

NORTH CAROLINA CIVIL WAR TRAILS



Program Background



- ❑ The Division of Tourism, Film and Sports Development is funding the NC Civil War Trails project through a \$1.1 million federal Transportation Enhancements grant.
 - ❑ The program has been extended through December 31, 2010.
 - ❑ The funds are used to develop, design, fabricate and install historical markers to interpret campaign sites and corridors of the Civil War.
 - ❑ Partners for the project include the NC Department of Transportation and the NC Department of Cultural Resources.
-

Program Background



- ❑ Local communities are providing \$275,000 in local funds to match the federal dollars.
 - ❑ Each marker will cost \$5500 but communities will pay \$1100 per sign matched by \$4400 provided through the grant.
 - ❑ The Division expects to install 250 markers using these funds.
 - ❑ The goal is to have at least 1 marker in each North Carolina County in time for the Civil War 150th Commemoration, starting in 2011.
-

Multi-state Trail Program



- ❑ The markers on this battle route mirror those installed along the highly successful Civil War trail systems in Virginia, West Virginia, Tennessee and Maryland and will be easily identified by the same bugle logo these trails sport.
 - ❑ This multi-state program is identified as one of the most sustainable heritage tourism programs in the nation by the National Trust for Historic Preservation.
 - ❑ Currently, there are 940 sites in these three states with sites constantly being identified and added.
-

Program Hallmarks



- Each site is clearly, accurately and meaningfully interpreted.
 - The markers are placed so that visitors are able to safely park and read the marker instead of trying to read something as they are driving or pull over in an unsafe location.
 - The placement of the markers is relevant to the context and original location of the event being interpreted and directs the visitor to related sites.
 - The program has addressed the need for the quality and maintenance of the interpreted sites.
-

Program Hallmarks



- ❑ It is devoted to the authenticity and relevance of the stories that are presented.
 - ❑ The program is designed to show the diversity of the little known stories of the people, places and events of the Civil War as well as the battles and skirmishes.
 - ❑ Current and future sites in North Carolina include interpretations of the role of women, African-Americans and Native Americans in the Civil War.
-

Who is the program for?



-
- ❑ The primary audience for this program is the 98% of the traveling public who know little about the Civil War.
 - ❑ It also holds great appeal for the Civil War enthusiast.
 - ❑ It is for the community—it provides a platform for education and preservation awareness. The lifeblood of the program is at the small community level.
-

Program Components



- Markers
 - "Trailblazer" signage
 - Brochures
 - On-line
 - Marketing
-

What's the process?



-
- ❑ Determine marker location and story
 - ◆ Be as close to the actual event as possible
 - ◆ Have adequate safe parking already in place
 - ❑ Secure landowner permission for marker placement
 - ❑ Get a sketch or drawing of the marker location.
-

What's the process?



-
- ❑ Secure funding for the marker(s).
 - ◆ \$1100/marker
 - ◆ Invoiced by the NC Division of Tourism
 - ❑ Secure funding for the annual maintenance fee
 - ◆ \$200/marker
 - ◆ Invoiced by the Civil War Trails, Inc.
-

What's the process?



- Submit the paperwork to Civil War Trails, Inc. Civil War Trails, Inc. submits right of way and environmental statement to NCDOT to satisfy federal highway requirements of the proposed marker location(s).
- Civil War Trails, Inc. notifies the Division to invoice your group for your marker.
- Local groups work to create the text for the story and find appropriate graphics to include with it. Submit work to Civil War Trails, Inc. for editing and layout.

Your marker is installed!



Program Update



- ❑ 2005 marked the 140th anniversary of the events leading to the one of the last major conflicts of the Civil War, the Battle of Bentonville and the surrender at Bennett Place.
 - ❑ Phase One, the Carolinas Campaign, focused on Sherman's Carolinas Campaign and those sites east of Salisbury and the end of the War.
 - ❑ To date, 213 markers have been installed in 73 counties across North Carolina.
-

Program Update



- ❑ Phase Two of the program deployed in late 2005. It focuses on adding sites west of Salisbury, including Stoneman's Raid and the conflict in the mountains. We will also include newly identified sites for eastern North Carolina.
 - ❑ A second brochure debuted in early 2007.
-

Program Impact



- After Year One:
 - ◆ the North Carolina trail map is consistently the 4th or 5th most popular civil war map downloaded at www.civilwartraveler.com with nearly 11,500 downloads through March 2006.
 - ◆ Since January 2009, www.visitnc.com had nearly 1,500 NC Civil War Trails brochure downloads and remains one of the most popular brochure downloads on the site.
-

Program Impact



- ❑ This is the single most-requested program for VA.
- ❑ 11% of all travelers to VA actively seek out one of their Civil War sites. Two profile studies done for the car route visitor in VA show that these travelers spend \$75 pp/pd and each trail averages 16,500 tourists annually. This comes out to nearly \$1.24 million dollars per each of the six trails.
- ❑ In 2004, Marci Ross of the MD Tourism Office stated that even though their trails had only been established for about two years, they had placed over 200,000 trail maps into consumer's hands.
- ❑ After Maryland's first route, the Antietam Campaign, was installed, the Antietam National Battlefield Visitor Center reported 1100 hotel referrals to two counties in what is typically the slow season--late fall/early winter.



For more information on the Civil War Trails program, contact:

Russ Haddad,
Director of Tourism Development
NC Division of Tourism, Film &
Development
919.733.7502
rhaddad@nccommerce.com