



***Virginia Sesquicentennial of the
American Civil War Commission and
Virginia's Transportation Enhancement
Program***

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Enhancement Program Overview

- Mandatory 10% Federal Program Set-Aside
 - Allocations range from ~ \$15 - \$20 Million per year
 - Must be used for “non-motorized” transportation related projects
 - 12 eligibility categories
 - Bicycle/pedestrian facilities
 - Historic preservation
 - Transportation museums
 - Battlefield preservation
 - Scenic and Historic highway programs
- Projects Selected Annually
 - Receive ~ 150-200 project applications annually
 - Commonwealth Transportation Board (CTB) allocates funds to ~ 100 projects annually

FY2010-2011 Allocations

Statewide Tourism Initiative:

Focus a portion of allocations (~ \$3M) on an assortment of activities centered around the sesquicentennial of the Civil War, job creation and tourism. . .

Statewide Tourism Initiative

- ***Acquisition of Historic Battlefields***

- Piedmont Area
- South Central Area (Dinwiddie/Petersburg)



- ***Virginia Civil War Trails***

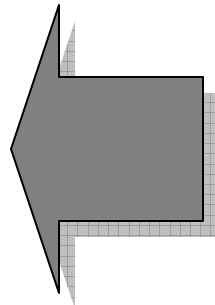
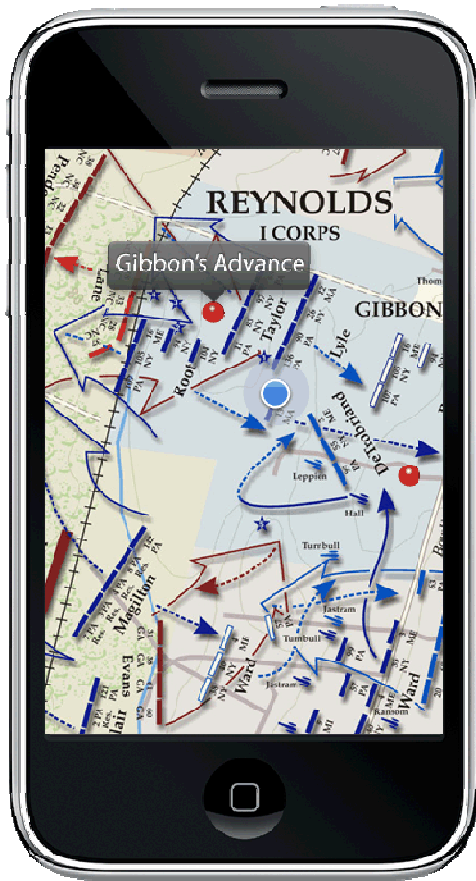
- Updating Virginia Civil War Trails Maps
- Installing interpretive markers at welcome centers/ areas, etc.



- ***Battlefield Interpretation***

- GPS-Aided Civil War SmartTours

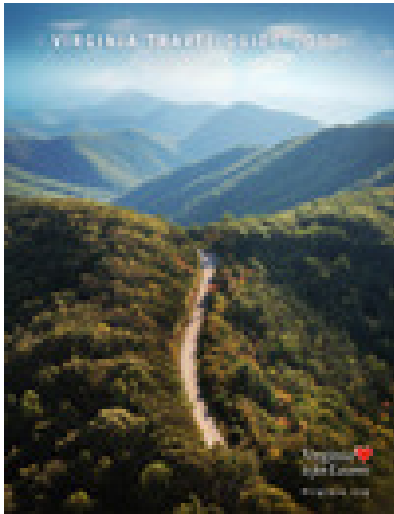
19th Century Stories Integrated Into a 21st Century Experience



Statewide Tourism Initiative

- **Promotion of Virginia's Scenic Road Program (Virginia Tourism Corporation)**
 - Multi-media solution to communicate historic and scenic tourism around the Commonwealth
 - Available at Virginia's Welcome Centers (with goal to make available at certain rest areas as well)
 - Tourism categories currently included in Virginia's Scenic Road Program:
 - Virginia byways
 - Scenic roads
 - Wineries/Vineyards
 - Historical/cultural attractions
 - National historic sites, monuments and cemeteries
 - Civil War/Revolutionary War Battlefield parks and sites
 - Recreational trails
 - Etc.
 - Examples of expanded scope:
 - Sesquicentennial Commission's "Then and Now"
 - Virginia Winery Guide
 - Virginia Civil War Trails
 - Etc., etc., etc. . .





The Concept. . .

Next Steps

Multi-Media Solution – Tentative Dates

- June, 2010 CTB Awards Allocations
- Summer 2010 VTC solicits proposals
- October, 2010 Federal funds available
- Winter 2011 Notice to proceed to vendor
- Summer 2011 First multi-media solution available to the public