Virginia Sesquicentennial of the American Civil War Commission

Cheryl Jackson & Rusty Nix
The HistoryMobile offers a new and creative approach to solving an important issue: Promoting Tourism and Economic Development.
The HistoryMobile provides exactly what localities NEED, but don’t have:

1. An Award-Winning Exhibit
The HistoryMobile provides exactly what localities NEED, but don’t have:

1. An Award-Winning Exhibit
2. A Unique Event
The HistoryMobile provides exactly what localities NEED, but don’t have:

1. An Award-Winning Exhibit
2. A Unique Event
3. Event Staff
The HistoryMobile provides exactly what localities NEED, but don’t have:

1. An Award-Winning Exhibit
2. A Unique Event
3. Event Staff
4. Tourism Marketing
But the most important *and best* point of all is:

It's Free!

Appomattox, VA

Bristol, VA
Civil War travelers are valued!

1. Stay 50% longer
2. Spend 24% more money

Yearly, these visitors to battlefields generate:

1. More than $15.2 million in state taxes
2. Over $7.8 million in local government income
The Virginia Civil War HistoryMobile and Pennsylvania 150th Roadshow

Sharpsburg, MD
Virginia and Pennsylvania at a Glance...

<table>
<thead>
<tr>
<th></th>
<th>PENNSYLVANIA:</th>
<th>VIRGINIA:</th>
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<tbody>
<tr>
<td><strong>STARTED:</strong></td>
<td>April 2011</td>
<td>July 2011</td>
</tr>
<tr>
<td><strong>MANAGEMENT:</strong></td>
<td>Private Event Management</td>
<td>Multi-Agency Partnership</td>
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<tr>
<td><strong>ACTUAL COSTS:</strong></td>
<td>$920,000+ per year</td>
<td>$350,000 per year</td>
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The Bottom Line:
*Multi-Agency Partnerships are efficient and effective!*
Impact
Arlington National Cemetery – Washington D.C.

National D-Day Memorial – Bedford, VA

Rt. I-95 North

Arlington National Cemetery – Washington D.C.

Heading to Gettysburg, PA
“Please tell the staff of the Civil War HistoryMobile ‘thank you’ for making the effort to come all the way from Richmond for our kids. Many of them would never have the chance to experience something like this otherwise!” – Deborah Lester

Grundy, VA
• The multi-agency partnership model by with the HistoryMobile tour operates is HIGHLY transferable to other states!

• This model doesn't just work for tourism-it can be used for any type of program!
  • Civics education, voter registration, high-profile events, etc.
Transferability Recommendations:

1. Strong state support is critical
2. Dedicated funding
3. Partnership of key stakeholders
4. Clear and constant leadership
5. A statewide network of project champions
Conclusion