



LONE JACK CIVIL WAR BATTLEFIELD PRESERVATION PLAN

Freedom's Frontier National Heritage Area partnered with Lone Jack Historical Society on a successful \$55,000 grant from the American Battlefield Protection Program to create a preservation plan for Lone Jack Battlefield.

The American Battlefield Protection Program (ABPP) is a program of the National Park Service created by Congress in 1990 with a legislative mandate to assist with preservation and interpretation of battlefields on American soil.

Goals of the Preservation Plan:

- Create a vision for the Lone Jack Civil War Battlefield.
- Provide compelling arguments for the preservation of the Battlefield.
- Prioritize parcels for preservation and provide alternatives to achieve preservation.
- Create a path to guide preservation, interpretation and marketing efforts.

Potential Impact of Preservation Plan:

- Preservation + Interpretation + Promotion = Tourism
- Heritage tourists stay longer and spend more, generating jobs and increasing the local tax base.
- "Blue, Gray and Green: A Battlefield Benefits Guide for Community Leaders, How Saving Civil War Battlefields Makes \$\$\$ and Sense." <http://www.civilwar.org/land-preservation/blue-gray-and-green-report.pdf>

| 2003 Study: Blue, Gray & Green | Bentonville NC | Franklin TN | Mansfield LA | Mill Springs KY | New Market VA | Wilson's Creek MO |
|---|----------------|-------------|--------------|-----------------|---------------|-------------------|
| % of visitors that were tourists to the area | 80% | 43% | 88% | 55% | 85% | 50% |
| \$ Spent | \$632,207 | \$1,400,000 | \$360,000 | \$186,989 | \$1,700,000 | \$3,100,000 |
| % spent on shopping | 37% | 22% | 20% | 25% | 22% | 65% |
| % spent on food | 29% | 30% | 27% | 29% | 26% | 11% |
| % spent on recreation | 3% | 20% | 11% | 13% | 14% | 11% |
| % spent on transportation | 16% | 7% | 29% | 10% | 11% | 9% |
| % spent on lodging | 15% | 20% | 13% | 20% | 27% | 4% |
| Jobs Supported | 15 | 32 | 6 | 4 | 34 | 69 |
| Revenue | | | | | | |
| Local | \$29,000 | \$ 63,000 | \$26,000 | \$ 6,000 | \$122,000 | \$144,000 |
| State | \$54,000 | \$122,000 | \$31,000 | \$19,000 | \$144,000 | \$217,000 |
| % for whom battlefield was primary motivator for trip | 60% | 47% | 58% | 42% | 68% | 29% |