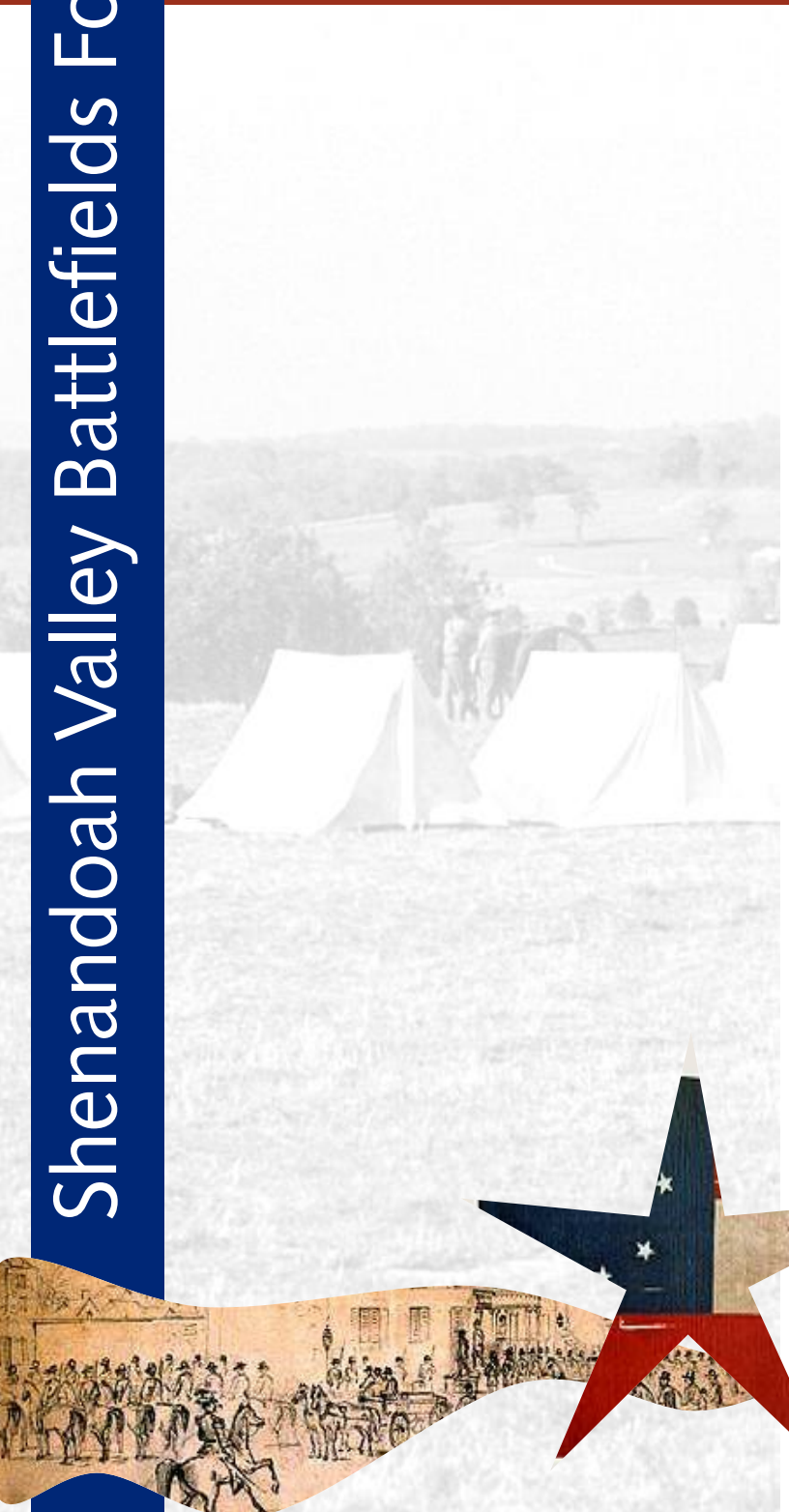


Shenandoah Valley Battlefields Foundation

2002 Annual Report

Building a Strong Foundation



The year 2002 was a period of both growth and stabilization for the Shenandoah Valley Battlefields Foundation—its first full year of operation. However it was also marked by a great loss. On August 3, 2002, the Battlefields Foundation and indeed the Valley itself lost a great friend and one of its strongest advocates when Carrington Williams passed away. He was someone who made an indelible impression on the people he met—he charmed us with his humor and warmth and impressed us with his intellect, strength and creativity.

In 1996, Congress articulated a vision for the Valley's Civil War battlefields that called for preservation and interpretation based on an inclusive, bottom-up approach. Carrington not only embraced this vision, it became his mantra. And it was his leadership and commitment that steered it from legislative language through the Battlefields Commission and the Management Plan to the beginning

Letter from the Board Chair

phases of implementation by the Foundation.

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In short, Carrington was a role model for us to follow. To commemorate Carrington's achievements and dedication, in November 2002 the Board of Trustees of the Foundation established the Carrington Williams Preservation Award.

One of the most significant accomplishments of 2002 was the introduction in Congress—and ultimate passage—of legislation to establish the new national park at Cedar Creek and Belle Grove. Once again the leadership and hard work of our congressional delegation—Sens. John Warner and George Allen and Reps. Frank Wolf and Bob Goodlatte—have paid off for the Shenandoah Valley and the National Historic District.

As we look back on the last year, we are amazed at how much we have accomplished: we have helped to protect hundreds of acres of battlefields; secured funding to preserve

additional land in 2003; made grants to and strengthened ties with our partners; and added staff to accelerate the Foundation's efforts. The Foundation has been strengthened for the work that is still to come.

The Foundation is especially proud of our board, the staff and the numerous partners and volunteers without whom these accomplishments would not be possible. We are extremely appreciative of their hard work and commitment and will continue to rely on their support in the coming year.



Patricia L. Zontine
Chair, Board of Trustees

The Civil War Preservation Trust estimates that one acre of battlefield land is lost every ten minutes of every day. In response to this startling statistic and its preservation mandate from Congress, the Foundation has made battlefield preservation its top priority.

In FY2002, the Foundation protected four properties totaling 81 acres, all through outright purchase. These



properties (at Third Winchester, Fisher's Hill, Cross Keys, and McDowell) were selected because they harbor important values for interpretation. The purchases also solidified previous

protection efforts by acquiring strategic parcels next to land owned by partners. The Foundation is now working with the owners of an additional 19 properties at each of the ten legislated battlefields.

These discussions could result in the

protection of more than 2,000 acres in years to come.

Resource Protection

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In addition, the Foundation obtained a federal Farmland Protection Program grant which it will use to purchase a conservation easement on land owned by the Kernstown Battlefield Association. This partnership with Frederick County and the USDA Natural Resource Conservation Service brings final, permanent protection to the 315-acre Grim Farm.



Rockingham County and the Battlefields Foundation sponsored an effort by Cross Keys and Port Republic landowners to develop a detailed preservation plan for the two battlefields. The Board of Trustees approved the plan in December 2002 and the Rockingham County Board of Supervisors will review it in the spring of 2003.

Shenandoah County also secured a grant to begin developing a preservation plan for the Fisher's Hill and Tom's Brook battlefields in partnership with the Foundation. Both plans are funded by the American Battlefield Protection Program of the National Park Service.

And in an effort to narrow the preservation focus on property suitable for land conservation through easements and purchase, the Foundation also conducted a study of land use in Frederick County. The study determined that less than one percent of the total county land area and only 17 percent of the core battlefield area in the Winchester cluster remains suitable for land conservation. This is a crucial planning tool for the community as it contemplates future growth.



Cedar Creek Reenactment

Concomitant with preservation is the critical need to tell the compelling stories of the American Civil War to current and future generations in a way that inspires, engages, and enables them to see the relevance of history to contemporary living.

In FY2002, the Foundation's Interpretation and Education Committee developed Interpretive

Guidelines for the National Historic District. These guidelines will serve as a blueprint for the comprehensive interpretive plan

called for in the

Management Plan.

Interpretation & Education

4 Through its Implementation Grants program, the Foundation has assisted its partners to enhance Civil War interpretation throughout the Shenandoah Valley. Projects include:

- Development of interpretive signage and guidebooks for the Battle of Front Royal;
- Interpretive signage at Fort Collier— the culmination point of the Battle of Third Winchester— to identify the site to the general public;
- Clearing and installation of a walking trail along the XIX Corps earth-works at Cedar Creek.

A vital interpretive partner for the Foundation is the Virginia Civil War Trails program. The two organizations are working together to expand and



Summer day camp at New Market Battlefield State Historical Park

enhance the Civil War Trails program in the Shenandoah Valley as a first phase of District-wide Civil War interpretation. The Foundation has funded the development and installation of 40 Civil War Trails signs in six counties.

Living history demonstrations and reenactments are valuable ways for visitors to explore the stories that make up the Civil War experience in the Shenandoah Valley. The Foundation has co-sponsored annual reenactments at Cedar Creek and in the next year expects to also provide financial assistance for the reenactments at New Market and McDowell.

Through tourism development, Congress anticipated that the National Historic District would provide fuel for the Shenandoah Valley's economic engine. The Management Plan calls for a high-quality branding and marketing effort for the District to help promote the Shenandoah Valley as a world-class visitor destination.



District website (www.shenandoahatwar.org)

Over the course of the last year, the Foundation with its partners has developed a graphic identity package for the National Historic District including a logo, signature color schemes and graphic imagery.

Visitor Services and Tourism

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As part of the identity package, a tag line has been introduced—"Shenandoah at War"—that is beginning to appear at an increasing number of physical and virtual locations. The graphic identity package will enable the Foundation to develop a family of marketing materials such as signage, a website, brochures and other related products.

Indeed, soon after unveiling the logo, the website was launched along with a rack card. Both products begin to introduce the public to the District, its mission and its offerings. A full-size brochure is scheduled for release in 2003 to be followed by cluster and site-specific brochures.



Of the five clusters (see fold-out), only McDowell does not currently have a visitor-oriented facility. To remedy this, the Foundation assisted its partners in Highland County to secure funds to purchase an 1850's house on the McDowell battlefield that will become the Civil War orientation/visitor center and county museum

for that cluster. The Foundation has also provided financial and technical assistance for the renovation effort, from funding a feasibility study to developing a fundraising brochure and other materials for the development campaign.

In September, the Foundation partnered with the Virginia Tourism Corporation, Virginia Civil War Trails, the New Market Battlefield State Historical Park, and Shenandoah County to sponsor the re-broadcast of Ken Burns' series *The Civil War* on PBS affiliates throughout the mid-Atlantic and the Shenandoah Valley. The sponsorship promoted the National Historic District and the unique story of the Civil War in the Shenandoah Valley.

In fulfilling its mission as the “lead managing partner” for the National Historic District, the Battlefields Foundation works with and supports local, regional and national partners to accomplish its mission of protecting, interpreting and promoting Civil War battlefields and related sites in the Shenandoah Valley.

A key tool used to encourage this partnership model is the Foundation’s Implementation Grants program. Through this program, the Foundation has made more than \$333,000 in grants leveraging over \$1.6 million in matching funds to protect, interpret and promote Civil War sites in the Shenandoah Valley.

In addition, the Foundation, in partnership with the Civil War Preservation Trust, worked to secure a \$500,000 two-year commitment of funds by Frederick County for battlefield preservation to leverage federal, state and local matching funds. These funds have been used to preserve land at Kernstown, Cedar Creek, Belle Grove and Fort Collier/Third Winchester.

Management & Partnerships

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The Foundation has cultivated collaborative

efforts among its partners as well. Partners within the clusters and throughout the District have been encouraged to work together to compliment one another in their interpretive and promotional efforts. Disparate organizations have identified common goals and are working to develop the means to accomplish them.

Nowhere has this partnership effort been more visible than with the creation of the new Cedar Creek and Belle Grove National Historical Park— a key recommendation of the Management Plan for the National Historic District. The Foundation worked with the Cedar Creek Battlefield Foundation, Belle Grove Plantation, the National Trust for Historic Preservation, the National Park Service and the Virginia congressional delegation to develop legislation for the creation of the park.

The legislation, sponsored in Congress by Sens. John Warner and George Allen and Reps.



Foundation Annual Meeting

Frank Wolf and Bob Goodlatte, was introduced in June 2002. Foundation Chair Patricia Zontine testified in favor of the legislation in September and Congress passed it in November. The park was created on December 19 when President George W. Bush signed the bill into law. In the coming years, the Foundation will serve on the advisory commission which will create the general management plan for the new park.

The Shenandoah Valley Battlefields Foundation is a non-stock corporation chartered by the Commonwealth of Virginia. It is the designated "management entity" for the Shenandoah Valley Battlefields National Historic District as identified in the District's Management Plan, approved by the Secretary of the Interior in 2000, and called for in the 1996 federal enabling legislation (P.L. 104-333, Sec. 606). As such, the Foundation is authorized to receive congressional appropriations of federal funds and to dispense those funds to fulfill the purposes of the 1996 legislation. It also has the authority granted to the approved management entity in the enabling legislation.

The Foundation is governed by a Board of Trustees currently comprised of 23 members. A professional staff supports the board. In addition, the Foundation's activities are extended through a series of program committees comprised of trustees and non-board volunteers working with Foundation staff and contracted professionals.

Administration

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Through the efforts of U.S. Sens. John Warner and George Allen and Reps. Frank Wolf and Bob Goodlatte as well as other members of Congress, in FY2002 the Foundation received two appropriations. One was for \$1.2 million to be used to preserve land at the ten legislated battlefields. The other was \$500,000 to undertake programs and to support the Foundation's overhead. In addition, in 2002 the General Assembly of Virginia appropriated \$86,500 for the Foundation to use in interpreting and promoting the National Historic District. A full financial report is available upon request.

FY2002 also saw the launch of the Foundation's first efforts in private fundraising to underwrite its diverse programs. Through an anonymous two-to-one challenge grant and memorial contributions in honor of Carrington Williams and Dr. Owen Graves, the Foundation raised more than \$80,000 in private funds.

The Foundation is tremendously grateful to the following donors who are supporting its efforts to preserve the Shenandoah Valley's Civil War history.

Funding

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