

experiences. The first portion, entitled **The Advance**, could run from an assembly point near Pocahontas, Arkansas, up to the Franklin-Washington, Missouri area. Useful sites would include Doniphan, Patterson, Naylor, Fredericktown, Ironton, Pilot Knob, Caledonia, Leasburg, Cuba, and Franklin. Significant side trips could include a tour in the St. Louis Jefferson Barracks area, which was commanded by Major General William Rosecrans, and the Iron Mountain Railroad.

The second portion of the Raid could be called **The Objective**. This would include those sites where Price loitered in hopes that the Missourians would flock to his banners and permit the reoccupation of Missouri by the Confederate government. This route would start along Washington, pass through Hermann, Jefferson City, California, Boonville, Glasgow, Marshall, Lexington, Independence, and conclude in Kansas City. Side trips to Price's home in Keytesville, or Civil War sites in Centralia or Sedalia all would tell interesting and meaningful stories which could contribute to the richness of the experience. If the Missouri River crested and closed roads, as happened during a June site survey trip, an alternative route could be developed which follows the Federal pursuit to the Little Blue/Byram's Ford area. The battles around Westport would be the end of this segment.

The third segment of the raid might be titled **The Retreat**. The route down US 69 follows Price's retreat and is well suited for either a day trip to Fort Scott or an out-back to the Newtonia area. Other related sites include Marmeton, Little Osage, and Waverly. The historic route is 54E to Deerfield, then south on 43 to 96, then east to Carthage. The route then goes 71 south to Newtonia (site of two battles) and then to Fayetteville, Arkansas. The diehards may follow the retreat on through Oklahoma (picking up the new Honey Springs, Oklahoma site) and into Texas.

Recently, the **National Park Service** recommended that consideration be given to designating Price's Raid as a *National Historic Trail*. The recommendation met with mixed reviews and the application is partially completed. Such designation would close the **CWSAC** deficiency which noted the absence of Price's Raid from the major Civil War campaigns interpreted by the **NPS**. Designation would provide a certain level of prestige for the trail; however, the same could be achieved if the affected states took the lead to present it.

**Recommendation #1.** The states of Arkansas, Missouri, Kansas, Oklahoma, and Texas should meet to examine the route of Price's Raid, compare resources, and take

appropriate actions to designate and mark it. The state of Missouri should be the lead state.

**Recommendation #2.** Price's Raid should be divided into thematic segments which permit tourists to complete a theme at a logical point without to great an expenditure of time.

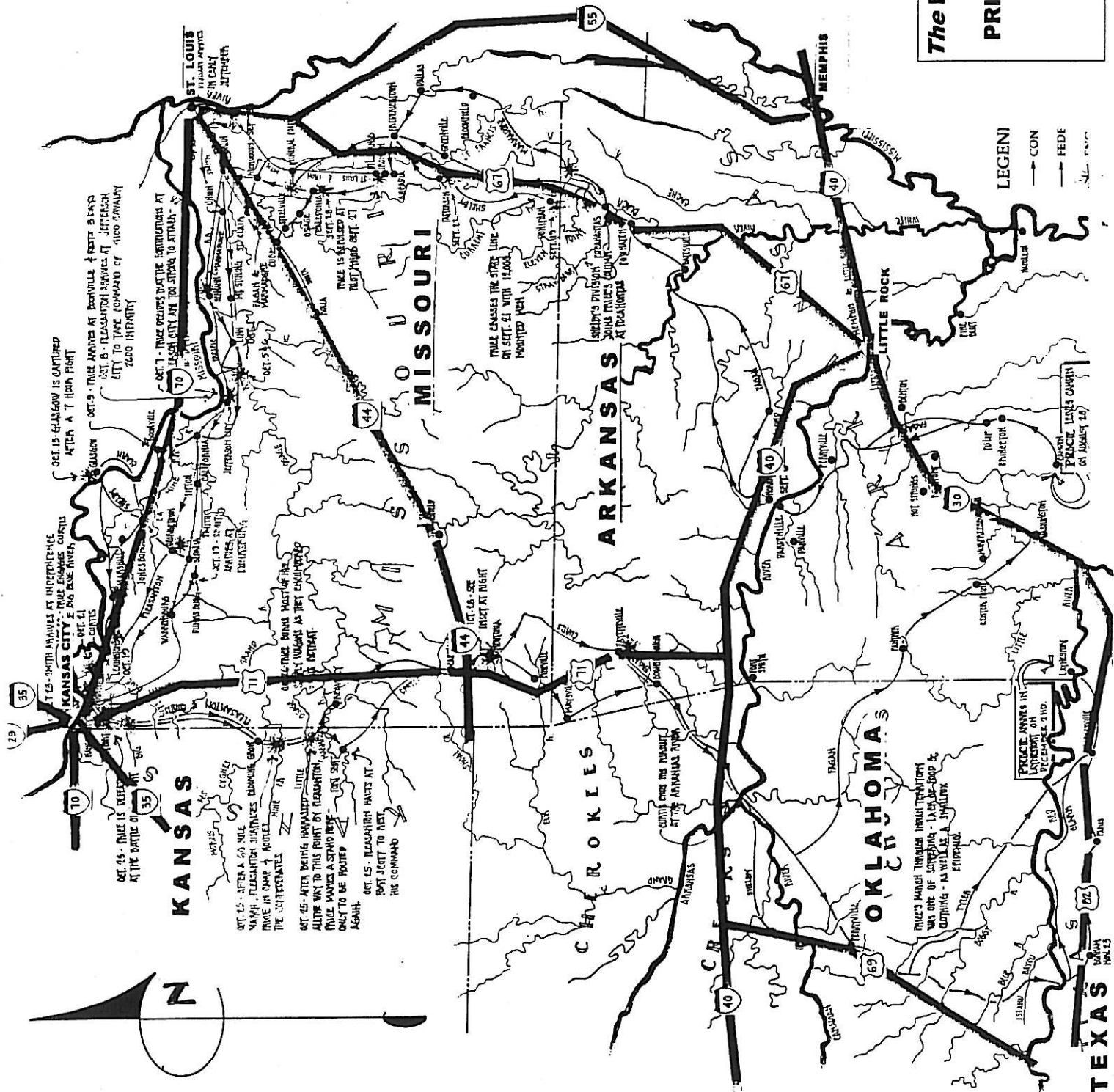
**Recommendation #3.** Priority should be given to completing the application to have Price's Raid designated as a National Historic Trail. NPS historians at Wilson's Creek National Battlefield may assist.

## **Issue #2. The length of the trail could make it difficult to sustain interest.**

The apparent significance of this raid to people outside the affected areas may be minimal. Military actions at Pilot's Knob, Glasgow, Mine Creek, and Newtonia are not in the same category as Westport or any of the major engagements such as Wilson's Creek or Pea Ridge. Fortunately, there is more than sufficient activity to make any heritage tourism-based trip on any of the Price's Raid segments interesting for the entire family.

The routes followed by Price and his raiders pass through some of the most beautiful land in the affected states from the Ozarks, through and past state parks, to major cities, and into attractive smaller communities. The state of Virginia recognized this when they determined to increase tourism to South-central Virginia and inaugurated *Lee's Retreat*. While Robert E. Lee has a legend all of his own, "Old Pap" Price represents something very special to Missourians and their heritage. *It is worth noting that the counties affected by Lee's Retreat are as rural as any along this proposed trail and most do not have near as many interesting sites* as are currently available in Arkansas, Missouri, or Kansas.

It is not the objective of this report to catalogue each tourist opportunity in the affected states. Suffice it to say that the wealth of promotional brochures and state publications available to outside visitors will leave no end of options for the tourist. It is worth noting that many smaller sites, which might not even get a look from tourists who are planning trips to those states, will be the direct beneficiaries of a "Price's Raid Historic Trail." The attractiveness of this proposal is that it winds along 1,488 miles of backroads America.



**LEGEND**

- 4 - LANE HIGHWAY
- 2 - LANE HIGHWAY (FOR MOST OF THE ROUTE)

**The MODERN HIGHWAY SYSTEM**  
 Overlaid upon  
**PRICE'S 1864 MISSOURI RAID**

MAP SCALE  
 0 20 40 60 80 100 MILES

**LEGEND**

- CON
- FEDE
-

**Recommendation #4.** State Departments of Economic Development and Tourism need to work with State Historic Preservation Officers and Department of Natural and Historic Resource personnel to survey the inclusion of potential tourist destinations which might benefit from linkage to the Price's Raid Historic Trail.

**Recommendation #5.** State Tourism officials should coordinate with affected counties, interested historical groups, and other nonprofit agencies to determine potential partnerships

**Recommendation #6.** Interested state and county personnel should contact the State of Virginia (1-800-RETREAT) concerning methodology and results used on **Lee's Retreat**.

**Issue #3. The mechanics of developing, financing, promoting, and managing a Price's Raid Historic Trail are complex.**

The greatest challenge to any organization or group of organizations attempting a multi-site, multi-state project is the issue of leadership. Generally speaking, highly qualified people are in the right positions; however, they may be constrained by departmental policy and financial resources. *This report is a challenge.* It suggests multiple government agencies, interested private citizens, and nonprofit groups can work together to accomplish a multi-state tasking. In as much as the majority of gain is likely to be realized by them, we recommend the State of Missouri take the lead in organizing and planning. The **Missouri Historical Society and Civil War Roundtable of Kansas City** should coordinate private sector efforts.

This does not imply that Arkansas, Kansas, and Oklahoma do not have vested interests in the project--they do. Each of the states has significant Civil War sites and themes which would be of interest to a heritage tourist. For them the real challenge will be one of relevance. How does one get the attention of policy makers who will see Missouri's lead on this? Perhaps the best way is to emphasize the spin-offs of getting Civil War tourism into one's state. Extension of the trail into the surrounding states could translate to tourist dollars which might terminate in Missouri if Newtonia or Pilot Knob were the terminus points. The balance of the challenge is

to present interpretation and sites which will present a unified experience for the heritage tourist.

The primary states affected by Price's Raid are Missouri and Kansas. Both have taken actions or have programs which could easily support this report.

In Missouri, the 1988 State legislature determined an interpretive signs program would be more cost effective than land acquisition. *A recurring appropriation was signed into Missouri's 1988 budget. It provided a fund of \$50,000 per year for interpretive signs.* A Civil War Advisory Committee was formed to assist in the selection of sites and the development of signs. Two have been constructed (including one at Glasgow which sets a standard for Price's Raid), and 21 others have been approved. Ultimately, the program could include 50 signs.

We are concerned. The signage program is not as far advanced as it should be. Since 1988, the **Department of Natural Resources** *has received nearly \$450,000, and yet only two signs have been constructed under this program.* The original appropriation has apparently been absorbed into the **Department of Natural Resources'** general operating fund. The vision of the legislature has provided for a very generous program--perhaps the finest in the United States. The Department should ensure the interpretive program is placed on an aggressive timetable.

Within the State of Kansas, the Mine Creek Battlefield site has already received an appropriation to fund the construction of a Visitors' Center in 1996. This will complete the interpretation of the site. However, we are concerned about the state's plan for site operations.

Kansas, like most other government agencies, is cutting back its budget. The **Kansas Historical Society** has taken manpower cuts which could affect the staffing and operation of the new Visitors' Center. It is axiomatic that the job only begins when the "Ribbon Cutting" is done. Without sufficient resources to do the job, the state may be forced to look to other outside agencies such as county or nonprofit groups, to take over site management. This is strategic planning which must be done now rather than after the budget cuts have occurred. Kansas should consider the example set by Missouri's visionary *Parks and Soils Tax*.

The states' Departments of Economic Development and Tourism need to take a hard look at the Price's Raid resources. Certainly a major portion of these bureaus' functions are to promote major business relocation and national level conventions; but, maybe the



largest segment of outside dollars to the state will come from an active tourism program. *Price's Raid can get people into the state and traveling around it.*

Multi-colored brochures currently exist for numerous sites in both states. *Unfortunately, not a single one publicizes Price's Raid.* Counties in South Central Virginia recognized the potential of a heritage trail and provided the matching funds necessary to acquire an **Intersurface Modal Transportation Efficiency Act (ISTEA)** grant. The state and counties working together changed state transportation and promotional brochures to advertise the resource. A modest tour map was underwritten by local merchants. Today, the *Lee's Retreat* brochure can be found at key points and in rest stops around the state. Out of state visitors can call 1-800-RETREAT to get a copy of the brochure.

Another area which must be fully integrated into any planning is the use of existing publications. Multi-paged documents, such as the "*1995 Missouri Getaway Travel Guide*," are ripe for revision.

There does not appear to be a shortage of available financial resources to get certain projects completed. In addition to **ISTEA**, other modes of external funding may include educational foundations within the respective states and major corporations. The state historical societies may also play a key role. Finally, **ABPP** may have some additional planning money to develop a more specific interpretive plan.

The economic potential of this endeavor is such that a mechanism must be set up to monitor and manage it. The best form would be an *ad hoc* work group which monitors the status of resources and return versus expenditures. The group would be composed of both public and private entities and should be chaired by the **Missouri Department of Economic Development**.

**Recommendation #7.** The Missouri Department of Natural Resources should initiate a multi-state planning conference to determine the economic and heritage potential of the proposed trail.

**Recommendation #8.** The Missouri Department of Natural Resources should isolate the previously appropriated Civil War interpretive signage money from its budget and develop an aggressive, consistent timetable to complete the approved program.

**Recommendation #9.** The State of Kansas should conduct strategic planning to determine how the Mine Creek Battlefield and Interpretive Center is to be run. Sufficient

revenues must be appropriated to ensure that credible operations and maintenance are performed. The state should consider the adoption of a Parks and Soils tax similar to that of Missouri.

**Recommendation #10.** The Missouri Division of Tourism should evaluate how the Raid is being presented and should make resources available to maximize the return for state and local investments by promoting the availability of the trail.

**Recommendation #11.** The Missouri Department of Economic Development should engage in a study on the potential benefits of an expanded heritage tourism program as part of the state's total tourism package.

**Issue #4. There are so many competing interests that Price's Raid cannot compete for marquee billing.**

This is simply not true. Every business decision is a matter of dollars and cents. If one wants to get a fair hearing, one must have sufficient financial information available. A recent publication of the **Conservation Fund** called the "*Dollar\$ and Sense of Battlefield Preservation*" provides a mechanism for analysis which can be tailored for local circumstances. Copies of the handbook can be obtained by calling ABPP.

It is amazing how many people visit Civil War sites. **In Virginia, it is the primary reason people visit** (Virginia Department of Tourism). It is important to point out that in 1992 Wilson's Creek in Republic, Missouri, reported 174,600 visitors. Last year Pilot Knob, a relatively minor event in the Civil War, drew over 20,000 people to the Visitor's Center. Many thousands more visited the site but didn't enter the Center. We cannot be certain, but the opening of a McDonalds in Pilot Knob must be related to its potential as a tourist destination. It will be interesting to see what springs up around Mine Creek after the Visitors' Center is open.

Although Westport has lost most of its historical integrity, it is not a lost cause. In 1992, Stones River in Murfreesboro, Tennessee, reported 243,800 visitors, while Kennesaw Mountain (in Atlanta's shadow) logged 928,000. The implications are clear--heritage tourism can be a much larger economic factor than Kansas City's largest conventions.

This is not entirely about dollars and sense. It is much more personal than that. **Battlefields are American artifacts bought and paid for in American soldiers' blood.** Few developers or townspeople would advocate bulldozing over tombstones and building office complexes in the city cemetery. So why is the battle so bitter when objections are raised over development of a battlefield? One can sum it up in one phrase: "Coldblooded Greed." Someone is afraid they won't get to make their financial projections from their investment. It is impractical to think or expect the government was able to preserve all the battlefields of the Revolutionary War, The War of 1812, The Indian Wars, or The Civil War. *None the less, these "Hallowed Grounds" are still shrines in our rich legacy.* We could all learn from the community spirited action of the **Crushed Stone Quarry Company** in Virginia. They gave up the multi-million dollar mineral rights of the soil at North Anna Battlefield and instead spent nearly \$1M to build a magnificent park for the American people.

It was regrettable that a number of government agencies which were invited to this conference were unable to clear their schedules to participate. It is important they be made to understand that these sites are important.

There is an old saying, "the squeaky wheel gets the grease." This is particularly true in government where actions are often taken based on the number of votes which might be gained or lost. The only real way to combat these realities is to make a site so integral to the fabric of the community that a public entity must pay attention to it. The recurring crises at the Manassas battlefields in Northern Virginia is a case study. That site is a lightning rod.

A solid strategy for weaving battlefields into the core of a modern society is to make them indispensable parts of the educational curriculum. The **National Trust for Historic Preservation** and **Department of Interior** agencies have cooperated to produce a program "*Teaching with Historic Places.*" The thrust of these programs, which are presented as standard lesson plans, is to illustrate an educational principal by using existing artifacts or structures to illustrate that the story "lives." Samples of these lesson plans can be obtained by writing to the **National Trust for Historic Preservation.**

Once the lesson plans have been reviewed "*Friends*" groups should engage the local and state school curriculum authorities. These are perfect candidates for grants from educational foundations. Once developed, a tenacious advocacy effort should commence to incorporate the lesson plans and syllabi into local school systems. It



should be clear that once these sites are a part of the lore and legend of the community, any number of combinations of community based programs may be possible. An excellent derivative of the above suggestion is a program by the **Civil War Roundtable of Kansas City** to produce an educational tape on Price's Raid and the Battle of Westport for local and statewide distribution. The estimated cost is \$37,000. Foundation and **ABPP** funding should be sought to support this worthy endeavor.

Another means of increasing the visibility and acceptance of the Raid in educational channels will be to commission, publish, and distribute scholarly publications on *The Raid* and on subjects relating to it. Even though the predominant historical flavor of the region seems to revolve around frontier trails and exploration, a serious effort should be made to balance the other elements of the Missouri story.

A current effort sponsored by **BGES** is the development of a scholarly monograph on Price's Raid. That publication has been commissioned and is in progress with a late 1996 delivery. Local sponsorship and distribution of the document may improve visibility. There are several possibilities. A sponsor group might purchase sufficient copies to make distribution to state legislators or key local officials. Another outlet might be to find a source to distribute them to high school students or Civil War students at state colleges.

There are other means of increasing the visibility of the campaign. There is no standard campaign treatment of *The Raid* in book form. A sponsor group might consider commissioning a first-rate author to complete research and publication of a definitive book on *The Raid*. In Mississippi, the **Jackson Civil War Roundtable** commissioned the nationally known historian Ed Bearss to produce a book on the Battles around Jackson, Mississippi. Another plan might have the sponsor group offering research grants to encourage the prosecution of a major publication. State-wide historical societies should consider taking the lead on this.

Another means to enhance awareness is to establish an annual award or scholarship for the best annual treatment of a related Civil War topic.

The objective of this publicity blitz is to elevate awareness of the campaign as a legacy of the communities that experienced it. This pro-active approach should assume that the proponents will win if enough force is brought to bear on the issue. It does not assume this will be an easy or short process. However, it does suggest a

strategic objective for groups which would like to see *The Raid* acknowledged and examined in the historiography of the state.

***Recommendation #12.*** The **Civil War Roundtable of Kansas City** should head up an effort of "friends" groups to examine the economic potential of Civil War heritage tourism in each of the major markets. Validated data should then be advocated to affected communities in public media such as newspapers and special interest groups' newsletters.

***Recommendation #13.*** Each battlefield "friends" group should ensure that it possesses accurate real estate documentation on the core and peripheral areas of their particular battlefields. If no preservation plan has been completed, one should be completed by June 30, 1997.

***Recommendation #14.*** "Friends" groups should undertake a careful review of state and local school curriculums and should press for the incorporation of a local version of the *"Educating with Historic Places"* program.

***Recommendation #15.*** A responsible group, such as the **Missouri Historical Society**, should examine the state of historiography on the Price's Raid campaign and coordinate a cogent effort to increase research, publications, and presentations in this area.

***Recommendation #16.*** "Friends" groups should consider sponsoring high visibility events such as Civil War reenactments, relic shows, bus tours, seminars, or book fairs at sites which would clearly demonstrate the competitiveness of Civil War tourism.

**Issue #5. The lead times for all these programs will push beyond the "window of opportunity" and will become irrelevant.**

It is an old saying that "it isn't over until it is over." We cannot predict how fast historic properties may be destroyed. Certainly some will be lost but many others can be saved. Organized "friends" groups can make strategic plans which may bear fruit. Those who have had success should reevaluate current and future plans to make sure the goals are achievable.

There are a number of sites such as Pilot Knob and Mine Creek which may face immediate threats of development. Logging