



# **VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION**

## **Executive Committee**

September 17, 2007 – 2:00 p.m.  
General Assembly Building, 6<sup>th</sup> floor

Senator John H. Chichester, Chairman  
Speaker William J. Howell, Vice Chairman

Cheryl Jackson, Staff Coordinator



# HistoryMobile Proposal: Three Perspectives

- Kentucky Historical Society: “HistoryMobile”
- Tennessee State Museum: “Tennessee Treasures”
- Newseum: “NewsCapade”
- Other Options



# Kentucky HistoryMobile



# Kentucky HistoryMobile: Current Exterior





# Kentucky HistoryMobile: Interior





# Kentucky HistoryMobile: KY State Fair -Group discussions





# Kentucky HistoryMobile: KY State Fair – Entrance





# Kentucky HistoryMobile: KY State Fair – Side view







# Kentucky HistoryMobile: Cost

\$ 150,000 - purchase tractor  
trailer (1996 – inflated to  
2007: \$ 200,000 )

\$ 10,000 - wrap and "rebrand"  
last year

\$ 35,000 - install new exhibit  
(2007)

\$ 65,000 - \$70,000 - annual  
operating costs





# Kentucky HistoryMobile: Basic Annual Operating Costs

- Personnel - \$ 50,000
- Gas - \$ 5,000 (*7,000 miles per year*)
- Insurance \$ 1,375 (contents & vehicle)
- Maintenance - \$ 6,000 (*12 yr. old tractor*)
- Security – installed during initial setup
- Driver lodging - \$ 4,000 (usually covered by event sponsors)



**Total = \$ 66,375**



# Kentucky HistoryMobile: Community Presence

- Typical visits last 2-3 days (including major event on weekend and available to local schools on Thursday and Friday)
- Work closely with local partner (usually a local historical society or museum)
- Local media coverage a key to driving visitors to the exhibit
- Monthly “road show” concept involves additional KHS programming (theatre, genealogy, cemetery preservation, and more)





# Kentucky HistoryMobile: Challenges and Benefits

## ***Benefits***

- Reach underserved areas
- Serve multiple and diverse audiences
- “Backbone” of KHS outreach efforts (45,000 visitors annually)

## ***Challenges***

- Rising gas prices
- Maintenance on 15-year old tractor
- Scheduling during “festival season”



# Tennessee Treasures



## Tennessee Treasures Traveling Exhibition

- “Tennessee Treasures”: Sept. 1993 – July 1995
- Coordinated by Tennessee State Museum to commemorate the state’s bicentennial
- Traveled to each of the State’s 95 counties
- Visited by more than 340,000 citizens
- Cooperative effort (i.e., multiple state agencies, 10,000 volunteers, local officials, public and private partnerships)



## Tennessee Treasures Traveling Exhibition: Entrance ramp





## Tennessee Treasures Traveling Exhibition: Exterior view



*Tennessee Treasures* mobile museum, 1993-1995; exterior view; entrance to viewer's left, exit to right





# Tennessee Treasures Traveling Exhibition





# Tennessee Treasures Traveling Exhibition: Entrance ramp



*Tennessee Treasures mobile museum,  
1993-1995; Trailer #3, Estes  
Kefauver/Frank Clement display case*



# Tennessee Treasures Traveling Exhibition: Diorama setting



*Tennessee Treasures mobile museum, 1993-1995;  
Trailer #1, Antebellum Artisans and Tennessee  
State Capital diorama setting*



# Tennessee Treasures Traveling Exhibition: Artifacts on display



*Tennessee Treasures* mobile museum, 1993-1995; Trailer #1, John Sevier display case



# Tennessee Treasures Traveling Exhibition: Display case

Tennessee Treasures mobile museum, 1993-1995; Trailer #1, William Blount display case





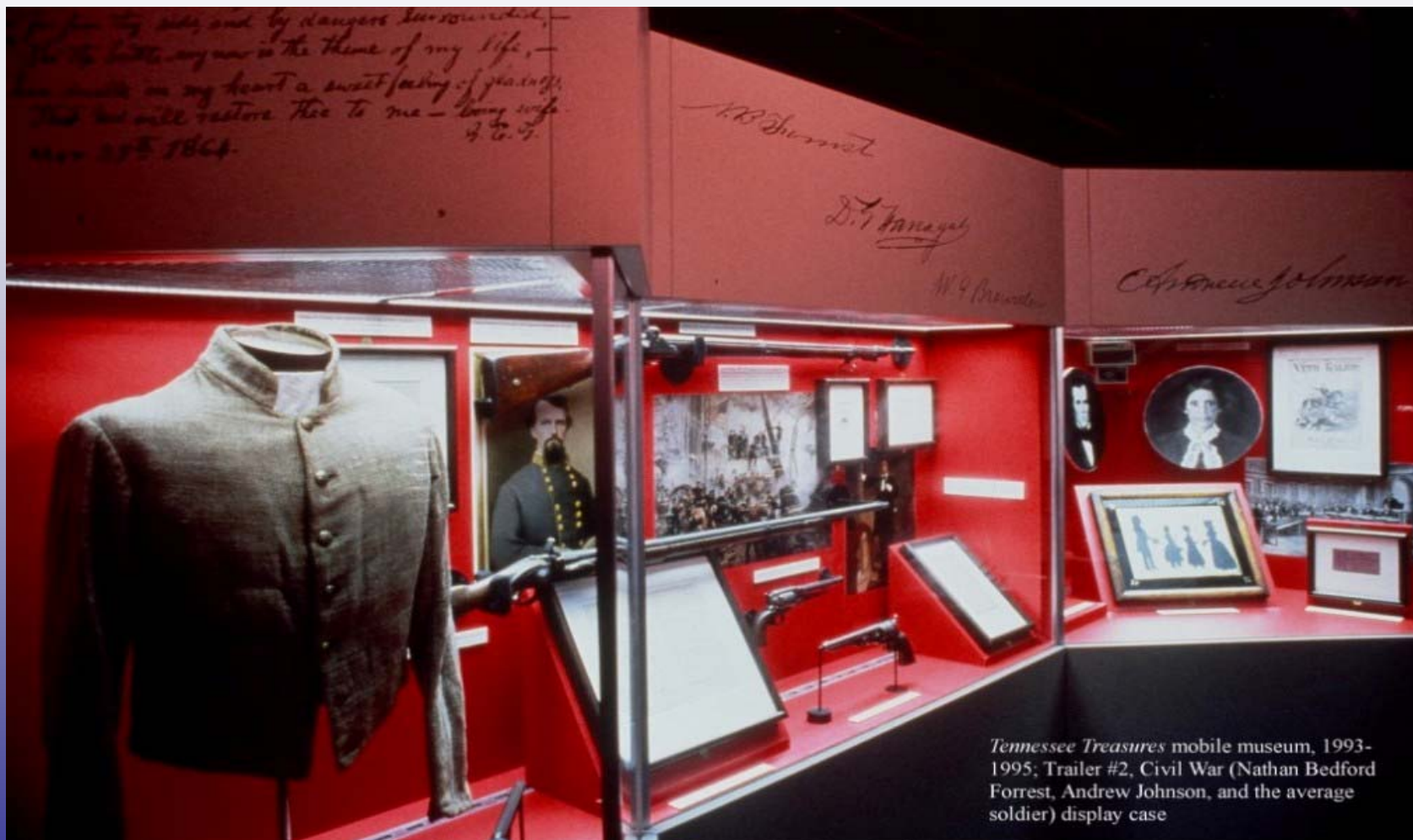
## Tennessee Treasures Traveling Exhibition: Animatronic figure



*Tennessee Treasures* mobile museum, 1993-1995, Trailer #2, interior view, Civil War diorama setting with animatronic figure



# Tennessee Treasures Traveling Exhibition: Civil War display case



*Tennessee Treasures* mobile museum, 1993-1995; Trailer #2, Civil War (Nathan Bedford Forrest, Andrew Johnson, and the average soldier) display case



# Tennessee Treasures Traveling Exhibition: Cost

- \$ 627,029 - Purchase three trailers (1993; Inflates to \$ 904,000)
- \$ 284,500 - Exhibit design and fabrication
- \$ 266,000 - On-site staff
- \$ 142,671 - Marketing/promotion

Unknown: DOT: Maintenance of tractors, trailers and equipment; fuel

DOE: Preparation of educational material, teacher resources

DGS: Set up of trailers and supplies at each site

TN State Museum: Exhibit planning

TN Trucking Association: Volunteer drivers

State Police: Security and escorts

**Total:           \$ 1,521,000 (inflated to 2007: \$ 2,162,000)**





# Newseum: NewsCapade



# Newseum: NewsCapade

- Visited all 50 states in 1998
- Two custom-built 53' tractor trailers; False walls allowed it to open to 2,000 sq. ft.
- Very high-tech, interactive
  - Theatre
  - 14 computer stations
  - Bluescreen technology
  - Artifacts (historical newspapers, typewriters, microphones, etc.)



# Newseum: NewsCapade Exterior





# Newseum: NewsCapade Queue Area





# Newseum: NewsCapade Displays and Artifacts





# Newseum: NewsCapade Interactives





# Newseum: NewsCapade Staff Motorcoach





# Newseum: NewsCapade Cost

- \$ 3,000,000 to purchase and equip
  - Tractors: \$ 147,000 – negotiated to \$96,000
  - Exhibit installation: \$ 600,000
  - Motor coach for staff: \$ 896,000
- \$ 2,000,000 to operate
- Paid for fully by Foundation funds





# Cost Comparison of Tractor Trailer Mobile Exhibitions

Kentucky: \$ 150,000 - Purchase tractor trailer (current value: \$ 200,000)  
(1996) \$ 10,000 - Wrap and "rebrand" last year  
\$ 35,000 - Install new exhibit (2007)  
\$ 65,000 - \$70,000 - Annual operating costs

Tennessee: \$ 627,029 - Purchase three trailers (current value: \$ 904,000)  
(1993-95) \$ 284,500 - Exhibit design and fabrication  
\$ 266,000 - On-site staff  
\$ 142,671 - Marketing/promotion  
Unknown: DOT: Maintenance of tractors, trailers and equipment; fuel  
DOE: Preparation of educational material, teacher resources  
DGS: Set up of trailers and supplies at each site  
TN State Museum: Exhibit planning  
TN Trucking Association: Volunteer drivers  
State Police: Security and escorts  
Total: \$1,521,000 (current value: \$2,162,000)

Newseum: \$ 3,000,000 - Purchase, equip, etc. (current value: \$ 3,800,000)  
(1998) \$ 2,000,000 - Annual operating costs



## Other Options

- “POD” type of exhibition (e.g., Columbus Science Museum – COSI on Wheels)
- Tent exhibitions – (e.g., Godspeed Sail Landing Parties – Prosody Creative Services)



