPS/Trail partners		X	

Action Plan: Research (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Conduct Symposiums	Coordinate symposia to highlight research findings, historical events and individuals related to the War of 1812.	Trail partners/NPS		X	
Support New Research on Cultural Aspects of the War of 1812	Encourage research on the arts, music, culture and roles of underrepresented groups at individual sites and within regions.	NPS/State Commissions/Trail partners		X	
Support Archaeological Surveying and Excavation	Identify archaeological sites with potential War of 1812 resources, and support investment in surveying and excavation. Provide appropriate public education.	US Navy/ State Agencies/ Trail partners		X	
Continue Research from Bicentennial Period	Encourage continued historic, archaeological and cultural research conducted during the bicentennial period.	NPS/Trail partners			X

**Promotion and Marketing** will create a unified Trail identity and introduce the Trail to prospective visitors and partners, and the media. A marketing plan will aid NPS and Trail partners in creating integrated marketing strategies and products that will draw visitors and enhance support for the Trail.

**Related Visitor Experience Objectives:** Trail Orientation, Trip Planning

Action Plan: Promotion and Marketing			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Expand Trail Website	Expand Trail website (launched in 2011) to provide new interpretation about the War of 1812 and enhanced orientation tools such as itineraries and top 10 lists. An expanded events calendar, blog and trip planner will facilitate partner coordination and visitor use.	NPS		X	
Distribute E-Newsletter	Create and distribute a regular partner newsletter that updates sites on Trail planning progress, training opportunities and events.	NPS/Trail partners	X		
Engage State and County Tourism Departments	Recruit state and county tourism departments to help market the Trail.	NPS/Trail partners	X		

Action Plan: Promotion and Marketing (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Develop and Distribute Media Kits	Develop and distribute marketing information to Trail partners. Packets will include news release templates, Trail background and other pertinent information to assist partner sites in engaging local media in promoting the Trail.  Develop and distribute media kits to varied media markets. Distribute information to and establish relationships with television, radio, newspaper and magazine outlets. Include Trail background and story ideas.	NPS/Trail partners		X	
Develop Marketing Strategy	Create a multi-year marketing plan for NPS and Trail partners.	NPS/Trail partners		X	
Develop Trail Prospectus	Develop and distribute prospectus to partners, stakeholders, media and government officials to enhance support for the Trail.	NPS		X	
Expand Stations for Passport Stamp	The Trail is part of the Passport Program for the NPS. Add new locations where visitors can obtain the Trail stamp.	NPS		X	
Expand Stations for Passport Stamp	Build on existing efforts to utilize social media to outreach to visitors and improve communication among Trail partners.	NPS/Trail partners		X	

Action Plan: Promotion and Marketing (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Promotional Traveling Exhibits	Create portable exhibits for a variety of venues to reach local, regional, national and international audiences. Venues may include libraries and schools (local audiences), as well as prominent, high-traffic locales (international visitors).	NPS/Trail partners		X	

**Wayfinding, Orientation and Interpretive Media** are essential to give meaning to the Trail and guide visitors' travels. Building a visual identity for the Trail – with standard brands, signage and media – is critical in helping visitors recognize the Trail as a system of unified experiences.

Print publications and websites will be created or upgraded to convey Trail themes, and identify sites and land and water routes. Consistent messaging will reinforce a sense of connectedness among the Trail's varied routes and sites.

**Related Visitor Experience Objectives:** Trail Orientation, Trip Planning, Touring and Enhanced Visitor Experience, Interpretation and Education

Action Plan: Wayfinding, Orientation and Interpretive Materials			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Expand Geocaching Trail	Work with the Chesapeake Conservancy, partner sites and geocaching groups to expand participation in the existing Star-Spangled Geocache Trail. Explore additional geocaching activities such as clean-ups.	NPS/Trail partners		X	

Action Plan: Wayfinding, Orientation and Interpretive Materials (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Create online version of Trail Travel Guide	Produce online version of travel guide based on printed guide available in early 2012.	NPS/Trail partners		X	
Update Trail Unigrid	Update NPS-style fold-out map and guide to support Trail opportunities described in approved comprehensive management plan.	NPS		X	
Implement Sign Plan with new Interpretive, Marking and Orientation Signage	Develop and implement site and segment wayside panels, kiosks and historical markers in Maryland, Virginia and the District based on Trail sign plan. Maryland Office of Tourism has received funding to implement the first 150 signs and corresponding markers in Maryland.  Implement a unified system of orientation and wayfinding signage. Sign types include electronic kiosks, directional signage, road and Trail markers and site-specific orientation and navigational signs.	NPS/Trail partners		X	

Action Plan: Wayfinding, Orientation and Interpretive Materials (continued)		Project Initiation		
		Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Project	Description	Lead		
Develop Self-Guided Interpretive Products	Develop and distribute self-guided materials allowing Trail visitors to experience the Trail without the services of a guide or NPS Ranger. Self-guided materials will be created for those experiencing the Trail by car, bike, boat, on foot or other means. Materials could include web-based or GIS maps, cell phone tours, podcasts, downloadable materials such as itineraries, boaters' guides, travel maps and brochures, mobile-web including applications, radio, CD or printed driving tours, and printed travel guides. Products could provide orientation and link visitor experience opportunities across multiple Trail and Gateways programs Bay-wide.	NPS/Trail partners	X	
Develop Trail Guides	Develop, distribute and promote new guides and digitize existing guides for land and water-based excursions. Interpretive, orientation and map-based Trail guides, printed and web-based, should be created to meet a variety of visitor needs. Work with organizations such as the Baltimore Water Taxi to incorporate the Trail into their existing map and guide.	NPS/Trail partners	X	

Action Plan: Wayfinding, Orientation and Interpretive Materials (continued)		Project Initiation	
Project	Description	Lead	Through June 2012
Develop Water-based Wayfinding Signage and Safety Information	Create and implement orientation and informational signage based on completed sign and water trails plans. Convey information via buoys, signage and markers on bridges and at access points.	NPS/Trail partners	X
			Post-2015

**Interpretive Programming and Services** will assist visitors in understanding the Trail's relevance in the context of the Trail's interpretive themes, stories and historic events. Site-based educational programs and services will be developed for access points, for places of cultural, historical and natural interest, and for information centers.

Developing a consistent framework for interpretation helps partners and institutions present a unified Trail message. Cohesive interpretive services will help visitors make their own connections with the meanings and significance of the Trail's resources and assets.

**Related Visitor Experience Objectives:** Touring and Enhanced Visitor Experience, Interpretation and Education

Action Plan: Interpretive Programming and Services		Project Initiation	
Project	Description	Lead	Through June 2012
Develop Junior Ranger Program	Create and implement NPS Junior Ranger program.	NPS	X
Develop an Interpretive Ranger Corps	Create a corps of interpretive Rangers to provide interpretive services such as interpretive talks, tours and training along the Trail.	NPS/Trail partners	X
			Post-2015

Action Plan: Interpretive Programming and Services (continued)		Project Initiation		
		Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Project	Description	Lead		
Develop Guided Programming	Create and provide a training program for sites and partners to give Trail-related programs along the Trail. Programming can range from tours, lectures, boat trips and bus excursions to step-on guides for cruise ships departing from Baltimore and can be tailored to site characteristics targeted audiences.	Trail partners/NPS	X	
Develop New Audio-Visual Trail Products	Create travel and educational films and documentaries related to the War of 1812 and events in the Chesapeake region. Maryland Public Television is airing a Maryland-based travel documentary in 2012; an IMAX film is also under discussion.	NPS/Trail partners	X	
Develop Interactive Trail Gaming Experience	Create an easily accessible, computer-based video game that offers an interactive gaming experience based on an accurate exploration of the War of 1812 in the Chesapeake. Fort McHenry National Monument (FOMC) is completing a game in 2012 that could provide a model.	NPS	X	

Action Plan: Interpretive Programming and Services (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Develop Interpretive Traveling and Permanent Exhibits	Develop temporary topical exhibits that travel within the region and educate the public about aspects of the War of 1812 in the Chesapeake. Develop permanent exhibits that are site-based and educate the public on the War of 1812 in the Chesapeake and the events of the region in which they are located.	Trail partners/NPS		X	
Expand Public Programming around Archaeological Resources	Work with Trail partners to provide appropriate promotion and interpretation of existing projects and discoveries, and provide opportunities for public involvement at War of 1812 archaeological sites as feasible. Make reports on findings and on existing War of 1812 archaeological collections more accessible.	Trail partners		X	
Expand Media and Programming in National and State Parks	As Trail develops, expand existing orientation, media and programming in national and state parks to support new visitor experiences. Support new signage and media at FOMC and other national and state parks along the Trail.	NPS/Park partners		X	
National Trails Day Event	Coordinate with Trail partners to host annual events Trail-wide, building on successful 2010 event.	Trail partners/NPS		X	

Action Plan: Interpretive Programming and Services (continued)				
Project	Description	Lead	Project Initiation	
			Through June 2012	Bicentennial Period: 2012-2015 Post-2015
Provide Commemorative War of 1812 Bicentennial Events and other Trail-related Events	Develop and implement annual and special events related to Trail themes and the bicentennial period. Develop new and support existing events such as re-enactments, special summer or seasonal programs and commemorative events. Develop events at partner sites to promote the Trail and make connections between sites.	Trail partners/NPS		X
Support Trail-related Arts Programs and Initiatives	Develop musical programs, theater productions, public art, art exhibits and other non-traditional interpretive initiatives related to the Trail's core themes.	NPS/Trail partners		X

**Educational Programming** already exists at many museums, parks, school systems and historic sites as lesson plans and teacher resources related to the War of 1812 and the Chesapeake Campaign. Assessing the depth and quality of existing resources, and creating a plan to fill thematic gaps is a priority for NPS and its partners as the bicentennial of the War of 1812 approaches. Existing and newly created educational resources will be introduced to teachers in partnership with state and local school systems through teacher professional development.

Creating an effective web-based educational component is crucial as students and teachers increasingly rely on technology in the classroom and for research.

**Related Visitor Experience Objectives:** Interpretation and Education, Stewardship, Touring and Enhanced Visitor Experience

Action Plan: Educational Programming				
Project	Description	Lead	Project Initiation	
			Through June 2012	Bicentennial Period: 2012-2015 Post-2015
Expand Existing Trail-related Curricula	Update existing inventory of War of 1812-related curricula and conduct gap analysis for materials relevant to Trail themes. Make database available to teachers online and at training sessions. (Preliminary inventory completed in early 2010).	NPS/Trail partners	X	
Develop New Trail-related Education Curricula	Build on existing inventory and resources to develop new Trail curricula to fill gaps related to Trail themes; make new materials available online and through teacher training sessions.	NPS/Trail partners	X	

Action Plan: Educational Programming (continued)				Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015	
Expand Virtual Resource Center	Add new materials to online Virtual Resource Center for teachers, students, researchers and visitors to expand collection of 1812-related lesson plans, primary source documents, maps, images, field trip and touring itineraries and event information. (Phase I development underway to be completed in early 2012).	NPS/Trail partners		X		
Expand Professional Development for Teachers	Work with state and local public and private school systems to provide teacher training that includes introduction of new resources and relevant content sessions. Orient teachers to Trail sites and educational materials. The Baltimore National Heritage Area Education Committee in partnership with NPS held one session in 2010 and has one slated for spring 2011.	NPS/Trail partners	X			
Host Teacher-Ranger-Teacher Program	Through this NPS-sponsored program, host teachers that develop and give programs and training along the Trail.	NPS/Trail partners		X		
Create and Foster Educational Partnerships between Sites and Students	Develop field trips, research, mentoring and service-learning opportunities for students (K-college) at sites along the Trail. Programs should include a focus on conservation and stewardship.	NPS/Trail partners		X		

Action Plan: Educational Programming (continued)				Project Initiation	
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Develop Distance-Learning Opportunities	Create and launch distance learning programs associated with Trail themes, regions and resources. Develop international relationships with partners in Canada and England.	NPS/Trail partners		X	
Develop Learning Opportunities for Non-traditional Educational Audiences	Identify the needs of non-traditional educational settings (4-H, home school, scouts, etc.) and create educational materials such as scavenger hunts, badge programs and interactive experiences geared to these audiences.	NPS/Trail partners		X	
Expand Scholarly Symposia	Expand existing scholarly symposia such as the annual Society of the War of 1812 Symposium to support Trail goals and reach a wider audience. Work with Trail Partners to include Trail-related topics at conferences held throughout the bicentennial period.	Trail partners/State Commissions/NPS		X	

Visitor Facilities and Access such as Star-Spangled Banner Trail visitor centers and contact stations will provide enhanced opportunities for interpretation and education as well as visitor orientation. The visitor experience can also be enhanced through increased recreational opportunities and public access, a mandate of Chesapeake Bay Executive Order 13508.

**Related Visitor Experience Objectives:** Trail Orientation, Touring and Enhanced Visitor Experience, Interpretation and Education

Action Plan: Visitor Facilities and Access			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Develop Joint National Trails System Visitor Center (includes Captain John Smith Chesapeake, Washington Rochambeau, and Potomac Heritage National Trails)	Determine the feasibility of one or more new visitor centers in existing or new facilities. Create NPS multi-Trail welcome centers around the Bay.	NPS/Trail partners		X	
Inventory Existing Water Access and Identify High Potential Access Sites	Thoroughly inventory and assess existing physical water access sites or other important water view-sheds. Interpretive potential for each site will be considered when identifying priorities for developing new access sites.	NPS/Trail partners	X		

Action Plan: Visitor Facilities and Access (continued)				Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015	
Identify Regional Transportation Needs	Transportation routes along the Trail provide vital linkages among individual sites; thoroughly inventory and assess state and local government needs to identify priorities to provide and maintain a safe and satisfactory visitor experience.	Federal, state and local governments	X			
Develop New Public Water Access	Work with partners, state and local governments to create new water access points where there is an identified lack and where development is feasible.	NPS/Trail partners		X		
Develop New Water Trails	Use the water trails plan developed by Maryland Office of Tourism to guide development of new water trails. Work with Virginia and the District to identify and develop new Trail segments. Trail sign plan provides interpretive and wayfinding guidance.	NPS/ state and local governments/ Trail partners		X		
Establish Contact Stations at Existing Facilities	Establish staffed and unstaffed locations for visitors to obtain Trail information and interpretation. Staffing may include NPS Rangers, partner site staff and/or volunteers.	NPS/ Trail partners		X		

**Evaluation** provides a necessary framework to gauge the success of the interpretive plan and adapt the plan as needed moving forward. Assessing visitor readiness at Trail sites is a key action item to move the interpretive plan forward, while surveys and assessments in later years will be necessary to help maintain a positive visitor experience.

**Related Visitor Experience Objectives:** Trail Orientation, Trip Planning, Touring and Enhanced Visitor Experience, Interpretation and Education, Stewardship

Action Plan: Evaluation		Project Initiation			
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Assess Visitor Readiness of Sites	Gather and compile data to determine the readiness of each partner site. Data should be collected on physical site conditions, signage, interpretive services and the ability to meet visitors' needs. Information can be used to offer appropriate technical assistance to each venue.	NPS	X		
Circulate Guidance on Site and Segment Evaluation	Distribute information on tools to measure effectiveness of Trail programs and services.	NPS	X		
Assess Effectiveness of Trail Marketing	Work with partners to determine effectiveness of Trail marketing by measuring increased visitation, greater awareness of the Trail and the level of brand identity.	Trail partners/NPS		X	

Action Plan: Evaluation (continued)			Project Initiation		
Project	Description	Lead	Through June 2012	Bicentennial Period: 2012-2015	Post-2015
Conduct Visitor Surveys at Sites and along Segments	Determine effectiveness of Trail programming, site and segment interpretation and quality of visitor services with regular visitor surveys conducted at partner sites or online.	Trail partners/NPS		X	
Conduct Post-bicentennial Assessment	At the conclusion of the bicentennial period, assess the state of the Trail and current interpretation of the War of 1812. The post-bicentennial level of visitor readiness will also need to be identified. Identify strengths and weaknesses and where technical assistance from NPS would be most valuable.	NPS			X

# Appendices



Appendix A: Summary of Stakeholder Workshops

Appendix B: Enabling Legislation

Appendix C: Concepts and Ideas Related to Core Themes

Appendix D: Other Planning Efforts Affecting Trail Interpretation

Appendix E: Existing and Early Implementation Projects

Appendix F: Site-Specific Interpretive Planning Template and Sample

## Appendix A: Summary of Stakeholder Workshops

### 2009 Star-Spangled Banner National Historic Trail Interpretive Planning Workshop Series Summary Report

April 29, 2010

The Star-Spangled Banner National Historic Trail, a 290-mile land and water Trail in Maryland, Virginia and the District of Columbia, was designated by Congress and signed into law in May 2008. Through public and private-sector partnerships, the Trail commemorates and works to preserve the stories, landscapes and lessons of the Chesapeake Campaign of the War of 1812.

This report summarizes information gathered by the consultant team working with the National Park Service to develop an interpretive plan for the Trail. Eight interpretive planning workshops were conducted in November and December 2009 in the District of Columbia, the Commonwealth of Virginia and the State of Maryland. Attendees were guided through a series of interactive exercises that identified interpretation challenges and opportunities, important stories, significant resources that best tell those stories, potential audiences and strategies for connecting these audiences with both the stories and resources.

Input from workshop participants will provide guidance in the development of a plan that outlines sites, interpretive services and programming, and media to facilitate visitors' exploration of the Trail's physical settings, help them make personal connections with the Trail's resources and inherent meanings, and improve their understanding of the surrounding landscapes, people and contemporary and historical cultures of the Chesapeake Bay region.

#### Workshop locations and dates

- Washington, D.C.: American Institute of Architects headquarters -- Monday, November 16, 2009
- Southern Maryland area: Jefferson Patterson Park and Museum -- Tuesday, November 17, 2009
- Prince George's County, Maryland: Hyattsville Municipal Building, near the site of the 1814 Battle of Bladensburg -- Wednesday, November 18, 2009
- Alexandria, VA and Virginia area: Lloyd House, headquarters of Historic Alexandria -- Thursday, November 19, 2009
- Maryland's Eastern Shore area: Queenstown Town Hall -- Monday, December 7, 2009
- City of Baltimore: Maryland Historical Society -- Tuesday, December 8, 2009
- Baltimore County, Maryland: North Point State Park -- Wednesday, December 9, 2009
- Upper Bay, Maryland area: Havre de Grace Maritime Museum -- Thursday, December 10, 2009

To facilitate the understanding of the Trail's significance and past initiatives, illustrated project overview boards provided answers to the following questions:

- A. *What is the purpose and significance of the Star-Spangled Banner National Historic Trail?*
- B. *Where is the Star-Spangled Banner National Historic Trail?*
- C. *Who is involved in the Star-Spangled Banner National Historic Trail and what other initiatives are occurring?*
- D. *Why an interpretive plan, and how will it be used?*
- E. *How is this workshop incorporated into the interpretive planning process?*

Attendees were provided the following handouts:

- 1) The Star-Spangled Banner National Historic Trail Information Sheet;
- 2) A copy of two of the project overview boards (A and D/E);
- 3) The Star-Spangled Banner National Historic Trail NPS Unigrid brochure; and
- 4) The Star-Spangled Banner Trail War of 1812 Chesapeake Campaign Driving Map.

## **Workshop Findings**

Following is a summary by the consultant team of the information gathered from the participants during the workshop series.

### *1. What challenges and opportunities do you foresee associated with interpreting the Star-Spangled Banner National Historic Trail?*

Overall, the opportunities cited by the participants for interpreting the Star-Spangled Banner National Historic Trail far outweighed the challenges in all of the workshops. Participants strongly support this effort as one that will provide ample benefits to the natural, historic, cultural and economic resources of the regions. Further, the opportunity exists for this Trail to integrate national history into local history, highlighting and celebrating the uniqueness of each community while also providing the larger, broader context (i.e. telling interrelated stories at a variety of sites). Notably, many workshop attendees clearly indicated that this Trail provided an opportunity to enhance and advance a visitor's educational and recreational experience.

Many Trail workshop participants recognized that this National Historic Trail provides multiple opportunities to interpret and educate the public on military strategy and battlefields, yet also to more fully explain the role of citizens throughout the events leading to the writing of the national anthem in the context of the Chesapeake Campaign and the War of 1812. Other important interpretive opportunities include highlighting the role of citizens and each community in the war's events and outcome, and how the geography and the landscape, particularly with regards to the Chesapeake Bay, the primary waterways of the Patuxent, Patapsco and Potomac rivers and the smaller tributaries affected these battles, involved local residents and shaped the events of the war. Increasing current local residents' knowledge of the events of the Chesapeake Campaign and the War of 1812 through interpretation that integrates national history into local history was identified by participants as a desired interpretive opportunity.

Other notable interpretive opportunities the groups identified include:

- Fostering local stewardship for the natural, cultural and historic resources along the Trail and within the communities;
- Outreach to and education about the events of the Chesapeake Campaign and the War of 1812 and its resources for community members of all ages;
- Ability to supplement the local educational curriculum through the information provided and created in this effort; and
- The potential of the Trail as an economic generator for the many communities in the Commonwealth of Virginia, District of Columbia and the State of Maryland.

Participants in some areas also noted the potential of Trail-wide interpretive initiatives to enhance the level of interest regarding current sites in their own communities. Participants in all areas viewed this Trail as an excellent opportunity to increase their visibility nationally and to increase visitation overall.

Participants highlighted these six challenges most frequently in discussing the long-term success of the Trail:

- Intra-partner and external (general public/marketing) communication;
- Ability to inform the visitor of all the stories along the route and at each site in a cohesive manner;
- Coordination (especially regarding operations and maintenance) among multiple Trail partners, agencies and sites, especially as this will entail crossing state and jurisdictional boundaries/authorities;
- Visitor accessibility to the Trail's many disparate sites and resources; and
- Continued funding

Other notable challenges included how to retain the interest of Trail visitors and Trail partners upon conclusion of the War of 1812 bicentennial, the difficulty in explaining the many events and outcomes of the war simply, and the best means for interpreting sites that are not accessible to the public. These challenges and how to address them sparked many lively discussions within the workshop sessions, as well as during break times and at conclusion.

### **Consultant Observations:**

Throughout all workshop areas, this National Historic Trail is viewed as an opportunity for connecting the local community to its natural and cultural resources. Further, local partners in each area who attended the workshops viewed their role in the implementation of the Star-Spangled Banner NHT as a unique opportunity to expand their community's awareness of their resources, as well as a means to introduce and highlight their community to others nationally. They spoke enthusiastically of local folklore, family genealogy and places that embodied their sense of pride and excitement for the Trail. It was clear at each workshop that attendees felt strongly that interpretation should not be restricted only to large, well-known sites, but should strive to connect to and raise awareness of many smaller, lesser-known resources within each community. In fact, few participants mentioned the importance of telling the larger story (of the national anthem and the burning of the capital) or of specific battles, except in those areas where battles occurred (i.e. Bladensburg/Hyattsville, Washington D.C., the City of Baltimore, and North Point respectively). The consultants do not interpret this as a lack of interest altogether, just one that resonates as a higher priority in communities where such battles occurred, since the battle site offers a more tangible resource. The War of 1812 bicentennial was seen as a positive vehicle by which many of the partners could contribute immediately with regards to interpretation. The prospect of the event raising awareness appeared to be an appropriate impetus for local residents to be both educated about and involved in the Star-Spangled Banner's many stories, resources and people. Commonalities among areas included placing interpretive emphasis on the story of the local citizen to best communicate historic events, the uniqueness of the region's waterways, natural landscapes and agrarian background, and the continued stewardship of resources at all scales. Participants in all regions recognized that funding and communication are common challenges that plague efforts of this scale nationwide, and that these issues must be addressed through this planning effort and subsequent initiatives (such as development of the comprehensive management plan, a marketing plan, et cetera).

*2. What should a visitor learn about the Star-Spangled Banner National Historic Trail? What significant stories, messages or perspectives should be presented?*

The significant stories and primary themes of the Star-Spangled Banner National Historic Trail can help partners form a cohesive language around its many distinctly different resources. Further, these stories and themes can help inspire an intellectual and/or emotional connection between the visitor and the resource.

In all eight workshops, participants' desires to tell the stories "beyond the battles and feints" were overwhelmingly evident.

- Participants immediately identified the roles of local citizens in the War of 1812 as a primary story, including the roles of key soldiers, merchants and businessmen, citizens and privateers, women and African Americans, both free and enslaved.
- Significantly, local stories were the overwhelming favorites at each workshop, as participants were clearly excited over the possibility of others learning about their local heritage and distinctive resources.
- The geography and landscapes of the area were also mentioned throughout the workshops including the role the Chesapeake Bay and the Patuxent, Patapsco and Potomac rivers played in boat design, daily commerce, transportation, the evolution of the navy and eventually, in the creation of the national anthem.
- The resiliency of the people of this nation was a leading story discussed at each workshop. This discussion frequently included the role of citizen soldiers, the rescue of U.S. documents during the burning of the capital and the White House, the ever-present pride in the flag, and the growing recognition that, by successfully turning back the British yet again, our young nation was determined to advance our independence.

**Consultant Observations:**

At the outset of every workshop, it was apparent from many participants' comments that, to a great extent, interpretation of the Chesapeake Campaign has largely been understood to primarily encompass battles, tales of commanding officers and enlisted men, and military strategy. However, once participants were encouraged to consider what other aspects of life are both affected by and involved in fighting a war, including specific impacts on their community, they spoke of stories beyond battlefield interpretation to more intimate, personal accounts that captured the uniqueness of each community's culture and background. Each area voiced the desire to interpret the broader story of the Star-Spangled Banner through the different perspectives of local areas, thereby immersing visitors in the area's significance to the growth of the nation overall. Further customizing of these stories into broader categories of interest was also suggested, again as a means of organizing content and communicating the desired messages and significance of each area (social, historic, environmental, et cetera). Participants in at least four of the workshops spoke of the events of the Chesapeake Campaign as a turning point for the nation as it began the conflict unprepared, but concluded it more united. Participants in two of the eight areas proposed that the Trail's interpretive messages could be better understood if framed in the context of war today versus the 1800s. Each area highlighted its own geographically significant stories and people, again underscoring the desire to retain the human perspective throughout the interpretive services and programming.

### *3. Where are the places (and types of places) that best teach these stories?*

While many sites currently exist for telling the stories of the Star-Spangled Banner National Historic Trail, participants named and generally agreed upon approximately a half-dozen sites within their area that provide historic and landscape integrity and cultural richness, as well as encourage further exploration to secondary sites. Sites listed seemed to appeal to a range of visitors such as historians, residents, recreational users and international travelers.

- Many participants were keenly aware that the condition of the War of 1812 resources varies across their region; therefore, people often looked to interpretation along the Trail as a tool for facilitating the enhanced conservation and awareness of lesser-known sites.
- A number of participants expressed the desire for greater accessibility to sites along waterways, as many people spoke of the importance of showcasing the water (Bay, wetlands and rivers) in interpreting various aspects of the events of the Chesapeake Campaign and the War of 1812. Accessibility was discussed as providing a variety of options, while increasing the current number of access points including boat launches, canoe/ kayak launches, picnic/ observation/ play areas along the banks, and walkways and bikeways.

#### **Consultant Observations:**

At each workshop, participants often generated a list of 20 to 30 potential places for interpretation and visitor experiences. However, in every setting, only six to eight sites were overwhelmingly viewed (based on sticky note votes) as the best of the area, either due to established staffing, funding or general knowledge and recognition of the site or landscape regionally or nationally. (Note: As the consultant team discovered during a site visit, the integrity and accessibility of these sites vary widely from Fort McHenry to the 1817 Aquila Randall obelisk monument, ranked #6 out of 23 sites mentioned in the North Point workshop). One workshop location noted places that could be best accessed by a water trail, providing a unique experience that other locations did not consider when selecting the best sites for interpretation. To the consultant, this indicates that the water trail of the Star-Spangled Banner NHT may be lesser known to partners. Since Trail visitors may only have a few hours to visit these places and learn the stories, it became apparent in the course of the workshops that interpretation at these premier sites should receive highest priority (to ensure the stories are told to a majority of visitors) while other sites could be highlighted for those visitors and residents with special interests. At two workshops, participants volunteered that perhaps a Star-Spangled Banner NHT visitor center should be considered in the future to provide a richer educational and interpretive experience related to the Trail's many stories, people and significance for both local residents and visitors. Both built and natural landscapes were mentioned consistently in all workshops as desirable places for interpretation. Realizing that the Trail traverses diverse areas within the region, the attendees often selected their premier landscapes (cemetery, state park, waterway, historic homestead) as often as their most significant structures.

*4. How many different types of visitors should we expect? How can these different types of visitors best learn the stories of the Star-Spangled Banner National Historic Trail? What types of activities, programs, media, et cetera can enhance visitors' experiences at these places and reinforce visitors' understanding of the many stories of these places?*

The workshops' *visitor experience* exercises encouraged participants to consider the diverse types of visitors and their expectations and needs. From these answers, participants then discussed the array of appropriate interpretive services, locations and delivery methods (personal guided tours, or non-personal delivery systems such as signs, brochures, downloadable media, et cetera).

- Participants' analyses of visitor types were remarkably consistent throughout the region with special emphasis on and repeated acknowledgement of:
  - organized groups (including non-profit and recreational)
  - educational groups (especially K-12)
  - accidental tourists
  - local residents (Trail neighbors)
  - historians and self-described history buffs
  - military-affiliated visitors
  - virtual (internet-based) visitors
  - motor coach/ bus tours
  - international visitors and
  - convention and conference attendees (and their families)
- Overwhelmingly, participants emphasized hands-on events and self-selected/self-guided programs or activities as the preferred strategies for ensuring rich visitor experiences at each site. Attendees in all eight workshops recommended memorable immersive or interactive offerings such as customized tours, living history re-enactments of battles and other events, water-based activities such as boat tours, family-oriented activities such as geocaching, and educational programming, especially the integration of War of 1812 topics into school curricula. Incorporating themed recreational or sports-related events was also highly recommended with examples including triathlons, kayak races and bicycling tours.
- Participants also observed that to optimize visitor experiences, good communication is an absolute necessity from basic information and identification (who, what, when, where) to targeted marketing, interpretive media and publicly accessible web-based communications and social media. Regardless of the location or type of activity, participants observed that visitor experiences should be enriched and complemented with interpretive messaging, most likely through a combination of wayside signage, downloadable guides, updated web pages and/ or brochures. Many mentioned the local library and locally sponsored events as the best method for communicating to and involving local residents.

### **Consultant Observations:**

Recreational and accidental tourists seemed to be the visitor types that were most often top of mind for workshop attendees due to their current prevalence in many communities. The ideas for how best to improve these visitors' experiences were technologically focused and customizable. Realizing that most visitors have a specific interest and limited time, workshop participants offered ideas on how best to inform these self-directed visitors (i.e. self-accessed downloadable info, self-guided tours, et cetera). Many participants suggested events that were themed and thereby would attract certain interest groups (such as tri-athletes, kayakers, re-enactors, et cetera). Others identified possible activities or programs that could attract and be administered by current organizations in the community such as Boy Scout troops.

Potential activities or programs specifically tailored to the local resident/ Trail neighbor centered on recreational activities (i.e. kayaking, biking) and festival/ celebrations that highlight local resources. Some participants noted the difficulty with establishing local programs to facilitate stewardship of the Trail over the long-term.

*5. It takes many partners to interpret the resources along the Star-Spangled Banner National Historic Trail effectively. Who else should be involved in developing and implementing the interpretive plan?*

The eight workshops clearly demonstrated that each region is fortunate to have a strong core of supporters who appreciate how the Trail can inform, inspire and educate, and yet also understand the enormous effort associated with implementing the Trail's interpretive, physical and management requirements in the coming years.

- Participants noted that implementation of an interpretive plan for the Star-Spangled Banner National Historic Trail will require thoughtful coordination among federal, state, county, and city governments and agencies, non-government organizations including numerous partner non-profits, businesses and local residents.
- At the conclusion of each workshop, participants were asked to provide names of additional potential partners they thought should be involved in the Trail and/or its interpretive plan. Responses included suggestions spanning all sectors (private, public and non-profit) currently or potentially interested in the natural, cultural, recreational and historic resources of each region. Partnerships formed and guided by this interpretive plan will be the primary strategy for ensuring an enjoyable Trail experience for visitors.

### **Consultant Observations:**

While all participants listed numerous businesses, community groups, civic leaders and other knowledgeable and influential citizens in their area (on average, 20 to 30), the plan must thoughtfully identify those leaders who can best facilitate the *interpretation* of these resources specifically (rather than operations and maintenance, for example). It seems that, currently, the partners are unsure of their role and how best to engage visitors in a manner that is consistent across the many communities. The plan must articulate roles and opportunities for interpretive services and media that will be applicable and appropriate for all partners, so as to offer a clear understanding of how best to tell the Trail's many stories region-wide. Coordination will need to occur between the National Park Service and its local partners on a consistent basis (perhaps through a full-time position, such as a partner coordinator) to ensure that the interpretation needs are being understood and prioritized among the many sites and organizations.

### **Workshop Transcripts**

Complete transcripts of all the workshop proceedings (verbatim as captured on flipcharts in live workshop settings by the consultant team) identified as "meeting minutes" are posted on the Star-Spangled Banner National Historic Trail website; visit <http://www.nps.gov/stsp>.

## Appendix B: Enabling Legislation

**THE NATIONAL TRAILS SYSTEM ACT**  
**(P.L. 90-543, as amended through P.L. 111-11, March 30, 2009)**  
**(also found in United States Code, Volume 16, Sections 1241-1251)**  
**NATIONAL SCENIC AND NATIONAL HISTORIC TRAILS**

SEC. 5. [16USC1244] (a) National Scenic and National Historic Trails shall be authorized and designated only by Act of Congress. There are hereby established the following National Scenic and National Historic Trails:

(26) Star-Spangled Banner National Historic Trail

(A) IN GENERAL - The Star-Spangled Banner National Historic Trail, a trail consisting of water and overland routes totaling approximately 290 miles, extending from Tangier Island, Virginia through southern Maryland, the District of Columbia, and northern Virginia in the Chesapeake Bay, Patuxent River, Potomac River, and north to the Patapsco River, and Baltimore, Maryland, commemorating the Chesapeake Campaign of the War of 1812 (including the British invasion of Washington, District of Columbia and its associated feints, and the Battle of Baltimore in summer 1814), as generally depicted on the map titled 'Star-Spangled Banner National Historic Trail', numbered T02/80,000, and dated June 2007.

(B) MAP - The map referred to in subparagraph (A) shall be maintained on file and available for public inspection in the appropriate offices of the National Park Service.

(C) ADMINISTRATION - Subject to subparagraph (E)(ii), the Trail shall be administered by the Secretary of the Interior.

(D) LAND ACQUISITION - No land or interest in land outside the exterior boundaries of any federally administered area may be acquired by the United States for the Trail except with the consent of the owner of the land or interest in land.

(E) PUBLIC PARTICIPATION - The Secretary of the Interior shall

(i) encourage communities, owners of land along the Trail, and volunteer Trail groups to participate in the planning, development and maintenance of the Trail; and

(ii) consult with other affected landowners and federal, state and local agencies in the administration of the Trail.

(F) INTERPRETATION AND ASSISTANCE - Subject to the availability of appropriations, the Secretary of the Interior may provide, to state and local governments and non-profit organizations, interpretive programs and services and technical assistance for use in

(i) carrying out preservation and development of the Trail; and

(ii) providing education relating to the War of 1812 along the Trail.

## Appendix C: Concepts and Ideas Related to Core Themes

The following concepts and ideas are provided to assist site managers and interpreters as they work toward aligning site-specific interpretive media and visitor services with the Star-Spangled Banner Trail's significance. Beneath each core Trail theme is a list of concepts for sites to consider as they develop interpretive programs, exhibits, publications or other products. This initial listing of concepts and ideas should be added to or changed based on each site's interpretive objectives, stories and features.

### Theme

**Almost thirty years after gaining independence, Americans resisted a land and water invasion by Great Britain, and military events in the Chesapeake Bay region became central to the outcomes of a broader three-year struggle that established a foundation for the United States' economic independence and military strength.**

### Concepts and Ideas

- Convey what was at stake for the new nation in facing the challenge from Great Britain. Explore what could have been lost and what was gained by the War of 1812. Explain how the War of 1812 was the first military and political test for the new United States.
- Convey the fragility of the young United States, of its government, institutions, the union between the states and the American economy.
- Describe the causes of the conflict and the global context of the War of 1812. Explore the context of the conflict and explain how old and new power and alliances in Europe and America set up the conflict and influenced the course of the war and specific engagements.
- Explore the issues of self-determination in commerce, trade, navigation and maritime issues that were at stake. Describe the popular role that Britain's impressing American sailors had in bringing the conflict to a head.
- Describe the potential impact of a British victory on American expansion, borders and development across the North American continent.
- Explain the effects of the War of 1812 on America. Describe how the war set a foundation for America's later economic and military strength.

### Theme

**During the War of 1812, individuals in the Chesapeake Bay region endured great political, economic and emotional upheaval and faced personal choices that profoundly impacted domestic life, influenced the evolution of U.S. government and commerce, and had ramifications far beyond the battlefield.**

## Concepts and Ideas

- Describe the role and function of privateers and their effect on American maritime and the economy.
- Explain the effects that war had on the Chesapeake region's politics, economy, government (national, state, local) and people (free and enslaved).
- Relate the tough personal and political choices faced by people of all socio-economic levels who were living in the Chesapeake region.
- Describe how the war impacted domestic life. Explain how the war influenced American government and had impacts far beyond the battlefield.
- Explore questions such as: what do people seek from visiting the sites associated with the Star Spangled Banner Trail and the War of 1812? How can preserving and visiting a site of conflict provide inspiration or spur intellectual curiosity about what happened?
- Investigate the effects of the outcomes of the War of 1812 on local towns and people, especially towns or farms that were the target of British raids.

## Theme

**In the early 1800s, the Chesapeake Bay region – due to its central location on the eastern seaboard, network of navigable waterways, robust natural resources and fertile agricultural lands – served as a hub for trade, industry and government, making it a prime target for the British.**

## Concepts and Ideas

- Describe why conflict came to the Chesapeake region and explain what transpired once it unfolded here.
- Set the stage by describing how the Chesapeake Bay region was a growing hub for trade, industry and government. Describe how the region became an area of interest for the British as a result of its proximity to the nation's new capital city, its central location on the eastern seaboard, and its network of navigable waterways, robust natural resources and fertile agricultural lands.
- Describe the role and influence that an agricultural and slave economy based on tobacco had on the growth and prosperity of the region.
- Analyze how the waterways acted as “highways” for troops in the War of 1812.
- Describe how the location of the nation's capital influenced British military strategy.

- Explore how the Chesapeake Bay region had already been affected by human settlement in 1812. Examples would be deforestation and sediment run-off and silting in some of the rivers.
- Investigate how the outcomes of the War of 1812 influenced trade and the creation of an agricultural-based southern economy and industrial-based northern economy in the years leading up to the Civil War.

## Theme

**The United States flag and “The Star-Spangled Banner” anthem – symbolizing the resilience of the new nation and the American character – inspired a renewed sense of nationalism in U.S. citizens after the War of 1812, and endure today as potent international icons of the United States of America.**

## Concepts and Ideas

- Describe the immediate impact that the song “The Defence of Fort McHenry” had on people in Baltimore and the Chesapeake region.
- Analyze the anthem’s lyrics. Explore how they characterized and celebrated the endurance of the nation and its people.
- Describe how the Star Spangled Banner flag and Key’s lyrics contributed to a renewed sense of nationalism that inspired Americans following the War of 1812.
- Explain the circumstances of how Francis Scott Key came to write “The Star Spangled Banner.” Describe his role in the Battle of Baltimore and its aftermath.
- Explain how as a result of the siege of Baltimore, Americans shifted from viewing the flag as a predominately military accoutrement to regarding it as a powerful emotional symbol for the nation.
- Provide a chronology for the song and explain how and when (the international context, circumstances, context and period of time in which) it became the national anthem.
- Explore how people have used the American flag and the national anthem for both patriotism and protest.
- Explore how symbols reflect a society and its values and ideals. Place the stories of the flag and the song/anthem in the context of their times. What do they explain about the people living at that time? What do they tell us about ourselves?
- Trace how the meanings of these symbols of America have changed over the years. Explore issues of memorializing and symbolism. Analyze the need for symbols; what symbols mean and their role in a society. Describe various groups (over time) and their roles in the stories of the flag and the national anthem.

## **Appendix D: Other Planning Efforts Affecting Trail Interpretation**

### **National Park Service**

#### **National Park Service Centennial**

[www.nps.gov](http://www.nps.gov)

The National Park Service celebrates its centennial year in 2016. Park units and trails have been encouraged to submit proposals for the “Centennial Challenge.” While the Star-Spangled Banner National Historic Trail has not yet submitted Centennial Challenge goals, among the Centennial goals proposed by Fort McHenry National Monument and Historic Shrine is one directly related to interpretive needs for the Star-Spangled Banner National Historic Trail:

Develop a national War of 1812 curriculum (web-based) that will help tell the untold stories of “The Star-Spangled Banner” and the War of 1812 in preparation for the bicentennial anniversary of the War of 1812.

Special events and programming for the centennial can be expected in the Washington, D.C. area in 2016 at national parks in downtown Washington, Baltimore, along the Potomac River and throughout the Chesapeake region.

#### **New Visitor Facility at Fort McHenry National Monument and Historic Shrine**

<http://www.nps.gov/fomc/parkmgmt/planning.htm>

Fort McHenry National Monument and Historic Shrine is the most-visited site in the U.S., Canada or Great Britain with a War of 1812 interpretive focus. Based on a Development Concept Plan/Environmental Assessment/Assessment of Effect analysis completed in 2004, Fort McHenry National Monument and Shrine studied alternatives for a new education/administration facility to accommodate current and future visitation needs, provide space for educational facilities and partner offices and consolidate park operations. The new facility – featuring a film, interactive exhibits, an exhibit focused specifically on the Trail and an expanded retail area – is slated to open in March 2011.

In conjunction with the education/administration facility project, a Cultural Landscape Report and an Alternative Transportation Study identified key resources and evaluated options for accessing the site.

### **The State of Maryland**

#### **Baltimore National Heritage Area**

<http://www.baltimorecity.gov/OfficeoftheMayor/MayoralOffices/BaltimoreNationalHeritageArea/Warof1812CommemorationPlanning.aspx>

The Baltimore National Heritage Area (BNHA) has been preparing for the commemoration of the War of 1812 for several years. The War of 1812 and Baltimore’s pivotal role in the Chesapeake Campaign was a central theme for their management plan update (completed in 2007). BNHA committees have been meeting since 2009 including Education; Visitor Experience, Programs and Events; Transportation; Capital Infrastructure and Resource Stewardship; Marketing and Communications; Development and Sponsor Relations; and Management. The Baltimore Bicentennial Planner is coordinating efforts to develop a plan and strategy for the City’s commemoration of the defense of Baltimore and the birth of the national anthem in 1814.

As a new National Heritage Area, BNHA is required to develop a comprehensive management plan to include an expanded interpretive plan; the overarching plan is slated for completion in 2011.

### **Baltimore County**

In June 2010, Baltimore County's office of Economic Development announced the formation and members of the Baltimore County War of 1812 Advisory Committee. The committee holds regular meetings and has established teams charged with managing aspects of Baltimore County's role in the bicentennial celebration. Teams include capital improvements, marketing and events, interpretation and narrative and fundraising.

### **Charles County**

A county-commissioned cultural resources study of the historic town of Benedict was completed in fall 2009. The study includes recommendations regarding archaeological surveys of 1814 British Army encampment sites and surveys of historic sites related to the War of 1812.

### **The Eastern Shore 1812 Consortium**

<http://www.easternshore1812.org/index.asp>

Representing War of 1812 planning in Queen Anne's, Talbot, Caroline, Kent, and Dorchester counties, the Eastern Shore 1812 Consortium has recently launched a comprehensive website (still under construction) to offer in-depth information, tourism guidance and educational curricula on the war as it affected the Eastern Shore.

### **The War of 1812 Committee, St. Mary's County**

The St. Mary's County committee formed in late 2009 has identified primary historical sites for consideration along the Trail and located public access sites suitable for the development of a water trail.

### **Tri-county War of 1812 Committee**

This southern Maryland region (comprised of St. Mary's, Charles and Calvert counties) has developed a working group representing tourism, historic and recreational interests across the counties and identified a list of potential projects and programs to implement during the bicentennial period. A map and guide is under development.

### **Upper Bay War of 1812 Committee**

Harford and Cecil counties, under the direction of local tourism officials, have developed a working group that has been meeting since September 2008. The committee has set short and long-term goals focusing on the 200<sup>th</sup> anniversary of the events that occurred in the Upper Bay region which will occur in 2013. A sub-committee structure has been set up with representatives from both counties serving on sub-committees including finance, interpretation, marketing, education and events committees.

### **Battle of Bladensburg Task Force**

The Battle of Bladensburg Task Force, appointed by the Mayor of Bladensburg and supported by the Towns of Cottage City and Colmar Manor, is working to ensure an enhanced permanent visitor experience based in the military history, arts and culture of the War of 1812 time period by accessing funding and leveraging resources and partnerships, developing a visitor center, designing and installing signage and markers, planning and executing three signature events, and building a united message and marketing plan. The task force, led by Anacostia Trails Heritage Area, Inc. includes representatives from

the three municipalities as well as Prince George's Heritage, Anacostia Watershed Society, Councilwoman Harrison's office, Friends of the Battle of Bladensburg, Aman Memorial Trust, Prince George's County Conference and Visitors' Bureau, and Maryland National Capital Park and Planning Commission.

## **The District of Columbia**

### **The Washington, D.C., War of 1812 Bicentennial Commission (Benjamin Harrison Society)**

<http://www.washingtondcwarof1812bicentennialcommission.org/home.html>

The Benjamin Harrison Society is a private non-profit organization offering a number of educational programs and activities in the District of Columbia. Among its many initiatives is the commemoration of the War of 1812 in Washington, D.C. The commission launched its website in 2008 to facilitate coordination of War of 1812 efforts. Plans include a War of 1812 Defense of Washington symposium, educational seminars and re-enactments. Ongoing efforts in Washington, D.C. include historical markers and signage to promote the historical literacy and understanding of the war. The commission intends to use flag history to teach the lessons of patriotism, commemorative celebrations and the nation's flag.

### **National-Capital War of 1812 Bicentennial Consortium**

The National-Capital War of 1812 Bicentennial Consortium meets regularly and is developing a Passport Guide and other products for the bicentennial. Cultural Tourism DC is an active partner in planning for commemorative events in the District of Columbia.

## **The Commonwealth of Virginia**

### **Northern Neck Tourism Commission**

The Northern Neck Tourism Commission holds occasional meetings with Northern Neck sites and municipalities to encourage coordination on bicentennial commemorative activities. The Virginia War of 1812 Society has documented the locations of dozens of British encounters throughout the peninsula, providing a basis for developing new interpretation and programming. Kinsale Museum provides existing information on the region's War of 1812 history. Additionally, some sites on the Northern Neck host Star-Spangled Banner Geotrail caches.

### **Loudon County War of 1812 Committee**

The Northern Virginia Regional Park Authority, the City of Leesburg and the Heritage Farm Museum of Loudon County has developed a working group representing tourism and historic and recreational interests across the county and has identified a list of potential projects to implement during the bicentennial period.

Carlyle House Historic Park in Alexandria, a property of the Northern Virginia Regional Park Authority, will continue to hold its Occupation 1814 program each August to commemorate the surrender and occupation of Alexandria after the burning of Washington, D.C.

### **Future planning**

As the bicentennial approaches and the Trail's comprehensive management plan develops, additional committees, advisory groups and commissions are anticipated to form to more efficiently coordinate and implement projects and programs regionally and in consort with the NPS and the State of Maryland.

## **Appendix E: Existing and Early Implementation Projects**

The following list of projects and programs, while not intended to be comprehensive, provides current interpretive offerings for Trail visitors. Trail partners looking for ideas for their own sites and regions will find that these projects in many cases can be replicated and adapted elsewhere.

Capacity-Building				
Project	Description	Lead	Status	Date Completed
Regional Visitor Experience Plans	Creation of concept plans at sites or in regions, based upon the interpretive plan.	NPS, Trail partners	underway	North Point: 2010-11; Fells Point: 2011
Research				
Project	Description	Lead	Status	Date Completed
Archaeological Research in Bladensburg	Archaeological research of the battlefield in Bladensburg.	Maryland State Highway Administration (SHA)	ongoing	2011
Research on Local History	Resource inventory, history and bibliography.	Trail partners	ongoing	Benedict Cultural Resource Study: 2010; Fells Point: 2011
Underwater Archaeology of the Patuxent River	Research on the possible wreck of the <i>USS Scorpion</i> conducted by the U.S. Navy, Maryland Historical Trust and the Maryland State Highway Administration.	US Navy, Maryland Historical Trust, SHA	underway; excavation planned for 2012	2012

Promotion and Marketing				
Project	Description	Lead	Status	Date Completed
Interactive Website	Develop new NPS website to provide interpretation about the events and people of the War of 1812, orient visitors, provide events calendar, blog and other tools to facilitate partner coordination and visitor trail use, links to partner sites. Complements existing Trail website ( <a href="http://www.nps.gov/stsp">www.nps.gov/stsp</a> ) and links to partner sites.	NPS/Trail partners	underway	October 2011
Eastern National (NPS) Passport Stamp Program	The NPS Passport stamp is currently available at five sites.	NPS/Eastern National	completed at five sites	expand in 2011
Logo	The Trail logo was unveiled in 2009.	NPS/Maryland Office of Tourism (MOTD)	completed	2009
Regional Passport Book	Several local planning organizations are considering localized passports on the NPS model to encourage visitation and partnering among sites.	National-Capital region sites; Baltimore sites; others	underway	underway
Roller Shade-style Exhibit Panels	Several roller shade-style exhibits have been produced for use at re-enactments, workshops and conferences.	NPS	completed	2009
Introductory Trail Film	Brief Trail orientation film.	NPS	completed	2010
Travel Documentary	A travel documentary is being produced and will be aired on Maryland Public Television.	MOTD/Maryland Public Television	underway	2012

Wayfinding, Orientation and Interpretive Materials				
Project	Description	Lead	Status	Date Completed
Trail-wide Signage Plan	To include graphic standards, sign templates and placement guidelines that can be used by all Trail partners to coordinate local, state and federal efforts.	NPS/ MOTD/SHA/ Trail partners	underway	May 2011
Guided Boating Tours	Boating tours of waterscapes along the Trail already exist at Bladensburg and Patuxent Parks. Other locations are being considered.	Maryland- National Capital Parks and Planning Commission/ Trail partners	ongoing	ongoing
Interpretive Waysides	Design, fabrication and installation of 150 interpretive waysides along the Byway.	MOTD/NPS/ Maryland State Highway Administration (SHA)	underway	Installation June 2011 to 2014
Public Art Projects	MOTD is undertaking public art projects as part of commemoration events.	MOTD/ Maryland Commission on Fine Arts	underway	Francis Scott Key Bridge: 2012
Star-Spangled Banner Geotrail	Through geocaching.com, develop a Geotrail of key sites along the Trail.	Trail partners/NPS	completed	Winter 2010
Trail Travel Guide	Produce travel guide in book form with consultant services. History Works is under contract by MOTD and NPS to produce travel guide that will include itineraries, experiences, and history along the Trail. Will complement Maryland Public Television travel documentary.	NPS/MOTD	underway	October 2011
Unigrid Brochure	Develop NPS-style Trail map and guide.	NPS	completed	2009

Interpretive Programming and Services					
Project	Description	Lead	Status	Date Completed	
Exhibit Based on Archaeology at Jefferson Patterson Park	An exhibit and new programming to understand 1812 through archaeology and landscapes.	Jefferson Patterson Park	underway	early 2011	
Auto-tour Route	Maryland Star-Spangled Banner Byway, from Solomons to Bladensburg, limited signage and 2007 Scenic Byways Map and printed guide published by the State Highway Administration.	MOTD/SHA	Initial Byway route completed in 2007	currently under revision	
Interactive 1812 Gaming Experience	Create an easily accessible video game that offers an interactive gaming experience based on an accurate exploration of the Battle of Baltimore.	NPS	underway	2012	
Historic House Tours	Tours interpret home life during the War of 1812-Billingsley, Riversdale Mansion, Carlyle House and others.	Trail partners	ongoing	ongoing	
Historic Markers	At least 130 historic markers in Maryland; 28 in Virginia; nine in the District. See <a href="http://www.hmdb.org">www.hmdb.org</a>	State and District	ongoing	ongoing	
Interpretive Programs	Some Trail partner sites have existing War of 1812 programming for visitors of all ages: Fort McHenry Experience, Star-Spangled Banner Flag House-A Day in 1813, etc.	NPS/Trail partners	ongoing	ongoing	
National Trails Day Event	A bicycle event linking Maryland and Virginia sites was coordinated in 2010 with Northern Virginia Regional Park Authority, City of Alexandria's Office of Historic Alexandria, Oxon Hill Bicycle Club, Bike Walk Alexandria and NPS.	Trail partners/NPS	completed	Alexandria-Oxon Hill Farm Bicycle Tour: 2010 ongoing	

Interpretive Programming and Services					
Project	Description	Lead	Status	Date Completed	
Online Exhibits	An extensive online exhibit is available on the Smithsonian Institution's website at <a href="http://americanhistory.si.edu/starspangledbanner/">http://americanhistory.si.edu/starspangledbanner/</a>	Smithsonian Institution	ongoing	ongoing	
Site Map and Guide	<i>Star-Spangled Banner Trail: War of 1812 Chesapeake Campaign</i> guide and map by Chesapeake Bay Gateways Network and Office of Tourism Development, reprinted 2010; Southern Maryland 1812 map and guide.	NPS and Trail partners	ongoing	State Byways map reprinted 2010; Southern Maryland guide: 2011	
Star-Spangled Banner Flag Exhibit	New exhibit and related online education of the Star-Spangled Banner Flag has been developed at the National Museum of American History.	Smithsonian Institution	completed	ongoing	
Traveling Exhibit for Maryland and National Audiences	Two traveling interpretive exhibits that will travel on a local and national basis.	Baltimore National Heritage Area, Baltimore War of 1812 sites, NPS, Maryland Historical Society, others	underway	2012-2015	
Visitor Center Interpretation	White House Visitor Center and U.S. Capitol Visitor Center, Bladensburg Waterfront Park, Various Maryland Visitor Welcome Centers.	Trail partners	ongoing	ongoing	
Fort McHenry/Trail Visitor Center	Fort McHenry will open a new visitor and education center in spring 2011, with an exhibit to orient visitors to the Trail.	NPS	underway	opens March 2011	

<b>Interpretive Programming and Services (continued)</b>				
<b>Project</b>	<b>Description</b>	<b>Lead</b>	<b>Status</b>	<b>Date Completed</b>
Young Defenders at Fort McHenry	An annual event taking place on the Friday of Star-Spangled Banner weekend for local school students commemorating the Battle of Baltimore. Preceded by a teacher professional development session for participating teachers.	NPS	ongoing	ongoing
<b>Educational Programming</b>				
<b>Project</b>	<b>Description</b>	<b>Lead</b>	<b>Status</b>	<b>Date Completed</b>
Curriculum Inventory	Assessment of 1812-based lesson plans available and creation of two interactive lesson plans to fulfill identified needs.	NPS/Baltimore National Heritage Area	completed	Fall 2010
Virtual Resource Center	Create online resource for teachers, students, researchers and visitors to find War of 1812 related information such as lesson plans, primary source documents, maps, images, field trip and touring itineraries, and event information.	NPS/Maryland Public Television/Trail partners	underway	January 2012
Trail-related Curriculum at Fort McHenry	New War of 1812 lesson plans are being created at Fort McHenry.	NPS/Living Classrooms Foundation	ongoing	Winter 2011
Trail-related Educational Program in Bladensburg	A first-person, interpretive boat tour with supporting educational materials ( <i>The Battle of Bladensburg: A Sailor's Perspective</i> ) has been developed at Bladensburg Waterfront Park through a Chesapeake Bay Gateways and Watertrails Network grant.	Bladensburg Waterfront Park/NPS	completed	2010

Educational Programming (continued)				
Project	Description	Lead	Status	Date Completed
Online Curricula	Various Trail partners have created or are making available web-based curricula. For example, Pride of Baltimore provides online materials; the Smithsonian Institution provides curriculum at <a href="http://americanhistory.si.edu/starspangledbanner/">http://americanhistory.si.edu/starspangledbanner/</a>	NPS/Trail partners	ongoing	ongoing
Speaker and Lecture Series	Speakers and lectures that highlight War of 1812 history and places are being planned by groups including the Naval Museum at the US Navy Yard, Southern Maryland Chesapeake Gateways and others.	Trail partners	underway	2012 - 2014
Teacher Training at Fort McHenry	Provide high quality teacher training that includes introducing new resources and relevant content sessions. Orient teachers to Trail sites and educational materials.	NPS/Baltimore County and City Schools	underway	implementation in 2010; ongoing 2012-2015
Teacher Training in Southern Maryland and Prince George's County	Provide high quality teacher training that includes introducing new resources and relevant content sessions. Orient teachers to Trail sites and educational materials.	NPS/State of Maryland/individual counties	underway	2011-2012

Visitors Facilities and Access				
Project	Description	Lead	Status	Date Completed
Water Trails Plan	Maryland Office of Tourism completed a plan through a Chesapeake Bay Gateways Network grant to prioritize development of new access points and water trails through 2015.	MOTD/NPS	completed	2010
Eastern Shore Water Trail	With initial assistance from NPS Rivers, Trails and Conservation Assistance (RTCA), water trail to connect 1812 sites by water on the Sassafas River, Chester River and the Chesapeake Bay.	NPS/Kent and Queen Anne's Counties/ partners	underway	TBD
North Point Heritage Greenway	With assistance from RTCA, the North Point Heritage Greenway Trail will enable residents and visitors to explore the North Point peninsula off-road by bike or on foot.	NPS/North Point Community Coordinating Council/ Baltimore County	underway	concept plan completed 2010



This sample planning matrix depicts how each category within the matrix may be addressed.

**SAMPLE Interpretive Planning Matrix – Site “X”**

Project Description	Lead Staff	Target Date for Completion						Cost Estimate	Notes
		2011	2012	2013	2014	2015	Future		
Develop website that describes Site X’s mission, key features, visitor opportunities and linkages to the Trail.	Jeff	X						\$25,000	Jeff will work with contractor to develop website. Site should include links to Trail website and other partner websites.
Develop a map and guide (or series) for Site X describing key resources and visitor opportunities related to the Trail.	Kim		X					\$10,000	Target amount: 25,000 copies.
Produce a PowerPoint presentation that provides an overview of Site X and resources related to the Trail; include a site-specific menu of visitor opportunities.	Beth			X				\$4,000	Program will be adaptable to better serve specific audiences and/or forums.
Develop and install five wayside exhibits	Lori				X			\$10,000	Topics to include overview of War of 1812; war-related events in region; effects on local population; aftermath of war and key figures from area.
Create four poster guides associated with Site X’s themes that relate to the Trail.	Dave						X	\$8,000	Print foldable and flat versions for distribution.







## Star-Spangled Banner National Historic Trail

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