New England Civil War Discovery Trail

An Opportunity for Heritage Tourism

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Fact Not Fiction New England
What is Heritage Tourism?

• Finding places to keep in our collective memory
  • Passing down local and regional stories to the next generation
• Living culture, history make an area unique
• Strong heritage tourism brings revenue and jobs to states that need it
  • Tourism is the #2 industry in Massachusetts; much of that is heritage-based
  • New England is rich in local lore, monuments, memorials, historic homes and trails
  • Attractions like Plimoth Plantation, Old Sturbridge Village and Hancock Shaker Museum give glimpses of early life in New England—combined attendance of nearly 800,000
Heritage Tourism...

- “is a personal encounter with traditions, history, and culture. Heritage tourism is based upon the concept that each community has a story to tell”—State of Georgia, 2010
Heritage Tourism Key Words

- Authenticity
- Quality
- Uniquely American
- Partnerships
- Character
- Experiences
- Thematic

*art galleries, theaters and museums
*historic sites, communities or landmarks
*cultural events, festivals and fairs
*ethnic communities and neighborhoods
*architectural and archaeological treasures
Example
New England Civil War Discovery Trail

IMPACT—
• Civil War was the single largest event in this country’s history
• Losses exceeded 2% of the population
  • 600,000 lives
• National conflict between Americans of the same blood
  • Brother against Brother
  • Father against son
• Profound effect on social, political and economic history of the country
New England Contribution

- New England contributed much to the war effort
  - Politics and Politicians
    - Charles Sumner
  - Formation of Abolitionist Societies, Abolitionists, and the Underground Railroad
    - Hartford Abolitionist Society
    - William Lloyd Garrison
  - Military Recruitment Drives
  - Inventors
    - Eli Whitney
  - Armories and Woolen Mills
    - Springfield, Lawrence, Lynn and Lowell
- New England contributed much to the war itself
  - Officers like Joshua Lawrence Chamberlain & Gideon Welles
  - Regiments like the 54th Massachusetts & Rhode Island Zouaves
  - Reconstruction and Remembrance
Mission and Vision of Trail

- **MISSION**—To illustrate and preserve the region’s influence and importance to the American Civil War and to showcase our members in the process.

- **VISION**—New England Civil War Discovery Trail will be recognized as the region’s most effective statewide advocate for history through its partnerships, leadership and full array of history-related services and NECW Discovery Trail will achieve a strong, stable financial future through entrepreneurship, creativity, innovation, and balanced public/private support.
NECW Discovery Trail

The New England and the Civil War Discovery Trail will be:

- The first point of entry for all things related to New England Civil War history
- Recognized for our leadership in building awareness and appreciation of New England Civil War history
- Known for empowering all people by using history to enrich and educate
- Recognized for engaging a variety of communities in delivering history programs and services that are relevant to the Civil War.
GOALS

• Promote Economic Development
  • Strengthen NECW communities through the use of cultural resources to create economic development opportunities
  • Establish expectations and a business plan for our advancement program including corporate and foundation support and federal grants for Civil War historical sites along the Trail.

• Enhance the learning of and create experiences with history for families and groups
  • The New England and the Civil War Discovery Trail will empower individuals, families and groups to connect with each other and explore how ideas, people and actions in history shape our lives.
GOALS

• Use the evidence of the past to empower intergenerational audiences to make personal connections to history
  • Develop and implement an interactive web site illustrating key New England cities and their contributions to the Civil War.
  • Gather information and history from all our partner sites and put into a comprehensive written historical narrative about New England’s role in the Civil War.
    – To be published by a New England publishing house.
• Marking Trail sites with New England and the Civil War Discovery Trail signage.
GOALS

- Stimulate life-long learning by creating great history experiences with our partners in the NECWDT
  - Develop and implement and educational and entertaining live programming at partner sites along the trail to illustrate New England’s impact on the Civil War.
  - Help update, plan for, and create excellence in exhibits and programs with a focus on educating intergenerational audiences with personally- and culturally-relevant history experiences.
  - Continually update and expand our teacher-to-teacher resources area on the website.
GOALS

• Sustain cultural heritage
  • Connect people to the tangible and intangible evidence of the past and preserve this shared heritage for the benefit of future generations.

• Provide statewide partnerships to preserve and provide access to the evidence of New England’s Civil War history
  • Develop partnerships with state organizations to preserve historical resources throughout the region.
GOALS

• **Preserve New England’s Civil War History in the 21st Century**
  • Embrace and utilize the technological tools and advances needed to introduce the impact of New England’s and the Civil War to today’s generation while continually working to preserve the region’s history in its original and intended media.

• **Create civic engagement**
  • Bring people from communities along the Trail together to engage in meaningful activities and constructive historical dialog that will foster stronger unity built on a shared past.
Flickr Page
Contact

• For more information on New England Civil War Discovery Trail
  • Kristie Poehler, President Fact Not Fiction New England
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• Let us know what sites you think should be included!
• Partnerships and sponsorships welcome