



SCOTCHTOWN
The site of the first battle of the American Revolution.
The house was built in 1751 and was the home of the first President of the United States, George Washington.
The house was destroyed by fire in 1862 and was rebuilt in 1863.
The house is now a museum and is open to the public.

The Road to Revolution

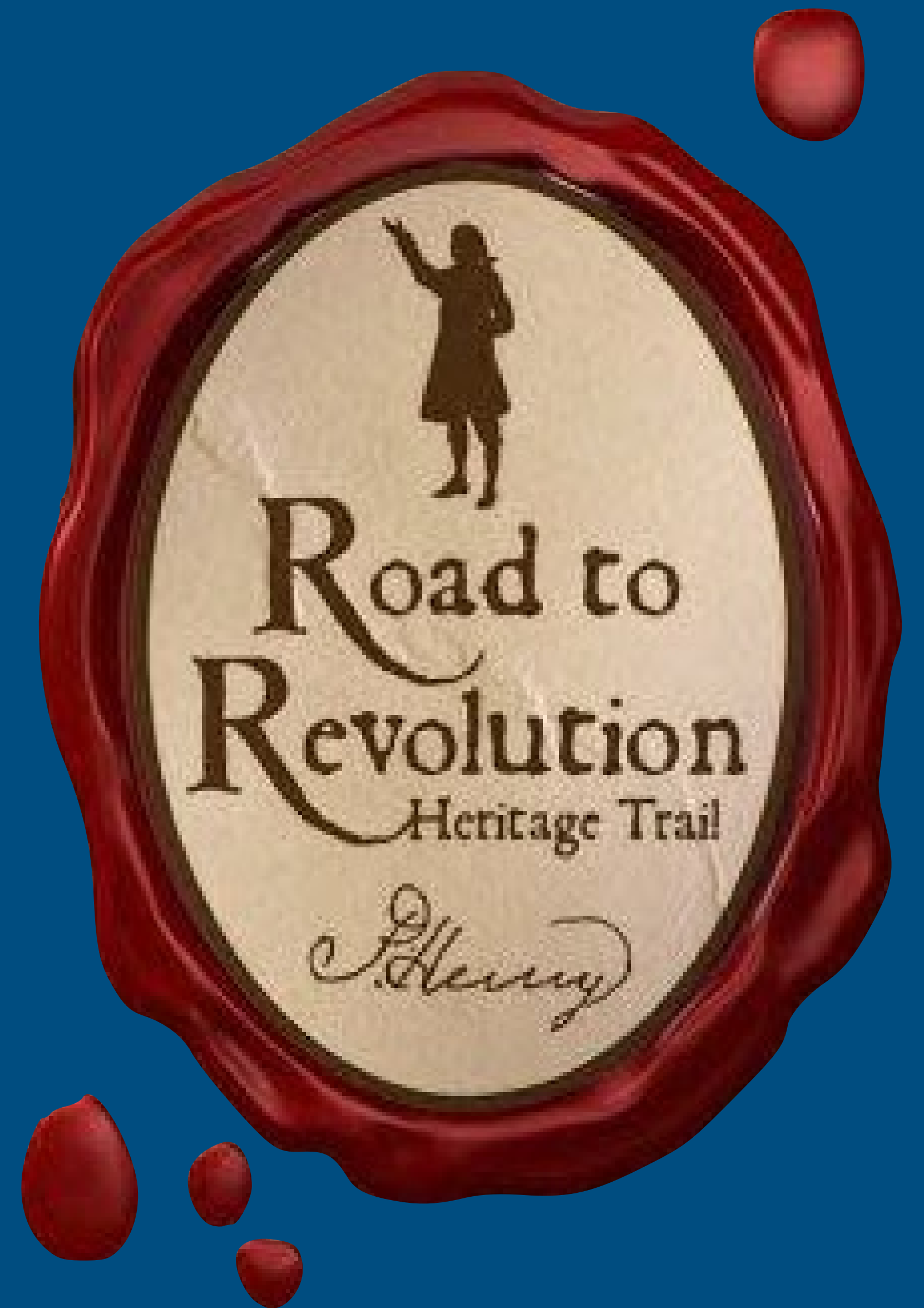
The Past, Present & Future of Virginia's "Rev War" Trail.

The Road to Revolution (R2R)

The Past

Virginia 'Enabling' Legislation

- Est. 2007 Session for sites associated w/ P. Henry
- Expanded 2012 to include all, 'men and women...'
- Defines cost burden as 'requesting party.'
- Legislation doesn't prescribe 'branding.'
- Ensures V.D.O.T. support & specs.
- R2R name provides flexibility.



The Road to Revolution (R2R)

The Past

2020-'22 Partner Discussion

- 2019 'R2R' sites are asking about signage repairs.
- Oct. 2020 Preliminary meeting to discuss revamp.
- Feb. '21 & July '21 meetings w/ R2R partners.
- Oct. '21 CWT, Inc. board assigns committee.
- Winter '21-22 site cataloging & style design.
- Light consumer/partner testing of above.



The screenshot shows a news article from The Columbus Dispatch. The article is titled "Freedom's ring" and is categorized under "TRAVEL". The sub-headline reads "Sites in Virginia tell story of Patrick Henry's 'give me liberty or give me death' speech". The author is listed as "James F. Lee For The Washington Post". The article includes a "View Comments" button and social media sharing icons for Facebook, Twitter, and Email. Below the text is a photograph of St. John's Episcopal Church in Richmond, Va., a white building with a steeple and a large tree in front. At the bottom of the article, there is a caption: "St. John's Episcopal Church in Richmond, Va., is where Patrick Henry delivered his famous speech. [James F. Lee/For The Washington Post] The Columbus Dispatch". To the right of the article is an advertisement for "CREMATION Answer Book" by Neptune Society, which includes a "Free Cremation Planning Guide" with details on why people choose cremation, state-specific info, estate planning, and costs. The Neptune Society logo and a "MY FREE GUIDE" button are also visible in the ad.

(R2R)

The Present

The Infrastructure



Consistent Interpretive Signs + Directional “Trailblazers” = Trail

(R2R)

The Present

The Infrastructure

Interpretive Signs

- The consistent product that defines a 'trail.'
- Not expensive to update & maintain.
- Style guide reflect unique 'voice.'
- A caption for the landscape.
- Media will be challenging.
- Active voice.



(R2R)

The Present

The Infrastructure

I.D.S.P.

Integrated Directional Signing Program

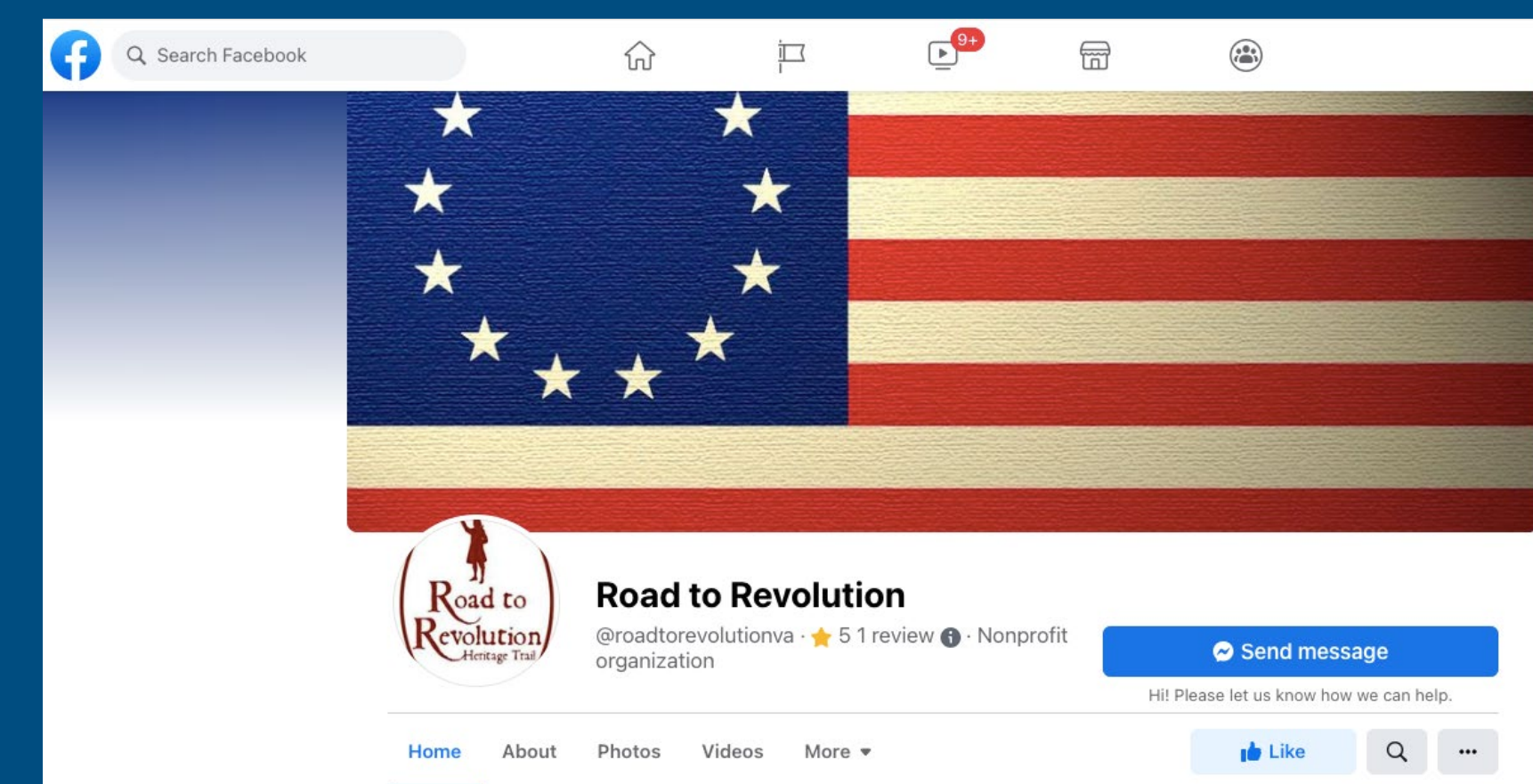
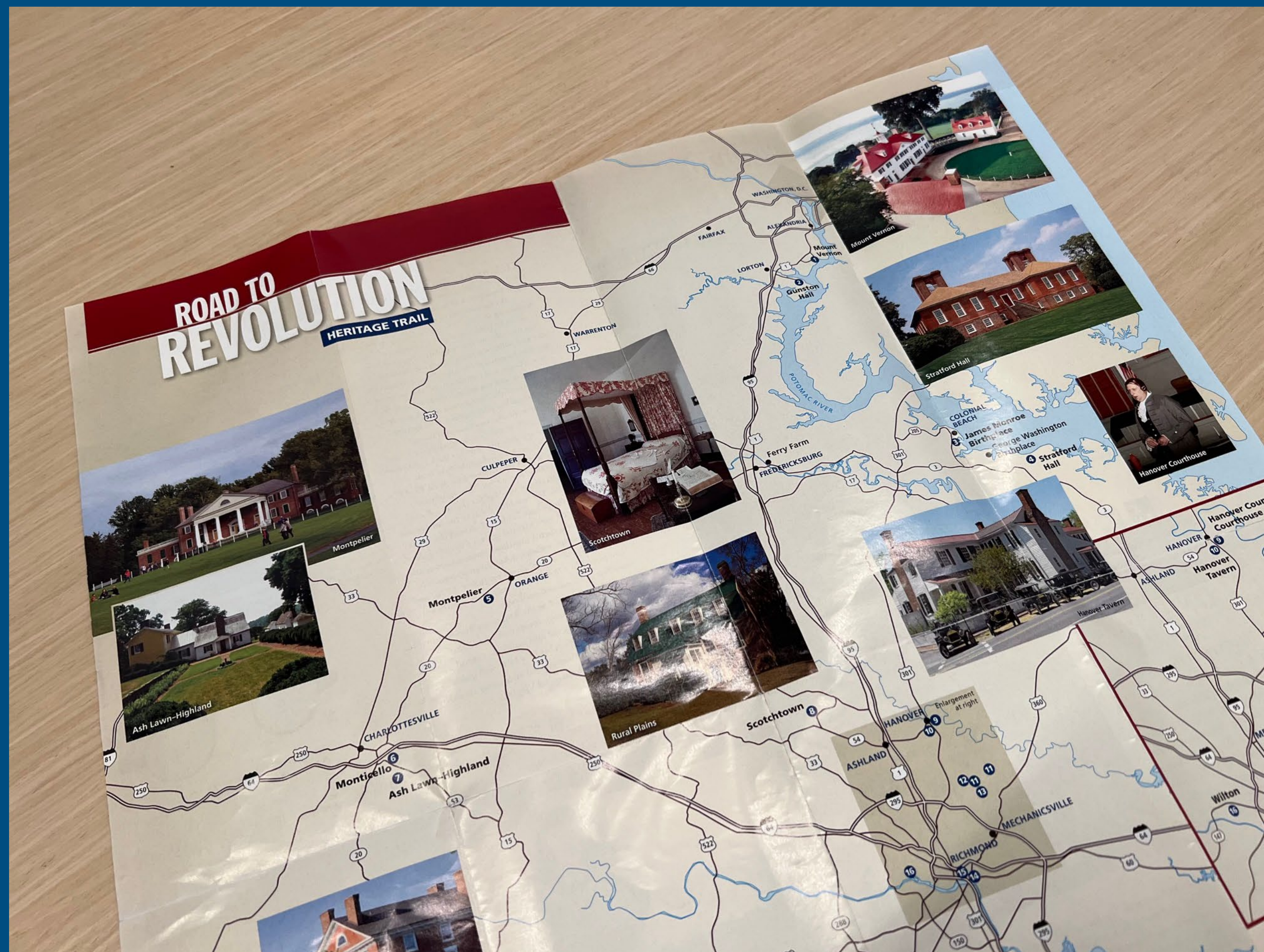
- ‘Trailblazers’ bridge gap between literature & landscape.
- 24/7 marketing/recognition.
- Not inexpensive.
- R2R is Recognized By VDOT...

“The Virginia Department of Transportation shall erect one identifying sign in the Department's right-of-way at each site only by request of a local government, historical organization, or foundation with custodial responsibilities for that site...”



(R2R)

The Present Marketing Materials



Turn an 'educational' product into an economic development engine.

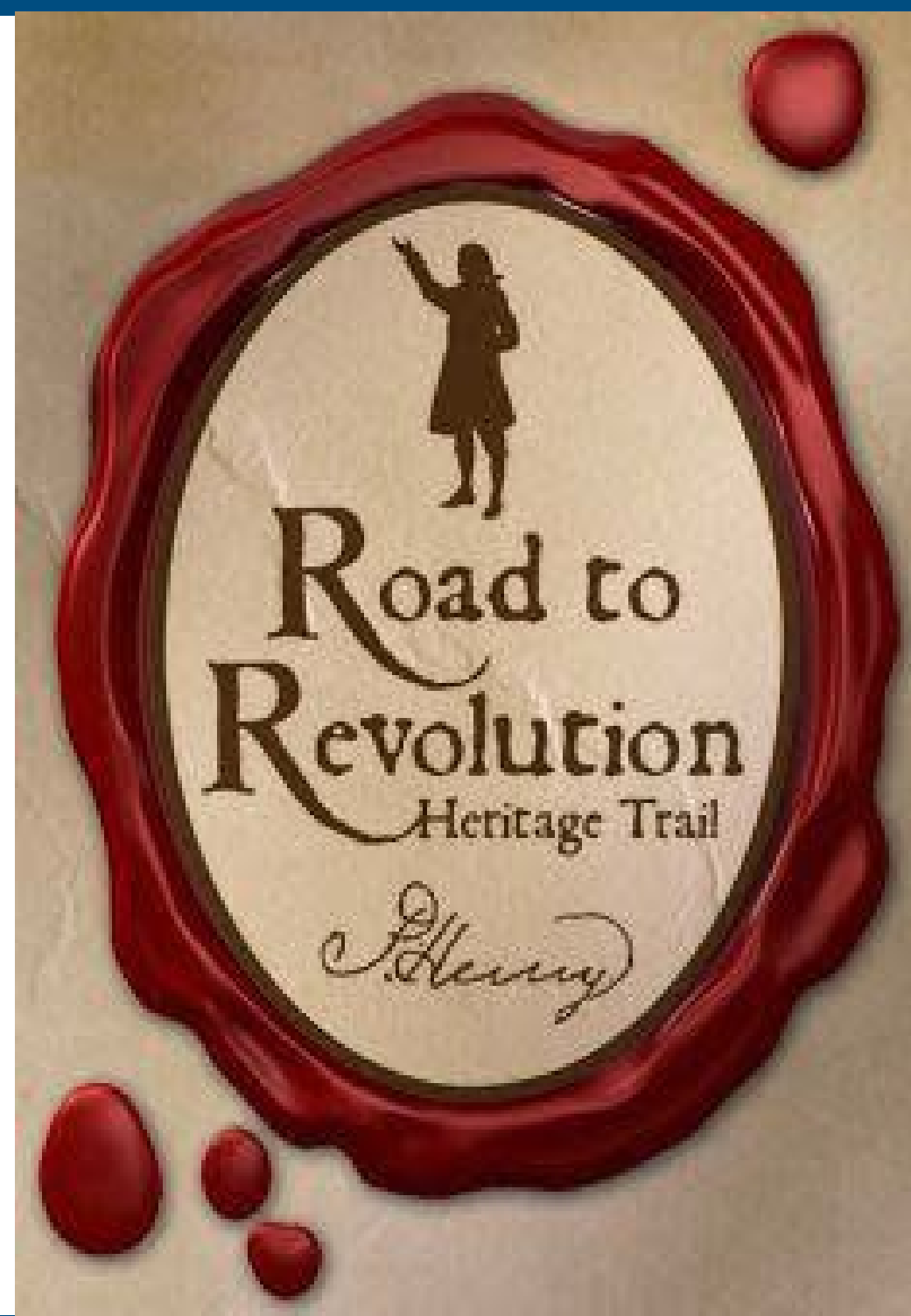
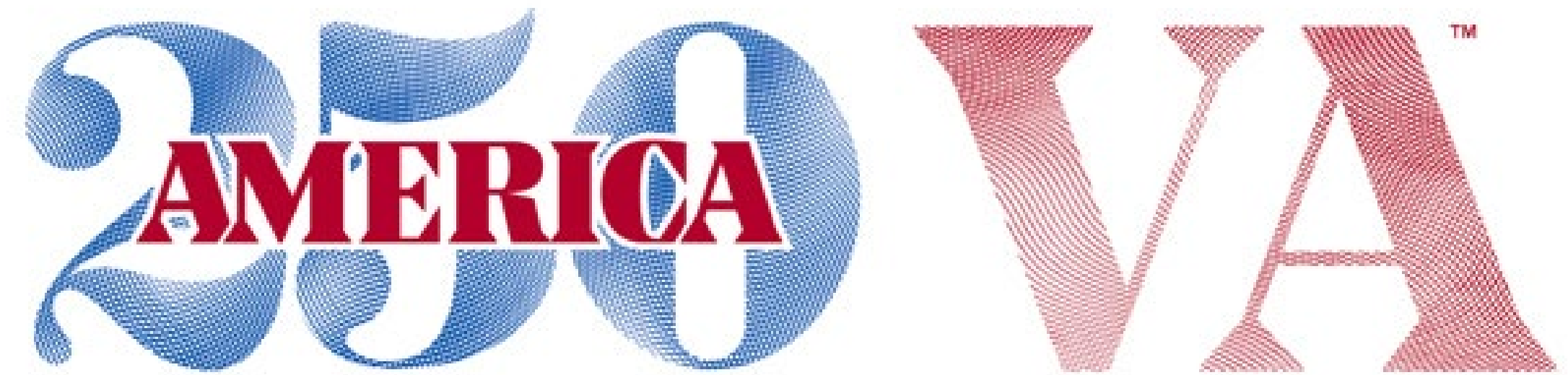
(R2R)

The Future

Finding a visual identity.

VIRGINIA²⁵⁰

A REVOLUTION OF IDEAS





roadtorevolution.org

BATTLE OF RICHMOND

A Ragged Volley



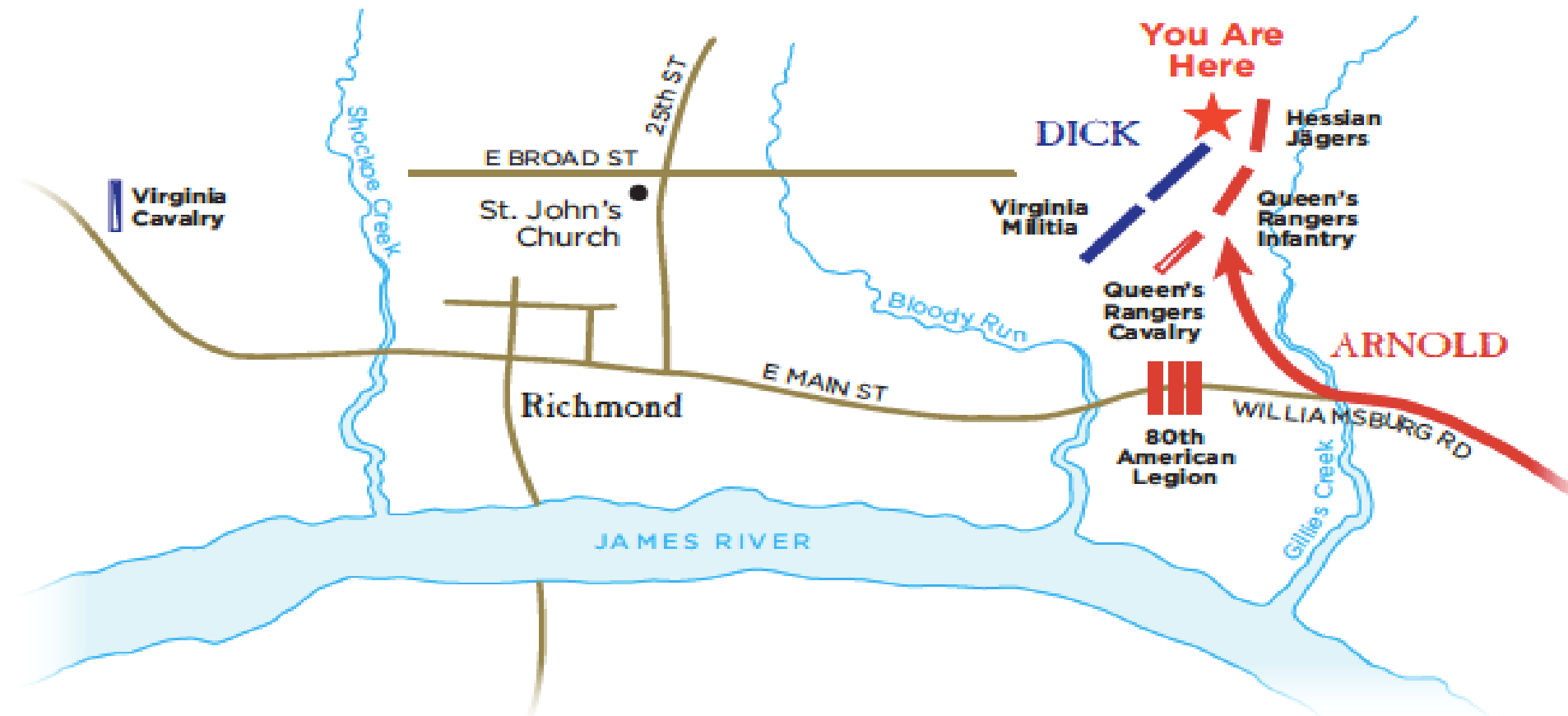
THE BRITISH INVASION OF VIRGINIA 1780-1781

You are standing in the footsteps of roughly 200 local militia who formed a battle line here on January 5, 1781. Commanded by Maj. Alexander Dick these men gathered to defend the new capital, established in Richmond the previous year. In the valley below, approximately 800 troops commanded by British Gen. Benedict Arnold approached along the road.

Arnold's force consisted of many veterans, including some of the 80th Regiment of Foot, Hessian riflemen, and Robinson's Corps, which included men from New York who were loyal to the British cause. Seeing the militia on the heights, Arnold sent the Hessians to "flank" or get around the American left. They ascended this hill in the vicinity of modern Glenwood Avenue.



Recreated American militia as they may have appeared that winter. Virginia militia men were not always untrained citizens. As the war continued their ranks were increasingly filled with men who had previous military service. Courtesy TBLVette Photography



I deployed at once, formed two ranks well dispersed, and climbed the hill. The enemy left after firing a volley which wounded one ...

CAPT. JOHANN EWALD

The 'regulars' being men from the 80th Regiment charged up the hill directly in front of you and were met by a ragged volley from the militia who then fled in confusion. The battle lasted just a few minutes. With the American line in retreat, Arnold's troops were able to occupy Richmond, a town of about 600 residents.

In the meantime Virginia Governor Thomas Jefferson had fled the capital, along with members of the legislature. The British forces occupied the town for 24 hours, destroying supplies and wrecking the Westham iron foundry, located west of town along the James River. Over the next few weeks Arnold's army would back down the river towards Portsmouth pursued by American reinforcements.



Recreated light infantry uniform worn by members of the 80th Regiment who charged the American line here. Courtesy Colonial Williamsburg Foundation



roadtorevolution.org

BATTLE OF RICHMOND

A Ragged Volley



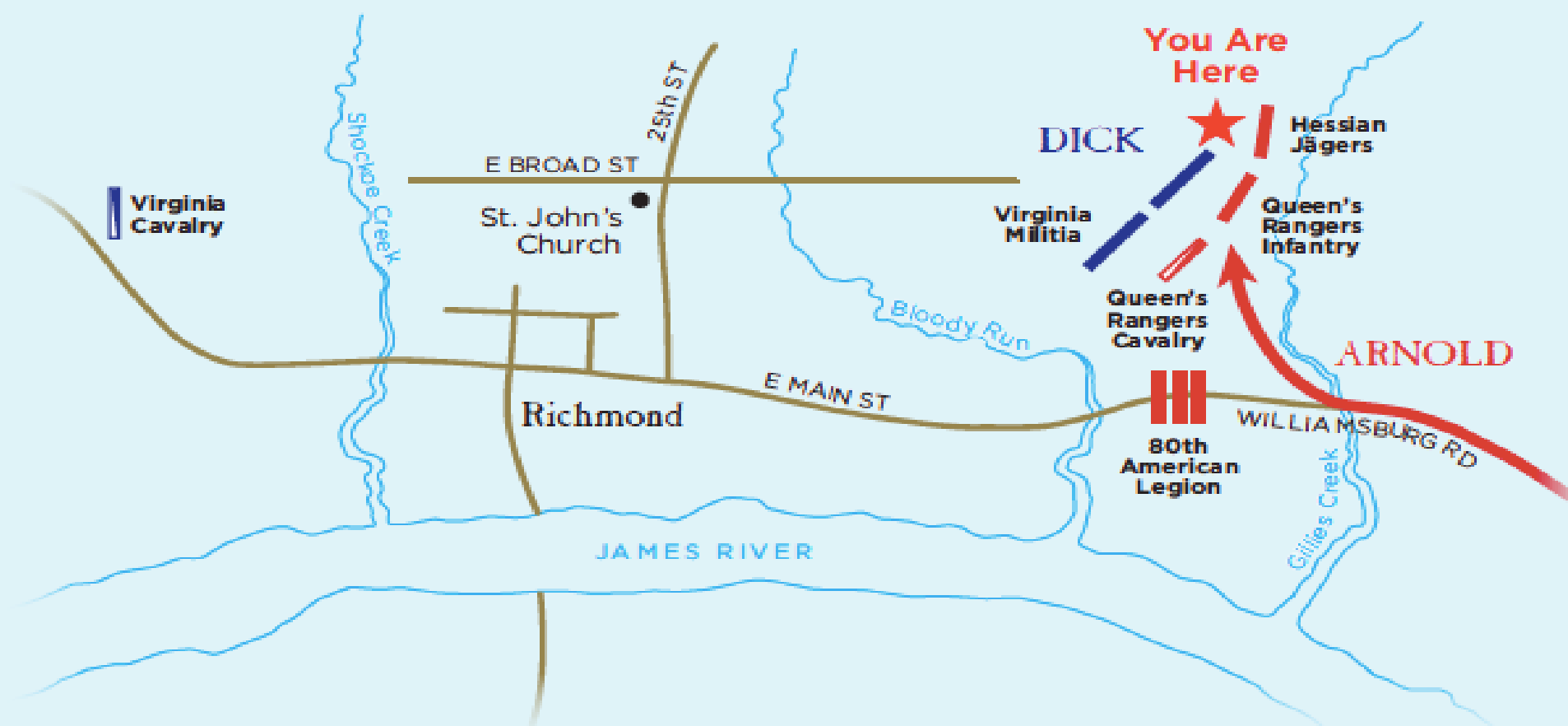
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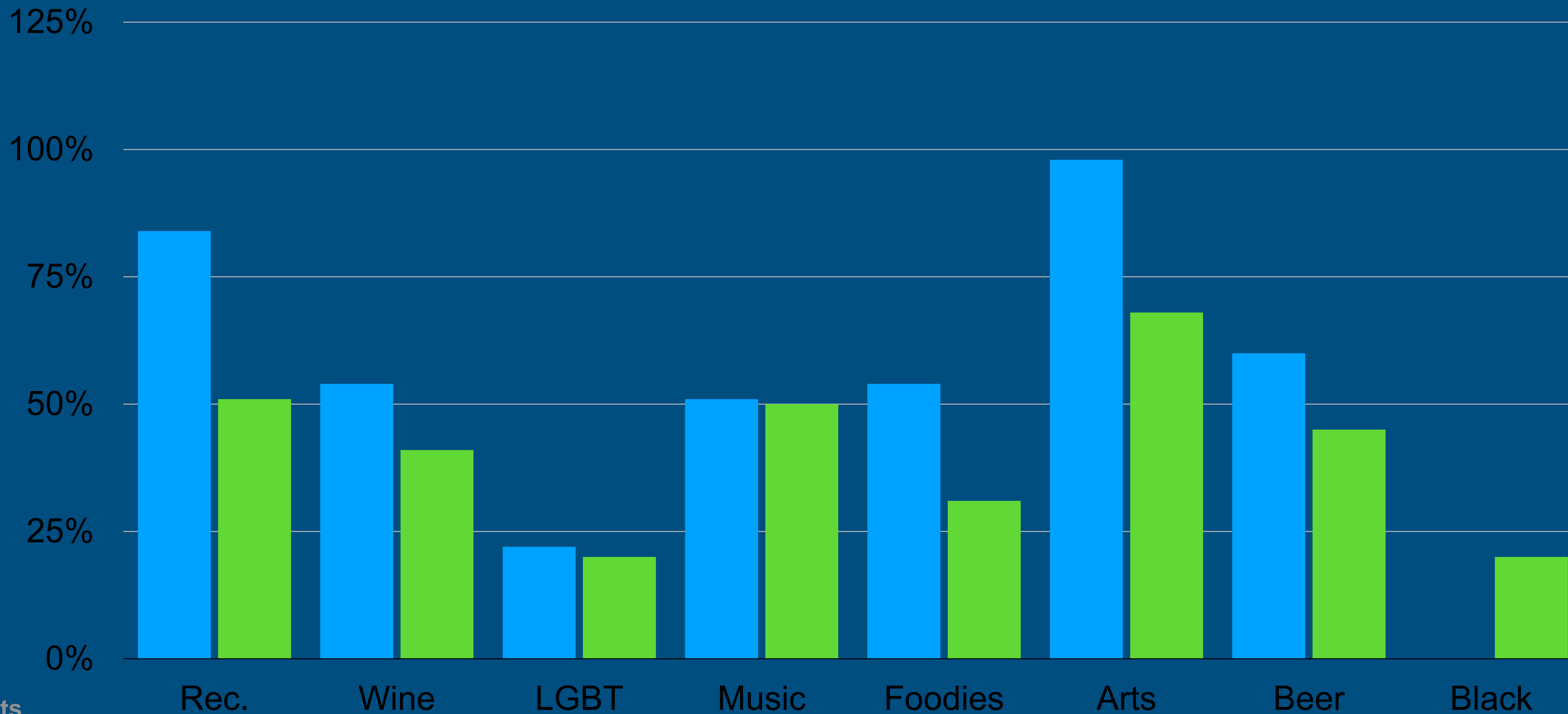


Recreated light infantry uniform worn by members of the 80th Regiment who charged the American line here. Courtesy Colonial Williamsburg Foundation

(R2R)

The Present

Our Audience - Interest by 'Profile'



VTC's Travel
Profile Reports
for CY 19 (Blue)
& CY 20
(Green)

(R2R)

The Present

The CWT Model



Active

2022
after
g in
trail

 **CivilWarBreakfastClub**
@CWBreakfastClub

A @CivilWarTrails sign at a winery is proof that God exists 🙌

3:28 PM · May 24, 2022 · Twitter for iPhone

1 Quote Tweet 15 Likes

 Tweet your reply [Reply](#)

 **Jon @HistoryJG** · May 24

Replying to @CWBreakfastClub and @CivilWarTrails

I was going to suggest this place for you guys but I shoulda figured you had the history plus alcohol options covered.

   2 

 **GrantRe...** @Grant... · May 25

Replying to @CWBreakfastClub and @CivilWarTrails

That's definitely a great combo!

The Future Expected Revenues

History + Math - Together At Last

- Avg. TOT @ 4.4% x Avg. room @ \$100.53
- Remaining \$330 x Sales @ 5.3%
- Municipal take per: \$30.80

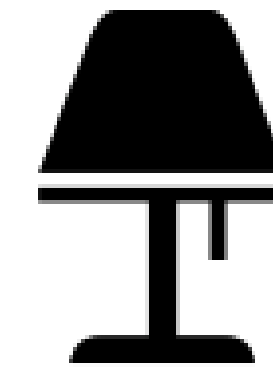
- 4,244 Inquires for CWT in '21.
- Guestimate: 25% resulted in trips.
- \$32,678.80 in Municipal tax realized.

Average travel party spending:



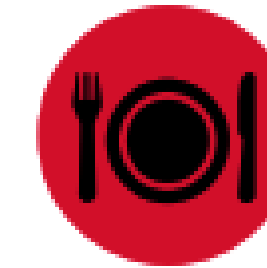
\$632

per trip in Virginia



3.2

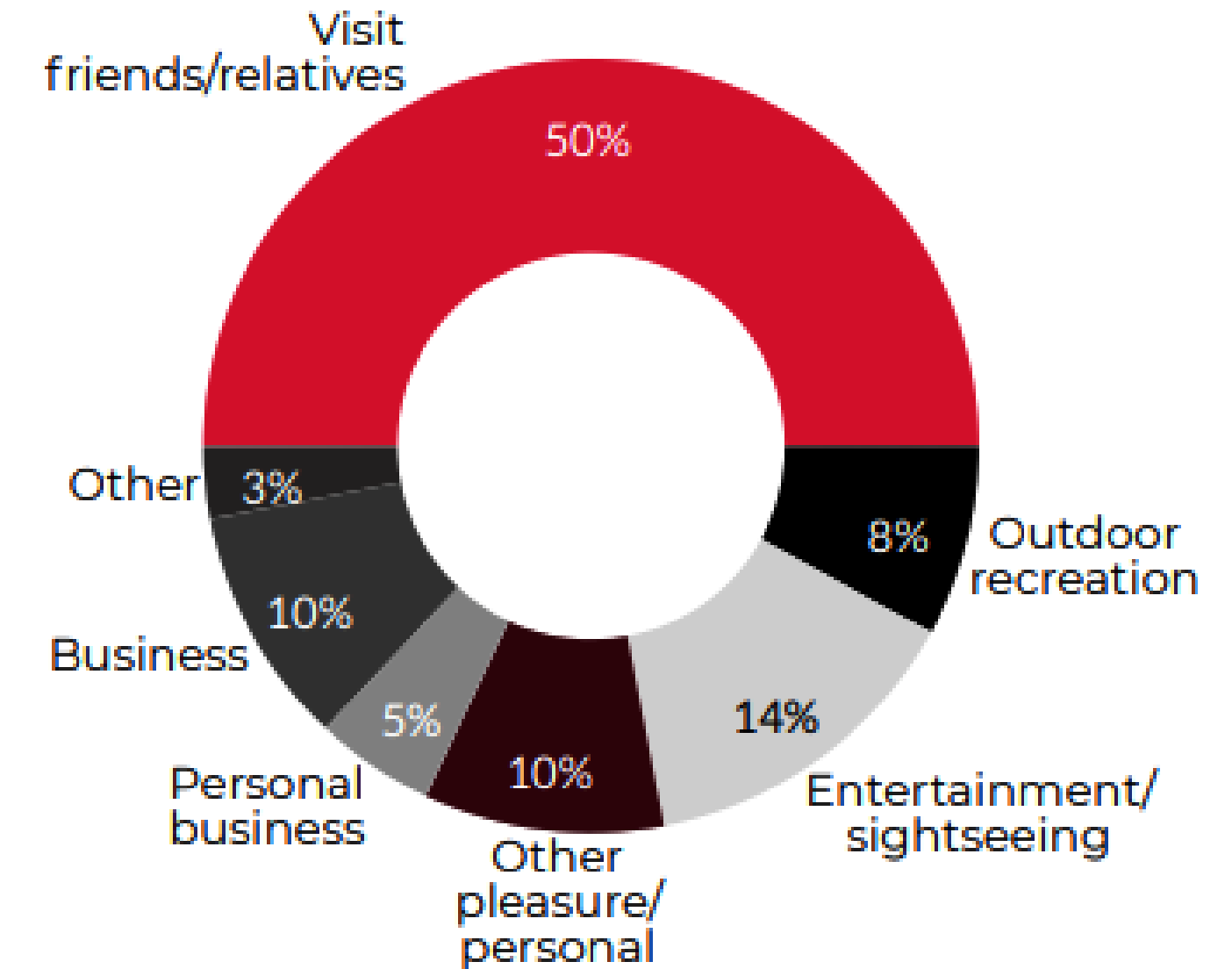
Nights per trip



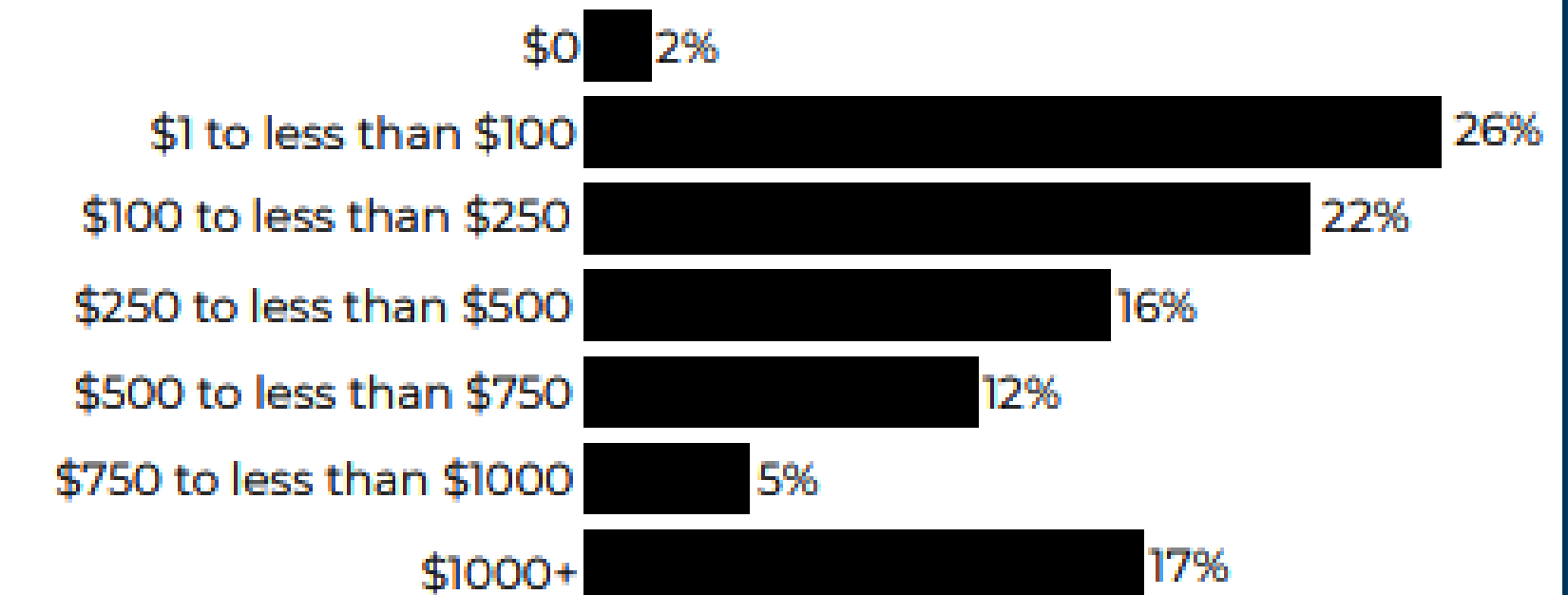
Top Activities:

Visiting relatives	35 %
Shopping	32 %
Historic sites/Churches	22 %
Rural sightseeing	20 %
Museums	19 %
Fine dining	19 %
Urban sightseeing	17 %
Beach	15 %
Visiting friends	15 %
State park/Monuments	14 %

Primary Purpose of Trip



Travel Party Spending



(R2R)

The Future

Expected Costs & Grant Funding & Ongoing Costs

<u>Update Current R2R Site</u>	<u>Add New R2R Site</u>	<u>Infrastructure Repairs</u>	<u>Marketing Materials</u>	<u>DOT ROW Signage</u>
\$1,000	\$3,000	Varies	Varies	Varies
Create & archive new interpretive sign design. Printing and install. w/o Directional signs.	Design, fab. & install interp sign, set of confirmatory directional signs, and placement on website.	Panels: \$225 Pedestals \$1,000 Removal/Move: \$300 Edits: Hourly	Web Update: R2R Residual Directional Sign Design: TBD Brochure: \$10-20,000k	Site by Site

(R2R)

The Future

Thinking beyond Virginia...

- Consistent shape, size, and 'voice.'
- The "Southern Campaign."
- Marketing guidelines.
- Vested municipal DMOs.
- Coordination w/ NPS, DCR projects.
- Ever-green product beyond 250th.

Drew: executivedirector@civilwartrails.org / 757-378-5462