

# *Blue, Gray and Green*

**A BATTLEFIELD BENEFITS GUIDE  
FOR COMMUNITY LEADERS**



**How Saving Civil War Battlefields Makes \$\$\$ and Sense**

# Preservation Can Reap Economic Benefits for Local Communities

Community leaders across the United States are wrestling with issues involving development and historic preservation. The trade-offs between preserving historic places and encouraging new commercial and residential development are at the center of policy and zoning battles in urban and rural communities alike.

Nowhere are the struggles fiercer than in communities with Civil War battlefields. Since most Civil War battles were fought over transportation networks and areas that have since become urban centers, these sites are particularly vulnerable to modern development pressures. As a result, local officials in these communities are confronted with a situation with few easy solutions. For example:

## ■ Population Growth Affects Pristine Sites:

County supervisors in Republic, Mo. (pop. 8,400) are faced with the dilemma of approving a developer's plan that will add 1,930 homes at the expense of saving the uniquely pristine approaches to Wilson's Creek National Battlefield Park.

## ■ Spending Taxpayer Dollars for Battlefield Preservation:

In Franklin, Tenn., Mayor Tom Miller and the city's Board of Aldermen recently pledged \$2.5 million toward the purchase of a crucial piece of the Franklin Battlefield near Carnton Plantation. According to a public opinion poll conducted by Mason-Dixon Research in February 2005, their decision was supported by 61 percent of city voters.

## ■ Local Leaders Face Pressure to Rezone Historic Properties:

At Morris Island, S.C., a developer has applied for a permit to build 20 luxury homes on the site that inspired the 1990 movie *Glory*. This is 10 times the number of houses allowed under current zoning.

## ■ Impact of Sprawl and Traffic on Preserved Battlefields:

Although an attempt by the Walt Disney Company to develop commercial property near Manassas National Battlefield (just 30 miles west of Washington, D.C.) was ultimately defeated, the park's environs are now being lost piecemeal to urban sprawl. As a result, commuter traffic inside the park is a major concern, as it diminishes the battlefield's attractiveness to tourists.



## Battlefields Included in this Study

- |                              |  |                       |
|------------------------------|--|-----------------------|
| ■ Antietam, Md.              | ■ Franklin, Tenn.                      | ■ New Market, Va.     |
| ■ Bentonville, N.C.          | ■ Fredericksburg and Spotsylvania, Va. | ■ Perryville, Ky.     |
| ■ Brice's Cross Roads, Miss. | ■ Gettysburg, Pa.                      | ■ Port Hudson, La.    |
| ■ Corinth, Miss.             | ■ Mill Springs, Ky.                    | ■ Shiloh, Tenn.       |
|                              |  | ■ Wilson's Creek, Mo. |

# Preservation Can Reap Economic Benefits for Local Communities

The variety of issues facing Civil War battlefield communities is seemingly endless. But, while the specifics may differ, the basic problem remains the same.

## What is the value to a battlefield community of preserving hallowed ground?

In order to help community leaders, preservationists and developers grapple with this and other questions, the Civil War Preservation Trust commissioned *Blue, Gray and Green*, a multi-year study of Civil War battlefields that quantifies the economic value of battlefield preservation.

### Facts about Growth and Open Space

- The national average cost of open space (like battlefields) is just 36 cents of every dollar in tax revenue generated by these lands. In some instances, it is as little as 2 cents. In contrast, residential land requires \$1.15 in services for every dollar of tax revenue it creates, a net loss of 15 cents.<sup>1</sup>
- In Virginia, 70,000 new dwelling units cost the state general fund \$19 million and require \$613.6 million in total infrastructure spending.<sup>2</sup>
- Subdivisions in Straban Township, Pa. (which includes part of the Gettysburg Battlefield) cost \$1.10 in services per dollar of tax revenue; open space costs just 6 cents.<sup>3</sup>
- A new high school with a capacity of 1,800 pupils costs \$57 million in Spotsylvania County, Va. (the location of four major Civil War battlefields). This is a cost per student of \$32,030.<sup>4</sup>

<sup>1</sup> American Farmland Trust, 2002.

<sup>2</sup> State of Virginia, Department of Conservation and Recreation, 2001.

<sup>3</sup> American Farmland Trust, 2002.

<sup>4</sup> Spotsylvania County Public Schools Efficiency Review, 2005.

The landmark study, conducted by an independent research firm, surveyed tourists, documented their spending, and calculated how their visits affected tax revenues, job growth, and retail sales in the neighboring communities. Questions also examined which on-site visitor services tourists preferred. For the first time, community leaders can judge the specific benefits of battlefield preservation.

It is important to note that the intrinsic, non-economic benefits of preserving historic places or open spaces are not considered in this report. Community leaders should also consider these benefits when balancing preservation against development plans.

*Blue, Gray and Green* also offers recommendations on how to use the data as tools for determining the value of historic preservation in battlefield communities.

An analysis of the full report is available on the Civil War Preservation Trust website at [www.civilwar.org](http://www.civilwar.org).



# Civil War Tourists: Support Jobs for Local Residents

## Jobs Supported by Battlefields

BATTLEFIELD	JOB SUPPORTED	VISITORS NEEDED TO SUPPORT ONE JOB
Antietam	309	641.8
Bentonville	15	1,384.7
Brice's Cross Roads	2	981.5
Corinth	5	817.6
Franklin	32	559.8
Fredericksburg & Spotsylvania	387	965.0
Gettysburg	2,653	596.3
Mill Springs	4	1,093.8
New Market	34	1,194.8
Perryville	5	1,020.0
Port Hudson	7	1,109.3
Shiloh	316	1,072.3
Wilson's Creek	69	1,456.0
<b>Total/Average</b>	<b>3,838</b>	<b>702.3</b>

Across the board, jobs are created in every community with a Civil War battlefield park. On average, every 702 tourists to a Civil War battlefield support one full-time or full-time equivalent local job. These jobs are independent of any jobs within a local battlefield park.

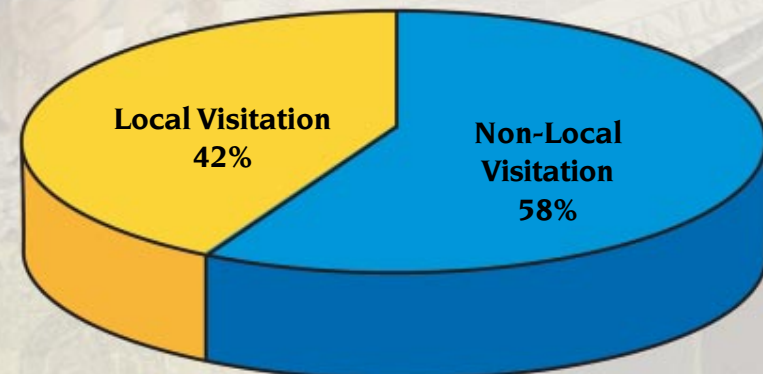
If the battlefield is well known, such as Antietam or Gettysburg, and a corresponding infrastructure has been created to attract tourists, fewer Civil War visitors than average are needed to support new jobs.

**Recommendation:** Battlefield communities can attract potential employees by positioning the area as a good family-friendly job market based on heritage tourism. Tourists help maintain a healthy and steady job market.

## Civil War Tourists: Local versus Non-local Visitation

To ensure the accuracy of the *Blue, Gray and Green* report, the study focuses on non-local visitors to Civil War battlefields. Thus, school groups and local residents visiting the battlefield were not included in the results. However, this should not diminish the very real economic benefits that local visitation generates, or the value of historic open space to the quality of life in a local community.

**Local versus Non-Local Visitation**



# Civil War Tourists: Generate State and Local Tax Revenue

## State and Local Government Revenues

BATTLEFIELD	STATE GOVERNMENT REVENUE	LOCAL GOVERNMENT REVENUE
Antietam	\$779,000	\$634,000
Bentonville	\$54,000	\$29,000
Brice's Cross Roads	\$9,000	\$3,000
Corinth	\$23,000	\$8,000
Franklin	\$122,000	\$63,000
Fredericksburg & Spotsylvania	\$314,000	\$229,000
Gettysburg	\$11,800,000	\$5,200,000
Mill Springs	\$19,000	\$6,000
New Market	\$144,000	\$122,000
Perryville	\$21,000	\$6,000
Port Hudson	\$24,000	\$21,000
Shiloh	\$1,800,000	\$1,300,000
Wilson's Creek	\$217,000	\$144,000
<b>Total</b>	<b>\$15,326,000</b>	<b>\$7,765,000</b>

At the 13 sites surveyed, visitors generated a total of \$15.3 million in state taxes and another \$7.8 million in local government revenues. This amounts to approximately \$5.84 per visitor at the state level and another \$2.94 per visitor to pay for local services.

These non-resident taxes provide needed dollars to defray the costs of state and local services. Almost as important, tourists do not need the services provided to permanent residents of a battlefield community.

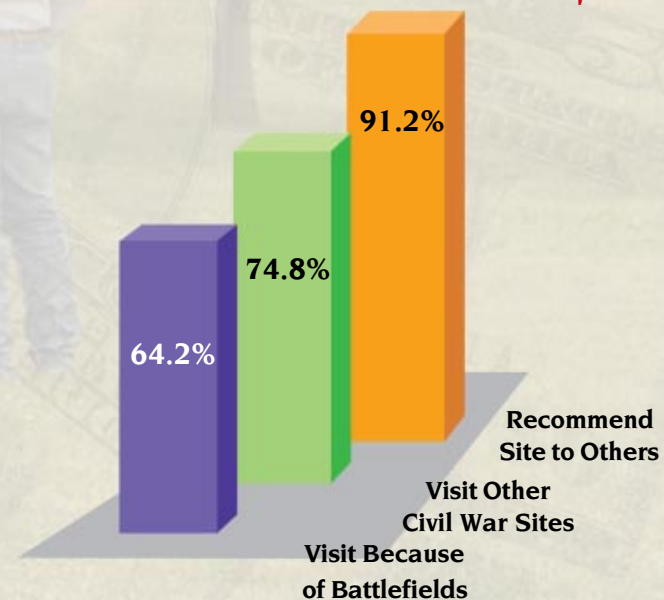
**Recommendation:** Community leaders should consider how additional investment in the marketing of battlefields as tourist attractions could increase tax revenues and offset residential service costs.

## Civil War Tourists: Value Battlefields

The majority of Civil War tourists say they have visited other Civil War sites in addition to the one at which they were interviewed. This means a battlefield community that links its historic sites to other battlefields as part of a state or regional driving tour is likely to attract more visitors than one that does not.

The study also found that, because of their interest in history, Civil War tourists can easily become goodwill ambassadors for a battlefield community, recommending your site to other history enthusiasts.

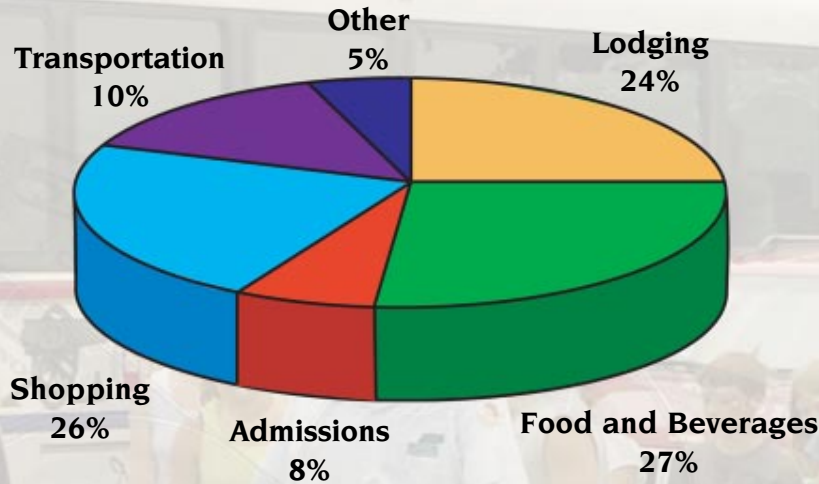
### Visitor Attitudes Toward Battlefields



# Civil War Tourists: Generate Business for the Local Economy

A battlefield is a powerful magnet for the best tourists in the marketplace. Civil War tourists at every surveyed site went shopping, used local transportation (including both sightseeing trolleys and taxis), and spent money on admissions, lodging, food and beverages during their visit. On average, they spent almost \$50 per person per day. This means that a family of four spent nearly \$1,000 during their visit.

**Average Expenditures by Category**



Community leaders should note that the amount of money spent on retail goods and hospitality services was likely to be determined by availability. For example, average expenditures on goods and services were considerably higher at larger sites like Gettysburg and Fredericksburg where significant investments have been made in an infrastructure designed to support tourism.

**Recommendation:** Community leaders should consider recruiting retail shops and hospitality services to further attract lucrative Civil War tourists to their market. Such development, of course, must be sensitive to preserving the battlefield resource — the source of patrons for these establishments.

## Annual Civil War Tourist Retail Expenditures

BATTLEFIELD	VISITOR EXPENDITURES	AVERAGE EXPENDITURES PER DAY
Antietam	\$10,819,000	\$54.55
Bentonville	\$632,000	\$30.46
Brice's Cross Roads	\$90,000	\$45.86
Corinth	\$223,000	\$54.54
Franklin	\$1,425,000	\$79.57
Fredericksburg & Spotsylvania	\$20,496,000	\$54.87
Gettysburg	\$121,080,000	\$76.53
Mill Springs	\$187,000	\$42.74
New Market	\$1,670,000	\$41.11
Perryville	\$222,000	\$43.44
Port Hudson	\$358,000	\$46.06
Shiloh	\$13,408,000	\$39.56
Wilson's Creek	\$3,121,000	\$31.07
<b>Total/Average</b>	<b>\$173,731,000</b>	<b>\$48.65</b>

# Civil War Tourists: Active, Affluent and Interested Visitors

Civil War tourists are terrific guests. Interviews at 11 of 13 battlefields showed that Civil War tourists are likely to be in their late forties or early fifties, well educated and affluent, having household incomes that average between \$63,700 and \$79,500. In fact, they are better educated and wealthier than both the general population and other heritage travelers.

Further, 70 percent of Civil War tourists stay overnight at least one night in the battlefield community they are visiting. Nearly all of these overnight guests stay in paid accommodations.

**Recommendation:** To increase visitation, community leaders can successfully target this affluent and active demographic group by partnering with other nearby battlefield communities. Joint marketing programs will raise awareness and visitation for all sites involved. Community leaders should also develop a marketing program that encourages Civil War tourists to tell their friends about historic sites within the community.

## Civil War Tourist Demographics

BATTLEFIELD	AVERAGE HOUSEHOLD INCOME	AVERAGE AGE	PERCENT COLLEGE GRADUATES
Antietam	\$72,000	50.8	62%
Bentonville	\$46,800	49.6	39%
Brice's Cross Roads	\$66,500	53.3	60%
Corinth	\$72,800	52.4	57%
Franklin	\$72,300	48.2	49%
Fredericksburg & Spotsylvania	\$79,500	49.4	73%
Gettysburg	\$66,800	50.5	54%
Mill Springs	\$63,700	48.7	36%
New Market	\$64,100	51.6	53%
Perryville	\$64,100	48.5	57%
Port Hudson	\$64,100	45.8	60%
Shiloh	\$64,900	50.6	45%
Wilson's Creek	\$48,100	58.3	51%
<b>Average</b>	<b>\$65,053</b>	<b>50.6</b>	<b>53.5%</b>

## Overnight Stays at Battlefields





# Blue, Gray and Green

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### **The American Civil War**

Few periods in our nation's history have captured the imaginations of Americans as much as the Civil War era. The events of that tragic time continue to fascinate and inspire 140 years after the end of the conflict. Year after year, millions of Americans journey to the historic sites associated with the Civil War. They come to better understand the struggle that sounded the death knell for slavery and defined us as a nation.

### **About the Civil War Preservation Trust**

The Civil War Preservation Trust (CWPT) is committed to protecting the last tangible links to this tumultuous time in American history. With more than 73,000 members, CWPT is the largest nonprofit battlefield preservation organization in the United States. CWPT has helped protect more than 21,000 acres of battlefield land in 19 states. CWPT also supports communities in their quest to balance the benefits of preservation and development.

### **Blue, Gray and Green Study Methodology**

CWPT commissioned Davidson Peterson Associates to interview visitors at 13 targeted Civil War battlefields throughout the nation. The resulting data, together with information drawn from public records, provide the basis for extrapolating the economic impact of a Civil War battlefield on neighboring communities. Surveys were conducted in 2003 and 2004.

Please note that the study is meant to examine the benefits of non-local visitation to battlefields. Specifically excluded from the Civil War tourist visitor counts are local residents, school groups and "recreational visitors" — those who visited to use hiking, biking or equestrian trails. However, this methodology is not intended to diminish the very real community benefits of battlefield parks as recreational open space and outdoor classrooms.

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## Civil War Preservation Trust

1331 H Street, N.W. • Suite 1001 • Washington, D.C. 20005

Phone: (202) 367-1861 • Website: [www.civilwar.org](http://www.civilwar.org)

