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PRESERVE. EDUCATE. INSPIRE.

# Presentation to the Kentucky Interim Joint Committee on Tourism, Small Business and Information Technology

*October 19, 2018 – Frankfort, Kentucky*

# Presentation Outline

- I. Introduction to the American Battlefield Trust
- II. How We Preserve Land
- III. Educational & Economic Benefits of Battlefield Preservation
- IV. Threats & Opportunities in the Bluegrass State
- V. State-level Battlefield Preservation Grant Programs
- VI. Questions

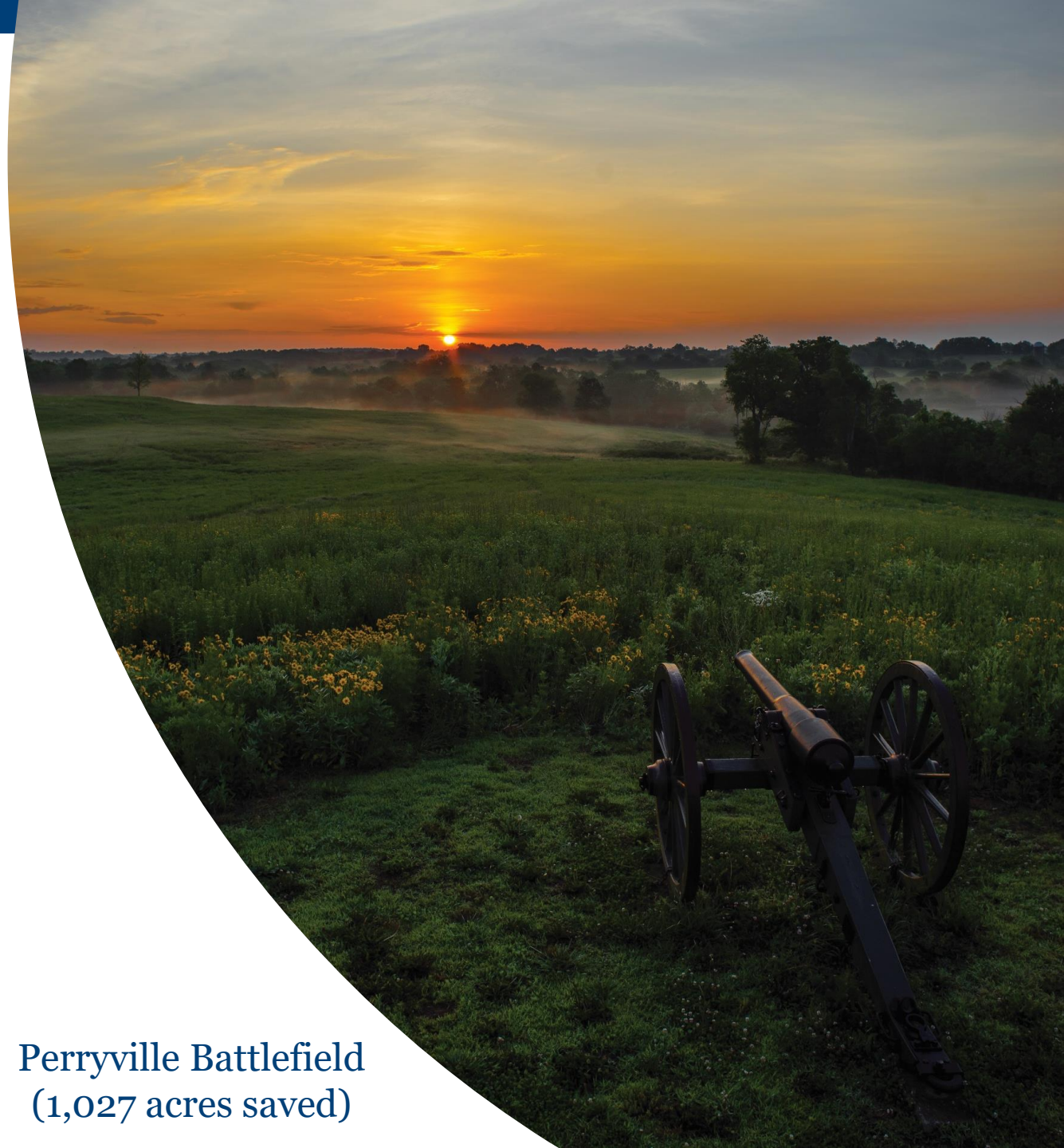
# Overview of the American Battlefield Trust

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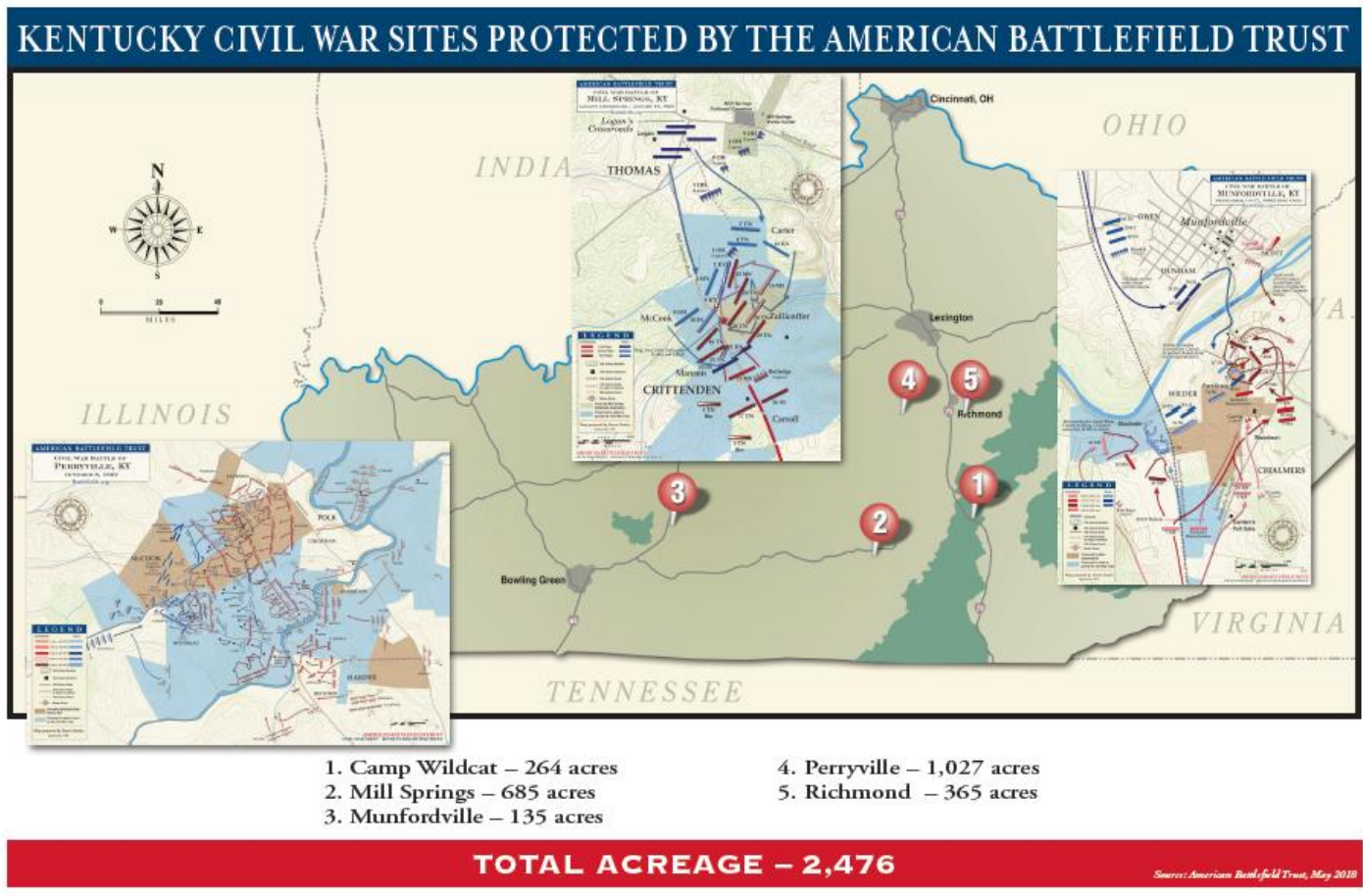
- Nation's largest nonprofit battlefield preservation organization
- Two divisions: Civil War Trust & Revolutionary War Trust
- More than 50,000 members and supporters
- Tightly focused on land preservation, education, and advocacy



Perryville Battlefield  
(1,027 acres saved)



# Proven Record of Success



- Helped preserve more than 50,500 acres at over 130 sites in 24 states
- Includes nearly 2,500 acres at 5 battlefields in Kentucky
- In 2014, our mission expanded to include the American Revolution and War of 1812
- Consistently recognized as a top nonprofit by charity watchdog groups



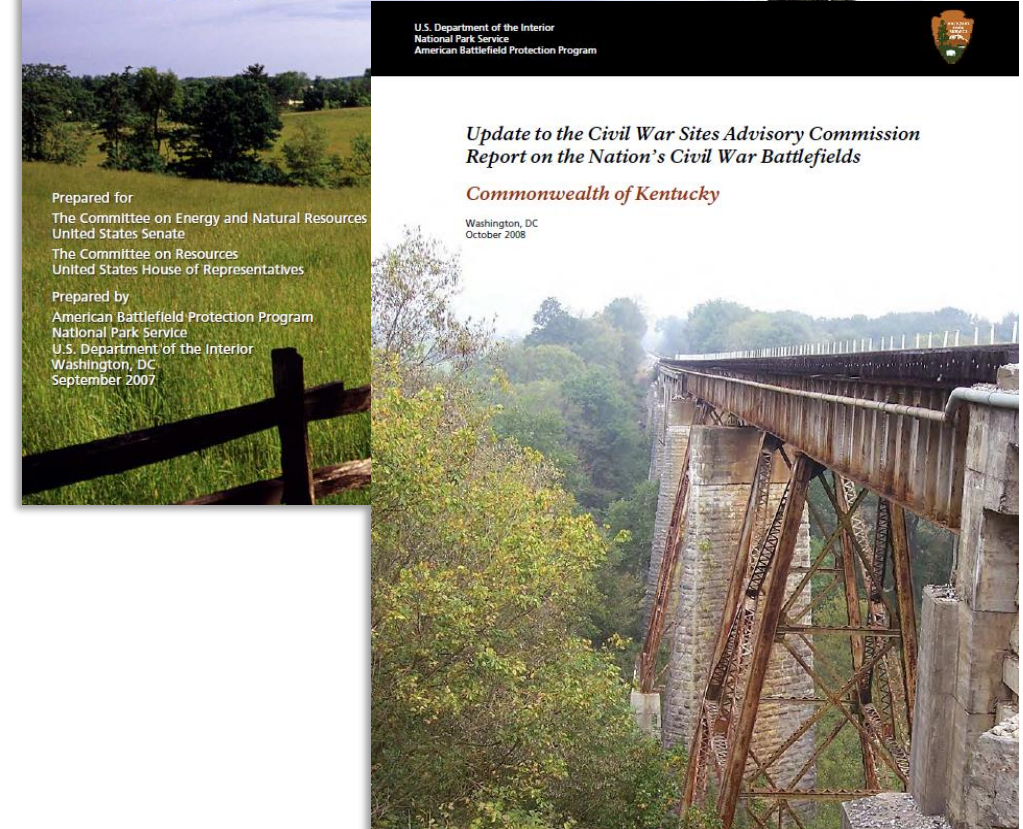
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# How We Preserve Land

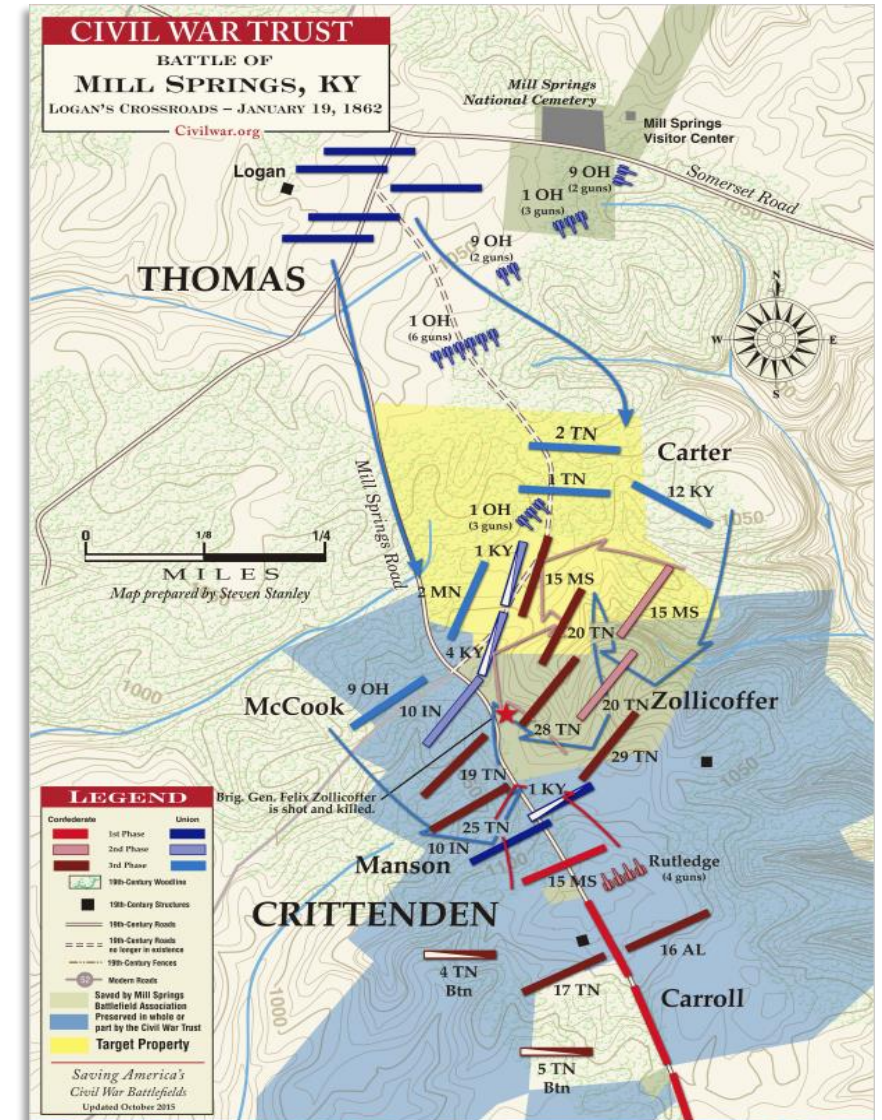
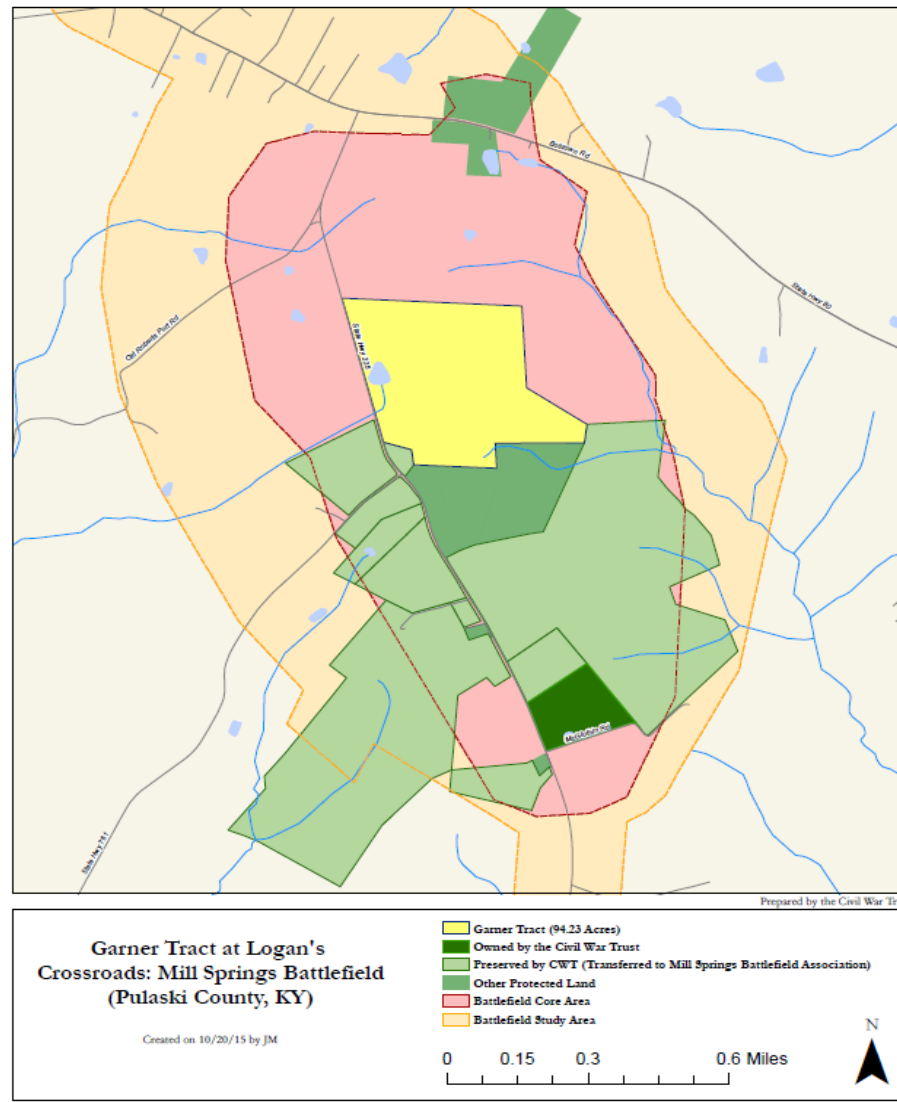
## Step 1: Is Land on an Important Battlefield?

- Guided by reports to Congress on priority battlefields
- In Kentucky, these reports identified...
  - 11 Civil War battlefields
  - 7 Revolutionary War battlefields
- Focus on core and study areas identified by the American Battlefield Protection Program
- Consult with historians, National Park Service, and state and local preservation partners



# How We Preserve Land

## Step 2: Create Core-Study and Troop Movement Maps



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# How We Preserve Land

## Step 3: Determine How to Preserve It

- Develop long-term relationships with landowners
- Acquire land only from willing sellers
  - Purchase it fee-simple
  - Purchase and lease back (sale/leaseback)
  - Purchase property subject to a life estate
  - Preserve it through conservation easement
- Encourage developers to support preservation

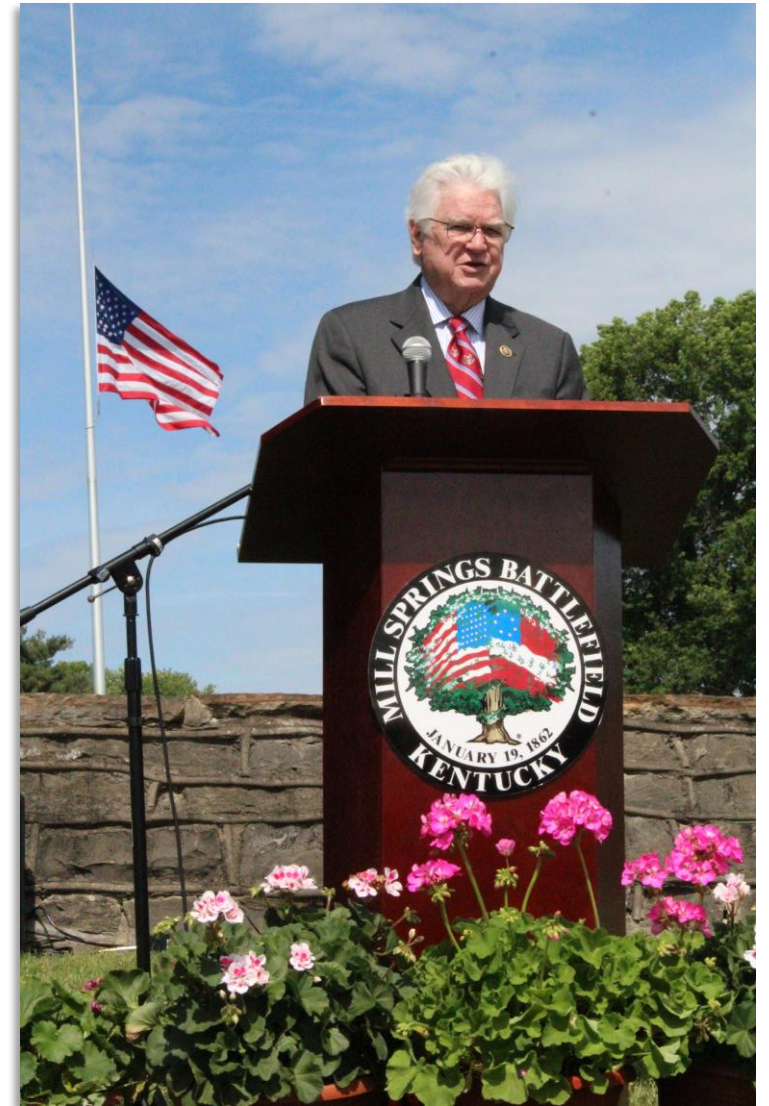


Richmond Battlefield  
(365 acres saved)

# How We Preserve Land

## Step 4: Determine How to Pay for It

- Private Sector Donations
- Federal Grants (American Battlefield Protection Program)
- State Grants (Kentucky Heritage Land Conservation Fund)
- Foundation Grants
- Landowner Tax Benefits (state preservation tax credits, federal conservation easement incentive)
- Partner Organizations



Congressman Hal Rogers (KY-05)  
announcing the preservation of 188 acres at  
Mill Springs Battlefield in 2015



# How We Preserve Land

## Step 5: Determine Disposition

- Transfer to third party entity to create park/public access
  - Proceeds are reinvested in additional battlefield preservation
- Temporarily retain Trust ownership and interpret
  - Partner with local organizations to steward
- Trust currently owns 580 acres in Kentucky



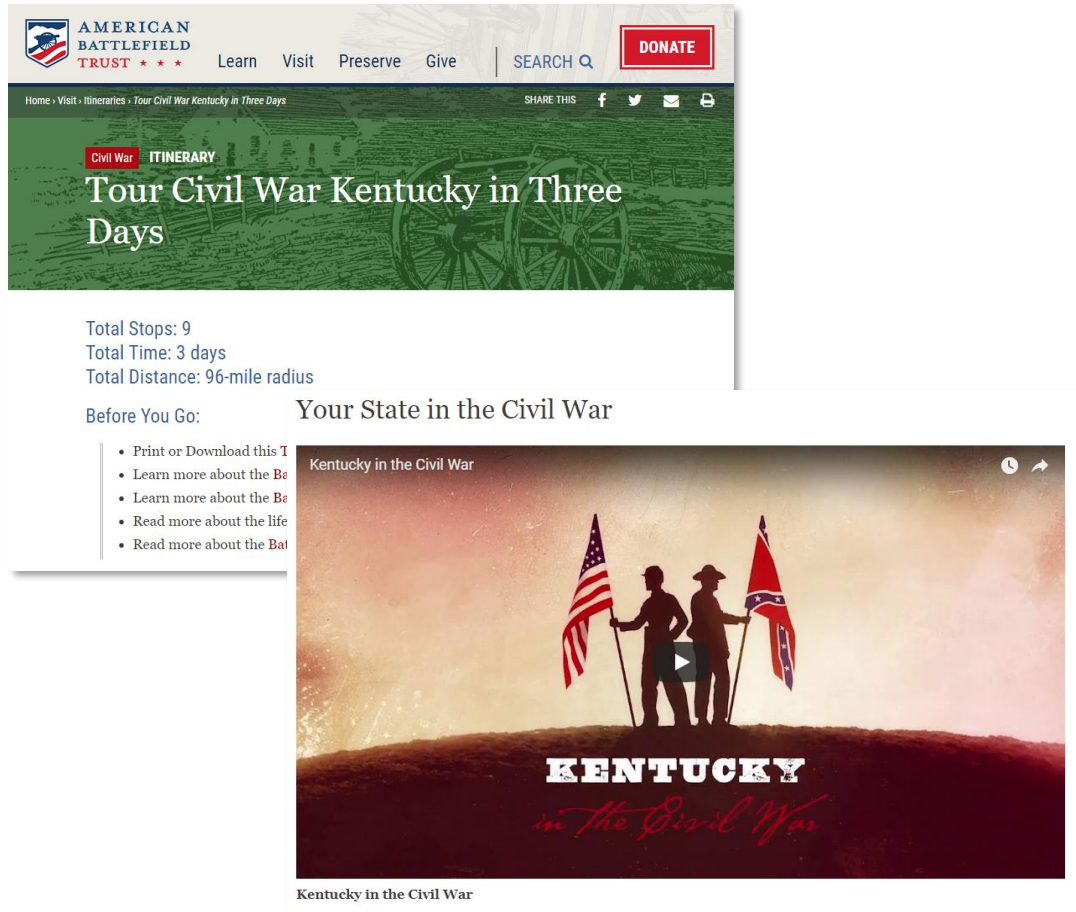
American Battlefield Trust President Jim Lighthizer and Trust Chairman Emeritus John Nau flank Kentucky Tourism, Arts and Heritage Secretary Marcheta Sparrow at a Perryville Land Transfer Ceremony in 2010

# Preservation Partners: Local & Regional Groups



Local and regional historical and preservation organizations are often a battlefield's first line of defense, as they are usually the first to know of potential threats — as well as potential opportunities

# Educating the Next Generation



Educational resources on Kentucky from battlefields.org

- Tools for schools and home study
  - [www.battlefields.org](http://www.battlefields.org)
  - Animated maps
  - In4 videos
  - Teaching aides
  - Virtual tours
  - Teacher Institute
- Interpretation of battlefield sites as outdoor classrooms
  - Battle apps
  - Travel itineraries
  - Generations Program



# Restoration & Interpretation

- Interpretation of battlefield sites as outdoor classrooms
- Installation of natural walking trails and removal of structures
- Provide visitors with authentic experience
- Little government funding available for these activities

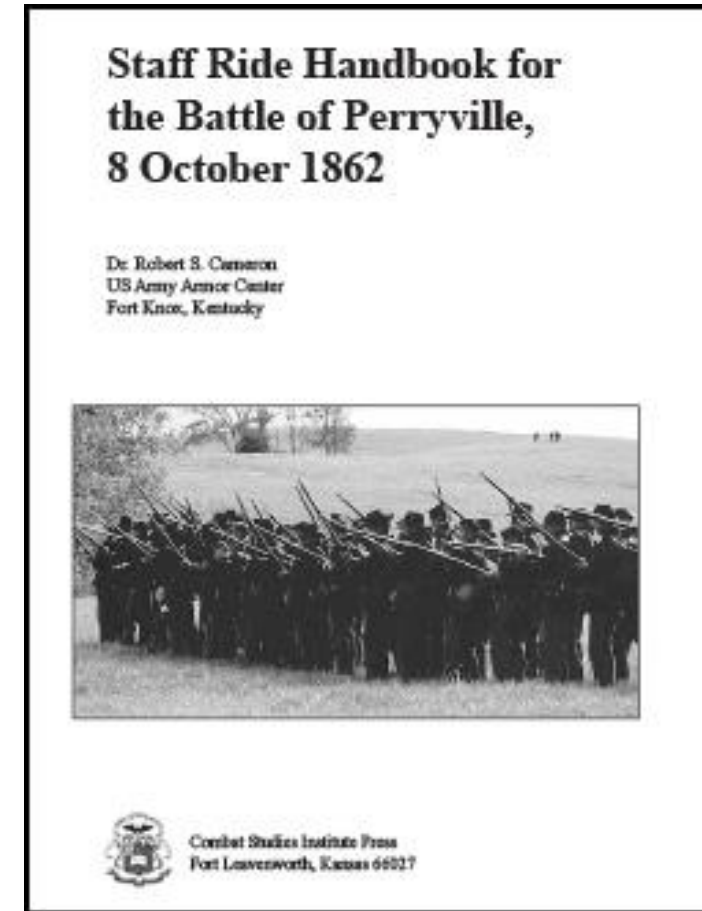


Restoration and Interpretation of Fleetwood Hill on Brandy Station Battlefield, Virginia



# Battlefields as Training Ground for Today's Military

- Land saved by the Trust — from Petersburg and Brandy Station in Virginia, to the fields of Shiloh in Tennessee — is used by modern soldiers to prepare for their roles as leaders in our armed forces
- During “staff rides,” soldiers learn valuable lessons and skills by studying strategies and troop movements, as well as leadership techniques and decision-making tactics
- Preserving, restoring and interpreting battlefields provides outdoor classrooms for servicemen and women, giving them an edge in applied strategic and tactical thought that is not readily available elsewhere



U.S. Army staff ride handbook for the  
Battle of Perryville

# Economic Benefits of Battlefield Preservation

- At 10 battlefields surveyed in 2015, visitors...
  - Poured \$596 million in sales into local communities
  - Generated \$15.3 million in state and local tax revenues
  - Supported 6,800 local jobs
- Civil War tourists are likely to be well-educated and affluent, with household incomes between \$61,200 – \$79,500.
- Battlefield visitors spent almost \$50 per person per day, and tend to stay longer than the average tourist
- For one in three out-of-town guests, visiting the battlefield park was the primary reason for traveling to the area



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# Battlefield Parks as Community Assets

- Positive Economic Impact

- The tourism and travel industry contributed over \$15 billion to Kentucky's economy in 2017. Direct expenditures by tourists accounted for over \$9.5 billion of this total —an increase of 3.8 percent since 2016.
- The economic impact of Kentucky State Parks state-wide is approximately \$890 million.
  - In 2008, Perryville State Historic Site had a statewide economic impact of \$9,198,534 and a local county impact of \$5,110,650. Blue Licks Battlefield State Resort Park had a statewide economic impact of \$12,017,103 and a local county impact of \$10,240,801.

- Increased Tax Revenues

- In 2017, tourism spending in Kentucky generated \$1.57 billion in state and local taxes (\$1.37 billion to the state and nearly \$202 million locally). This is an increase from \$1.52 billion in tax revenues in 2016.

- Supporting Local Jobs

- 2017 tourism spending directly supported 195,503 jobs in Kentucky and provided over \$3.3 billion in wages to Kentucky workers – an increase of \$65 million from 2016 wages.
- On average, visits by 956 tourists support one full-time job in a battlefield community.

- Community Assets

- Battlefields preserve open space which enhances community vibrancy and desirability, boosts nearby property values, and creates educational and recreational opportunities for residents of all ages.

# Kentucky Battlefields Under Threat



Encroaching residential development at Richmond & Mill Springs Battlefields



- Nearly 20% of the sites identified in the CWSAC report have been lost
- Approximately 30 acres of battlefield are destroyed everyday
- 3 of the 11 federally recognized Civil War battlefields in Kentucky are either severely fragmented or already lost
- Residential and other development pressures threaten Kentucky's remaining Civil War & Revolutionary War battlefields

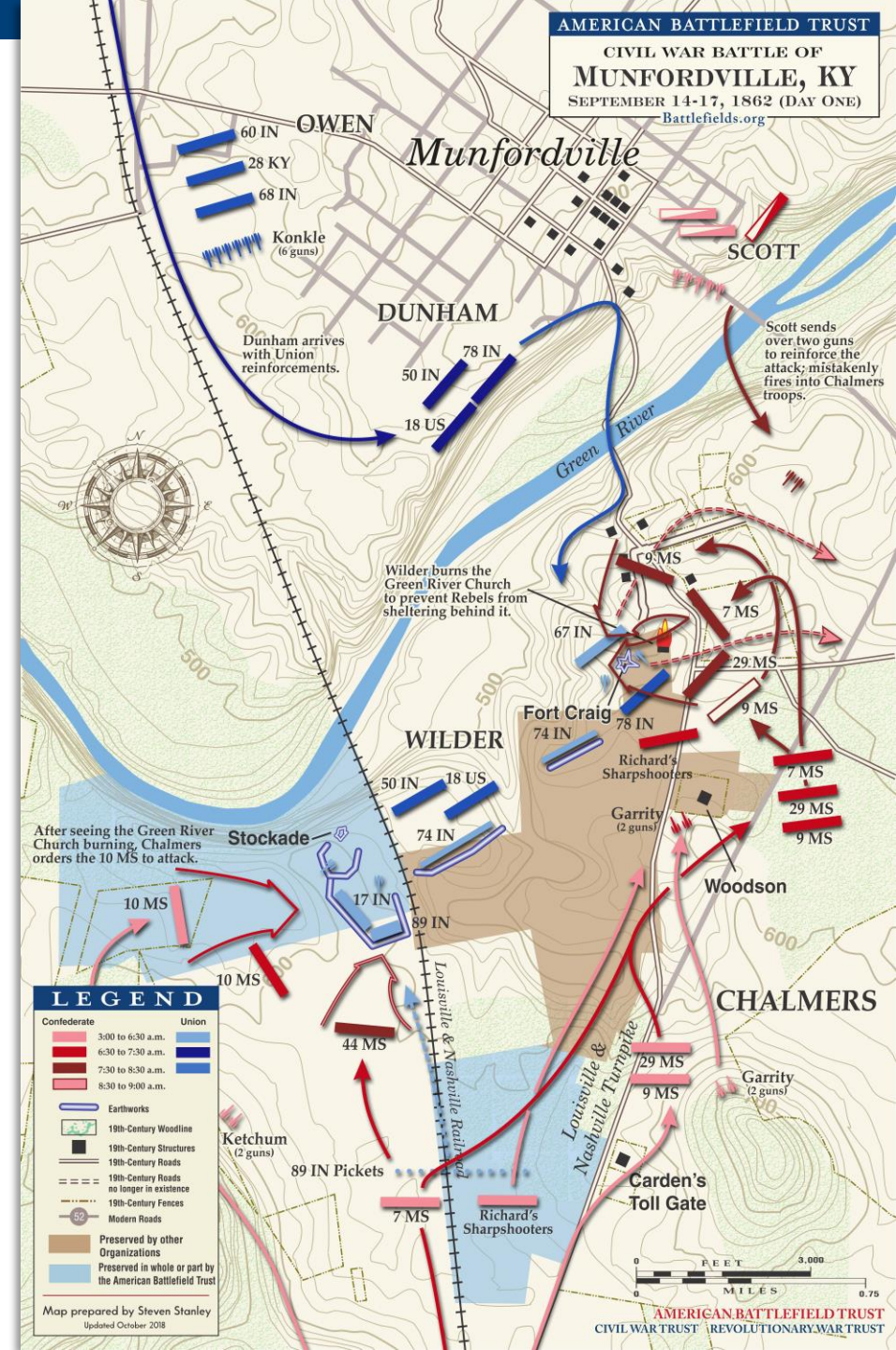


# Munfordville Battlefield

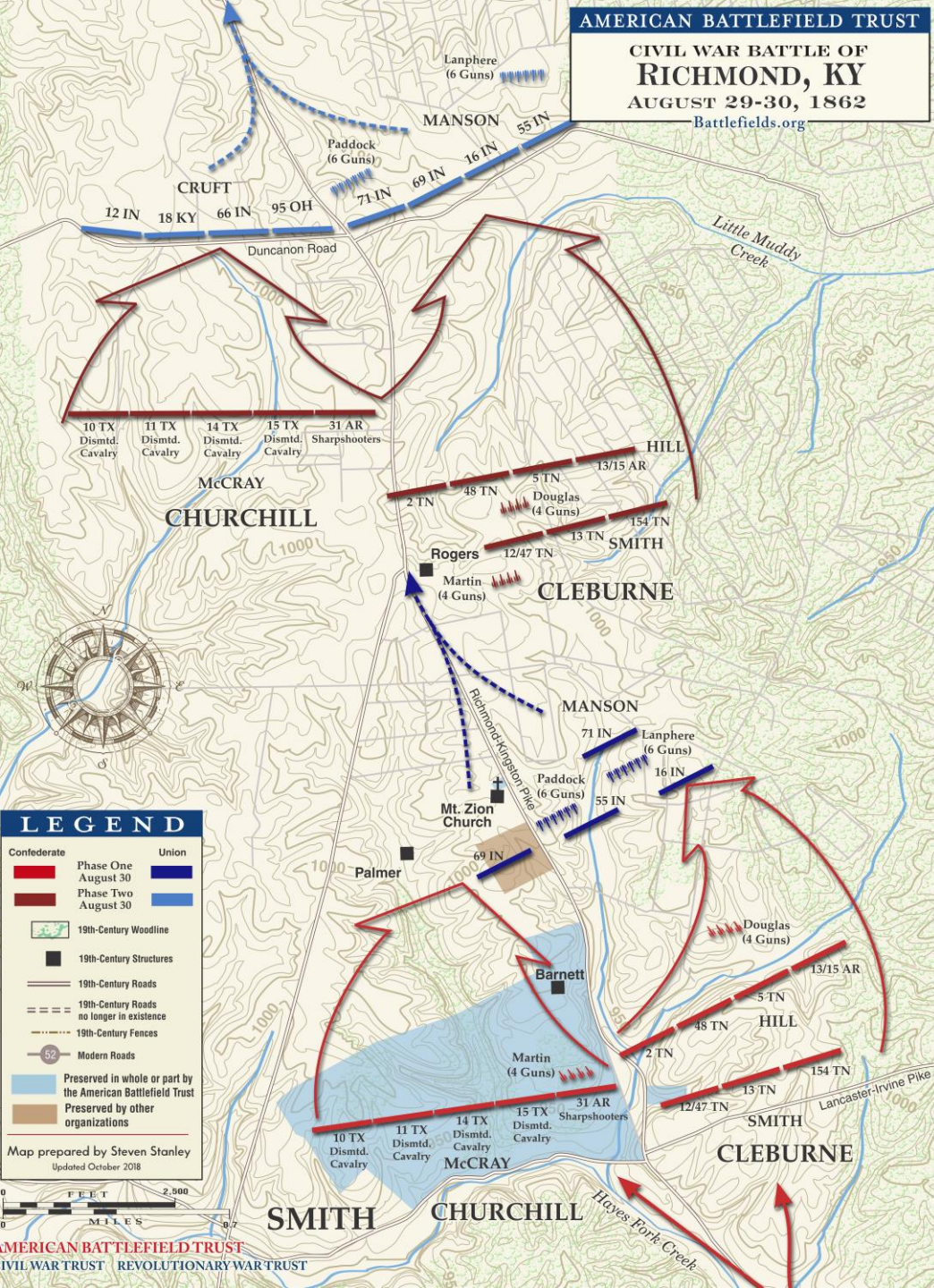
- Development, once slow in this agrarian county, has accelerated significantly
- Trust has partnered with the Battle for the Bridge Historic Preserve to save 135 acres
  - Trust currently owns 50 acres at Munfordville
- 2+ miles of interpretive trails begin at the historic Anthony Woodson House



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# Richmond Battlefield

- Until 2001, visitors to Richmond in the would have found only three Kentucky Historical Markers commemorating the battle
- Since then, the Trust has worked with the Battle of Richmond Association and Madison County to save 365 acres of battlefield land
  - Trust currently owns 3 acres at Richmond
- Battle of Richmond Visitor Center opened in October 2008

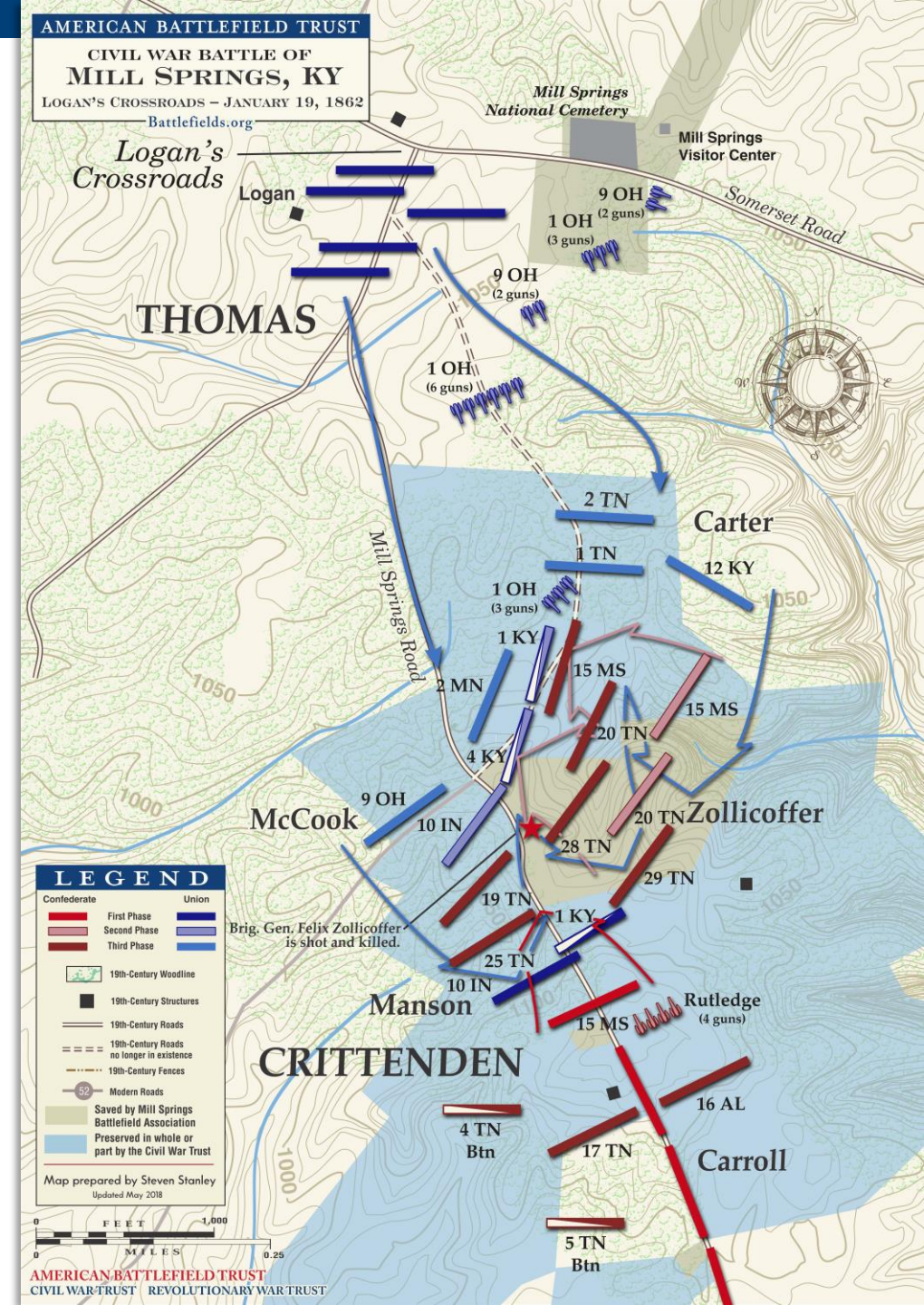


# Mill Springs Battlefield

- Mill Springs Battlefield Association formed in 1992
- MSBA & the Trust have preserved nearly 700 acres of the battlefield since then
  - Trust currently owns 211 acres at Mill Springs
- 10,000 square foot visitor center opened in 2006
- More than 30 interpretive signs and miles of walking trails
- Most recent acquisition: 93-acre Garner tract in 2016

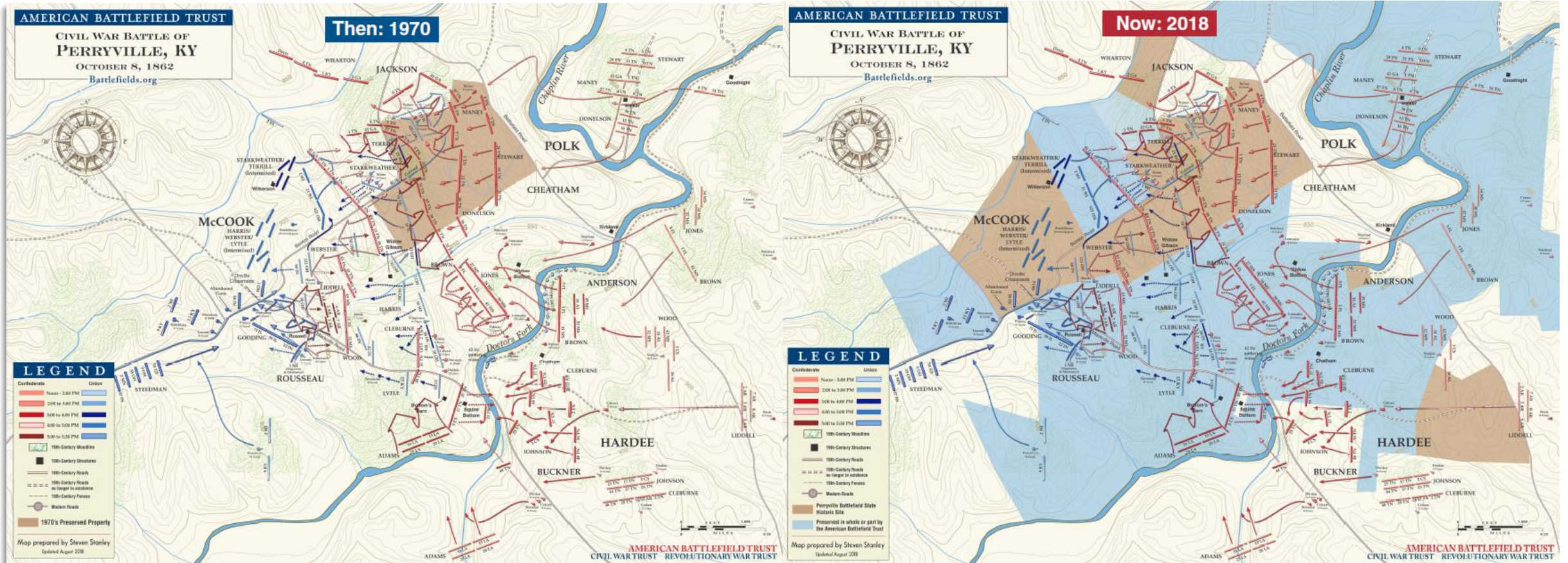


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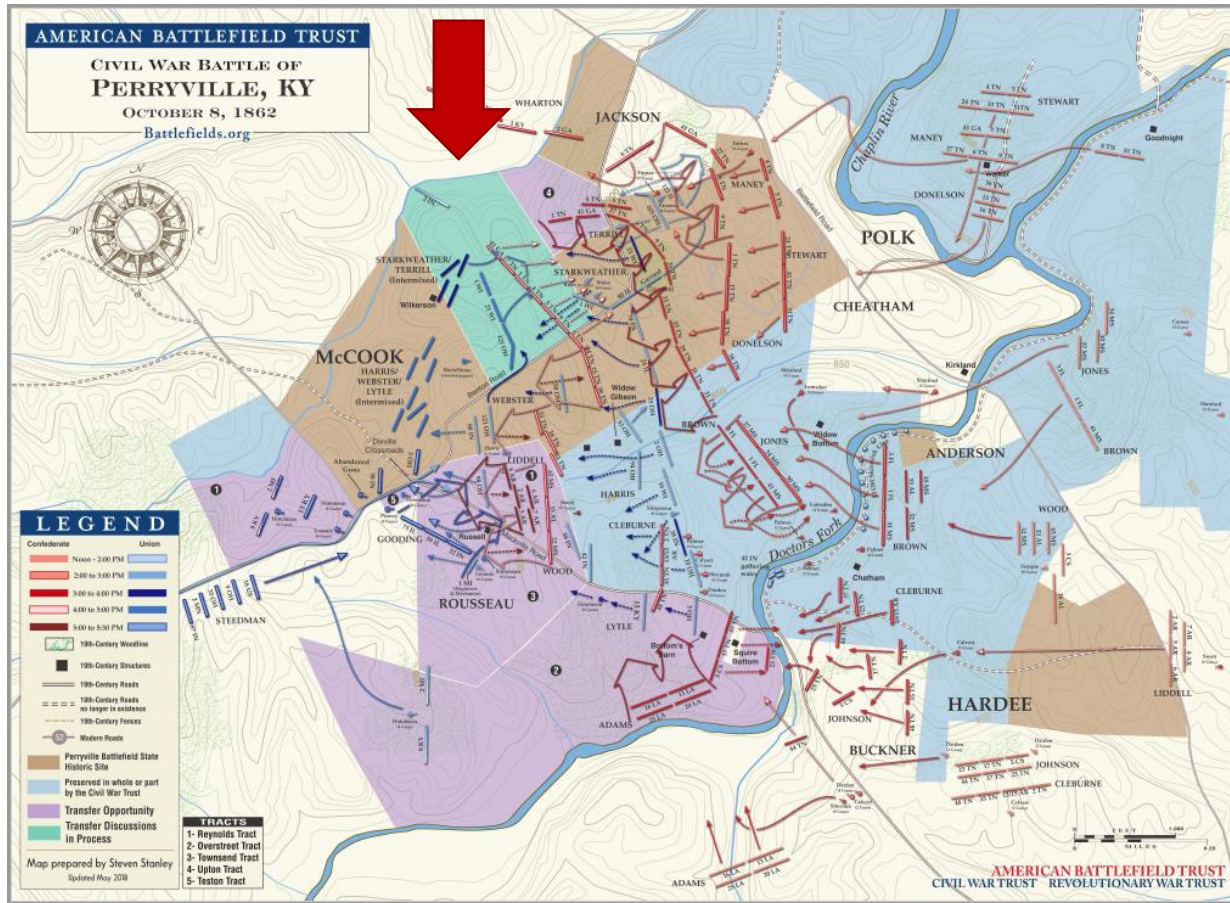
# Perryville Battlefield



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# Perryville Battlefield – Graves Property



- 57 Acres
- Sits just west and south of the famous “Open Knob,” which anchored the Union left flank
- Union soldiers from Wisconsin, Ohio, and Indiana mounted a desperate defensive stand in these fields, barely holding back Confederate veterans from Georgia and Tennessee.
- This engagement stopped the Confederates cold in this sector of the field, buying time for Union reinforcements to arrive and form a new line near the Dixville Crossroads, and assuring a Union victory at Perryville.
- In 2017, KHLCF approved a \$215,000 grant to the Department of Parks to purchase the tract
- Transaction value: \$584,632 (Trust net cost: \$308,316)

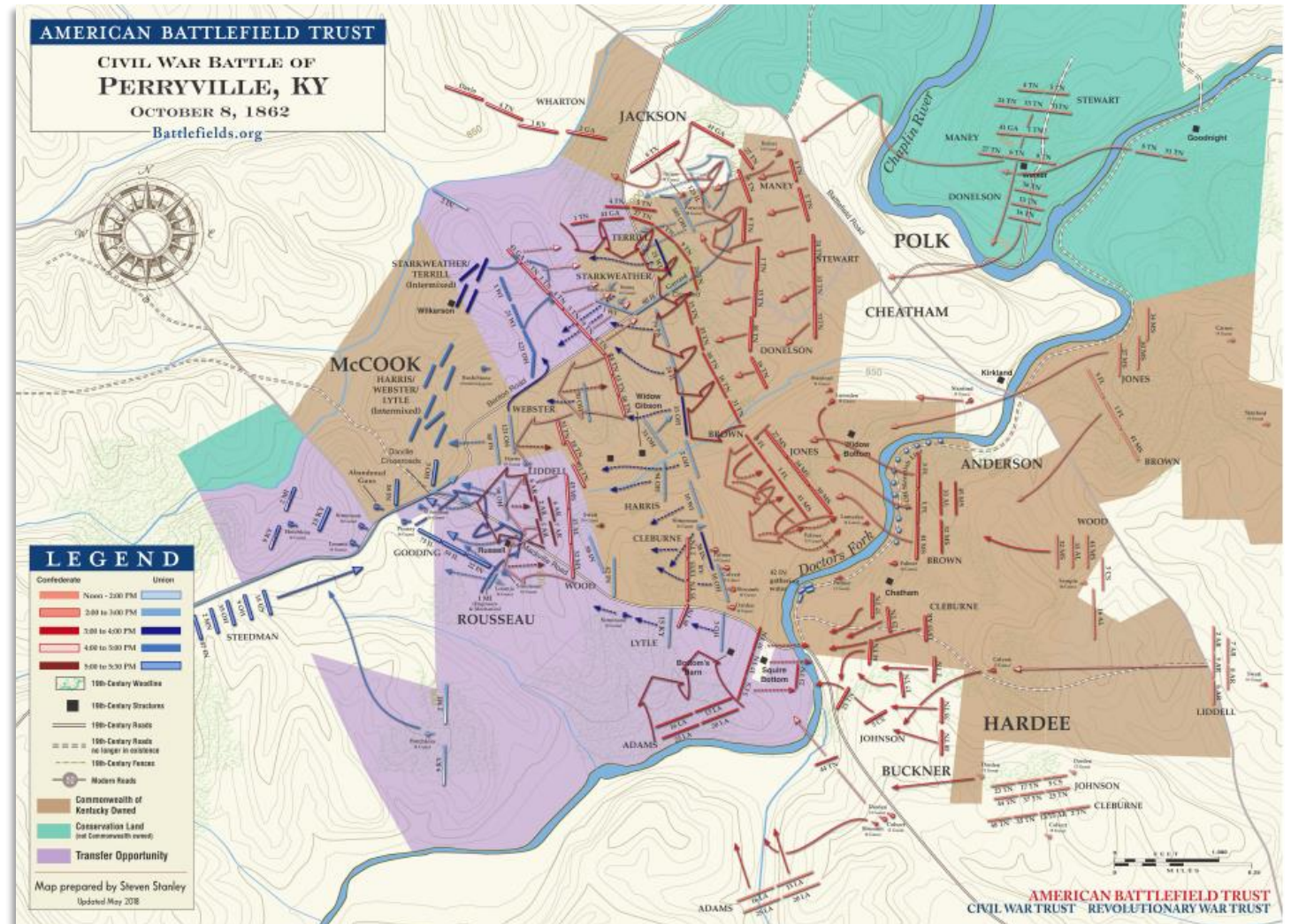


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# Perryville Battlefield –Transfer Opportunities

- In addition to the Graves tract, the Trust owns roughly 258 additional acres across tracts acquired from five families
- Primarily in “core” battlefield
- Comprises the battlefield’s entire southeastern section that was previously unprotected, as well as key acreage southwest of the famous “Open Knob” on the northern section of the battlefield.
- Total transaction value for this acreage was \$1.57 million
- Trust net cost was more than \$800,000
- Trust is proposing to sell the entirety of these holdings to the Commonwealth for \$500,000
- Trust would reinvest the proceeds into additional battlefield preservation on Kentucky



# Virginia Battlefield Preservation Fund (VBPF)

- Created in 2006 to preserve Civil War battlefields
- Expanded in 2015 to cover battlefields of the Revolutionary War and War of 1812
- Since 2006, \$16,342,348 in grant funds disbursed across 105 projects
- \$1,000,000 / year appropriation for 2018-2020 biennium
- VBPF has helped to preserve approximately 8,000 acres of hallowed ground throughout the Commonwealth
- Grants are administered by the SHPO and are awarded on a 1-to-1 matching basis, yet the state's actual return on investment averages an incredible 5-to-1
- According to a 2017 Mason-Dixon poll, 83 percent of Virginians support VBPF and 90 percent of Virginians support historic battlefield preservation



Events at Upperville & Brandy Station Battlefields celebrating the preservation of land saved with VBPF funds



# Tennessee Civil War or War Between the States Site Preservation Fund

- Established in 2013, the Fund protects both Civil War and Underground Railroad sites in the Volunteer State
- Like VBPF after which it is modeled, Tennessee's fund provides competitive matching grants which foster partnerships and private-sector investment in battlefield preservation
- Tennessee has since taken steps to guarantee funding to the program each year by instituting two annually recurring funding sources
  - The first is a \$250,000 allocation from the Tennessee State Lands Acquisition Fund.
  - The second is a portion of the year-over-year revenue growth from the state's Real Estate Transfer Tax — which, in fiscal year 2017-18, amounted to more than \$1.2 million in funding.
- Any unused money is permitted to accumulate for future use.
- Since 2013, the Fund has paid out \$1,556,250 for nine different projects with a total transaction value of \$4,336,412.



Event in Nashville celebrating the successes of the Tennessee Civil War or War Between the States Site Preservation Fund

# Thank You!

## Questions?

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## KENTUCKY: BLUEGRASS TURNED RED



Save the date to join us at the American Battlefield Trust's  
**2019 Annual Conference** in Lexington, Ky.  
Registration opens August 15, 2018 at [www.battlefields.org/annualconference](http://www.battlefields.org/annualconference).



Headquarters hotel:  
Griffin Gate Marriott Resort and Spa;  
group rate \$130+/night.

Be sure to take advantage of special  
Early Bird rates available only to  
Marching Toward Freedom attendees.

Look for information on confirmed  
historians and event details  
coming soon online.

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