

FALL AND HOLIDAY EVENTS

The Maryland Wine Festival

Sept. 18—10 a.m. to 6 p.m.
Sept. 19—Noon to 6 p.m.
Carroll County Farm Museum
410-876-2667
1-800-654-4645

Westminster Fallfest

Sept. 23—4 to 10 p.m.
Sept. 24—6 to 10 p.m.
Sept. 25—10 a.m. to 10 p.m.
Sept. 26—Noon to 6 p.m.
Westminster City Park
410-848-9393

Alfred Hitchcock Film Festival

Fridays at 7 p.m.
Oct. 1—Rope
Oct. 8—Rear Window
Oct. 15—The Birds
Oct. 22—Vertigo
Oct. 29—Psycho
Sunday at 2 p.m.
Oct. 31—Wizard of Oz
Carroll Arts Center
410-848-7272

Fall Harvest Days

Oct. 2 & 3—10 a.m. to 5 p.m.
Carroll County Farm Museum
410-876-2667 / 410-848-7775

Antiques Appraisal Day

Oct. 3—10 a.m. to 3 p.m.
Best Western
Conference Center
410-848-6494

"Bedlam in the Boro" Haunted Hayride

Oct. 15, 16, 22, 23, 29, 30—
7 to 10:30 p.m.
Oct. 21 & 28—7 to 9 p.m.
Lineboro Volunteer Fire Dept.
410-239-4467

Carroll County Christmas Farmers Market

Saturdays, Nov. 6 thru
Dec. 18—8 a.m. to 2 p.m.
Carroll County Ag Center
410-848-7748

31st Mistletoe Mart

Nov. 11 & 12—
10 a.m. to 9 p.m.
Nov. 13—10 a.m. to 5 p.m.
Church of the Ascension
Westminster
410-239-7217 / 410-848-3251

8th Annual Random House Book Fair

Nov. 13—
9:30 a.m. to 4:30 p.m.
Carroll Community College
410-386-8155

7th Annual Festival of Wreaths

Dec. 1—3—10 a.m. to 8 p.m.
Dec. 4—10 a.m. to 4 p.m.
Dec. 5—1 to 4 p.m.
Carroll Arts Center
410-848-7272

Farm Museum Holiday Tour

Dec. 3 & 5—10 a.m. to 4 p.m.,
Dec. 4 & 11—10 a.m. to 7 p.m.,
Dec. 5 & 12—10 a.m. to 5 p.m.
Carroll County Farm Museum
410-848-7775

Historic Railroad Equipment & Model Train Displays

Dec. 3—6 to 9 p.m.
Dec. 4 & 11—Noon to 4 p.m.
Dec. 5 & 12—1 to 5 p.m.
The Pullman Parlor Car
Sykesville
410-795-3157

34th Annual Poinsettia & Greens Festival

Dec. 4—9 a.m. to 4 p.m.
Union Mills Homestead
410-848-2288

Westminster Holiday House Tour

Dec. 4—3 to 8 p.m.
Willis and Court Street
Neighborhood
410-848-7967

CARROLL COUNTY VISITOR CENTER

210 East Main Street
Westminster, MD 21157
410-848-1388 • 1-800-272-1933
Monday – Saturday: 9 a.m. to 5 p.m.
Sunday & Most Holidays: 10 a.m. to 2 p.m.



CARROLL COUNTY OFFICE OF TOURISM

Administrative Office
224 N. Center Street, Room 100
Westminster, MD 21157
410-386-2983
Fax: 410-876-1560
E-mail: cctourism@ccg.carr.org
Website: www.carr.org/tourism



TOURISM COUNCIL OF CARROLL COUNTY, INC.

P.O. Box 2125
Westminster, MD 21158
www.tourismcouncilofcarrollcounty.org

TOURISM COUNCIL OF CARROLL COUNTY, INC.

TOURISM
joins

FALL 2004 P.O. Box 2125, Westminster, Maryland 21158

PRSR STD
U.S. Postage
PAID
Westminster, MD
Permit No. 853

TOURISM

faers

FALL 2004

Carroll County Maryland



The Maryland Wine Festival



Fall Harvest Days



Random House Book Fair

Fall & Holiday Events Attract Visitors

Exciting lineup brings dollars to Carroll County



Farm Museum Holiday Tour



Poinsettia & Greens Festival



Alfred Hitchcock Film Festival



Festival of Wreaths

WHAT'S INSIDE

- Measuring Success in Tourism
- Second Edition Visitors Guide Announced
- AAA Holds Travel Expo
- Ravens Sign Contract
- Tourism Council Celebrates Tourism Week

For dates and times of events, see calendar on page 4

MEASURING SUCCESS IN TOURISM

By Barbara Beverungen
Manager, Office of Carroll County Tourism

How do we measure success in the tourism industry? One of the ways to gauge whether an industry is thriving is by looking at existing businesses. Are they stagnant? Are they expanding? In the past year, there have been many signs that local entrepreneurs believe tourism is a good investment.

In Sykesville, the Inn at Norwood opened in 2001 with four rooms. Owners Kelly and Steve Crum have now expanded to six rooms, which allows them to handle increased business during the week. In addition to the typical weekend B&B guests, they are attracting corporate businessmen and women who enjoy waking up to a homemade breakfast. The Crum's are seeing an increased number of guests from the D.C./Laurel area.

The owners of Antrim 1844 Country House Hotel, Richard and Dorothy Mollett, also recently expanded from 22 rooms to 27 rooms with the purchase of another house adjoining their property. This fall, a barn behind the house will be converted to two additional rooms, giving them 29 guest rooms! Antrim attracts people from far and wide, and recently they've been hosting leadership-training seminars from Gettysburg. In addition, Antrim now features Spa Nights where women gather for a fun night of massage, pedicures, dinner, and relaxation.

Jack and Kathy Cugle, the owners of Roop's Mill, have been busy for more than a year restoring the mill and two houses on their historic property, as well as an unusual bridge that connects them. The brick house has 4 rooms, while the stone house will add 10 more rooms to the B&B inventory here in Carroll. Jack and Cathy also will participate in the SPOOM (Society for the Preservation of Old Mills) Conference, along with Union Mills, in the fall of 2005. The Cugles have already hosted eight weddings and have more booked for the fall, along with corporate meetings.

Now, how do these expansions affect other businesses? First, just think of all the dollars spent on materials plus the local plumbers, electricians, carpenters, land surveyors, and landscapers who were employed to complete these jobs. Many of these people are area residents who spend their salaries here in our county.

Guests who stay at these bed and breakfasts also spend money on our main streets and other shopping venues. They visit local attractions and eat in local restaurants. In addition, wait staff, chefs, housekeeping staff, gardeners and others are hired to assist in the important job of taking care of these visitors. As expansion continues in the future (The Molletts are planning to build a spa at Antrim 1844) our county will benefit from the entrepreneurial spirit of the businessmen and women who invest in tourism. Their success translates into prosperity for all of Carroll County. ◀

OFFICERS

President
Steve Kerkam

1st Vice President
Barry Boston

2nd Vice President
R. Douglas Mathias

Treasurer
Thierry Bompard

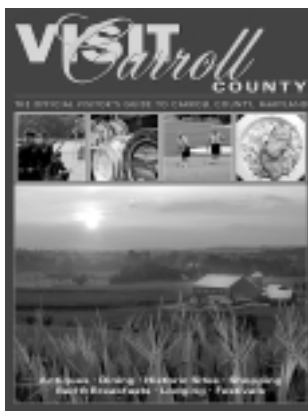
Secretary
Colleen Cole

Past Presidents
Harry Colson
Nancy McCormick
G. Melvin Mills

Board of Directors
Mary Jo Colbert
Peggy Funk
Bonnie Grady
Barbara Lilly
Colleen McPherson
Tom McPherson
E. Suzan Miller
Bill Rohrbaugh
Jane Sewell
Donna Yeager

Ex-Officio
Barbara Beverungen
Jack Lyburn

TOURISM FOCUS
is published by:
Carroll County Office
of Tourism and Tourism
Council of Carroll County, Inc.
224 N. Center Street,
Room 100
Westminster, MD 21157-5134



SECOND EDITION OF CARROLL COUNTY VISITORS GUIDE ANNOUNCED

The Tourism Council of Carroll County is pleased to announce it will be working on the second edition of the official visitors guide, *Destination Carroll County*. This publication is fully funded by the businesses and organizations that advertise in it. An RFP has gone out to local companies, seeking their support in the writing, photography, design, printing and distribution of the guide. The intent is to make this a total Carroll County product.

The expected date of publication will be spring 2005, with 100,000 copies being distributed throughout Maryland and other states via the Carroll County Office of Tourism and the Maryland Welcome Centers. The first guide was a great success and advertisers saw its impact on their bottom lines.

If you have a business or organization interested in advertising in *Destination Carroll County*, contact the Tourism Council via their website at www.tourismcouncilofcarrollcounty.org. Additional information about the new guide can be found on the site or by contacting any member of the council board listed on the inside cover of this newsletter. ◀

AAA HOLDS TRAVEL EXPO



May 2004, brought a new event to Westminster—a Travel Expo hosted by Colleen Cole and her staff at AAA on Baltimore Boulevard. It was a fun-filled day with numerous exhibitors, including the Tourism Council and Office of Tourism. Council president Steve Kerkam dressed in white tie, top hat and tail coat as he “served up Carroll County on a silver platter.” Barb Beverungen, Doug Mathias, Colleen Cole and Heather Johnson (not pictured) pitched in to make it an enjoyable day for visitors to the expo. ◀

BARB LAWYER WINS RAFFLE



As part of the Tourism Week celebration in Carroll County, the Tourism Council donated a gift basket to be raffled off. Lucky winner Barb Lawyer received her basket from Steve Kerkam, Tourism Council president. A Pennsylvania resident, Barb was visiting family in Carroll County when she entered the contest at the Visitor Center. ◀

RAVENS SIGN CONTRACT THROUGH 2010



Ravens' safety Ed Reed signs autographs for fans.

The NFL's Baltimore Ravens held their 9th summer training camp at McDaniel College this summer. New owner Steve Bisciotti, has signed a contract to keep the summer camp here through 2010. The camp attracts thousands of visitors to our area and the Tourism Office again hosted a booth with information about the hotels, B&Bs, restaurants, golf courses and shopping sites in the county. Come see the players “up close and personal” next year and let's hope our Ravens have a great season! ◀

TOURISM COUNCIL CELEBRATES TOURISM WEEK WITH RECEPTION



On May 12, the Tourism Council of Carroll County held a reception in honor of Maryland Tourism Week. The event was held at the new Maria's at the Westminster Inn. Although the restaurant was not yet officially open for business, the 75 guests were treated to a sneak peek of the renovations being

made by Ernie Kosmakos and his staff. Linda Stevens at the restaurant coordinated the event for the Tourism Council.

County Commissioners Dean Minnich and Perry Jones made a presentation and Commissioner Jones read a proclamation declaring Tourism Week in Carroll County. Many thanks to the Office of Tourism staff for their hard work and dedication to the #2 industry in the county. They truly make a difference and their efforts are certainly appreciated. ◀

WELCOME NEW MEMBER

Warren Wheeler of Wheeler Automotive Group has joined the Tourism Council. Warren brings a new and dynamic attraction to the County with his Wheeler's Village Museum. The museum is located in the car dealership on Railroad Avenue in Westminster. Stop by to see this truly unique collection of Carroll County artifacts including memorabilia from all local towns. ◀