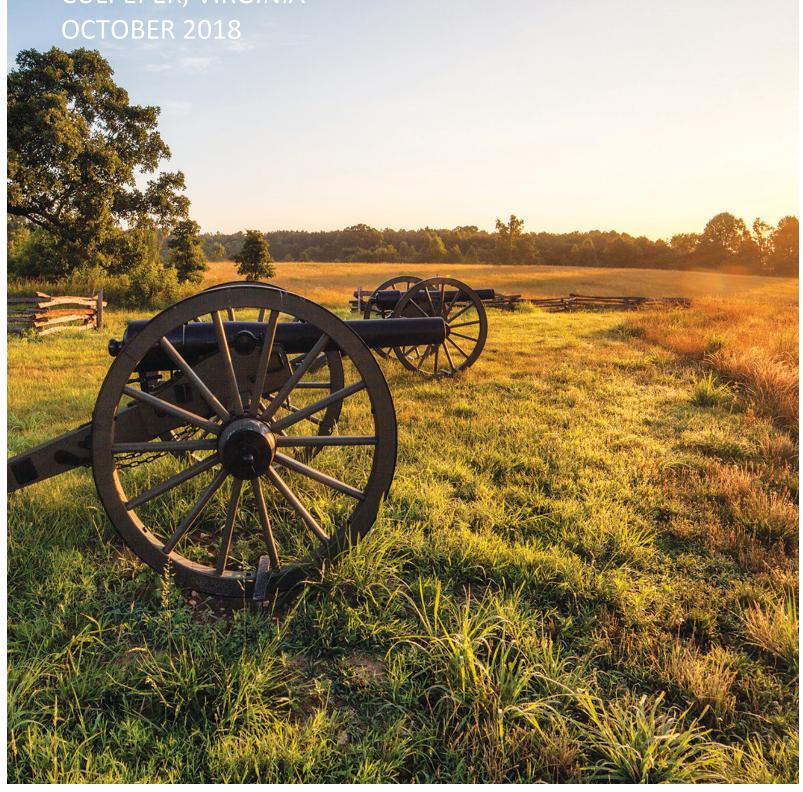
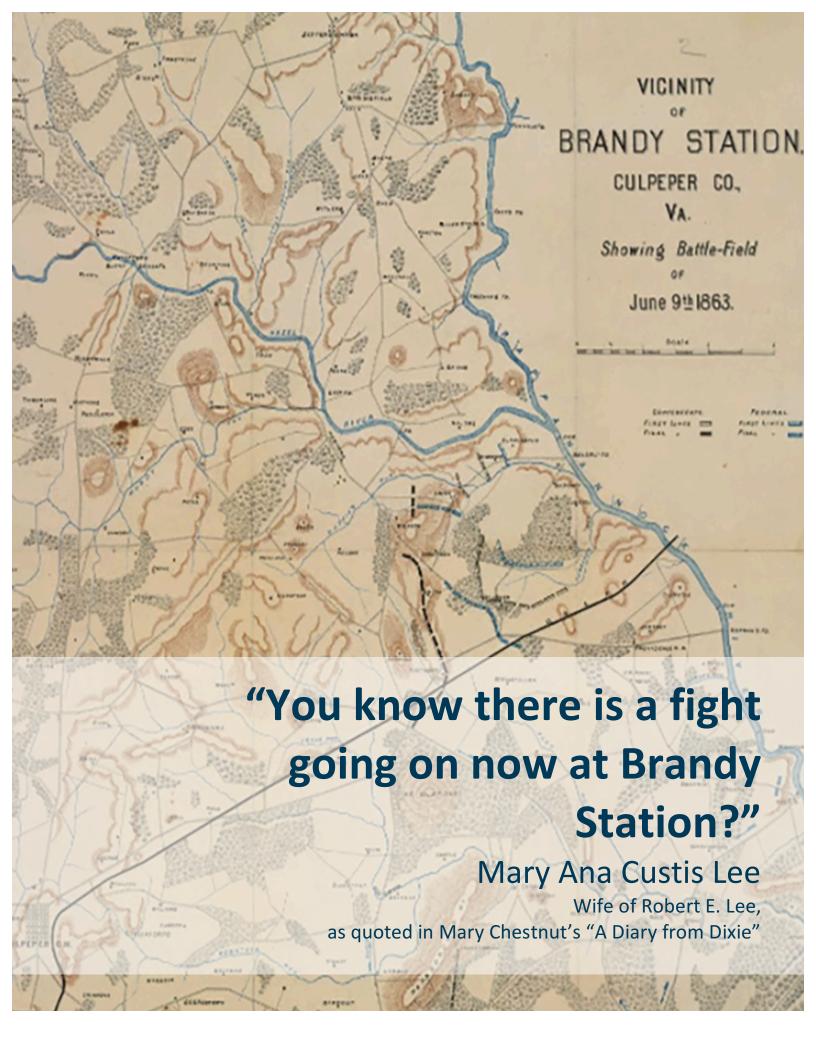
# **CULPEPER BATTLEFIELDS** A PRESERVATION ROADMAP



GA-22-15-009

CULPEPER, VIRGINIA





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# Overview

With six nationally significant battlefields within and immediately adjoining the county, Culpeper's Civil War importance is among the most compelling war-time cultural landscapes in America. Located between the Rappahannock and Rapidan Rivers the county saw heavy occupation from both the Union and the Confederate sides from 1862-1864. From Brandy Station's claim as the largest cavalry engagement of any conflict in the Western Hemisphere, to Cedar Mountain's recognition as the bloodiest single day in Culpeper history, Culpeper County bore witness to some of the most prominent moments of the American Civil War.

Growth and change are a constant for Culpeper County, however its pace and composition have overwhelmingly retained the integrity of its bucolic and historic landscapes. Soon after the last troops departed the Culpeper landscape, with much effort the 1860s community slowly re-established its fabric of civility, commerce, and governance. Culpeper reestablished its prominence in agricultural production soon after the war; an economy and landscape use that would persist as the dominant land use through the 20<sup>th</sup> century. Over time, change to the Culpeper landscape came in the form of urban sprawl. Fast-forward to the early twenty-first century, Culpeper saw in 2004, Virginia's most rapid population growth, and though the economic downturn a few years later would curb this growth, it did not stop it. Today, population growth and suburban development increasingly pressure a vibrant but slowly declining agricultural landscape. Likewise, recently proposed industrial and commercial land uses have sparked new debate about the highest and best use of Culpeper's valuable resources.

Throughout its long history and landscape evolution, Culpeper County has, through the actions of thoughtful land owners and sympathetic partners, staved off catastrophic losses of core battlefield lands. In fact great strides towards safeguarding nationally significant battlefields have been made. By 2009 more than 4,500 acres were protected through acquisition or easements. Since the publication of the Civil War Advisory Commission's Report on the Nation's Civil War Battlefields in 2009 additional lands totaling more than 5,000 acres have advanced the preservation of hallowed ground.

### Intent

This project, funded in part by a grant from the National Park Service, American Battlefield Protection Program, began in 2016 with a goal to identify threats to the Culpeper region's nationally significant Civil War battlefields. Through discourse led by the Friends of Cedar Mountain Battlefield (FoCMB) alongside regional and national partners, a framework arose for more proactive battlefield preservation, stewardship, and education. The information presented herein reflects ongoing discussions that support grass-roots advocacy for the Culpeper region's irreplaceable landscape legacy.

# Significance

Few landscape regions in the nation can rival the national significance of Culpeper's battlefield lands. Throughout four years of battle and occupation, the county bore the footsteps of over 1,000,000 troops. The following entries detail the overarching facts of Culpeper's six (6) nationally significant battles fought here, as defined and cataloged by the Civil War Sites Advisory Commission, now managed by the National Park Service, American Battlefield Protection Program:

### Cedar Mountain

Other Names: Slaughter's Mountain, Cedar Run

Campaign: Northern Virginia Campaign (June-September 1862)

Date(s): August 9, 1862

Principal Commanders: Maj. Gen. Nathaniel Banks [US]; Maj. Gen. Thomas J. Jackson [CSA]

Forces Engaged: 24,898 total (US 8,030; CSA 16,868)
Estimated Casualties: 2,707 total (US 1,400; CSA 1,307)

**Description:** Maj. Gen. John Pope was placed in command of the newly constituted Army of Virginia on June 26. Gen. Robert E. Lee responded to Pope's dispositions by dispatching Maj. Gen. T.J. Jackson with 14,000 men to Gordonsville in July. Jackson was later reinforced by A.P. Hill's division. In early August, Pope marched his forces south into Culpeper County with the objective of capturing the rail junction at Gordonsville. On August 9, Jackson and Maj. Gen. Nathaniel Banks's corps tangled at Cedar Mountain with the Federals gaining an early advantage. A Confederate counterattack led by A.P. Hill repulsed the Federals and won the day. Confederate general William Winder was killed. This battle shifted fighting in Virginia from the Peninsula to Northern Virginia, giving Lee the initiative.

Result(s): Confederate victory
CWSAC Reference #: VA022
Procuration Priority II 2 (Class

**Preservation Priority:** II.2 (Class B)<sup>1</sup>

## Rappahannock Station I

Other Names: Waterloo Bridge, White Sulphur Springs, Lee Springs, Freeman's Ford

Campaign: Northern Virginia Campaign (June-September 1862)

Date(s): August 22-25, 1862

Principal Commanders: Maj. Gen. John Pope [US]; Maj. Gen. Thomas J. Jackson [CSA]

Forces Engaged: Brigades
Estimated Casualties: 225 total

**Description:** Early August, Lee determined that McClellan's army was being withdrawn from the Peninsula to reinforce John Pope. He sent Longstreet from Richmond to join Jackson's wing of the army near Gordonsville and arrived to take command himself on August 15. August 20-21, Pope withdrew to the line of the Rappahannock River. On August 23, Stuart's

<sup>&</sup>lt;sup>1</sup> The National Park Service, "CWSAC Battle Summaries," The American Battlefield Protection Program, https://www.nps.gov/abpp/battles/va022.htm

cavalry made a daring raid on Pope's headquarters at Catlett Station, showing that the Union right flank was vulnerable to a turning movement. Over the next several days, August 22-25, the two armies fought a series of minor actions along the Rappahannock River, including Waterloo Bridge, Lee Springs, Freeman's Ford, and Sulphur Springs, resulting in a few hundred casualties. Together, these skirmishes primed Pope's army along the river, while Jackson's wing marched via Thoroughfare Gap to capture Bristoe Station and destroy Federal supplies at Manassas Junction, far in the rear of Pope's army.

Result(s): Inconclusive CWSAC Reference #: VA023

**Preservation Priority:** II.4 (Class D)<sup>2</sup>

# Kelly's Ford

Other Names: Kellysville

**Campaign:** Cavalry Operations along the Rappahannock (March 1863)

Date(s): March 17, 1863

Principal Commanders: Brig. Gen. William W. Averell [US]; Brig. Gen. Fitzhugh Lee [CSA]

Forces Engaged: Divisions (3,000 total)
Estimated Casualties: 200 total

**Description:** Kelly's Ford was one of the early larger scale cavalry fights in Virginia that set the stage for Brandy Station and cavalry actions of the Gettysburg campaign. Twenty-one hundred troopers of Averell's cavalry division crossed the Rappahannock River to attack the Confederate cavalry. Fitzhugh Lee counterattacked with a brigade of about 800 men. The "Gallant" Pelham was killed. After achieving a localized success, Union forces withdrew in mid-afternoon.

Result(s): Inconclusive CWSAC Reference #: VA029

**Preservation Priority:** III.3 (Class C)<sup>3</sup>

## **Brandy Station**

Other Names: Fleetwood Hill

Campaign: Gettysburg Campaign (June-August 1863)

Date(s): June 9, 1863

Principal Commanders: Maj. Gen. Pleasonton [US]; Maj. Gen. J.E.B. Stuart [CSA]

Forces Engaged: Corps (22,000 total)
Estimated Casualties: 1,090 total

**Description:** At dawn June 9, the Union cavalry corps under Maj. Gen. Alfred Pleasonton launched a surprise attack on Stuart's cavalry at Brandy Station. After an all-day fight in which fortunes changed repeatedly, the Federals retired without discovering Lee's infantry camped near Culpeper. This battle marked the apogee of the Confederate cavalry in the East. From this point in the war, the Federal cavalry gained strength and confidence. Brandy Station was the largest cavalry battle of the war and the opening engagement of the Gettysburg Campaign.

Result(s): Inconclusive CWSAC Reference #: VA035

<sup>&</sup>lt;sup>2</sup> The National Park Service, "CWSAC Battle Summaries," The American Battlefield Protection Program, https://www.nps.gov/abpp/battles/va023.htm

<sup>&</sup>lt;sup>3</sup> The National Park Service, "CWSAC Battle Summaries," The American Battlefield Protection Program, https://www.nps.gov/abpp/battles/va029.htm

**Preservation Priority:** I.3 (Class B)<sup>4</sup>

## Rappahannock Station II

Other Names: None

**Location:** Fauquier County and Culpeper County

Campaign: Bristoe Campaign (October-November 1863)

Date(s): November 7, 1863

Principal Commanders: Maj. Gen. George G. Meade [US]; Gen. Robert E. Lee [CSA]

Forces Engaged: Corps

Estimated Casualties: 2,537 total (1,600 Confederate prisoners)

**Description:** On November 7, the Union army forced passage of the Rappahannock River at two places. A dusk attack overran the Confederate bridgehead at Rappahannock Station, capturing more than 1,600 men of Jubal Early's Division. Fighting at Kelly's Ford was less severe with about 430 casualties, but the Confederates retreated allowing the Federals across in force. On the verge of going into winter quarters around Culpeper, Lee's army retired instead into Orange County south of the Rapidan River. The Army of the Potomac occupied the vicinity of Brandy Station and Culpeper County.

Result(s): Union victory
CWSAC Reference #: VA043

Preservation Priority: IV.1 (Class B)<sup>5</sup>

### Morton's Ford

Other Names: Rapidan River

Campaign: Demonstration on the Rapidan River (February 1864)

Date(s): February 6-7, 1864

Principal Commanders: Brig. Gen. J.C. Caldwell [US]; Lt. Gen. Richard S. Ewell [CSA]

Forces Engaged: Divisions
Estimated Casualties: 723 total

**Description:** To distract attention from a planned cavalry-infantry raid up the Peninsula on Richmond, the Federal army forced several crossings of the Rapidan River on February 6. A II Corps division crossed at Morton's Ford, the I Corps at Raccoon Ford. Union cavalry crossed at Robertson's Ford. Ewell's Corps resisted the crossings. Fighting was sporadic but most severe at Morton's Ford. By February 7, the attacks had stalled, and the Federals withdrew

during the night.

Result(s): Inconclusive

CWSAC Reference #: VA045

**Preservation Priority:** III.4 (Class D)<sup>6</sup>

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<sup>&</sup>lt;sup>4</sup> The National Park Service, "CWSAC Battle Summaries," The American Battlefield Protection Program, https://www.nps.gov/abpp/battles/va035.htm

<sup>&</sup>lt;sup>5</sup> The National Park Service, "CWSAC Battle Summaries," The American Battlefield Protection Program, https://www.nps.gov/abpp/battles/va043.htm

<sup>&</sup>lt;sup>6</sup> The National Park Service, "CWSAC Battle Summaries," The American Battlefield Protection Program, https://www.nps.gov/abpp/battles/va045.htm

# **Recent Threats**

Numerous threats to the battlefield landscape exist, from continued residential development to viewshed encroachment and industrial development. According to its 2015 Comprehensive Plan, Culpeper County seeks to "save historic resources." This interest however is not always the primary goal of individual projects put forth for consideration, nor are these interests necessarily shared by public utilities or state-wide infrastructure.

As noted in the Comprehensive Plan, it is not feasible to consider complete protection of the core and study areas. By 2011 approximately 1.88% of the county's battlefield grounds were protected through easement and/or acquisition. Culpeper County consists of a total of 243,840 acres. The total study area, which includes the core area, for all six battlefields was 86,156.09 acres, with the core area totaling 21,409.43. Some of these acres are overlapping due to the proximity of some battlefield areas, such as Brandy Station with Rappahannock II. This data comes from the 2011 "Individual Battlefield Profiles" of the 2009 Civil War Sites Advisory Commission's Report on the Nation's Civil War Battlefields: Commonwealth of Virginia. Of this acreage 78,821.97 acres is listed as Potential National Register landscapes or sites.

The continued protection of battlefield lands poses an opportunity to secure lands important to our nation's heritage. However, greater threats exist from encroaching residential development, commercial and industrial development, utility expansion, and the loss of traditional farmlands to these forms of development.

# Residential Development and Population Growth

Residential development within Culpeper County has steadily increased over the last couple decades, according to census and county data. As noted in the Comprehensive Plan this trend is expected to continue at a rate of approximately 1.5-2% growth per year (page 2-3). According to the University of Virginia's Weldon Cooper Center for Public Service Demographics Research Group this equates to an increase from 50,912 residents in 2020 to 68,572 residents in 2040, which is a similar growth rate to neighboring Fauquier County. The expectation is that roughly 400 new residential units will be added each year through 2040 (page 8-1), with a total of more than 10,000 units added between 2015 and 2040. Based on census data cited in the Comprehensive Plan on page 9-4 more than 53% of the county's residents work outside the county. The lower cost of housing, lower density of population, proximity to the District of Columbia's metropolitan area, cost of commuting, ability to telecommute utilizing high speed internet, and availability of rail transit are among

<sup>&</sup>lt;sup>7</sup> Comprehensive Plan, Culpeper County, Pg. 10, 2015

the various factors that make Culpeper County appealing. Concurrently, the <u>population of</u> the entire state is expected to rise to be the 10<sup>th</sup> most populous state by 2040, outpacing New Jersey and Michigan both. Of this, <u>1 in 5 residents</u> is expected to be over the age of 65. Culpeper's proximity to the metropolitan area of DC, where many will have held jobs that they will be retiring from, will also hold an appeal for this demographic. It can be expected that there will be infrastructure needs that will also have an impact on the landscape, but there are not any active plans for major changes yet. As residential development on formerly vacant lands progresses the need for road improvements, utilities, and convenience services such as shopping centers can be expected.



Aerial Photo of the Town of Culpeper, Suburban Growth and surrounding agricultural patterns. 2018

# Commercial and Industrial Development

While the most prominent threat to battlefield land is residential development and associated suburban sprawl, improperly scaled or sited commercial and industrial development pose a recognized threat to battlefield lands and their viewsheds. The most prominent commercial/industrial threats to Culpeper's battlefields have come in the form of Industrial Scale Solar Facilities. These facilities current proposals regionally encompass 1,000s of acres of farmland. Prompted in part by this study, battlefield preservation partners moved quickly in 2017 to work with the County on its policies, excluding core battlefield lands from consideration for industrial scale solar development. While this exclusion is a significant victory for Culpeper's hallowed battlefield ground, the viewshed encroachment from these facilities must be considered.

# Transportation

The expansion and improvements to the Culpeper region's rural roads and highways pose a constant threat to Civil War resources. As battlefields historically took place when armies met along war-time



Image courtesy Journey Through Hallowed Ground 2017

roads, and the routes to and fleeing from conflict hold significance, it is no surprise that Culpeper's core and battlefield boundaries lie within and along existing roads and highways. By example, recent widening of Route 3 through Stevensburg, encroached upon core battlefield lands, despite the advocacy of local preservationists to push alternatives alignments southward. Current research and review of VDOT plans suggest improvements to Route 29 within the vicinity of Brandy Station at Alanthus Rd. hold potential to encroach on battlefield lands there. By observation of these encroachments, the scenic nature of Culpeper's rural roads is threatened. In particular two roads, The Old Carolina Road, and those designated as National Scenic Byway associated with the Journey Through Hallowed Ground National Heritage Area, deserve targeted preservation advocacy.

# The Remington-Gordonsville Transmission Line

The current expansion of the Remington-Gordonsville power line system is expected to adversely impact core battlefield lands and viewsheds of Brandy Station, Kelly's Ford, Rappahannock I and II,

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and Morton's Ford Battlefields. The project consists of the expansion of the existing electric transmission lines and the corresponding right-of-ways up to 140 feet wide. According to a public Project Update dated December 28, 2017, and the company website, the project was approved by the Virginia State Corporate Commission on August 29, 2017. Based on the Line Access Maps released to the public on July 12, 2018 the areas impacted will include Core Areas of the battlefields as identified in the 2012 Virginia Battlefield Summaries published by the Civil War Sites Advisory Commission. The intrusion of the large transmission towers with the corresponding cleared right-of-way on the battlefield landscapes will most prominently impact battlefield viewsheds along its right of way.

### **Farmland Loss**

As of 2012, 51.8% of the total acreage of the county was comprised of farmlands. The annual loss of farmland per year is 1% according to the Comprehensive Plan. When compared to the increase in population of 1.5-2% annually it can be assumed that some portion of the lost farmland is going towards residential development. This average includes the unusually high growth noted in the early 2000s, including the record-breaking growth seen in 2004 that exceeded 6% and was the highest growth rate in the state according to census data. After the economic downturn of 2007, population growth has slowed to a more modest pace and is expected to continue to decrease slightly to the average of 1.5-2%. The county has proactively addressed the potential loss of agricultural lands by encouraging the use of easements and the purchase of development rights from qualified farmland owners. As noted on page 5-5 of the Comprehensive Plan, the program is voluntary and allows for the continued agricultural use of the land while prohibiting other forms of development.



# **Establishing a Preservation Framework**

While land preservation often happens in response to perceived threats, there are benefits to identifying areas of desired protection and cultivating relationships with willing property owners to consider proactive commitments to pursue battlefield lands that hold significant cultural value and retain a high level of landscape integrity. While a more comprehensive set of priorities will need to be pursued by partner groups, the following initial priorities represent those supported by local and national preservation partners.

These priorities are largely informed by current regional studies identifying the important remaining cultural and natural features present across Culpeper's Civil War battlefields. The KOCOA assessment identifies Key terrain, Observation points, Cover and concealment, Obstacles, and Avenues of approach and retreat. With the goal to update priorities every four years, in response to governmental appropriations, the following metrics are proposed:

- Focus proactive preservation efforts to a limited number of highly significant properties with willing property owners already supporting battlefield preservation. (These priorities do NOT prohibit the continuation of reactionary preservation opportunities in response to specific threats or opportunities elsewhere.)
- Lands contiguous to and adjoining the proposed Brandy Station and Cedar Mountain Battlefield State Park lands.
- Lands providing river access to the Rappahannock River, a key regional and state-wide recreative priority.
- Contiguous lands of significance at Cedar Mountain and larger parcels along the Old Orange Road.
- The future potential to protect the majority of core battlefield at Morton's Ford currently owned and for sale by a single land owner.
- Protect focused key terrain features at Kelly's Ford, and Rappahannock Station
- Assess additional threats to associated lands that hold valuable cultural and natural resources outside of core battlefield.

### **Priorities**

A focused resource-based approach to preservation may include the following specific objectives at each battlefield. The targeted areas represent eighteen (18) private land owners, comprising over 2,733 acres. While still in the planning stages, these preliminary figures are being mapped for further consideration. These priorities place emphasis on preserving lands most significant to each battle as informed by KOCOA-based analysis conducted by this study. Preliminary priorities are identified below for each battlefield.

### Cedar Mountain



Drawing by Edwin Forbes, Library of Congress Collections

- Over 591 acres of battlefield land (primary priority)
- Properties abutting lands offered up for the State Park, and that hold key military landscape features
- Lands protecting the immediate viewshed and character of the Old Orange Road, a key military feature that also conveys the history of an important vernacular landscape feature

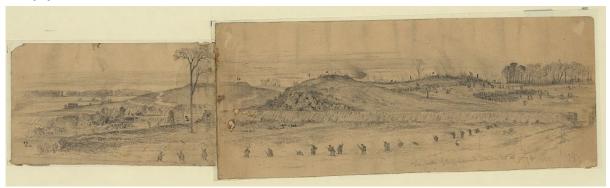
# **Brandy Station**



Winter quarters of the Army of the Potomac, Brandy Station, 1864. Photographer unknown, Library of Congress Collections

- Over 755 acres of battlefield land (primary priority)
- Properties zoned for commercial use and that will connect current discontinuous lands offered up for the State Park
- Lands protecting the key terrain of the Beverly's Ford Road and river frontage to the Rappahannock River, with the ability to accommodate future river access

# Rappahannock Station I & II



Drawing by Edwin Forbes, Library of Congress Collections

- Roughly 16 acres of battlefield land (primary priority)
- Threatened historically significant properties, abutting existing conserved lands

# Kelly's Ford



Drawing by Alfred Waud, Library of Congress Collections

- Roughly 48.5 acres of battlefield land (primary priority)
- Key terrain including lands comprising the island crossing

# Morton's Ford



Drawing by Alfred Waud, Library of Congress Collections

- Over 1,320 acres of battlefield land (primary priority)
- Land currently for sale by a single property owner that comprises more than 70% of the entire core battlefield, and that may make possible future river access to the Rapidan River

# Stewardship

The active stewardship and care of historic landscapes requires an army of volunteers; however its rewards leave an indelible mark on both the steward and the landscape.

Caring for and maintaining protected, publically-accessible battlefield land is no small endeavor. Each year, the Friends of Cedar Mountain battlefield steward 164 acres of protected battlefield land, open and interpreted for the public. These lands receive both targeted and frequent stewardship regimens. The FoCMB employ special stewardship events, like "Park Day" held the first Saturday in April, as well as other, more targeted stewardship activities throughout each year. Likewise, the open fields, necessary to maintain historically open agricultural fields maintain their authentic character through lease agreements with area farmers.

Growing Generations of Stewards: Existing pools of volunteers should be expanded to maintain existing and future projected stewardship levels of protected battlefield lands. As volunteer battlefield stewardship activities often include non-history-related activities like vegetation management, trail maintenance, and fence-mending, landscape stewardship stands as one of the most inclusive and diverse opportunities to grow the volunteer base for Civil War sites. Battlefield Friends group outreach to local and regional emerging enthusiasts should include: hiking, recreation, gardening, environmental and scenic conservation, scouts and schools, and philanthropy organizations. It is important to note that stewardship efforts should also be well-documented and their effects shared with owners of battlefield lands not yet protected to model stewardship and preservation practices.

**Increasing Advocacy and Strengthening Relationships with Agricultural Community:** 

Protected battlefield lands cannot retain their historically open spatial-character without the assistance and partnership of area farmers. It is a fact that Culpeper's Civil War battlefields retain much of their historic appearance today due to the strong generational stewardship of local farmers. Every effort should be made by Battlefield Friends groups to reach out to adjacent farmers, and strengthen relationships with the greater farming community.

### **Key Priorities for Battlefield Stewardship include:**

- Expand volunteer base with targeted outreach to emerging enthusiasts
- Expand participation with the regional agricultural community
- Support existing networks of agricultural leases of currently protected lands
- Develop a framework of stewardship projects updated annually, suitable for varying sizes and experiences of volunteer groups
- Maintain and expand Trail and Visitor accessibility planning and implementation
- Maintaining Interpretation and Education facilities and programs
- Suppress non-native invasives
- Consider recapture of historic spatial character vegetation patterns

### Education

Experiential history, taught across the landscapes that shaped this nation is an incomparable experience to be shared with every Culpeper resident and visitor.

While the Friends of Cedar Mountain Battlefield and its partners seek to preserve, and protect historic battlefield land, they also educate and invite visitors to learn about the heroic actions that took place on these lands, and demonstrate why they matter to our current and future freedoms. Education is a critical component to preservation. It serves as a valuable tool to foster interest, stimulate curiosity, and promotes appreciation for the historic site, landscape and the events and lives impacted.

K-12: Educational programs, activities and balanced historical interpretation fills a void in K-12 education often plagued with diminishing budgets and prioritize curriculums that often leave history education near the bottom of the barrel.

Interpretive programs convey stories of the people, places and events that make up a community's cultural fabric. Learning about the struggles, hardships and sacrifices associated with a battlefield, not exclusive to military history, improves understanding and appreciation of a site; this appreciation creates value, and the future of preservation depends largely on perceived value. Engaging educational programming teaches the value of saving battlefield land where men fought and died, stories of heroism, love and sorrow, impacts to civilians, stories of liberation, across landscapes and old roads that transport to an earlier time.

#### **Key Priorities for Battlefield Education include:**

- Conduct research on and prioritize the restoration of specific areas of battlefield lands, returning them to their wartime appearance, improving education and experience
- Continue to maintain and update interpretive trails and markers, providing users with a baseline understanding of historic events and landscapes visible today
- Continue to advance the quality, authenticity, and visibility of online educational experiences of Culpeper's battlefields
- Expand interpretive programs spanning military history to include the stories of war-time residents, impacts of military occupation, prospects of liberation, and rebuilding
- Continue/ expand staff-rides/military education programs partnering with active military
- Couple outreach for volunteer stewardship with educational experiences. Pairing stewardship and maintenance efforts, preceded or followed by educational programing provides a greater appreciation and understanding of the place
- Coordinate with regional partners to establish destination educational camps
- Work with national project partners to establish teacher training programs and curricula, targeting homeschool and private school educators, and supporting/ supplementing public school curricula

## **Integrated Heritage Tourism**

Heritage Tourism is one of the Commonwealth's healthiest economic development tools, and there are few communities that rival the Culpeper's destination-quality resources.

The Commonwealth's ability to offer residents and visitors an abundance of destination experiences, including those integrating cultural and historic sites, supports what is today an industry that annually generates \$25 billion in travel spending, supports 232,000 jobs and provides \$1.73 billion in state and local taxes.<sup>8</sup>

Tourism in Culpeper, whose destination main-street is known for more than just good food and shops, was rated this year as the "prettiest town in Virginia," by *Architectural Digest*, generated \$42.6 million in domestic visitor spending, and supported 416 jobs, providing over \$2.7 million in state and local taxes. Local tourism indicators identified "history/heritage" as the number two most prevalent reason for visiting the region.

By the same measure, Heritage Tourism in Virginia accounted for 85% of all tourism dollars generated. Heritage Tourism integrates visitation to historic places with other services supporting a destination-quality experience, often extending the length-of-stay and dollars spent, per visit. By incorporating battlefield visitation with other experiences including Culpeper's enviable composition of fine dining, lodging, agritourism, wineries, and outdoor recreation, to name a few, holds tremendous promise but more must be done to help visitors make these connections.

The 2015 formation of the Brandy Station and Cedar Mountain State Park Alliance provides a compelling vehicle to support the integration and momentum of public-private investment and tourism-based businesses that support and expand the destination appeal and authentic experience of Culpeper's incomparable network of Civil War battlefields and historic sites.

#### **Key Priorities for Integrated Heritage Tourism:**

- Work with Culpeper County and City offices of tourism and economic development to measure battlefield visitation
- Continue and expand partnerships with local and regional heritage organizations, including the Museum of Culpeper
- Grow the network of businesses supporting the State Park proposal and battlefield visitation
- Identify market opportunities for private sector businesses that support battlefield experience and extend length of stay; (equestrian, paddling, camping/ glamping)

<sup>&</sup>lt;sup>8</sup> US Travel Association, Virginia Tourism Corporation, *Tourism Revenue Reached \$42,674.39 in Culpeper Virginia in 2017,* Culpeper Tourism Department, 2017

<sup>&</sup>lt;sup>3</sup> Ibid

<sup>&</sup>lt;sup>10</sup> Center for Urban and Regional Analysis at Virginia Commonwealth University's L. Douglas Wilder School for Government and Public Affairs, 2017

### Outreach

The roadmap to securing the future of Culpeper's historic battlefield lands will be paved by the successes of local leadership supported by regional, and national efforts.

The Friends of Cedar Mountain Battlefield and its partners seek to help preserve the lands and legacy of the historic battlefields identified within this study. The threats identified herein are not all-inclusive and new threats will arise to be sure. By establishing the framework of *preservation*, *stewardship*, *education*, *and heritage tourism*, local groups supported by national partners, will help position battlefield preservation in a more proactive posture to raise awareness and interest long before threats to historic lands arise.

#### **Project Outreach:**

In August of 2017 the Friends of Cedar Mountain Battlefield hosted an open house to solicit interest from the visiting public on battlefield preservation, education, and stewardship and share some of the initial findings. Demonstration maps presenting KOCOA analysis of the Cedar Mountain battlefield and the regional preservation priorities were presented during the session.

**Future outreach:** In advancing the priorities for preservation, stewardship, education, and heritage tourism, the battlefield preservation community would do well to advance the hallmarks of grass-roots advocacy that will:

- Identify local trusted advisors to expand capacity and reach
- Establish Clear and Actionable Goals
- Distill Messaging and Communicate Clearly
- Use Proven and New Methods and Channels for Communication
- Appoint Local Advocates for Key Assignments
- Inspire and Enlist New Advocates
- Celebrate local advocates and stewards
- Support and Expand Coalitions
- Engage Policy Makers
- Fundraise

