



The City of HOPEWELL and the Sesquicentennial of the American Civil War



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What is the Sesquicentennial?

- A way to take a closer look at one of the most important time periods in American history
- A chance to hear the stories of all whose lives were affected during this period
- An opportunity to draw visitors to communities throughout the state



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State Goals for the Commemoration

1. Diversity: The commemoration will be inclusive of, and meaningful to, all Virginians, particularly:
 - Diverse racial and ethnic groups;
 - Immigrants and citizens who do not have a hereditary link to the American Civil War; and
 - Young people who do not understand the relevance of the American Civil War to today's population
2. Inclusiveness: The commemoration will seek to portray a fair and balanced story of Virginia's participation in the American Civil War that includes the African-American, Union and Confederate perspectives.
3. Statewide Accessibility: The commemoration will be statewide, involving all localities and encompassing all Civil War-related institutions, museums, battlefields, parks and facilities in the Commonwealth.
4. Education: The commemoration period have a strong education component, which will be intended to ignite a renewed interest in Virginia's historical heritage.

Website: www.VirginiaCivilWar.org



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Goals of the City of Hopewell Sesquicentennial Committee

Highlight Diverse History of Hopewell

Bring Tourism

Educate



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PETERSBURG AREA REGIONAL TOURISM PLANS

Purpose is to coordinate the efforts of the region's six localities to ensure that they are complimentary and well marketed.



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PETERSBURG AREA REGIONAL TOURISM PLANS

Primary project: To maximize the effectiveness of the new Richmond/Petersburg “On To Richmond” web site.

This will be primary tool used to publicize the region’s Civil War attractions, sites and events.



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PETERSBURG AREA REGIONAL TOURISM PLANS

Activities:

To provide information from local Sesquicentennial committees for the website

To promote the website

Applying for matching grant for a \$75,000 advertising campaign designed to increase website traffic



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How War Transforms Society





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One of the “Busiest Port Cities IN THE WORLD”

