



**Follow this Sign  
To More than 1,200  
Civil War Sites**

#### **PROGRAM HISTORY:**

Civil War Trails is a multi-state program that identifies, interprets, and creates driving tours of both the great campaigns and the lesser-known Civil War sites. Directional “trailblazer” signs and four-color interpretive markers with maps, illustrations, and text have been installed at more than 1,200 previously un-interpreted sites. The Civil War Trails map-guides and fulfillment literature are the most requested, niche-market program materials in Tennessee, Virginia and Maryland, and second only to golf-related materials in North Carolina. On average, more than 2,000 map-guides are downloaded weekly from the program’s website, and visitor profile studies generated by the Virginia Tourism Corporation show that the Civil War Car Route Travel Party spends on average 30% more while on vacation than traditional Pleasure Travel Parties.\*

The Civil War Trails program is administered by a non-profit corporation and supported by local communities, state tourism offices, and state departments of transportation. In 2001, the National Trust for Historic Preservation identified the Civil War Trails program as one of the most successful and sustainable heritage tourism programs in the nation.\*\* Twice, the Federal Highway Administration has officially recognized the program’s role in improving the transportation experience by strengthening multi-modal systems and boosting local economies.\*\*\*

The Civil War Trails is a multi-state program that identifies, interprets, and creates driving tours of both the great campaigns and the lesser-known Civil War sites. It began in Virginia and has now expanded to Tennessee, Maryland, Virginia, West Virginia and North Carolina. There are more than 1,200 sites interpreted by the program, with over 700 being interpreted for the first time.

In 2001, the National Trust for Historic Preservation identified the Civil War Trails as one of the most successful and sustainable heritage tourism programs in the nation. The program’s information is the number one most requested item in Tennessee, Virginia and Maryland, and number two in North Carolina, second only to golf. The multi-state approach allows communities to maximize Civil War tourism in their area with a more regional approach.

For visitor information about the multi-state Civil War Trails program visit [www.civilwartrails.com](http://www.civilwartrails.com).

\* VTC; 2003 Virginia Visitor Study

\*\*NTHP; *Share Your Heritage; Cultural Heritage Tourism Success Stories, 2001*

\*\*\*FHWA; *Enhancing America’s Communities, 2002*



### TENNESSEE CIVIL WAR TRAILS PROGRAM:

- In 2006 the Tennessee Department of Transportation awarded the Tennessee Department of Tourist Development a federal enhancement grant in the amount of \$537,240, which is an 80/20 funding match. A second grant was awarded in 2008 for \$543,480, and a third grant was awarded in 2011 for \$818,000 providing a total of **\$1.8 million in funding** for the Tennessee Civil War Trails Program.
- The matching award allows for the Department of Tourist Development to implement the program with the majority of the costs and fees covered. Without the matching grant all program services would total **\$5,500**. This amount includes the design, fabrication, and installation of the Civil War Trails historical marker and trailblazer signs, marketing on two websites and design and printing of the statewide map-guide.
- An individual/community/organization pays **\$1,100** as the 20% match. This match covers the majority of the fabrication costs for each marker and the four (4) directional trailblazer signs. The 80% (**\$4,400**) is covered by the grant and includes the design and installation of the markers.
- **The \$1,100 cost includes:**
  - Development, design, fabrication, installation of one interpretive historical marker.
  - Fabrication and installation of required (average four (4) each marker) additional directional trailblazer signs.
    - (a) Your site will submit a Google map of the location of the trailblazer signs including mile marker locations and the direction of the arrow.
    - (b) For local roads (city and county): The Civil War Trailblazer signs should be given to local governments to install on routes under their jurisdiction. Since the signs are already paid for the cost of installation will be that of the local government and there will be no reimbursement from the grant.
    - (c) For state routes inside cities: The Civil War Trailblazer signs may be given to a city to install within their city limits along conventional state routes. Since the signs are already paid for the cost of installation will be that of the local government and there will be no further reimbursement from the grant.
    - (d) For state routes in the county: TDOT will install these signs as needed and will charge labor and any materials to the grant.
- Additionally, the Tennessee Civil War Trails program is cross promoted on all of the multi-state Civil War Trails Program. As more sites are added to Tennessee's Civil War Trail, the statewide map-guide will be re-printed to include all sites throughout the state. The map-guide, which is downloadable from the Civil War Trails website, **is now the most requested map-guide of the multi-state program.**
- **Annual maintenance fee:** Each location pays a **\$200 annual maintenance fee**, which is payable to the Virginia Civil War Trails, Inc. for upkeep of the historical marker and trailblazer signs and replacement if the sign is damaged. The fee is paid annually, due at the beginning of the fiscal year following installation of the marker.

### For further information about Tennessee's Civil War Trails Program, contact:

Patricia Gray, Manager, Research and Sustainable Tourism  
 Tennessee Department of Tourist Development  
 312 Rosa L. Parks Avenue, 25<sup>th</sup> Floor  
 Nashville, TN 37243  
[Patricia.gray@tn.gov](mailto:Patricia.gray@tn.gov)  
 615-741-9004 Office / 615-310-7539 Cell

Lee Curtis, Director, Program Development  
 Tennessee Department of Tourist Development  
 312 Rosa L. Parks Avenue, 25<sup>th</sup> Floor  
 Nashville, TN 37243  
[lee.curtis@tn.gov](mailto:lee.curtis@tn.gov)  
 615-741-9045 Office / 615-972-6301 Cell



## TENNESSEE CIVIL WAR TRAILS

### Steps to Getting Civil War Trails Signage in your Area

1. Marker location sites should:
  - Be as close to the actual location of the interpreted event as possible.
  - Have adequate, safe parking **already in place, a firm, stable and unobstructed viewing area of the marker itself, adequate ADA parking complete with required signage and pavement markings, and ADA compliant access from the parking area(s) to the marker itself.** Please review ADA compliance checklist to determine if the site will meet ADA approval.
2. Secure permission from the landowner to have the marker placed on his/her land. Use the attached **Permission for Temporary Easement/Entry Agreement.** Include the ACTUAL address where the marker will be installed and coordinates (Latitude / Longitude) is preferred.
3. Provide a **printed Google map of the marker location.** The map should include the proposed marker location, the existing parking facility, the nearest road intersection including the names of the roads, and any buildings, etc.
4. Secure funding for the marker. **Each historical marker costs \$1,100.** You will be invoiced for the marker by the Tennessee Department of Tourist Development. This costs includes:
  - Development, design, fabrication, installation of one historical marker.
  - Fabrication and installation of required (avg. 4 each marker) directional “trailblazer” signs
    - (a) Your site will submit a printed Google map of the location of the trailblazer signs including mile marker locations and the direction of the arrow.
    - (b) For local roads (city and county): The Civil War Trailblazer signs should be given to local governments for them to install on routes under their jurisdiction. Since the signs are already paid for the cost of installation will be that of the local government and there will be no reimbursement from the grant.
    - (c) For state routes inside cities: The Civil War Trailblazer signs should be given to a city to install within their city limits along conventional state routes. Since the signs are already paid for the cost of installation will be that of the local government and there will be no further reimbursement from the grant.
    - (d) For state routes in the county: TDOT will install these signs as needed and will charge labor and any materials to the grant.
    - (e) Inclusion on the Tennessee Civil War Trails statewide map-guide.

Each interpreted site will be promoted as part of the existing, multi-state Civil War Trails program, currently developed in Tennessee, Maryland, Virginia, West Virginia and North Carolina.

5. Secure funding for the **\$200/year maintenance fee.** You will be invoiced annually by the Civil War Trails, Inc. for this fee. The first payment of this fee will be due at the beginning of the fiscal year after marker installation.
  - The sponsoring group is responsible for the maintenance of the grounds around the marker and for letting the Civil War Trails program know of any repairs to the marker or trailblazers that might be needed over time.
6. Send the Permission for Temporary Easement/Entry Agreement, Google map of location, draft historical marker text, images and graphics (see Civil War Trails Marker Guidelines), site map indicating actual location of marker placement, as well as required parking spots and distance to ADA parking, ADA checklist, location/sponsor information and the sponsor’s address for the annual maintenance fee to:

Tennessee Department of Tourist Development, Patricia Gray, 312 Rosa L. Parks Avenue, 25<sup>th</sup> Floor, Nashville, TN 37243 (615-741-2159), [patricia.gray@tn.gov](mailto:patricia.gray@tn.gov).

## Civil War Trails Marker Guidelines

**Audience Assumptions:** The typical Civil War Trails visitor is a tourist who knows little about the Civil War and nothing about what happened at any particular site. Tourists expect to read a story in clear, consistent prose, and leave with an understanding of what happened at the site, what led up to it, what followed it, and what's important about it. They will be bored by discussions of troop movements, regiments and corps, etc. They will be excited by the human angle, including historic photographs and short, relevant quotations. We want tourists to believe that their time at the site was well spent.

**Marker elements:** Civil War Trails markers consist of the following elements: main text, images (historic photos and engraving preferred), and image captions (a very brief title of explanation and a credit for the institution or association providing the image). Depending on the topic, the marker may also display a map (usually to illustrate troop movements) and may include a sidebar (to elaborate on an interesting place, event, quote, or person mentioned briefly in the main text). All of these elements should work –and with the landscape itself – to tell the story. For instance, if possible, leave most troop movements out of the main text and put them on the map instead. If the main text or sidebar describes the career of an individual, then all we need in the photo caption is his name (the text does the caption's work). Avoid repetition.

**Text Length:** 250-300 words *total* (including main text, illustration captions, and sidebar if any). Text will be reviewed by the Tennessee Civil War National Heritage Area for authenticity and edited for length and program requirements of the multi-state Civil War Trails Program.

**Format:** All text should be provided (main text, captions, and sidebar) in Microsoft Word format. The Word document for each marker can be emailed to [patricia.gray@tn.gov](mailto:patricia.gray@tn.gov) or provided via mail on a CD or flash drive.

**Site-specific text:** Each marker text should say exactly what it is the tourist is supposed to be looking at or aware of. "Gen. Sherman's headquarters was in the brick building on your right." "The North Carolinians charged across the field in front of you from left to right." "You are standing where the 20<sup>th</sup> Main Infantry stood that day." "Jackson's corps marched from the road behind you to the trenches on your left front." This should be said as close to the beginning of the text as possible.

**Context:** Most battles were part of a campaign, something occurred that led up to what happened at the site. Likewise, most battles or other events had consequences: things happened as a result. Please give the relevant context to what happened at the site in a couple of sentences, as briefly stated as possible.

**Human interest:** Tourists are interested in people and their stories. If someone who witnessed or participated in a battle or other event wrote a personal account, it may be worthwhile to quote a short excerpt. Please quote exactly, include spelling, punctuation, capitalization, etc.

**ADA Requirements:** In compliance with **Americans with Disability Act Title II**, all signs will be fully accessible to all citizens. To insure these signs are accessible, a few things you need to keep in mind at all locations include:

- On firm, stable surface to the viewing area and in front of the sign itself
- Available in braille or smart phone audio
- Accessible and readable from a wheel chair with 29" knee space
- Parking facility with clearly defined handicap and van accessible spots available for the motoring tourists, with an accessible and safe path of travel from the parking to the sign.

**Americans with Disabilities Act and Architectural Barriers Act Accessibility Guidelines** – In 2004, the U.S. Access Board published new design guidelines that cover access for people with disabilities under the Americans with Disabilities Act (ADA). These guidelines update access requirements for a wide range of facilities in the public and private sectors covered by the law. The Guideline contains scoping and technical requirements for accessibility to sites, facilities, buildings, and elements by individuals with disabilities. The Requirements are to be applied during the design, construction, additions to, and alteration of sites, facilities, buildings, and elements to the extent required by regulations issued by Federal agencies under the Americans with Disabilities Act of 1990 (ADA). All TDOT projects are to be in compliance with these guidelines.

**ADA Accessibility Guidelines for Buildings and Facilities (ADAAG)**

4.5.1 General – People who have difficulty walking or maintaining balance or who use crutches, canes, or walkers, and those with restricted gaits are particularly sensitive to slipping and tripping hazards. For such people, a stable and regular surface is necessary for safe walking, particularly on stairs. Wheelchairs can be propelled most easily on surfaces that are hard, stable, and regular. Soft loose surfaces such as shag carpet, loose sand or gravel, wet clay, and irregular surfaces such as cobblestones can significantly impede wheelchair movement.

**Maps:** Please provide us with a printed Google map showing the location of the marker, which way visitors will be facing at the marker site (just draw an arrow in the right direction), and any landmarks mentioned in the text (field, house, church, earthworks, crossroads, etc.). A Google map is necessary for the editor’s use – not for publication – in understanding the relationship between the text and the terrain. A site visit by Tourism or Transportation staff will be made before the site is erected. Sometimes, however, we do include a map on the marker to explain troop movements, the relative position of landmarks, road networks, the locations of buildings mentioned in the text, etc. Usually, we’ll ask you to provide such a map if we think it will help tourists. With few exceptions, we will redraw any map you provide to confirm to our style, so feel free to photocopy a map you think will be useful and draw whatever is needed on it (this goes for the Google map, too). Please also indicate the exact spot where the marker will go, and draw an arrow to show in which direction visitors will be facing. We will reorient the map if needed to show that direction as “up” on the marker, regardless of which way is north.

In addition, please include a Google map of the state and non-state locations for each of the (4) directional trailblazer signs. These signs will direct visitors to the Civil War Trails marker. Each location should be indicated by a mile marker and include the direction of the arrow.

**Images:** Each application must have the following images **submitted on CD or flash drive:**

- 2 to 4 black and white or color images;
- photo credit for each image, or
- artist’s drawing of battle or scene, or historical map.

**All images must be formatted or scanned at high resolution, 8 x 10 size, 300 dpi – jpeg format preferred.**

Please provide 2 to 4 black and white or color images for each marker. If the images are copyrighted or if permission is required by the institution holding them, please get permission (use and publication fees may be required), and give us the necessary credit lines to use with the images. Historical photographs and engravings are preferred. Keep in mind, however, that by “historical” we don’t mean that the image must date from the Civil War. An early-20<sup>th</sup>-century photo of a site may serve very well. Likewise, a good “artist’s conception” of a

battle or other scene, especially if it shows the scene from the visitor's position, can be used. But do avoid modern photographs, especially those that show what the tourist can see for himself at the marker site.

**Image format:** We prefer digital images, provided they are scanned at a high resolution; 300 dpi at 8 x 10 inches. You may e-mail the images or scan them to a CD and mail the images to the Tennessee Dept. of Tourist Development. Please provide scanned images in jpeg format. We can also use high-quality 8 x 10 glossy prints from film negatives, and we will return prints if you want us to. Please do not take a low-resolution digital image and just blow it up to 8 x 10; we cannot use such images. If you have any questions, please ask.

**House style:** We use the phrase Civil War. We use U.S., Union, Federal, Northern, C.S., Confederate, Southern (not Yankee or Rebel, unless quoted). Every general (lieutenant, major, brigadier, etc.) is a Gen.

**Review process:** Please include the name, address, e-mail address, and phone number for the contact person with all materials. Once the text has been reviewed and edited for authenticity we will resend the text to the contact person for final review. In addition, a copy of the draft pdf of the marker's graphic layout will be e-mailed to the contact for final approval before the marker is manufactured. As stated above, a historical expert in this field will review and edit the marker text during this process.

**Complete marker package:** Before we can proceed with design and production, we must have on hand a complete package of the elements to be included on the marker. They are:

Title;  
Main text;  
Sidebar if needed;  
Captions and credits;  
Images;  
Google map for the editor's use;  
ADA compliance checklist, photos and description of photos;  
Google map of the actual location of the marker including coordinates (Latitude / Longitude);  
Google map or link for trailblazer signage location on state and non-state roads including mile marker and direction for each arrow.

The application for a Civil War Trails marker will not be processed until all elements of the application have been received by the Tennessee Department of Tourist Development.