



Museum and White House of the Confederacy

Presentation to Sesquicentennial Commission

November 9, 2006



Overview of the Museum of the Confederacy

- Collection with extraordinary provenance
 - 14,000 artifacts
 - 6,000 photographs
 - 4,100 domestic items
 - 3,600 military accoutrements
 - 510 war time flags
 - Internationally known research library
 - 75,000 manuscripts
 - 15,000 books
 - 2,000 Confederate imprints
 - 600 manuscript volumes



Overview of the Museum of the Confederacy

- Visitors

- 50,000 visitors from all 50 states and 20 foreign countries
 - 66% from out of state; 7% from overseas
 - \$400,000 in annual sales taxes from out-of-state visitors

- Education, Exhibits & Programs

- Over 30 years of lectures and school programs
- Annual Teachers' Institute
- Rotating exhibits on all facets of the War
 - Groundbreaking exhibits on slavery (*Before Freedom Came*), the homefront (*A Woman's War*), the Lost Cause (*Victory in Defeat*), and the Confederate flag (*Embattled Emblem*)



Overview of the Museum of the Confederacy

- Research
 - 3,000 annual inquiries
 - 300 annual on-site appointments
 - Almost 10% of total operating budget
- Publications
 - Quarterly magazine
 - recently reduced to 3 times yearly
 - Annual museum-published journal
 - 8 currently available; future publications recently cancelled
 - 2 books of scholarly essays
 - *Before Freedom Came*
 - *A Woman's War*
 - Book on *The White House of the Confederacy*



**The White House of the Confederacy
is the #1 “most memorable” visitor
attraction in Richmond.**

Source: Richmond Visitors and Convention Bureau, 2006 Visitor Survey (note only Monument Avenue, the “James River” and “Statues” ranked higher.)



Virginia and the Confederacy: A Quadricentennial Perspective

- Virginia' 1st 250 years
- Slavery
- State and Union
- The Road to Secession
- “Loyalty”
- Virginians at War
- The Battleground of the Nation
- Sectionalism and the Rending of Virginia
- Suffering Civilians and the Homefront
- Virginia and the “Lost Cause”
- The Legacy of Virginia’s Civil War Past



Current Status

- 2½ Years of Intensive Study
 - Self study
 - General Assembly Study Commission
 - “Problems largely of the Commonwealth’s making”
 - One of the state’s greatest assets—a “jewel in the crown”
 - Deserves General Assembly support to cover deficit and to plan for future
 - Independent Study Panel (“Peer Review”)
 - One of the country’s most important collections
 - White House should not be moved
 - Collection must stay together
 - Collection must move to survive—stay in Richmond, if possible
 - Strategic alliances should be carefully considered
 - Sesquicentennial will represent critical opportunity



Current Status—Board Decisions

- White House will not be moved
 - Surrounding real estate should be sold to the state (VCU)
- Collections will be kept together—in Richmond and/or in Virginia, if possible
- Strategic alliances are being discussed
- Very short lead time
 - Precarious current financial position
 - Required preparation for the Sesquicentennial



Strategic Alliances

- Current Partnerships
 - Artifact Lending Programs
 - Pamplin, Tredegar, VHS, NPS, Gettysburg, Smithsonian Institution, even Ireland and more
 - Lecture Series
 - University of Richmond, Library of Virginia
 - Fund-raising/development
 - Historic Richmond Foundation
 - Downtown Richmond Planning Initiative
 - HRF, Valentine, APVA, John Marshall, VCU
- Developing Partnerships
 - Walking/driving Tour of Civil War Richmond
 - RMCVB, NPS, *Civil War Traveler*
 - Education Outreach Program on Slavery
 - Black History Museum