**Pilot Program: Welcome Center Partnership with Johns Hopkins University Press**

**Purpose:** Implement ongoing programming with the Johns Hopkins University Press and other corporate and organizational partners to:

* increase foot traffic into the Welcome Center and Rest Area,
* enhance the visitor experience at Maryland Welcome Centers/Rest Areas,
* expand the viability of partnership opportunities with stakeholders,
* expose visitors to Maryland’s authors and attractions focused on the Civil War,
* reinvigorate distribution of the Maryland Civil War Trail brochures/maps,
* and entice visitors to extend their trip by booking additional nights at Maryland hotels.

**Background:** At a WC creative team meeting, a strategic partnership between OTD and Johns Hopkins University Press was discussed. Book signings featuring Maryland based authors and topics will be pilot launched with a Civil War trails theme at Mason Dixon Welcome Center on June 30.

**Situational Analysis:** Visitors to Welcome Centers will get an opportunity to get hands on in a regional and statewide setting with Civil War Trails products and interact with Maryland vendors. Welcome Centers have the potential to be both seasonally and promotionally themed as appropriate with the trending topics and calendar of events which can drive visitation up and lead to visitors learning of other attractions, hotels, retail, and dining options within the state.

**Goals:**

1. Create partnerships with JHU Press and Civil War-focused companies and organizations that could potentially lead to additional strategic partnerships and visitor Welcome Center education and engagement.
2. Distribute Maryland Civil War Trail brochures and maps to more Welcome Center visitors in order to enhance popularity of the print and online collateral.

**Success Measurement:** Marketing to direct traffic into the centers, feedback from participating partners, number of Maryland Civil War brochures and maps distributed and/or requested online.

**Pilot Program Delivery Date-** Mason-Dixon Welcome Center, June 30, 2018

**Date Selection Criteria:**

**June ­­­29 & 30 --** Great Conversations at Gettysburg. Book talks and lectures. Free. Co-sponsored by Gettysburg National Military Park and the Gettysburg Foundation. At the Gettysburg National Military Park Museum and Visitor Center. For more information go to www.gettysburgfoundation.org

**July 1-3 --** Battle of Gettysburg Anniversary: Join National Park Service Rangers, living historians, and Licensed Battlefield Guides for special anniversary walks, talks, and family activities. For information go to: [www.nps.gov/gett](http://www.nps.gov/gett)

**July 4, 2018 Holiday -** traditionally heavy Welcome Center visitorship

**Timeline for Deliverables:**

**4/30 Strategic Partnerships/ Customer Contacts set-up meeting with JHU press and settle on a date**

**5/7 Meet with JHU Press and prepare production log**

**5/10 Reach out to additional partners to enhance book signage:**Monocacy National Battlefield, National Shrine of Elizabeth Ann Seton, Catoctin Furnace Historical Society, Heritage Frederick, Antietam National Battlefield, Civil War Medicine Museum, Flying Dog Brewery, Visit Frederick, Visit Carroll County

**5/16 Post Event on VisitMaryland Calendar of Events**

**5/24 Social Media, Insights, etc. pushes begin**

**6/24 Poster of Civil War Trail Map received from Mariner**

**6/30 Event takes place**

**7/6 Event critique and success analysis**