

Draft
Strategic Marketing Plan
The Virginia Sesquicentennial of the Civil War Commission

Executive Summary:

The Civil War is perhaps the single event that most profoundly changed the course of American history. Most of what America is today can be traced to the Civil War and its outcome – and Virginia is the state most prominently identified with the war. The story of Virginia in the Civil War can be viewed as a complex fabric composed of many threads – and every American should come to know this story.

The 150th Anniversary (“Sesquicentennial”) of the American Civil War takes place from 2011 to 2015. Virginia holds an incomparable place in the history of the American Civil War. By far, more battles were fought in Virginia than in any other state. Virginia’s capital city, Richmond, served as the Confederate capital from 1861 to 1865. The symbolic beginning and ending of the war – the Battle of First Manassas and the surrender of Robert E. Lee at Appomattox – occurred in Virginia.

The Virginia landscape was marched over, fought over and camped on by major armies continually from 1861 to 1865. The first strategic movement of military troops by rail took place in Northern Virginia. The first battle of ironclad warships occurred in Virginia waters. The longest siege in American history took place at Petersburg. The largest hospital ever on the North American continent was a Confederate hospital in Richmond. Of the 17 Medals of Honor won by African-American soldiers in the Civil War, 15 were earned in Virginia.

Few states suffered as did Virginia. Homes, farms and small communities were destroyed in the wake of army campaigns. Food and basic necessities became scarce. Families, many with husbands, sons and fathers away in the service, barely survived. Woman assumed new roles in the household and community. Enslaved Americans yearned for, fought for and helped win their freedom. All told, the story of the wartime Virginia home front is one of courage and perseverance. These stories need to be shared with all Americans and the world.

Today, reminders of Virginia’s role in the Civil War are found nearly everywhere across the Commonwealth. National Battlefield Parks, museums, state historic sites, historic homes, cemeteries and interpreted trails are generously scattered throughout Virginia. Countless Virginia families, many with famous names among ancestors, maintain and treasure their ties to the Civil War. Letters, diaries, uniforms and equipment are cared for like precious jewelry.

It is appropriate that Virginia take a leadership role and benefit significantly by raising worldwide awareness of this important milestone in United States history and communicating the important events and personal stories that were the American Civil War.

To assure that Virginia's presence is prominent and the stories are told accurately and in a meaningful way, members of Virginia's General Assembly created by act The Virginia Sesquicentennial of the Civil War Commission in March 2006.

The purpose of the Commission is to "*prepare for and commemorate the sesquicentennial of Virginia's participation in the American Civil War.*" It has the following duties:

1. Plan, develop and carry out programs and activities appropriate to commemorate the sesquicentennial of the American Civil War
2. Develop and implement an effective multi-year strategic marketing plan
3. Encourage interdisciplinary examination of the American Civil War
4. Facilitate balanced activities related to the Civil War throughout Virginia
5. Encourage other organizations throughout Virginia to organize and participate in activities
6. Provide technical assistance to localities and non-profit organizations]
7. Develop programs and facilities to ensure a positive legacy and long-term public benefit
8. Encourage the development and conduct of programs designed to involve all citizens
9. Submit an annual report

The Commission is chaired by the Speaker of the House of Delegates and consists of twelve legislative members, two citizen members and one ex officio member. The Commission is supported by an advisory council and conducts much of its work through three "work groups" (*Coordination, Signature Events & Activities* and *Education*). Each work group consists of five members of the core commission and from nine to 12 additional members and is supported by advisory participants.

To date, the Commission has funded a video series on Virginia in the Civil War hosted by Dr. Bud Robertson. The videos will be produced in 20-minute segments and will be suitable for classroom presentation as well as television and home viewing.

The Commission has established a website: www.vacivilwar.org.

The Commission has agreed to co-host with West Virginia a Civil War Sesquicentennial kickoff event to be held in July 2009 in Harpers Ferry, West Virginia. The Governors of the two states will be invited to participate?

This document provides an overview of the initiative but addresses an integrated multi-year strategic marketing plan specifically.

Civil War Annual Visitation to Virginia:

Annual Visitation (most recent numbers available):

- Manassas National Battlefield – 715,622
- Fredericksburg-Spotsylvania Battlefields – 534,636
- Richmond National Battlefield – 68,438
- Petersburg National Battlefield – 143,455
- Appomattox Court House NPS – 136,827

The National Park Service reported an overall decline in total visitation to its parks in 2006. However, the Southeastern Region of the NPS reported an increase in visitation in its jurisdiction of 1.5%.

Civil War and History & Heritage Travelers:

Leisure travelers who experience a Civil War site are a very valuable segment of the market. Though they are no more affluent than the average leisure traveler they stay 50% longer and spend 24% more money. Nearly 45% of this group stays at least 4 nights in Virginia compared to 24% of all leisure visitors. Forty-four percent of this group spends at least \$500 in Virginia. Less than 22% of all leisure tourists spend that much. Those travelers who experience a history or heritage site are indeed more educated and affluent than the average traveler and also spend significantly more time and money in Virginia

Situation Analysis:

The 150th Anniversary of the American Civil War provides an opportunity for any state with significant Civil War history to attract tourists. By virtue of its history Virginia is far better positioned than any other state to realize a significant gain in tourism revenue during the Sesquicentennial.

The Civil War remains one of the major draws and drivers for Virginia tourism. Approximately 10% of Virginia's 35 million annual visitors experience a Civil War site as part of their trip. Civil War visitors are one of the most significant segments of travelers in terms of numbers. Among collateral fulfillment pieces distributed by the Virginia Tourism Corporation a Civil War tabloid is the second most requested. About 90% of customized fulfillment packets mailed by the Virginia Tourism Corporation include a Civil War piece.

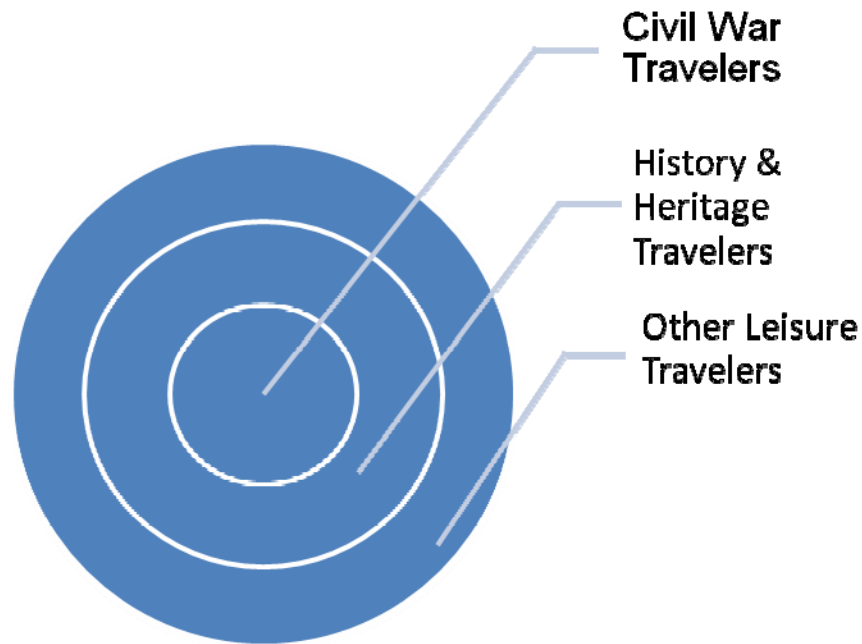
Capitalizing Upon Partnerships:

Successful Civil War initiatives and solid infrastructure make visiting Civil War sites in Virginia easy and rewarding. The *Virginia Civil War Trails* initiative began modestly in 1995 with a single trail in Southern Virginia. It has become one of the most successful public/private initiatives of its kind, interpreting more than 400 sites in Virginia, and has now spread to neighboring states North Carolina, Maryland, Tennessee and West Virginia – and will soon have a presence in the Gettysburg area. Its regional

infrastructure will be utilized by the Commission for coordinating community activities. The *Shenandoah Valley Battlefields Trust* is implementing a marketing plan to maximize visitation to the beautiful and historic battlegrounds it now protects. The Civil War Preservation Trust seeks to be both a partner and steward in preserving and interpreting Civil War sites on a local and statewide level. Most Civil War sites are linked by good roads, many of which are scenic, and are surrounded by plentiful lodging, dining, shopping and entertainment areas.

Challenges: Despite the popularity of Civil War sites in Virginia, historic tourism has changed dramatically in the past several years, primarily due to the advances in technology. Historic sites, particularly museums, are challenged to provide interactive and personally engaging curricula in order to increase visitation. Furthermore, several studies suggest that in marketing heritage tourism there must be compelling reasons included in messaging. Today's travelers want to be immersed in a historic setting, not just go to a museum. The traveler chooses a destination based upon information about how the interpretation of history impacts his or her everyday life; what other activities there are in destination—historic or otherwise; where to stay; where to dine and where to shop. All of these must be outstanding in order to compete.

Targeting a Three-Tiered Market:



Civil War Travelers (40% of concentration)

- Require the least amount of marketing resources to attract
- Virginia attracts many, but there are still many more to convince
- Action – get this important group to extend their visits, experience more things, stay longer, spend more money.

History & Heritage Travelers (40% of concentration)

- This is a broader, more expensive audience to reach, but with strong potential to include a visit a Civil War attraction in their itinerary
- Action – get this group to add Civil War sites – and additional nights – to their itineraries

Leisure Travelers (20% of concentration)

- Many are repeat visitors and visiting friends and relatives
- They are looking for other things to do
- Need to look at history in a different, more engaging way
- Action – develop engaging opportunities to make the Civil War relevant, intriguing and exciting to them

Competitive Analysis:

The Sesquicentennial provides Virginia a profound opportunity, the best among all states, to benefit from a sound strategy to attract tourism during the commemoration:

- Significant and well-known battles and events can be commemorated in Virginia in every year of the Sesquicentennial (see calendar in Appendix). No other state has that opportunity.
- Virginia will have substantially more opportunities to commemorate specific battles and historic events than any other state.
- Potential commemorative sites exist in most parts of the Commonwealth
- Virginia “gets to go first” with the 150th anniversary of the First Battle of Manassas in July 2011. (South Carolina may commemorate the firing on Fort Sumter, the symbolic beginning of the Civil War, in April 2011)
- Virginia also gets to cap off the Sesquicentennial with a major event at Appomattox, April 2015.
- The Virginia Sesquicentennial of the Civil War Commission, created by law in 2006, is active in advance of other states and is already generating plans for the commemoration.
- Virginia is already known as a top state for tourism and presents opportunities to not only attract visitors for the Sesquicentennial but to induce them to extend their visits and spend more money.

Yet it must not be assumed that Virginia will automatically corner the market on Civil War tourism during the Sesquicentennial. The Commonwealth will face considerable competition in earning its share of the visiting public. Though Virginia does indeed have the most battlefields, those with the most universal name recognition (*Gettysburg, Antietam, Shiloh, Vicksburg, Chickamauga, Atlanta*) are in other states. **Gettysburg National Battlefield hosts more than 2 million people annually – nearly 2 ½ times the annual visitation of Colonial Williamsburg – and has an established, aggressive and well-funded marketing strategy.** Gettysburg is Virginia’s main competition as a top-of-mind Civil War destination.

Virginia may also face an internal threat. Because it has so many Civil War attractions, historic sites and historic cities all vying for their own share of the market, potential visitors may be bombarded by conflicting messages. A central body must speak the loudest for Virginia and present a cohesive, unified, understandable and attractive message to the public.

Civil War Tourism Initiatives in Other States:

- The North Carolina Civil War Tourism Council is a public/private initiative that includes the North Carolina Division of Tourism, Film and Sports Development, local CVBs and the North Carolina Department of Cultural Resources. Among its efforts is a new grants program for education, interpretation and marketing
- The Pennsylvania Tourism Office markets its state's "Pennsylvania Civil War Trails" product by promoting sample itineraries, packages, tours, lodging, dining, shopping and other suggested activities for the traveler on its website. A companion booklet "Civil War Guide" is also offered for sale (\$12). A \$750,000 transportation enhancement grant was approved for interpretive and directional signage in a six-county region centered on Gettysburg. The Gettysburg region, however, has rejected the Pennsylvania Civil War Trails system in favor of the Civil War Trails initiative begun in Virginia. This will effectively tie Gettysburg to Virginia through that product.
- In Georgia, Gov. Sonny Perdue wants to spend \$5 million from the state's budget to refurbish significant Civil War sites and to begin linking and promoting them as a comprehensive heritage tourism package. The governor's office acknowledged its desire to attract the heritage and history traveler. The Georgia tourism website has links to Civil War tour itineraries. The Georgia Civil War Commission coordinates planning, restoration, preservation and promotion of Civil War sites.
- Tennessee took its stewardship and marketing of Civil War sites to the next level with the creation of the *Tennessee Civil War National Historic Area*. The federal, state and local partnership is managed by Middle Tennessee University and includes eight heritage corridors. It encourages local collaborative partnership projects and provides links to sources of grant funding.
- Maryland seems to have no high-profile statewide or regional Civil War initiatives. The Maryland Tourism website promotes a 3-day consumer travel itinerary called *A Nation Divided*, and one has to "dig" to find it.
- Comments from the head of the South Carolina historical society indicate that state's reluctance to embrace or even acknowledge the Sesquicentennial, a position that is no doubt due to the controversy, bad publicity and boycotts generated by the issue of the Confederate flag flying over the South Carolina statehouse.

With this event only a year away and the beginning of the Sesquicentennial only three years distant, the Commission requires its future actions be guided by a strategic marketing plan based on the most thorough research and aimed at tourism

The Strategic Marketing Plan:

A strategic marketing plan for Virginia's Civil War Sesquicentennial commemoration will target specific markets and be guided by current tourism market research.

Target Audience: The Commission should consider three distinct market segments in its strategy to attract visitors during the Sesquicentennial:

- Civil War enthusiasts
- History and Heritage Travelers
- General Visitors

Message:

American life, the very structure and evolution of our society such as the advances in race relations, industrialism, transportation, westward expansion and international diplomacy can be found in the interpretation of the Civil War. Now more than ever, Americans are poised to discover how learning about the Civil War has an impact upon how they view their democracy and society. Messages must have relevance. Some of that relevance is how a traveler is going to experience visiting Virginia—what they will learn, what they will do, where they will sleep, eat and recreate. Furthermore, messages must focus upon lesser known stories, making stories personal and passionate.

Virginia was the epicenter of the most pivotal event in American history – the Civil War. So much of who and what America is today can be traced to the effects of the Civil War. The drama of that war is captured today in Virginia. The stories of the enormous sacrifices, the tragedy, the triumph and the legacy are told here – and everyone should hear those stories. Further, Virginia presents its history in a way that engages the emotions and captures the spirit.

Goal:

Raise awareness of Virginia as a Civil War tourism destination and position Virginia as a top-of-mind choice prior to and during the Sesquicentennial. Attract incremental Civil War and History & Heritage travelers to Virginia as a result of the promotion of related programs and activities.

Objectives:

1. Increase Virginia's Civil War tourism-related revenue by 50% during the Sesquicentennial by attracting visitors from Virginia, the United States and abroad.
2. Generate \$1,000,000 in earned media
3. Achieve 500,000 unique visitors to www.virginiacivilwar.org
4. Create a residual benefit lasting beyond the Sesquicentennial
5. Develop statewide related programs including packages and itineraries representing at least each of the nine tourism regions throughout Virginia.

Strategies:

1. Develop, implement and monitor an effective integrated multi-year strategic marketing plan to promote the Sesquicentennial of the Civil War in Virginia
2. Encourage interdisciplinary examination of the American Civil War
3. Facilitate balanced activities related to the Civil War throughout Virginia
4. Encourage other organizations throughout Virginia to organize and participate in activities
5. Provide technical and financial assistance to localities and non-profit organizations
6. Develop programs and facilities to ensure a positive legacy and long-term public benefit
7. Sustain interest in Virginia during a four-year event
8. Encourage the development and conducting of programs designed to involve all citizens
9. Market Civil War history tourism in a new and dynamic way, presenting the whole story in a “fabric of many threads” fashion, including stories of real people and developing key message points to connect emotionally with potential visitors
10. Encourage Civil War travelers to extend their visits to Virginia and to spend more money
11. Coordinate the Commission’s strategies with those of the Virginia Tourism Corporation
12. Measure success of program

Tactics:

To date the Commission has funded a video series on Virginia in the Civil War hosted by Dr. James I. Robertson. The videos will be produced in 20-minute segments and will be suitable for classroom presentation as well as television and home viewing.

The Commission has established a website: www.virginiacivilwar.org. It has also issued a formal letter urging Virginia localities to organize Sesquicentennial committees to maximize those area’s opportunities.

The Commission is also considering several other projects, including:

- Signature Events series including conferences, lectures and battlefield tours
- A major statewide traveling exhibit rich in artifacts, documents and high-tech components. It would open at the Virginia Historical Society in 2011 and then travel to other museum facilities around Virginia.
- Traveling tractor-trailer “HistoryMobile” exhibition that would go to every Virginia county seat as well as major public events (State Fair, for ex.) and out-of-state events for publicity purposes.
- Install special promotional units and high tech displays at the 10 Virginia Welcome Centers and other selected sites.
- A major initiative to collect, catalog, preserve or digitally scan privately-owned Civil War letters, documents and artifacts.

- Establish a fund to award competitive grants for teacher workshops, in-school activities, conferences, exhibits, speakers bureau, etc.

The Virginia Tourism Corporation will work with the Commission to develop and execute strategy and integrate the Sesquicentennial into its tactics including the following:

- Public Relations: A comprehensive media plan must be a main component. Fundamental message points will be developed. It will be critical to identify media vehicles in key markets and/or with a national audience that have the highest propensity to carry Civil War tourism stories from Virginia and which will also have the most significant penetration. Relationships with editors, writers, webmasters and producers must be developed or in place. Appropriate media materials will be developed and kept current. Media education tours will be scheduled and carried out.
- Advertising: An outstanding advertising strategy is essential to the successful marketing of the Sesquicentennial. Vehicles with the greatest penetration in target markets will be identified and costs will be negotiated down as low as possible. Cooperative advertising initiatives involving Virginia tourism partners must be established.
- Targeted E-mail: One of the most efficient and effective marketing strategies is the use of e-mail targeted to specific recipients who have expressed interest in a particular subject, destination, attraction, etc. E-mail databases are available for potential visitors who are interested in history and heritage or particularly Civil War history.
- Sales: Virginia's Civil War Sesquicentennial commemoration must be sold directly to motor coach groups, AAA, military groups and similar entities. Salespersons need to be directly in touch with motor coach tour operators, receptive operators, group travel leaders, AAA travel agents and those who organize, plan and deliver group and consumer itineraries. This is done at conventions and trade shows and also through personal on-site visits.
- Special Promotions: Because of its wide amount and variety of attractive resources Virginia can develop and promote extremely attractive travel packages and itineraries making it easier and more affordable for leisure travelers to come to Virginia to visit Civil War sites. Itineraries and packages should include the best that Virginia has to offer: great hotels, restaurants, shopping, entertainment, outdoor recreation and other offerings.
- International Marketing: England and Germany are hotbeds of interest for the American Civil War. Intelligent campaigns aimed at these markets should be a part of the strategy.

- Community Outreach and Support: Virginia localities have been urged to form their own sesquicentennial committees. Resources and support should be made available to these localities and efforts should be made for all entities to coordinate and work together on a statewide level. Criteria for partnerships, events and projects should be established to ensure continuity and marketability. The National Trust and the Virginia Tourism Corporation have materials that can help localities develop heritage tourism and Civil War tourism programs.
- Resources of the Virginia Tourism Corporation and Virginia Film Office: The VTC offers several effective resources for marketing the Sesquicentennial including brochure distribution and advertising at state Welcome Centers and dynamic website marketing. The Virginia Film Office can offer film locations and other assets to prospective makers of Civil War films, which often prove a tourism boom to the locality.

Budget and Timeline:

2008:

- Raise awareness of the importance of the Civil War
- Raise awareness of Civil War sites in Virginia
- Begin fostering greater interest in Civil War among Virginians (friends and family)
- Sesquicentennial Commission launches interactive website

Budget:

• Research	\$30,000
- Conduct Civil War and History & Heritage traveler visitor profile study and analysis	
• Sales	
- Begin sales efforts targeting group tour operators and continue through 2013	
• Public Relations	
- Raise awareness among Virginians of Civil War sites, importance of Civil War in Virginia, tourism impact	
Total for 2008	<u>\$30,000</u>

2009:

- John Brown's Raid – Harper's Ferry. Virginia/West Virginia event with governors and other elected officials. Media event (C-SPAN, CNN, etc) pointing to beginning of 150th in 2011
- Commission implements digital document preservation initiative

- Initial Signature Conference: *The Coming of the Civil War*. University of Richmond
- Begin positioning Virginia as *THE* Civil War destination

Budget:		
• Public Relations		\$2,500
- Develop media materials for Harpers Ferry, media expenses		
- Promote first signature conference – <i>The Coming of the Civil War</i>		
• Advertising		\$10,000
- Harpers Ferry		
- Signature conference		
• International Marketing		
- Initiate public relations efforts in Canada, England, Germany and continue through 2014		
	Total for 2009	<u>\$25,000</u>

2010:

- Begin Public Relations run-up to Sesquicentennial
- National news – Virginia leading way into Sesquicentennial
- Begin in-state marketing – raise awareness of Virginians
- Begin targeted market advertising campaign
- Begin targeted e-mail marketing
- Conduct media education tours
- New state map published with Civil War Sesquicentennial theme
- Commission sponsored Signature Events and Conferences

Budget:		
• Contract with professional marketing firm		\$300,000
• Create print ad campaign and negotiate media buys in target markets		
• Create national PR strategy and penetrate targets		
• Advertising		\$450,000
- Print ad production		
- Virginia and regional target market placement		
• Targeted eMail marketing		\$200,000
- Generate 50,000 leads from Virginia's top drive markets		
- Conduct ongoing monthly e-Dialogue		
- Search engine marketing – pay-per-click		
- Conversion study		

• Public Relations	\$28,000
- Conduct regional media education tours	
- Create media materials	
Total for 2010	<u>\$978,000</u>

2011:

- In-state and targeted marketing advertising campaign
- Introduce *Real People/Real Stories* in Civil War Virginia
- Begin Welcome Center marketing
- Anniversary of First Manassas. Should be the big kickoff event in Virginia and, along with firing on Ft. Sumter (Charleston, SC), nationally
- Signature Conferences and Tours
- Launch of Virginia Civil War “HistoryMobile”
- Civil War museum exhibit at Virginia Historical Society opens

Budget:

• Services of marketing firm	\$300,000
• Advertising	\$1,500,000
• E-Mail Marketing	\$400,000
• Virginia Welcome Center Marketing	\$13,500
- Brochure rack slots	
- Translites, plasma screens, advertising display panels	
Total for 2011	<u>\$2,213,500</u>

2012:

- In-state and targeted market advertising campaign
- Jackson’s Valley Campaign
- The Seven Days Battles
- USS Monitor vs. CSS Virginia
- Second Manassas Campaign and Battle
- Advance into Maryland
- Fredericksburg
- Signature Events and Conferences
- HistoryMobile travels
- VHS Civil War exhibit travels

Budget:

• Services of marketing firm	\$300,000
• Advertising	\$1,500,000
• E-Mail Marketing	\$400,000
• Virginia Welcome Center Marketing	\$14,000
Total for 2012	\$2,214,000

2013:

- Chancellorsville
- Death of Stonewall Jackson
- Advance into Pennsylvania
- Gettysburg aftermath
- Brandy Station
- Signature Conferences and Events
- HistoryMobile Travels
- VHS Civil War Exhibit Travels

Budget:

• Advertising	\$1,000,000
• E-Mail Marketing	\$200,000
• Virginia Welcome Center Marketing	\$14,000
Total for 2013	\$1,214,000

2014:

- The Overland Campaign
 - Grant vs. Lee
 - Wilderness
 - Spotsylvania
 - North Anna
 - Cold Harbor
- Crossing the James to Petersburg
- Death of J.E.B. Stuart
- Into the trenches at Petersburg
- The Crater
- 1864 Valley Campaign

- Signature Conferences and Events
- HistoryMobile Travels
- VHS Civil War Exhibit Travels

Budget:		
• Advertising		\$750,000
• E-Mail Marketing		\$200,000
• Virginia Welcome Center Marketing		\$15,000
	Total for 2014	\$965,000

2015:

- Trench warfare at Petersburg
- Ft. Stedman
- Five Forks
- The Breakthrough
- Fall of Richmond
- Lincoln in Richmond
- Retreat to Appomattox
- Surrender (intended to be “blockbuster” event, President invited, bringing the country together, etc.)
- John Wilkes Booth killed (near Bowling Green)
- Signature Conferences and Events
- HistoryMobile Travels
- VHS Civil War Exhibit Travels
- Sesquicentennial Commission charter expires July 1

Budget:		
• Advertising		\$500,000
• E-Mail Marketing		\$100,000
• Virginia Welcome Center Marketing		\$7,000
	Total for 2015	\$607,000

Total by year:

2008	\$30,000
2009	\$25,000
2010	\$978,000
2011	\$2,213,500
2012	\$2,214,000
2013	\$1,214,000
2014	\$965,000
2015	\$607,000
Total	\$8,246,500

Appendix:

The Virginia Sesquicentennial of the Civil War Commission:

The Commission was created March 31, 2006, by act (House Bill 1440) with the following language:

Whereas, the Commonwealth of Virginia witnessed more American Civil War military engagements on its soil than any other state, hosts more historic sites related to the American Civil War than any other state, and is home to the Pamplin Historical Park & The National Museum of the Civil War Soldier, Tredegar National Civil War Center, and the Virginia Center for Civil War Studies at Virginia Polytechnic Institute and State University, all of which are nationally recognized centers of expertise in the study of the American Civil War; now, therefore ...

The Commission is chaired by the Speaker of the House of Delegates. It includes twelve legislative members (seven members of the House of Delegates and five members of the Senate), two non-legislative citizen members and one ex-officio member. The Commission is supported by an Advisory Council and is funded through the Virginia Treasury.

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Jerry Edwards, Associate Director, Department of Planning and Budget
Richard Lewis, National Public Relations Manager, Virginia Tourism Corporation
Brian Shepard, Policy Director, Office of the Governor
Dr. Sandy Treadway, Librarian of Virginia

Virginia Civil War Attractions:

National Park Service Sites:

- Manassas
- Appomattox
- Fredericksburg/Spotsylvania
- Richmond
- Petersburg
- Cedar Creek
- Arlington House – Robert E. Lee Memorial
- Yorktown Battlefield
- Chimborazo Medical Museum

State and County Sites:

- Virginia State Capitol
- Saylor's Creek Battlefield
- New Market Battlefield and Hall of Valor Museum

- North Anna Battlefield
- Staunton River Battlefield
- Balls Bluff Battlefield Regional Park

Foundation and Privately-Owned Sites:

- Pamplin Historical Park & The National Museum of the Civil War Soldier
- Civil War Adventure Camp
- The Museum of the Confederacy & White House of the Confederacy
- The Virginia Historical Society
- United States Civil War Center at Historic Tredegar
- Fort Monroe
- Shenandoah Valley Battlefields National Historic District
- Brandy Station Battlefield
- VMI Museum
- Lee Chapel
- The Richmond History Center / Valentine Museum
- The USS Monitor Center
- Lee Hall
- Endview Plantation
- Mosby Heritage Area
- Cedar Mountain Battlefield
- Exchange Hotel and Civil War Museum
- Stratford Hall
- Stonewall Jackson House
- Blandford Church

Other:

- Virginia Civil War Trails (more than 400 sites in Virginia)
- Hollywood Cemetery
- Monument Boulevard
- Arlington National Cemetery

Annual Events:

- New Market Reenactment
- New Market Day ceremonies at VMI
- Civil War Weekend at Pamplin Historical Park
- Lee-Jackson Day

Major Civil War anniversaries in other states

2009:

- John Brown's Raid (West Virginia)

2011:

- Ft. Sumter (Charleston, SC)

2012:

- Shiloh (Tennessee)
- Capture of New Orleans
- Antietam (Maryland)

2013:

- Lincoln issues Emancipation Proclamation
- Gettysburg (Pennsylvania)
- Vicksburg (Mississippi)
- Chickamauga (Georgia)
- Chattanooga (Tennessee)
- Gettysburg Address

2014:

- Atlanta campaign
- Sherman's "March to the Sea" (Georgia)
- Nashville

2015:

- Surrender of Confederate army in North Carolina
- Lincoln assassination (Washington, DC)
- Ratification of 13th Amendment (abolishes slavery)

More Information:

www.Virginia.org

www.VirginiaCivilWar.org