

Virginia Sesquicentennial of the American Civil War Commission



Cheryl Jackson & Rusty Nix



The History Mobile

Richmond, VA



Lexington, VA



Harrisonburg, VA



The History Mobile





Creativity



Creativity

The HistoryMobile offers a new and creative approach to solving an important issue:

*Promoting Tourism
and
Economic
Development*



Ashland, VA



Creativity

The HistoryMobile provides exactly what localities NEED, but don't have:

1. An Award-Winning Exhibit



Goochland, VA



Manassas, VA



Creativity

The HistoryMobile provides exactly what localities NEED, but don't have:

1. An Award-Winning Exhibit
2. A Unique Event



Arlington, VA



Bedford, VA



Creativity

The HistoryMobile provides exactly what localities NEED, but don't have:

1. An Award-Winning Exhibit
2. A Unique Event
3. Event Staff



Sharpsburg, MD



Creativity

The HistoryMobile provides exactly what localities NEED, but don't have:

1. An Award-Winning Exhibit
2. A Unique Event
3. Event Staff
4. Tourism Marketing

history
Virginia is for Lovers 



Hanover, VA



Creativity

But the most important *and best* point of all is:

It's Free!



Appomattox, VA



Bristol, VA



Effectiveness



Effectiveness

Civil War travelers are valued!

- 1. Stay 50% longer**
- 2. Spend 24% more money**

Yearly, these visitors to battlefields generate:

- 1. More than \$15.2 million in state taxes**
- 2. Over \$7.8 million in local government income**



Effectiveness

The Virginia Civil War HistoryMobile and Pennsylvania 150th Roadshow



Sharpsburg, MD



Effectiveness

Virginia and Pennsylvania at a Glance...

	PENNSYLVANIA:	VIRGINIA:
STARTED:	April 2011	July 2011
MANAGEMENT:	Private Event Management	Multi-Agency Partnership
ACTUAL COSTS:	<i>\$920,000+ per year</i>	<i>\$350,000 per year</i>



Effectiveness

2011

2012

2013

2014

2015

VA HistoryMobile

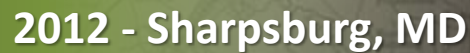
PA 150 Roadshow

The Bottom Line:

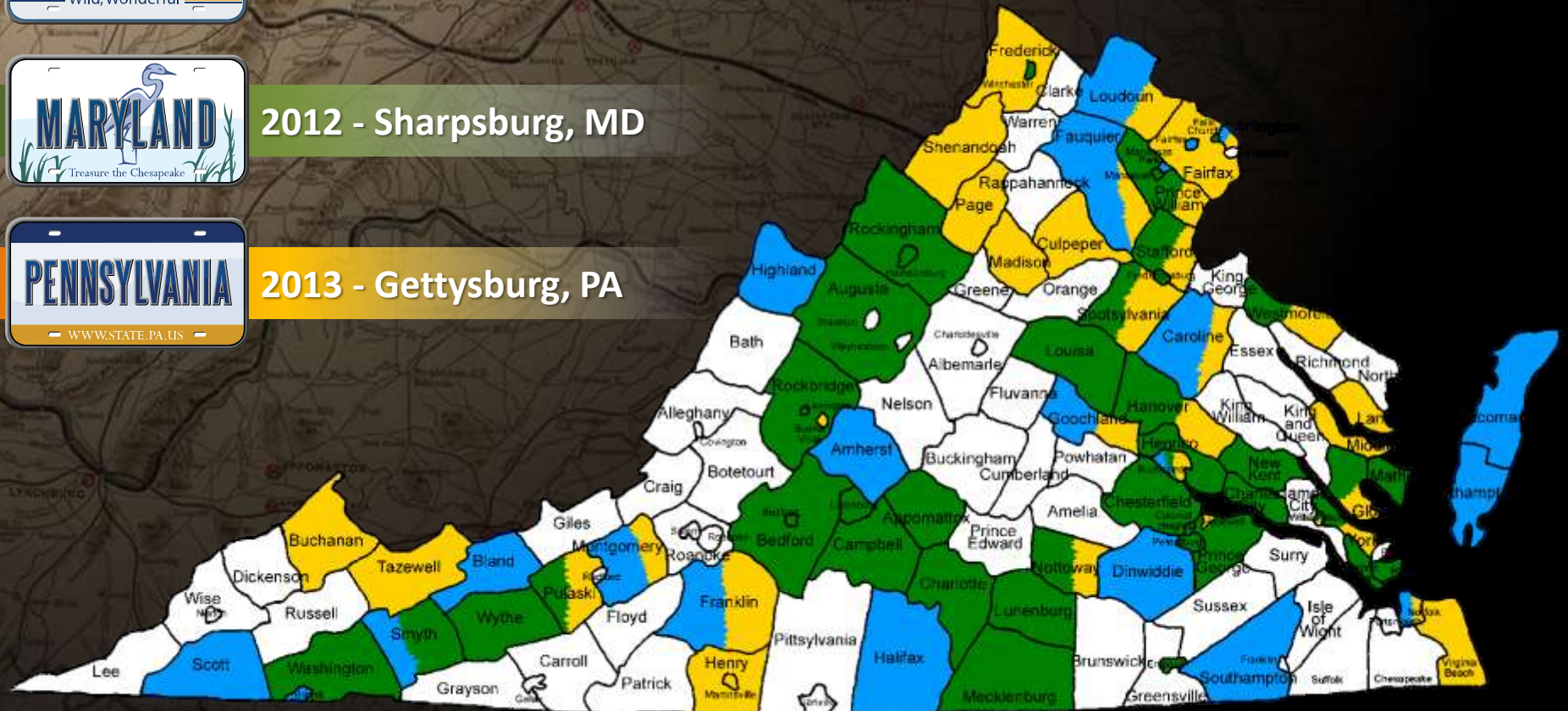
*Multi-Agency Partnerships are
efficient and effective!*



Impact



2018 Tour





Impact



National D-Day Memorial – Bedford, VA



Rt. I-95 North



Arlington National Cemetery – Washington D.C.



Heading to Gettysburg, PA



Impact



**“Please tell the staff of the Civil War HistoryMobile ‘thank you’ for making the effort to come all the way from Richmond for our kids. Many of them would never have the chance to experience something like this otherwise!” – Deborah Lester
Grundy, VA**



Transferability



Transferability

- The multi-agency partnership model by which the HistoryMobile tour operates is **HIGHLY** transferable to other states!
- This model doesn't just work for tourism- it can be used for any type of program!
 - *Civics education, voter registration, high-profile events, etc.*



Transferability

Transferability Recommendations:

1. Strong state support is *critical*
2. Dedicated funding
3. Partnership of key stakeholders
4. Clear and constant leadership
5. A statewide network of project champions



Conclusion



