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.
Consistent Interpretive Signs + Directional “Trailblazers” = Trail
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.
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.
The Future
Finding a visual identity.
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.

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.

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

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

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

Courtesy Colonial Williamsburg Foundation
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The Present

Our Audience - Interest by ‘Profile’

- Rec.
- Wine
- LGBT
- Music
- Foodies
- Arts
- Beer
- Black
The Present

The CWT Model
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.

VTC, Southern Virginia Region, 2019.
## The Future

### Expected Costs & Grant Funding & Ongoing Costs

<table>
<thead>
<tr>
<th>Update Current R2R Site</th>
<th>Add New R2R Site</th>
<th>Infrastructure Repairs</th>
<th>Marketing Materials</th>
<th>DOT ROW Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$3,000</td>
<td>Varies</td>
<td>Varies</td>
<td>Varies</td>
</tr>
</tbody>
</table>

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
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.