



THE CANAL QUARTERLY

WWW.CANALTRUST.ORG

FEE PROPOSAL OUT, BUT NEED REMAINS

“Why do you need to charge us money to use the towpath? It’s just a dirt path through the woods!”

This statement was made this past January by a member of the public during one of six meetings held by the C&O Canal National Historical Park to hear comments on their proposal to charge all Park users a small fee to access the Park. Needless to say, this reaction made the staff here at the Trust sit up and take notice.

Is this what people really believe, we wondered? We hope that you, our loyal supporters of the C&O Canal Trust, do not hold this opinion. But we have recognized this as an opportunity to educate people on why the towpath is so much more than a path through the woods.

In fact, the staff members of the National Park Service are responsible for the care of not just the towpath, but the entire 20,000 acres of the C&O Canal National Historical Park. The Park includes over 1,000 historic structures; conserves the habitats of 113 rare and threatened plants and animals; protects water quality as it flows into the Potomac River and Chesapeake Bay; and provides recreational, interpretive, and educational

experiences for five million visitors a year. It is far more than just a dirt path.

This past fall, the National Park Service instructed their units to propose a higher rate structure. Here at the C&O Canal National Historical Park, this included implementing fees along the 184.5-mile

long Park in areas where fees have never before been collected. The fee proposal, which would have required all users to pay a small fee or to buy an annual pass to access the Park, would have brought in some of the funds necessary to address the current gaps in the Park’s staffing and budget. Over the past five years, visitation at the C&O Canal has increased about 25 percent, to over five million visitors annually. Meanwhile, over those same five years, the Park’s budget has decreased by about 10 percent and its staff has decreased by about 20 percent.

Fees are currently charged at the Great Falls entrance to the Park, as well as at Carderock Pavilion and the drive-in campgrounds. Last year, fees at these sites produced about \$400,000 in revenue to support the Park.

The proposal to require all users to pay a fee proved unpopular with citizens, however, and despite the support of many Canal lovers, the new user fee proposal was withdrawn. But the funding problems remain.



A path through the woods still needs maintenance. Here, a pile of debris was deposited on the towpath by the 1996 flood waters.

PHOTO COURTESY C&O CANAL NHP

Impacts from the decreased budget and staffing have already been felt: there have been reductions in mowing, hazard tree removal, and maintenance; the closure of two visitors centers and reduced hours at others; and the suspension of towpath resurfacing programs. Tens of millions of dollars in deferred maintenance also exists on historic structures.

In the face of these challenges, Trust President Robin Zanotti sees opportunity, stating “I view the Trust as a means for mitigating this gap in funding through increased community support.” The Trust raises money each year for our Towpath Forever initiative that helps to fund pressing maintenance issues in the Park.

“We need the community to step up and show their love to the C&O Canal. We know people feel passionately about the Park, and we are asking them to come

The C&O Canal Trust has a new President — meet Robin Zanotti on page 3.

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A NOTE FROM THE CHAIRMAN

This is an exciting time for the C&O Canal Trust as we celebrate the start of spring with the arrival of our new President, Robin Zanotti. Robin is a seasoned fundraising professional with strong management experience, and, with her husband Mike, is a frequent visitor to the Park. The Board is delighted that Robin is joining the Trust to fill out our leadership team. Her creativity and solid experience working with private non-profit organizations will make a substantial contribution to the Park, and to the Trust in fulfilling its mission.

Robin joins the Trust staff at an important time, as we continue to achieve significant milestones in our programming, based on the strategic plan our Board approved early last year. In March, I had the honor of presenting a check for \$65,000 to Park Superintendent Kevin Brandt in support of the Canal Classrooms program. This initiative, underwritten by a loyal group of donors, provides the opportunity for hundreds of school children to experience

science, technology, engineering, arts, and math (STEAM) learning, provided by retired teachers in the C&O Canal Park.

Our Canal Quarters program recently hosted its 10,000th overnight visitor at one of our six restored historic lockhouses, and we are in active discussion with the Park Service to add a seventh lockhouse to this award-winning program. Additionally, dozens of Canal Pride projects are planned for this spring to help ready the Park for the busy summer season.

The Trust's work in support of the C&O Canal National Historical Park requires substantial funding. Please consider making a gift to the Trust today, and plan to join us on Saturday September 19, for our annual Park After Dark fundraiser at the Great Falls Tavern. It will be another fun evening as we support this natural and historic treasure.

Michael C. Mitchell

Michael C. Mitchell, *Chairman of the Board*

I SUPPORT THE C&O CANAL!

Giving Levels:

Canawler (*up to \$250*), Lockkeeper (*\$250-\$499*), Boat Captain (*\$500-\$999*)
William O. Douglas Society – Canal Preserver (*\$1,000-\$2,499*), Canal Traveler
(*\$2,500-\$4,999*), Canal Explorer (*\$5,000-\$9,999*), Canal Visionary (*\$10,000+*)

___ \$50 ___ \$100 ___ \$184.50 ___ \$500 ___ \$1,000 ___ Other ___

*Please make your check payable to the C&O Canal Trust.**

Name: _____

Address: _____

E-mail: _____

FOR CREDIT CARD DONATIONS ONLY:

Please charge my: ___ VISA ___ MasterCard ___ Discover
___ American Express

Credit Card #: _____ Exp. Date: _____

Signature: _____

Telephone #: _____

The C&O Canal Trust is a 501(c)(3) non-profit organization. Donations to the Trust are tax-deductible to the fullest extent of the law.

Phone: 301-714-2233

* MAIL TO: C&O Canal Trust, 1850 Dual Highway, Suite 100, Hagerstown, MD 21740

ONLINE: *Make a secure donation online at www.CanalTrust.org*

NEW LEADERSHIP AT HELM OF C&O CANAL TRUST

The C&O Canal Trust is pleased to announce the appointment of Robin Zanotti as its new President effective April 6. Zanotti has thirty years of executive leadership experience and specializes in managing capital campaigns and major gift programs. A resident of Martinsburg, West Virginia, she most recently ran her own business, Zanotti Nonprofit Solutions, LLC, where she aided clients with strategy, fundraising, and management.

“We are delighted that Robin is taking the helm of the Trust as its new President,” stated Board Chairman Michael C. Mitchell. “Robin is a seasoned development professional with a strong track record in fundraising as well as organizational management, and the Board of Directors and our talented staff are all looking forward to working with her.”

Zanotti commented on the challenges she looks forward to tackling as the President of the Trust: “The Trust is still a relatively young organization. There is a lot of work to do in securing resources to preserve the Park for future generations. I will be working with the Board of Directors, our staff, friends groups, and the communities near the Park to develop new programs to enhance philanthropic support.”

She continued, citing her dedication to the Trust’s goals of Park preservation: “Like many people in the region, I love the C&O Canal! I walk the towpath frequently, usually in Williamsport or Shepherdstown. I’m looking forward to discovering new areas of the Park during the course of my work with the Trust.”

Kevin Brandt, Superintendent of the C&O Canal National Historical Park, commented: “I am so pleased to welcome Robin Zanotti to the Trust and the C&O Canal family. Her fundraising background will be a tremendous asset to the Trust’s goals, and I look forward to working with her and the entire Trust team to take their support of the Park to the next level.”

An experienced fundraiser, Zanotti is one of approximately 100 individuals internationally to have earned the Advanced Certified Fund Raising Executive (ACFRE) credential. She is also very active with volunteer activities for both community and professional groups. Zanotti is president-elect of the Rotary Club of Martinsburg and serves on the board of directors of the Association of Fundraising Professionals, Tri-State Chapter. She is a member of the



New C&O Canal Trust President Robin Zanotti.

current class of Leadership Berkeley and has been actively involved with the United Way of the Eastern Panhandle, CASA of the Eastern Panhandle, and the Girl Scout Council of the Nation’s Capital.

“The Park hosts so many visitors each day,” Zanotti said. “It’s important to be sure we preserve this gem while enjoying the variety of recreational opportunities it offers. Let’s enjoy it, but then let’s preserve it, too.”

5th Annual Park After Dark

Everyone loves a great party — especially one hosted in the beautiful C&O Canal National Historical Park! This year, the C&O Canal Trust’s Fifth Annual Park After Dark fundraiser promises great food, tasty libations, and some new surprises that will keep attendees charmed late into the night.

This yearly event, a hot ticket for its unique atmosphere and historic touches, serves as the Trust’s largest fundraiser. Mark your calendar and plan to join us!

SAVE THE DATE:
Saturday, September 19, 2015



PHOTO BY SARAH VOISIN



VOLUNTEERS SHOW CANAL PRIDE

This year's Canal Pride Days were a tremendous success, with over 500 volunteers joining us to help clean up the Park. Currently in its eighth season, Canal Pride Days is the Park's largest volunteer event, bringing volunteers of all ages together to assist with revitalization efforts in three areas of the Park. This year, the project areas were Great Falls, Williamsport, and the Paw Paw Campground.

We want to express our extreme appreciation to our Canal Pride Day

sponsors, REI, Booz Allen Hamilton, and the Friends of Historic Great Falls Tavern! This year, we were thrilled to receive a \$10,000 grant from REI, a popular retailer of outdoor clothing and equipment. Their grant program, which encourages the active conservation of nature, the responsible use and enjoyment of the outdoors, and active participation in human-powered outdoor recreation, is a perfect fit with the C&O Canal Trust's goals.



PHOTO BY JOHN GENSOR

Two future Canal stewards lend a hand cleaning up garlic mustard at the Great Falls Canal Pride event, proving that you are never too young to start volunteering!



PHOTO BY JOHN GENSOR

Canal Pride volunteers scrub the Historic Great Falls Tavern.

This year, for the first time, the C&O Canal Trust held an artwork contest around Canal Pride. The winning artist was Angie Ebersole, and her winning design, displayed above, is featured on this year's Canal Pride Days shirts, which are given to each volunteer. We have received many compliments on the design - thanks, Angie!

We will also be hosting a variety of corporate groups for volunteer events this spring. Thanks to the following groups who have already volunteered: REI, Accenture, Cauhaus Design, AECOMM, FedEx, Marriott, The North Face's Hagerstown store, JLG, and WeddingWire. To schedule your own event, contact Director of Programs and Partnerships Becky Curtis at 301-745-8888.

CENTENNIAL FUNDS MATCHED

The C&O Canal Trust is proud to announce it will provide \$140,000 to match Centennial Challenge funds allocated by Congress for two projects: the repair of the Marsden Bridge in the Potomac area of the Park, and the expansion of the Canal Classrooms program in Great Falls.

To be eligible for the Centennial Challenge awards, the C&O Canal National Historical Park had to apply with a partner prepared to match any allocated funds. The Trust, thanks to its fundraising efforts for both Canal Classrooms and Towpath Forever, was able to meet the Challenge. We are grateful to our donors whose generous gifts allowed us to provide the matching dollars to make the Park eligible for the Centennial funds. The Friends of Historic Great Falls Tavern and Freedom's Run also contributed matching funds to the Canal Classrooms project.

Canal Classrooms is the C&O Canal National Historical Park's education program, currently

in its third year. (You can learn more about this innovative program on page 5 of this newsletter.) The Marsden Bridge project will replace the bridge over the canal at the Marsden Tract, which links MacArthur Boulevard to the towpath. The current bridge has fallen into disrepair and will be replaced with a pre-fabricated bridge.

The Centennial Challenge awards are part of an initiative by the National Park Service to help parks prepare for centennial visitors. (You can learn more about the Centennial on page 6 of this newsletter.) Over \$26 million funded 106 initiatives as a part of this effort.

The National Park Service received a \$10 million congressional appropriation that was matched with \$15.9 million from over 90 partner organizations. The selected projects are designed to improve visitor services, support outreach to new audiences, and leverage partnerships to reinvigorate parks while forging connections with communities.

ECONOMIC IMPACT OF C&O CANAL

Below are highlights from the C&O Canal National Historical Park's 2014 economic impact report.

1,400 jobs

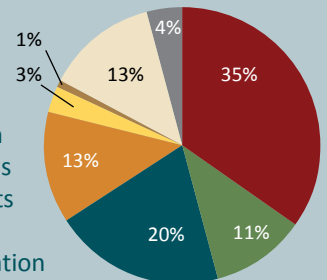
supported by visitor spending

\$91.9 million

spent by visitors in local gateway regions

Visitor spending by sector:

- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation
- Camping
- Gas
- Groceries



TRUST DONATES \$65,000 TO CANAL CLASSROOMS

On Wednesday, March 11, 2015, the C&O Canal Trust presented a \$65,000 check to the C&O Canal National Historical Park in support of their Canal Classrooms education program. C&O Canal Trust Board Chair Michael C. Mitchell presented the check to Park Superintendent Kevin Brandt at the Great Falls Tavern in Potomac.

The Canal Classrooms program, currently in its third year, provides thousands of school-aged children with the chance to use the Park as an outdoor classroom, where they learn through experiential opportunities that utilize national and state standards; curriculum that includes Science, Technology, Engineering, Arts, and Math (STEAM) concepts as well as history lessons; and the integration of technology. Canal Classrooms served 9,000 students last year and plans to increase this number every year as the program capacity grows.

As the official nonprofit partner of the C&O Canal National Historical Park, the C&O Canal Trust also donated \$50,000 to the program last fiscal year.

“Without support of Park partners like the C&O Canal Trust, the Canal Classrooms

education program would not exist,” stated Superintendent Brandt. “In the past two years, the Trust has supported growth of the education program to include three school districts in the state of Maryland, serving tens of thousands of students with quality learning experiences in their local national park.”

Hallmarks of the program include a flexible staffing model that pairs retired teachers with Park Rangers to deliver education programs in the Park; the development of an integrated curriculum for elementary, middle, and high school students; and a Transportation Scholarship Fund that pays for bus transportation to and from the Park. The program currently is operating in Washington and Allegany Counties, and is being piloted in Montgomery County this year and next.

“The Trust strongly supports the Canal Classrooms initiative,” stated Mitchell, “as a means to provide grade school and high school-aged children the chance to learn the history, culture, and science of the Canal outside of a traditional classroom setting. We are so appreciative of the generosity of the individuals who through their gifts have made this unique educational opportunity a reality.”



PHOTO BY C&O CANAL TRUST

Education Coordinator Hollie Lynch, Board Chairman Michael C. Mitchell, former Board Chairman and donor MJ Veverka, donor Tina Mather, Park Superintendent Kevin Brandt, and Interim Chief of Interpretation Catherine Bragaw at the check hand-off March 11.

NEW ONLINE PRESENCE PROMOTES TRUST



By the time you read this newsletter, the C&O Canal Trust's new website will be live! The culmination of over a year of hard work, the new website, still at www.CanalTrust.org, boasts a new fresh design that is mobile compatible. The new website, designed by Cermak Technology in Waynesboro, PA and Hagerstown MD, replaces our old site, which had been created in 2010.

The new website will feature more photography of our beautiful Park on the homepage and interior pages, as well as updated information about news, events, and progress we are making in our fundraising goals. The Canal Quarters booking system has been completely redesigned to more closely resemble a hotel online booking system, and the Canal Discoveries pages have a fresh look and easy navigation.

In the coming months, we will also be launching a new section called “Plan Your Visit” that will offer a searchable database and GPS-located map of over 600 points of interest in the C&O Canal National Historical Park and its surrounding communities. Come visit us online today!

CREATE YOUR OWN FUNDRAISER!

Planning to run the length of the towpath this summer? Want to host a group event or race in the Park? Now you can create your own fundraising challenges to support the C&O Canal Trust by setting up your own page on our new site! Invite your friends and family to support your efforts, and help preserve the Canal at the same time! Visit www.CanalTrust.org/ShowYourLove for more details.

NATIONAL PARK CENTENNIAL LAUNCHES FIND YOUR PARK CAMPAIGN

You may have already started to see ads and posters reading “Find Your Park”. This initiative launched early this April as a lead-up to the National Park Service’s Centennial celebration in 2016. By encouraging people to “Find their Parks”, the National Park Service and the National Park Foundation, who developed the campaign, are encouraging people to see that a park can be more than just a place. As you know by the example the C&O Canal National Historical Park sets for us, parks can represent inspiration, community, beauty, peace, stress-relief, escape, and so much more!

The goals of the campaign are to introduce parks to the next generation of visitors, supporters, and advocates; re-engage those who already know and love the parks; and prepare for the next 100 years of the National Park Service. Kick-off events have been held over the past month in New York City and Washington DC, and celebrities such



as Michelle Obama, Bill Nye “The Science Guy”, Joseph Gordon-Levitt, and Bella Thorne are lending their names to generate awareness among the younger generations.

The C&O Canal National Historical Park and the C&O Canal Trust are participating in the “Find Your Park” movement by branding our activities over the next year as part of the larger Centennial celebration. The week of April 18-26 was National Park Week, an annual celebration that this year supported the “Find Your Park” theme. The Trust’s

Canal Pride activities acknowledged the theme, as did the Park’s Junior Ranger Day program. Other events over the next year will also tie into this theme.

We encourage you to explore the website FindYourPark.com. Besides locating other parks in the region you may be unaware of, the site is collecting stories about your Park experiences. A contest is underway, and we encourage you to enter your song, photo, poem, dance, video, or other creative expression for a chance to win some pretty cool prizes!

The Find Your Park project is being funded completely by private donations. We at the Trust hope to use the Centennial celebration as a way to raise additional funds for OUR Park, the C&O Canal National Historical Park. Please visit www.canaltrust.org/GIVE today!

NEW PHOTO CONTEST WINNERS

Congratulations to our new group of photo contest winners!

- A: Virginia Bluebells near mile markers 90-91 by MJ Clingan Photography (April winner)
- B: The Falls of Dam 5 by Dave Russell, Chasing Blue Sky Photography (March winner)
- C: Near Great Falls by Craig Kuhn (February winner)
- D: Near Swain’s Lock by Maria Dunn (January winner)

Visit our Facebook page (www.facebook.com/CanalFriends) to vote each month, and visit our website to learn how to enter your own photos in the contests!



Fee Proposal Out

continued from page 1

forward and help us care for it," explained Zanotti. "Monetary gifts are key, but getting involved in volunteer work through our Canal Pride program is also a great way to give back to the Park."

Finding the money to keep the Park open and safe, much less to handle the millions of dollars in deferred maintenance, is a daily concern. But while citizens may be aware of decreased maintenance and closed visitors centers, they are probably not aware of a much bigger, ever-looming threat to the Park: flooding that can wipe away huge areas of the Park and towpath in a matter of minutes.



Park Safety Officer John Adams says a major flood hits our area on average every 13 years, and we are about four years overdue. "The last historic flood we had was in September 1996, which followed an equally-severe flood in January of that same year. We are always working to minimize risks for flood events, but their unpredictability makes it challenging."

The two 1996 floods dealt the Park a heavy blow, wiping out 2.7 miles of towpath at Big Slackwater, and opening another breach at Angler's. This flood damage broke the continuity of the towpath, which was only re-established after repairs were completed a few years ago.

Flash flooding is a yearly problem for the Park. Last spring, a cloudburst at Clear Spring washed out a portion of the towpath downstream from Dam 5, and we have experienced some towpath closures due to flooding this spring as well.

An additional risk exists in the Montgomery County section of the Park, where the Potomac Interceptor, a large pipe carrying sewage, runs on-and-off beneath the towpath for 14 miles. A towpath

wash-out in this area carries the risk of a sewage spill.

Ongoing maintenance of the Park structures can help to reduce the risks of a flood event. Removing branches and debris from our culverts and aqueducts ensures that flood waters can pass through these structures instead of backing up, causing flooding and severe damage. The inspection and repair of dams, locks, and stop gates are also vital, but these tasks are now part of the deferred maintenance the Park cannot complete with their current depleted resources.

Please help keep the C&O Canal National Historical Park usable for generations to come. Donate on our website, or contact President Robin Zanotti at 301-745-8889 to make a major gift to Towpath Forever.

If user fees had been implemented, it would have cost \$30 to buy an Annual Pass to access the Park.

That's only \$2.50 a month!
Won't you give that \$30 to the C&O Canal Trust instead?

**Love the Park -
Help the Trust!**

Use the enclosed envelope or make a gift at www.CanalTrust.org!

The breach at Angler's during the 1996 flood.

EXISTING ENTRANCE & CAMPING FEES WILL INCREASE JUNE 1

The proposal to charge all users of the C&O Canal National Historical Park a fee was recinded, but several areas of the Park that already charged fees will be increasing those fees

beginning June 1. Entrance fees at Great Falls will become \$30 for an annual pass, \$10 per vehicle, \$10 per motorcycle, and \$5 per person. Rates at drive-in campgrounds will be \$20 a night, while group campgrounds

will charge \$40 a night. The rental fee for the Carderock Group Picnic Pavilion will also rise to \$250 Monday-Thursday, and \$350 Friday-Sunday and on federal holidays.

THANKS CALLEVA!

Calleva, Inc. has selected the C&O Canal Trust as their philanthropic partner! During each Calleva program registration, registrants are encouraged to make a gift to the Trust. Calleva, Inc. is the largest outdoor education organization in Central Maryland, with a mission that promotes personal growth, group cooperation, and leadership skills through outdoor education and adventure programming. Many of their programs take place in the Park, making it a perfect partnership! Visit calleva.org to learn more!

CANAL BY CANOE

From May 11-24, 2015, two friends of the C&O Canal Trust are canoeing from Cumberland to Williamsport, while exploring all the towpath has to offer. Joe Hage and Mary Kearney (pictured) are documenting their entire journey on their blog canalbycanoe.com. Safe travels Joe and Mary!





C&O CANAL TRUST
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HAGERSTOWN, MD 21740



SUPPORT THE TRUST

Make a gift that will help protect, restore, and promote the extraordinary resources of the C&O Canal National Historical Park by visiting www.CanalTrust.org today!

What memories will you make at our CANAL QUARTERS?



8/9/11

Loved the lockhouse! A step back in time! What to do with no TV? Play cards, checkers, bike, hike... cook fabulous meals! Steak on the grill... fresh fruit crepes in the morning! And being 5 minutes from DC just made the 2 day mini-vacation perfect!

- Peter and Debbie

BOOK YOUR STAY: www.CanalTrust.org/quarters

The C&O Canal Trust is a 501(c)(3) organization, donations to which are tax-deductible to the fullest extent of the law. A copy of the current financial statement of the C&O Canal Trust is available by writing 1850 Dual Highway, Suite 100, Hagerstown, MD 21740 or by calling 301-714-2233. Maryland Residents: Documents and information submitted under the Maryland Charitable Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis, Maryland 21401. Virginia Residents: A financial statement is available from the State Office of Consumer Affairs in the Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA, 23218.



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