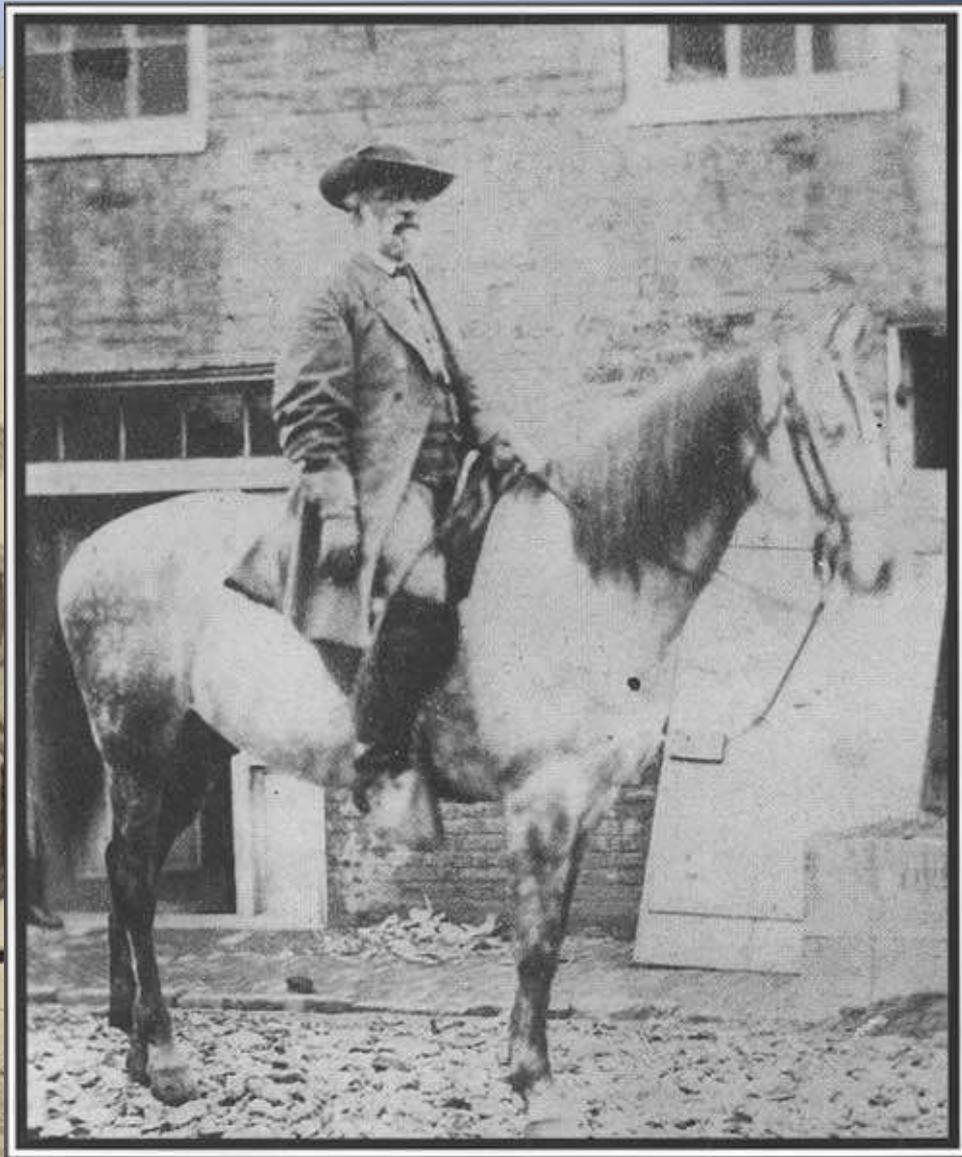


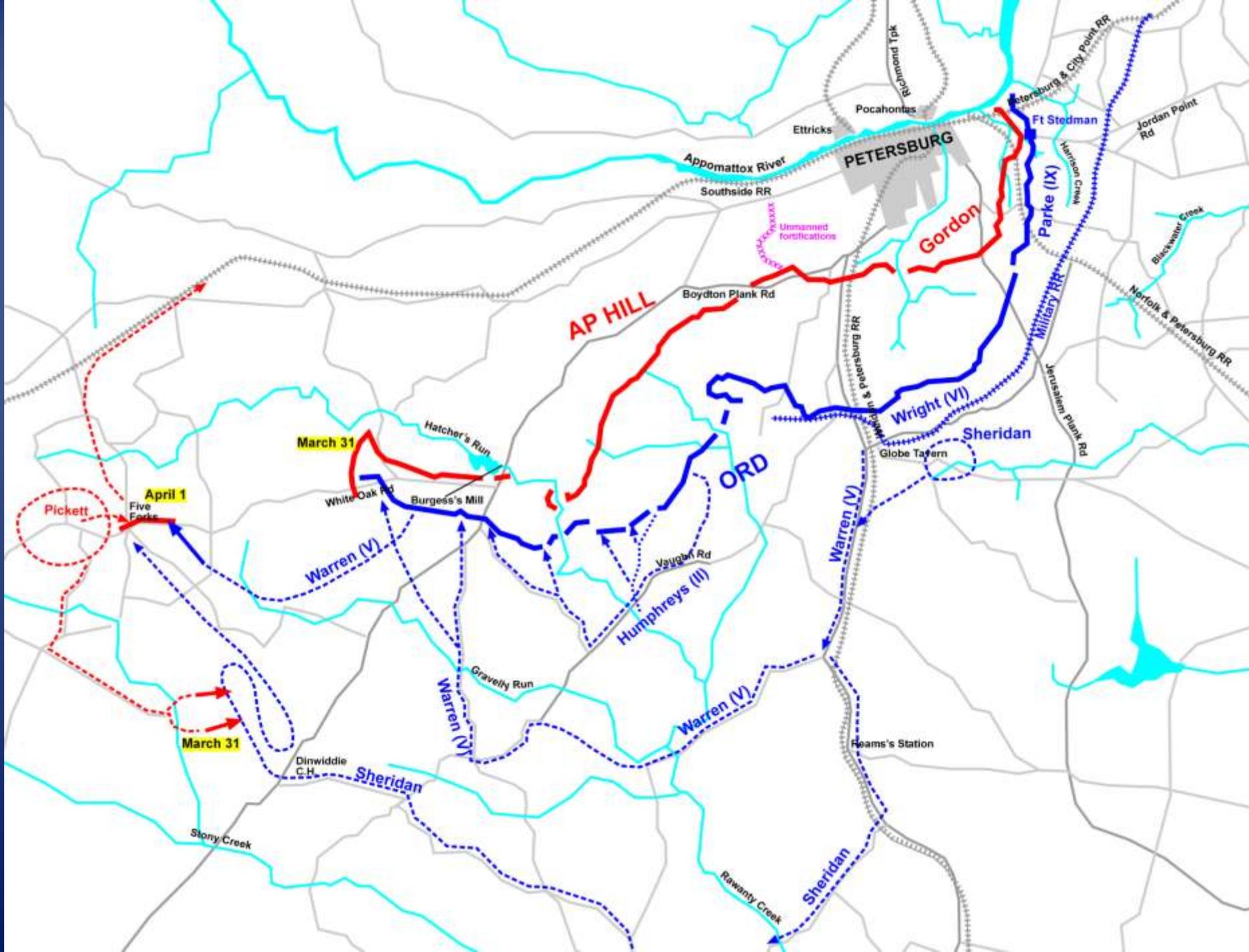
Assets/challenges associated with Battlefield Preservation and the Petersburg region



H. Edward Mann

ASSETS





THEMES FOR PETERSBURG REGIONAL 150TH COMMEMORTION

The region's unique contribution to American history during the period 1864-1865:

1. **Military** aspects of Siege
2. Impact of war on local **civilian population**
3. Impact on **African American community** locally and nationwide
4. **Lincoln's** presence

HERITAGE/HISTORY TOURISM

- GEOGRAPHY

- Petersburg region:

- A stop on long trip to beaches further south

- E.g. Canadians on way to Myrtle Beach or Florida

OR

- Day destination in a multi-city trip (added on to Washington, Richmond, Williamsburg)

Visitor Profile (1)

- Day trippers
- Local population
- Day destination in a multi-city trip (added on to Washington, Richmond, Williamsburg)
- Driven by themes
 - *African American*
 - *Lincoln* [President and film]
 - *Impact on Civilians*
 - *Homes, Gardens, Railroads, Women in the War*
- *Marketing to sell the story*
 - *Partnerships with outside entities*

Visitor Profile (2)

- Civil War Enthusiasts
 - Real time tours –
 - Themes
 - Artillery
 - Earthworks
 - Logistics (railroads)
 - Hospitals

THERE IS A
DISCONNECT

SURVEY

- Conducted this past winter for Cameron and Preservation Virginia
- 109 preservation activists in the region

Challenges

- Lack of understanding about the economic benefits of historic preservation
- \$328 million to region
- \$8.1 million in taxes
- 7-8 % growth per year

Challenges (cont.)

Lack of regional cooperation

P.A.R.T.

Challenges (cont.)

Lack of point of contact for implementation

Enhanced capacities/best practices

already exist with :

- Garden Clubs
- Historic Societies and Sites
- Offices of Economic
Development

Add:

- Friends of Petersburg
Battlefield

Challenges (cont.)

Lack of shared sense of place

Fault line: Different racial perspectives ?

- Elizabeth Keckley
- Pocahontas Island

Challenges (cont.)

Lack of political
advocacy/influence

Members = voters

Money and influence

Opportunities to

‘praise the good’