# Department of State NEW JERSEY HISTORICAL COMMISSION 2008-2009 GRANTS AND PRIZES

# **Project Support: Application Checklist**

If you are applying for the September deadline for Project Support, this checklist (completed, signed, and dated) must accompany the **original and five copies** of the application. **Do not send applications in binders, notebooks, or plastic containers.** Proposals may be stapled, clipped, or placed in pocket folders.

Minigrant applicants need only submit the original of their application.

Grant application form
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- $\sqrt{}$  Narrative
- ✓ Project budget form
- $\sqrt{}$  Resumes of project personnel
- Summary history of organization (institutional or organizational applicants only)

Support materials (organizational applicants): brochures, catalogues, publications illustrating programs, and operations

Certification of support from school, organization, or institution (for education proposals or applications on behalf of an organization or institution)

- Documentation of commitment to participate (consultants) N/A
- □ Copies of manuscript, representative photographs, script, script treatment, videotape (for publications and media proposals) for every proposal set N/A
- Publications bid sheets. Production bids from three vendors. Use the provided bid sheet and make photocopies

   N/A
- □ Vendor price quotes and work descriptions (conservation proposals, microfilming, equipment purchases) N/A
- $\sqrt{}$  Application checklist

 Signature
 Date

 Organization (if applicable)
 Burlington County Division of Cultural Affairs and Tourism

 Phone
 (609)-265-5068

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# **Project Support: Application Form**

(Please type)

- 1. Project title: <u>Burlington County: Crossroads of the American Revolution Project</u>
- 2. Check one:  $\Box$  Minigrant (no deadline)  $\sqrt{\Box}$  **Projects**
- 3. Name of applicant: <u>Burlington County Division of Cultural Affairs and Tourism</u>

Street address: \_\_\_P.O. Box 6000, Smithville Road\_\_\_

City, state, zip code: <u>Eastampton, New Jersey 08060</u> County : <u>Burlington</u>

Daytime telephone: (<u>609) 265-5068</u> Fax #: <u>(609) 265-5782</u> Legislative district: <u>7th</u>

Email address: tourism@co.burlington.nj.us Website: www.co.burlington.nj.us

Type of applicant:

□ Individual (applicants for teaching proposals must answer question 9)

Provide your Social Security Number:

✓ □ Institutional (answer question 8 and for teaching projects, question 9)
 Provide your Federal Employer Identification Number: \_\_\_\_\_\_
 Provide your Charities Registration Number \_\_\_\_\_\_

Type of organization:

historical society	□ museum	□ historic site	□ library/archives
$\sqrt{\Box}$ county/local agency	□ other		

4. In the space below, summarize the project. This summary does not substitute for the project narrative. This grant proposes to assist Burlington County in its desire to create an integrated and holistic approach to its portion of the federally designated American Revolution National Heritage Area in New Jersey. We wish to create a "brand" for this county-specific "Crossroads of the American Revolution" project, including a logo, way-finding signage, historical markers, a self-guided tour, illustrated lecture (Power Point and podcast), informational leaflet, and comprehensive booklet. The proposal aims to help coordinate all local municipal initiatives dealing with this topic, using a common and easily recognizable "brand", which will ultimately position us to incorporate the Burlington County element into the statewide "Crossroads of the American Revolution" initiative.

5. Grant period: \_Jan. 1, 2009\_\_\_\_ to \_June 30, 2010\_\_\_\_

- 6. Budget summary
  - a. Total requested from the NJHC \$ \_20,000\_ Match (organizations only) \$ \_20,000\_
  - b. Portion of line 6a for general operating costs of project : \$ <u>N/A</u> (only for organizations not eligible for general operating support grants)
  - c. Portion of line 6a for project use \$ \_20,000 (\$40,000 if Match is included) *Note: Lines 6b and 7c must add up to line 6a*

Burlington County: Crossroads of the American Revolution

Institutional applicants must fill out this section	
Project director	
Name <u>Joseph M. Laufer</u>	
Street address c/o Burlington County Div. of Cultural Affairs	<u>&amp; Tourism</u>
P.O. Box 6000, Smithville Road	-
Eastampton, NJ 08060	
Daytime telephone ( <u>609)</u> <u>265-5068</u>	_
Position with applicant <u>Historian</u>	_
Signature	Date <u>9/8/2008</u>

# NARRATIVE

7.

## I. Introduction

In the year 2000, Congress authorized a Special Resource Study (SRS) of the Crossroads of the American Revolution in central New Jersey. A SRS examines whether a resource or area might qualify as a new unit of the national park system. The study included Burlington County because of its strategic role in the American Revolution. Both the American and the British armies recognized and utilized the county's resources, roads, pivotal location, and energized citizenry.

In 2005, New Jersey's Acting Governor Richard J. Codey issued an executive order designating a large part of central and northern New Jersey (including the southern counties of Burlington, Camden and Gloucester) as The Crossroads of the American Revolution State Heritage Area.

Finally, in October, 2006, President Bush signed legislation designating the Crossroads of the American Revolution National Heritage Area (NHA) in New Jersey. As a result of the designation, the state legislature directed the formation of a New Jersey-based managing organization with an over-arching mission:

to foster the conservation, preservation and interpretation of New Jersey's Revolutionary War sites and landscapes in ways that enhance public understanding about the people, places and events that transformed the course of American and New Jersey history.

This management organization is not charged with implementing projects related to the Crossroads initiative, but rather serves as a catalyst in the process of raising popular understanding of the historical significance of New Jersey's Revolutionary War sites, and provides an area-wide network between established historic sites, state parks, private property owners, local governments, not-for profits, and other civic organizations in order to facilitate further preservation and to offer a forum for new initiatives on site use, management, education and historical interpretation.

It is left, therefore, to local entities to implement specific programs of the Crossroads of the American Revolution in their communities. By means of this grant application to the New Jersey Historical Commission, the Division of Cultural Affairs and Tourism of Burlington County wishes to assume a leadership role in the implementation of the Crossroads program in Burlington County. The Division seeks to assist local municipalities in the identification of

Burlington County: Crossroads of the American Revolution Page 5 of 18 Revolutionary War-related sites and to facilitate their integration into a county-wide "branded" Crossroads of the American Revolution initiative that includes all associated communities, individual sites, and routes, using appropriate literature, programs, and way-finding that will provide a seamless, unified presentation of Burlington County's pivotal role in the American Revolution that informs, excites, entertains, and educates our residents and attracts tourism to our historically rich county.

# **II. Key Elements of Burlington County's Role in the American Revolution.**

The Federal "Special Resources Survey" of 2000 identified three basic themes in the National Heritage Area feasibility study which led to the designation of New Jersey's Crossroads of the American Revolution region. These themes included: A Revolutionary Landscape," "Rendezvous for Revolution," and "Divided Loyalties." Burlington County, probably more than any other New Jersey county, possess historic people, places, and events that fall under each theme.

a. Revolutionary Landscape

Burlington County's physical and economic geography influenced much of what happened here during the war. Then, as now, it served as a crucial section of the route between Philadelphia and New York. The natural environment—iron deposits for artillery, munitions, and pots and pans; farms for food—and the built environment (large Quaker Meeting Houses for billeting; passable roads and bridges). Burlington County offered a critical corridor for the British Retreat from Philadelphia in 1778; otherwise, the Crown's forces would have had to travel via water.

b. Rendezvous for Rebellion

Two of Washington's important moral victories—The Battle of Trenton in December 1776 and The Battle of Monmouth in June 1778—are directly related to incidents that took place in Burlington County. The diversionary battles of Petticoat Bridge and Iron Works Hill made Washington's crossing of the Delaware and attack on Trenton possible. The demoralizing heat and mosquito attacks on the British as they retreated from Philadelphia through Burlington County in 1778, punctuated by citizen and militia harassment on the way to the Battle of Monmouth influenced the battle's outcome and the final arrival in Sandy Hook for transport to New York City.

c. Divided Loyalties

Thomas Paine, a Bordentown rebel, rallied the nation to war with his *Common Sense* tract. The presence of Hessians there angered the rebels residing there. In the City of Burlington, the Anglicans of St. Mary's had difficulty maintaining their loyalty to their King and head of their Church and the innate desire for freedom. Their pastor, Jonathan Odell, spoke on behalf of their King, and was eventually run out of town. Burlington's William Franklin, illegitimate son of patriot Benjamin Franklin, serves as a prime example of how the conflict tore families apart based on their loyalties. And then, there were the Quakers – who opposed war, and yet thirsted for freedom. Burlington County was indeed a microcosm of divided loyalties.

# III. The Need

Of the forty municipalities in Burlington County, the 2000 federal Special Resource Study identified 24 as associated with the Revolutionary War. Some played a more significant role than others. Local historians have noted the absence of several communities from the list. Some

Burlington County: Crossroads of the American Revolution Page 6 of 18 communities with a Revolutionary War connection have independently identified and promoted their local sites, while others have done nothing to relate their sites to the broader county-wide or nation-wide impact on the Revolution. Some singular campaign events which occurred in multiple communities are promoted in isolation of the overall event. For example, the diversionary tactics of the last week of December, 1776 leading up to the Battle of Trenton involved the communities of Bordentown, Mansfield, Springfield, Mount Holly, Moorestown, and Chesterfield. The events of June 1778 involving the British retreat from Philadelphia and culminating in the Battle of Monmouth involved the communities of Evesham, Mount Laurel, Lumberton, Medford, Maple Shade, Moorestown, Hainesport, Mount Holly, Springfield, Mansfield, Bordentown, and Chesterfield. To fully appreciate the historic significance of either of these multiple-municipality events requires a single-focus, coordinated effort. Funding for this proposal will empower the Division of Cultural Affairs and Tourism to coordinate a "branded" (thus, very identifiable) initiative to promote Burlington County's role in the statewide Crossroads of the American Revolution project.

In the past, the County undertook some modest initiatives in order to centralize information about Burlington County's role in the Revolutionary War. In 1976, as a Bicentennial project, Historian Lloyd E. Griscom wrote a 48-page pamphlet entitled *Burlington County and the American Revolution*. This illustrated booklet described the many individuals and events associated with Burlington County during the American Revolution, but its pedantic tone and organizational pattern did not lend itself to popular usage. Then, in 1987, the Burlington County Cultural and Heritage Department facilitated the publication of a map and brochure titled, *Burlington County Loop Tours: A guide to Revolutionary War Sites*. The county reprinted the brochure in 1994 as apart of its Tercentenary Celebration for the establishment of Burlington County. This publication included numerous non-Revolutionary War sites along the routes, and failed to clearly delineate inter-related events, making it difficult to understand the overall impact of Burlington County's importance in the freedom movement. While both of these publications are useful, but now out of print, resources, it would be counter-productive to reprint them at this time. Rather, the Crossroads of the American Revolution project provides a fresh opportunity to build on these earlier resources and create new "user-friendly" documents as replacements.

# IV. Our Proposal

This grant proposes to assist Burlington County in its desire to create an integrated and holistic approach to its portion of the federally designated (October 2006) American Revolution National Heritage Area in New Jersey. Instead of waiting for state and federal initiatives, Burlington County wishes to create a coordinated and integrated array of materials that will highlight the pivotal role that Burlington County played in the American War for Independence, and which will encourage the conservation, preservation, and interpretation of our Revolutionary War sites and landscapes in ways that enhance public understanding about the people, places, and events that shaped the course of our history.

Using the singular theme of Burlington County and its role in the Crossroads of the American Revolution, it is our intention to include all aspects of our Crossroads initiatives under a single, recognizable "brand" as we implement the following elements:

**Research Element** 

Burlington County: Crossroads of the American Revolution

- 1. Identify the physical and economic geography of Burlington County which influenced the revolutionary events that took place here.
- 2. Identify the events that took place in Burlington County leading up to and including the period of the Revolutionary War (including campaigns, engagements, encampments, leadership, military personnel, and citizenry).
- 3. Identify the intrigue, political loyalties, cultural, and religious diversity which made the Burlington County experience unique (i.e. Tories, rebels, Quakers, Anglicans, etc.).

# Media and Archival element

- 1. Create an archive of photographic documentation of the people and places associated with the Revolutionary War in Burlington County.
  - a. Historic pictures collected from a diverse group of identified archives.
  - b. Present-day photos of relevant sites.
- 2. Create pen and ink illustrations for use in educational and touristic publications dealing with Burlington County's role in the war.
- 3. Create a "Crossroads of the American Revolution" logo to be used in related publications, websites, visual presentations, and on signage.

# Historic Signage Element (locations)

- 1. Identify locations for Historic Markers
  - a. Phase one -12 of the primary locations
  - b. Phase two 12 secondary locations
  - c. Phase three 12 peripheral locations
- 2. Identify locations for "Crossroads Trail" identifiers
  - a. 1776 Campaigns and Operations
  - b. the 1778 Evacuation Route
  - c. Other miscellaneous locations identified and associated with the Revolutionary War

# Product Element

- 1. Create website: Burlington County: Crossroads of American Revolution
- 2. Create Booklet manuscript for future publication titled, *Burlington County: Crossroads of American Revolution*
- 3. Create Tourism leaflet on Burlington County: Crossroads of American Revolution,
- 4. Create self-guided driving tour of Crossroads locations which identifies the wayfinding signage
- 5. Create an illustrated lecture (Power Point presentation) on the topic as a virtual tour, specifically targeted to those county citizens who cannot travel the tour routes due to disabilities.
- 6. Create and produce phase 1 Historic Markers (12)
- 7. Create and produce Crossroads trail identifiers (min. 15 max. 24)

While foundational work has been undertaken on some elements of the proposal, the intent of this grant is to insure accuracy and create a "brand" that will be recognizable in all elements of

Burlington County: Crossroads of the American Revolution Page 8 of 18 the theme, from way-finding signs to publications, from historic markers to media and from community to community in Burlington County. The intention is also to be all inclusive, making certain not to omit any Revolutionary site or event in Burlington County. We intend to coordinate the initiatives of each of the municipalities in Burlington County which has a connection to the "Crossroads of the American Revolution." By the time the State of New Jersey arrives at the stage of integrating the Revolutionary sites of the other counties into the Crossroads mosaic, Burlington County will already have its program in place for seamless inclusion into the total fabric.

# Department of State NEW JERSEY HISTORICAL COMMISSION 2008-2009 GRANTS AND PRIZES

# **Project Support: Budget Form**

Category of Expenditure	Grant Funds Requested	Matching Funds (if applicable)	Total
Transportation	\$ 431.00		\$ 431.00
Food, lodging			
Photocopying, photography	100.00	\$ 940.00	1,040.00
Purchase/rental of equipment			
Salaries, fringe benefits		17,160.00	17,160.00
Honoraria			
Professional services, fees	13,500.00		13,500.00
Typesetting, printing	1,244.00	400.00	1,644.00
Postage, telephone		300.00	300.00
Materials and supplies		300.00	300.00
Typing, transcribing		900.00	900.00
Insurance, accountant services			

Itemize these expenses in the narrative budget

Burlington County: Crossroads of the American Revolution

Category of Expenditure	Grant Funds Requested	Matching Funds (if applicable)	Total
Personal maintenance			
Operating support			
Other (specify) 12 Historical Markers 15 Way Finding Signs	3,600.00		3,600.00
	1,125.00		1,125.00
TOTALS	20,000.00	20,000.00	40,000.00

## **V. BUDGET NARRATIVE**

#### 1. Transportation

Visitations will be necessary to the various historical sites throughout Burlington County in order to obtain photographs for the visual presentation and to determine appropriate locations for historical markers and way-finding signs. There will have to be several dry-runs to create the self-guided tour of the Revolutionary War sites. We have experience in planning county-wide historical tours, and the average day-long tour covers approximately 120 miles. Based on our knowledge of the general location of each site and the possible routes of the self-guided tours, and the number of dry-runs necessary to establish the most appropriate route, we have estimated a total of 1390 miles to implement the objectives of this grant.  $1390 \times .31 = $431$ .

#### 2. Photography and Photocopying

The reproduction of historic photographs and the creation of current photographs of the Revolutionary sites will require both electronic storing and hard copy duplication. In addition, there will be several manuscripts created for internal use. We have estimated the volume of paper that will be required for the duplication documents, flyers, drafts and manuscripts. We anticipate using grant funds (\$100) only for special paper that may be needed in certain unique circumstances, while the bulk of the photocopying will be done in-house as an in-kind expenditure (\$940). The budget covers the percentage of use of ink cartridges and volume of paper needed for this project and provided by our office.

3. Salaries and Fringe Benefits

Joseph Laufer, the project coordinator, is a part-time member of the staff of the Division of Cultural Affairs and Tourism. He works 24 hours per week. His annual salary is \$32,000. For purposes of this grant, one-third of his time will be allocated to this project. Thus, it is anticipated that approximately 8 hours per week will be set aside for the Crossroads of the American Revolution project. This equates to a total of 78 weeks times 8 hours, or a total of 624

Burlington County: Crossroads of the American Revolution Page 10 of 18 hours for the duration of the grant. The budget amount under "Matching Funds" is \$17,160 for the 16 month duration of the grant based on 624 hours @ the hourly rate of \$27.50.

#### 4. Professional services and fees

It is our intention to engage the services of a Historian to assist in the authentication of our historical data and an artist to help in the creation of pen and ink historic illustrations and the design of our logo. We have previously used their services in related projects and because they are long-time Burlington County residents with proven track records and reasonable fees, we have inquired of their interest and availability. Paul W. Schopp, the historian, has agreed to perform the appropriate services at a reduced fee of \$75 per hour. His responsibilities will be to corroborate the historical data used in the project with primary sources as much as possible and to insure the accuracy of all our data. He will also co-author the booklet which will be created in manuscript form. We have calculated that we will need Mr. Schopp's services for a total of 120 hours (120 @ \$75.00 = \$9,000). Mr. Schopp's biography and credentials can be found in the appendix.

Glenn Malsbury, the artist, spent over 25 years in the graphic arts department of Burlington County College. He illustrated several historical books and booklets, chief among them, the History of Pemberton and the History of Pemberton Township. His work includes illustrated maps, pen and ink sketches of events and locations. Mr. Malsbury also designed the logo used by Burlington County during its Tercentenary in 1994. His responsibility through this grant will be to assist us in creating the "brand" for our Crossroads of the American Revolution project – primarily the logo, which will be used on our way-finding signs and on our literature. He will also assist us by creating designated illustrations and maps for our planned website, leaflet, self-driving tour and booklet. His fee is \$75 per hour. We anticipate that he will need approximately 60 hours to fulfill his responsibilities (60 @ \$75.00 = \$4,500).

The combined costs of these two professional consultants will be \$13,500 which is shown on the Budget Form under Professional services, fees.

#### 5. Typesetting and Printing

While we are creating the texts of three physical print documents through this grant, we do not anticipate completing total print runs of all the documents through grant funds. Our plans are:

- a.) To print the self-guided driving tour leaflet internally, using a portion of the \$400 listed under Matching funds. Another portion of that amount will be used for a preliminary internal run of the Crossroads of the American Revolution information leaflet.
- b.) To create the final version of the Crossroads of the American Revolution information leaflet through a professional printer. Thus, the \$1,244.00 printing item in the Grant Funds column represents the cost of printing 10,000 of these brochures. The amount is based on a comparable item printed within the past year using an outside vendor approved by the County.
- c.) To create only the manuscript of the Crossroads of the American Revolution booklet. Since it will be the last of the products created through the grant, we did not include

Burlington County: Crossroads of the American Revolution Page 11 of 18 any printing costs in the grant. We plan to explore unique printing options, including several history printing houses which use new marketing techniques to publish booklets on demand with no up-front costs. Another option is to obtain corporate funding for the publishing of this product.

#### 6. Postage, telephone

We have pro-rated costs for this item over the 18 month period of the grant based on past history of approximately \$16.50 per month, and listed it under Matching Funds.

#### 7. Materials and supplies

We have pro-rated costs for this item over the 18 month period of the grant based on past history of approximately \$16.50 per month, and listed it under Matching Funds.

#### 8. Typing and transcribing

Clerical and secretarial assistance for this project will come from the secretarial pool and staff of the office of Cultural Affairs and Tourism. We have based the salary on the average wage paid current staff: \$9 per hour. We anticipate that 100 hours of clerical help will be required for the duration of the grant. Thus, under "Matching Funds" we have posted \$900 (100 hours x \$9).

#### 9. Other

a.) Historical Markers.

The grant calls for the design of 36 Historical Markers in three phases. However, in the Product element we call for the construction and placement of only 12 Historical Markers. In consultation with the Burlington County Parks Department and the County Engineer, we have based our price on recent low bids of vendors who have done business with Burlington County for historic signage in our county parks. The estimated unit price is \$300. Thus, our Grant Funded line item for these signs is \$3,600 (12 signs @ \$300).

#### b) Wayfinding Signs.

The grant proposes the placement of between 15 and 24 wayfinding signs along selected Revolutionary War routes through Burlington County. One set will identify the route from Bordentown to Moorestown during the Battle of Mount Holly (Iron Works Hill) in December, 1776. Another set will identify the dual British evacuation route through Burlington County from Philadelphia to Monmouth in June, 1778. The third set will identify random Revolutionary War sites outside of the two previously mentioned routes.

We are requesting funding for a minimum of 15 way-finding signs. Because Burlington County has its own Sign Shop for the manufacture of the unique circular Farmland Preservation signs which have been placed at relevant locations throughout the county, we have opted to use a similar circular sign design with our newly designed Crossroads of the American Revolution logo. The county Sign Shop will be able to fabricate our signs at a unit cost of \$75. This price has been quoted by the county official responsible for the Farmland Preservation signs. Thus, our Grant Funded line item for these signs is \$1,125 (15 signs @ \$75).

# VI. Timeline

This tentative timeline provides benchmarks for the completion of all elements of our grant proposal.

*Please note that the letters	"C.A.R."	used	throughout refer to	"Crossroads of	the
American Revolution".					

\*For clarity, please understand that there are two distinctive signage elements:

- a. The Historical Markers 36 to be designed; 12 to be produced and erected.
  - b. The "way finding" route identifiers 15 in all. Each will be the same design, containing the logo or "project brand".

\*It should also be noted that there are three different print publications to be designed: a. The self-guided driving tour – a leaflet to be printed.

- b. The Tourism leaflet and overview of Burlington County's people, places and events during the Revolutionary war a leaflet to be printed.
- c. The "Crossroads" booklet a fully detailed booklet of approximately 50 pages, summarizing the role played by Burlington County as a "Crossroads Region" this document will be created in manuscript form to be printed at a later date utilizing alternate funding.

January, 2009	Grant work begins
February, 2009	Completion of Phase I of Research Element (J. Laufer and P. W. Schopp)
March, 2009	<ul> <li>Initiate work on Historic Signage Element (locations)</li> <li>(goal of Sept. 30, 2009 for completion of preliminary design work)</li> <li>1. Establish criteria for Historical Markers</li> <li>2. Contact local communities for current inventory of historic markers related to Revolutionary War</li> <li>3. Create and mail questionnaire to local historical societies concerning ideas for related Historical Markers in their communities.</li> </ul>
April, 2009	Completion of Media and Archival Element #1: Photographic documentation
	Based on existing representative art work and photographs, create list of people, places and events that should be illustrated in by artist. Establish priorities. Set goal of August, 2009 for completion of high priority art work.
	Completion of first draft of self-guided driving tour of Revolutionary War sites.
May, 2009	Completion of first revision of CAR Power Point Presentation. Preview presentations before selected groups. Provide evaluations to viewers.

June, 2009	Selection of locations for "Crossroads Trail" identifiers.
July, 2009	Final version of self-guided driving tour printed and distributed.
	Selection of events and locations for Phase 1 (12) C.A.R. Historical Markers.
August, 2009	Delivery of potential logo prototypes for consideration
September, 2009	Design phase for 12 C.A.R. Historical Markers and the way-finding signs.
October, 2009	Selection of final logo design.
	Final version of illustrated lecture (Power Point) completed.
	Launch date of newly created C.A.R. website (note: website design and management will be in the hands of the project coordinator, Joseph Laufer. The cost of hosting will be absorbed through existing county Information Technology resources).
November, 2009	Final version of C.A.R. Tourism leaflet sent to printer.
	Selection of Phase 2 and 3 Historical Marker places and events. (these will be produced independently of the grant at a later date, using alternative funding).
December, 2009	Production phase for 12 C.A.R. Historical Markers
January, 2010	Production phase for 15 Crossroads trail "way finding" signs.
February, 2010	
March, 2010	Creation of Evaluation instruments to assess impact of project.
April, 2010	Placement of 12 C.A.R. Historcal Markers in appropriate locations
May, 2010	Placement of 15 Crossroads trail "way finding" signs in strategic locations identifying route
June, 2010	Completion of Manuscript of booklet: "Burlington County: Crossroads of the American Revolution – Diversionary Battleground/British Evacuation Trail." (This booklet is to be published independently of the grant; creative funding options will be explored).
	Completion of project. Submission of Final Report.

# **VII.** Publicity

As an agency of the County of Burlington, the Division of Cultural Affairs and Tourism has access to "The County Bell", a quarterly publication which reaches every household in Burlington County. A copy is attached among the support materials. As the results of this grant project are implemented, they will be showcased and promoted in "The County Bell". The County Website and other vehicles will be used throughout the grant implementation period to promote the various aspects of this project.

# **VIII.** Audience

The primary audience for this project are the residents of Burlington County. In 2007 we launched a program called "In Your Backyard", whereby we encouraged our residents to visit and appreciate the many historic sites in Burlington County. A copy of the "In Your Backyard Passport" is included in the support material. As the Revolutionary War sites are promoted as a part of the Crossroads project, they will be included in the Passport program.

Recognizing that Tourism is a component of economic development, as the county expands its tourism efforts to include neighboring communities, and as the New Jersey Crossroads initiatives become more pronounced, we anticipate that our audience will encompass other parts of the State and region.

# **IX. ADA Considerations**

Inherent in our proposal is the recognition that residents with disabilities should have access to the historic richness of our community. We intend to use technology to translate the essence of the "Crossroads" Power Point presentation into a podcast which can be used in navigating the Revolutionary War routes and locations identified in our project. DVD versions of the slides will be made available to individuals unable to physically navigate the sites.

# X. Evaluation

We intend to provide evaluation forms to all individuals participating in our programs throughout the grant period. Some of our audiences will be targeted groups selected to assist us in program revisions and refinements as we work towards the final products. Summaries of these evaluations will be provided to the Historical Commission with our final report.

# XIII. Support Material

## A. Preliminary Inventory of Historic Revolutionary War Sites in Burlington County

# A. Associated with Washington's Crossing of the Delaware & the Battle of Trenton December 25, 1776.

There appear to be approximately ten sites within the communities of Bordentown, Beverly, Mansfield, Springfield, Mount Holly and Chesterfield connected with this engagement. The focus during the research phase of the grant will be on the Hessian encampments, the Battle of Petticoat Bridge and the Battle of Iron Works Hill in Mount Holly.

# **B.** Associated with the British Retreat from Philadelphia and the Battle of Monmouth, June 28, 1778

Preliminary research dealing with the two routes taken by the British through Burlington County during June, 1778 indicate that there are between 15 and 20 sites in the ten Burlington County communities impacted by the retreat. These communities include Mount Laurel, Lumberton, Medford and Mount Holly for Clinton's southern route leading to Mt. Holly; Maple Shade, Moorestown and Hainesport for Von Knuphausen's northern route to Mt. Holly; and Springfield, Mansfield and Chesterfield for the combined armies route north out of Burlington County.

#### C. Associated with Delaware River Events – 1776 - 1778

Today there are 14 Burlington County communities along the Delaware River. During the Revolutionary War, a number of Burlington County's river communities were impacted, primarily the towns of Burlington, Bordentown and Fieldsboro. Burlington City was bombarded by the Pennsylvania Navy in December of 1776. They were targeting Tories and Hessians who occupied the city. Burlington was again bombarded in the spring of 1778, as was Bordentown. Fieldsboro was also uniquely involved in naval military activity.

#### D. Generic Revolutionary War venues

Early research shows evidence of approximately 20 other Revolutionary War sites in Burlington County associated with people, residences, public buildings, communities, incidents and monuments. Bordentown was a hotbed of rebel activity. Thomas Paine, Francis Hopkinson, Patience Lovell Wright, Col. Joseph Borden, William Franklin, Peggy Shippen, Stephen Girard and Elias Boudinot had homes and offices which should be included in our story of the Revolutionary War. There were also Churches, Inns, Taverns, cemeteries, and, of course, Baststo Village, and industrial village which provided the militia with ammunition and equipment.

It will be the task of this grant to identify all bona-fide Revolutionary War venues in Burlington County. Preliminary estimates are that between the four categories listed above, there are a total of approximately fifty venues.

#### **B.** Preliminary Outline of Illustrated Lecture (Power Point Presentation)

# Prepared by Joe Laufer

Slide #	Subject
1.	Title
2.	<b>Re-enactors</b>
3.	NJ Crossroads of the Revolution Map
4.	Burlington Co. Crossroads of the Revolution Map
5.	Thomas Paine collage
6.	Thomas Paine statue
7.	Thomas Paine commentary #1
8.	Thomas Paine commentatry #2
9.	Hopkinson and Wright homes – cor. Of Farnsworth & Park, Bordentown
10.	Borden House and site of Hoagland's Tavern, cor. Of Farnsworth & Park, Bordentown
11.	Hopkinson House
12.	Francis Hopkinson Biography
13.	Battle of the Kegs – Illustration
14.	Patience Wright
15.	Letter to Wright from Franklin
16.	Cartoon of bust containing message
17.	Wax Carving
18.	Wright House
19.	Blue Anchor Inn, Burlington City
20.	Gov. Wm. Franklin historic marker, cor. JFK Way and Beverly-Rancocas Rd.,
	Willingboro
21.	Franklin's Green Bank Home, Burlington
22.	Location of Benjamin Franklin print shop, High St., Burlington
23.	Old St. Mary's, Broad St., Burlington
24.	Johnathan O'Dell
25.	Johnathan O'Dell Couplet
26.	Collins House
27.	Collins NJ Gazette
28.	Demoralizing state of affairs before Battle of Trenton
29.	Urgent Need for Victory
30.	Revell House, Wood St., Burlington
31.	Leutze's "Washington Crossing the Delaware
32.	Various artists' interpretations of "Washington Crossing the Delaware"
33.	Recent Garrison painting of "Washington Crossing the Delaware"
34.	Map of Burlington County showing December, 1776 encampments and encounters
35.	Crosswicks Quaker Meeting
36.	<b>Re-enactors</b>
37.	<b>Re-enactors</b>
38.	Dunks Ferry, Beverly – Monument
39.	Dunks Ferry commentary #1
40.	Dunks Ferry commentary #2
41.	Black Horse (Columbus) – Map and visual
42.	Hessian collage
43.	Count von Donop (Hessian) commentary
44.	Petticoat Bridge photo collage #1
45.	Petticoat Bridge photo collage #2
<b>46.</b>	Petticoat Bridge Historic Marker
47.	Copany Quaker Meeting House
<b>48.</b>	Second Historic Marker regarding Battle of Petticoat Bridge
<b>49.</b>	Map of the embattlements in Mt. Holly
50.	Commentary: Mt. Holly Revolutionary Cannon

51.	Image collage: Mt. Holly Revolutionary War Cannon Monument
52.	Mt. Holly Quaker Meeting House
53.	<b>Re-enactors</b>
54.	Historic Marker: Battle of Iron Works Hill (Mt. Holly)
55.	Images – St. Andrew's Cemetery (Iron Works Hill)
56.	Monument at Iron Works Hill
57.	Commentary: Battle of Iron Works Hill monument
58.	Re-enactors (annual re-enactment of Battle of Iron Works Hill)
59.	Re-enactors
60.	Re-enactors
61.	Thomas Budd House, 20 White St., Mt. Holly
62.	Re-enactors (Hessian)
63.	Re-enactors
64.	Composite of Iron Works Hill monuments
65.	-
	St. Andrew's Cemetery, Pine St., Mt. Holly
66. (7	Images of Rancocas Creek from Iron Works Hill Storbon Cinord (nortroit and commentant)
67.	Stephen Girard (portrait and commentary)
<b>68.</b>	Stephen Girard House – 211 Mill St., Mt. Holly
<b>69.</b>	Girard House - #2
70.	Second slide of Leutze's "Washington Crossing the Delaware"
71.	Durham Boats on the Delaware
72.	Sketches of Durham Boats
73.	Christmas Day re-enactment of Washington Crossing the Delaware
74.	Site of Washington's crossing at Washington Crossing Park, NJ
75.	Map of Washington's march from McConkey's Ferry to Trenton
76.	Close-up map of March on Trenton
77.	Battle of Princeton Monument
78.	Narrative: Battle of Princeton, January 3, 1777
79.	Delaware River Incidents
80.	Burlington City Wharf
81.	Fieldsboro: White Hill Mansion
82.	Bordentown Wharf
83.	Revolutionary War Ships Monument, Bordentown, NJ
84.	Title slide: Battle of Monmouth Courthouse, June 28, 1778
85.	Events prior to the British retreat from Philadelphia
86.	Factors leading to the British retreat from Philadelphia
80. 87.	Order to evacuate
88.	Burlington County Map, showing venues during British retreat from Philadelphia
90	through the county, June 19-23, 1778
89.	Evesham battle map
<b>90.</b>	Map of route through Evesham
91.	Mt. Laurel Quaker Meeting House
92.	Revolutionary Mt. Laurel – narrative
93.	Map to Mt. Holly via Fostertown and Eayrestown
94.	The Clinton House, Hainesport-Mt. Laurel Road
95.	The Copperthwait House, Moorestown
96.	Smith-Cadbury Mansion, Moorestown
97.	The Hessian House, Moorestown
98.	The Moorestown Friends Marker
99.	Map from Moorestown to Hainesport
100.	Hainesport: Rt. 537 Bridge
101.	Artist's rendering of The Battle of Long Bridge
102.	Mt. Holly historic Court House
102.	Mount Holly Quaker Meeting House
103.	Mansfield Township Historic Marker – June 22, 1778
104.	Chesterfield Inn
100.	

106.	Chesterfield narrative
107.	Brookdale Farm, Chesterfield
108.	Taylor-Newbold House
109.	Re-enactment
110.	North Wall of Crosswicks Quaker Meeting House
111.	Battle of Monmouth War Monument
112.	Memorial to Unknown Revolutionary War Militiamen – Upper Springfield Quaker
	Burial Ground
113.	Historic Marker – Upper Springfield Quaker Burial Ground
114.	Al Stephens – coordinator of memorial project
115.	Batsto
116.	Elias Boudinot home, City of Burlington
117.	Peacock Cemetery, Medford
118.	Shippen House, City of Burlington
119.	End slide with credits

# C. Representative Publications of the Division of Cultural Affairs and Tourism

As evidence of our ability to coordinate historical themes into single informational packages, we have selected the following documentation:

- a. Arts, Culture, Heritage & Tourism: Programs, Services Publications
- b. Quaker Meeting Houses of Burlington County leaflet
- c. One Room School Houses of Burlington County leaflet
- d. Notable Women of Burlington County leaflet
- e. Quaker Heritage Trail 91 mile self-guided tour
- f. "In Your Backyard" Passport leaflet

Also attached, please find a copy of our primary promotional tool, "The County Bell", a seasonal publication which reaches every household in Burlington County.

# **D.** Documentation

- 1. Certification of Support from Burlington County
- 2. Consultant agreement to participate