Shenandoah Valley Battlefields
National Historic District

- National Heritage Area

- 3 purposes: preservation, interpretation, economic development

- Management Plan

- Congressional directive the District be locally driven

- Leverage Federal funding
National Heritage Areas

National heritage areas are parts of our country’s landscape that have been recognized by the United States Congress for their unique contributions to the American experience. A heritage area may be developed around a common theme or an industry that influenced the culture and history of that region and our country.

—National Park Service
The Management Plan

• Shenandoah Valley Battlefields Foundation as the “management entity”
  • preservation
  • cluster concept
  • partnerships
  • new NPS unit
Resource Protection—
The Battlefields

• 10 battlefields
  - Second Winchester
  - Third Winchester
  - Second Kernstown
  - Cedar Creek
  - Fisher’s Hill
  - Tom’s Brook
  - New Market
  - Cross Keys
  - Port Republic
  - McDowell

• core & study areas

• integrity of landscape
Interpreting the History for Visitors

- interpretive themes
  - *The Valley, The Campaigns, The Battles*
- Civil War Trails signage
- support reenactments
- host educational programs
- District-wide interpretive plan
- District interpretive brochure
- orientation centers and kiosks
- battlefield driving tours

Shenandoah Valley Battlefields Foundation
Promoting the Valley’s Civil War Story

Marketing the National Historic District

• logo and graphics
• District website
  www.ShenandoahAtWar.org
• advertising
• entrance signs
• front desk personnel training
• District-wide marketing plan

Shenandoah Valley Battlefields Foundation
Management & Partnerships: Implementation Grants

- Implementing the Management Plan
- $657,000 granted
- $2.75 million leveraged in projects
Promoting Local Stewardship

The Clusters

• Winchester
• Signal Knob
• New Market
• Rockingham
• McDowell

Shenandoah Valley Battlefields Foundation
Cluster/Partner Roles

• Collaborate to create a high-quality, unique visitor experience in the cluster

• Identify temporary and permanent sites for Civil War orientation centers and get them started

• Identify and establish driving tour routes to battlefields and other Civil War sites

• Enhance existing sites and open new ones as local interest and funding allow

• Provide matching funds for local projects

• Assist the SVBF in securing additional funding for cluster and District-wide projects
Clusters: Orientation Centers

Winchester/Frederick County center

McDowell opens

Shenandoah Valley Battlefields Foundation
Clusters: Projects

Rockingham cluster brochure

Winchester Civil War Weekend

Old Court House Civil War Museum

Sheridan’s Field Hospital

Cross Keys Kids Camp

Reenactments at McDowell, New Market, Cedar Creek

Shenandoah Valley Battlefields Foundation
SVBNHD: A Model for Partnership

collaborative relationships with public and private entities at all levels...

Federal, national

Virginia Outdoors Foundation

Virginia Land Conservation Foundation

local

regional

Shenandoah Valley Battlefields National Historic District
Discussion: Your thoughts?

www.ShenandoahAtWar.org