

**9. PROJECT UPDATE  
NAT TURNER/1831 SOUTHAMPTON INSURRECTION TRAIL &  
RESTORATION OF THE REBECCA VAUGHAN HOUSE**

As you recall, Southampton County agreed to serve as grantee, fiscal agent and project sponsor for the Southampton County Historical Society's development of the Nat Turner/1831 Southampton Insurrection Trail. In July of 2010, we were awarded a \$420,000 Transportation Enhancement Grant to connect travelers, tourists, students and residents with sites associated with the Nat Turner rebellion.

The project will include fabrication of orientation exhibits, installation of interpretive signage, acquisition of right-of-way, and production of a brochure and map. The Rebecca Vaughan House, located on the Museum of Southampton History campus in Courtland, will function as a Visitor's Center and trailhead. Here, the public will learn about the rebellion, explore the route traveled by Turner and his insurgents, and discover period artifacts, including Turner's sword and the lock from his jail cell.

Since fiscal year 2008, Southampton County has contributed an aggregate sum of \$133,750 towards this project.

Mr. John V. Quarstein, the Historical Society's project consultant, will provide you a status update on the project and seek your consideration in scheduling a public hearing next month to receive public comment on a resolution authorizing submittal of a follow-up grant application.

Attached for your reference, please find a copy of the project Long Range Plan which will provide you with an excellent overview of the project.

**MOTION REQUIRED:**

**If the Board is so inclined, a motion is required authorizing a public hearing next month to receive comment on a resolution authorizing submittal of a follow-up grant application.**

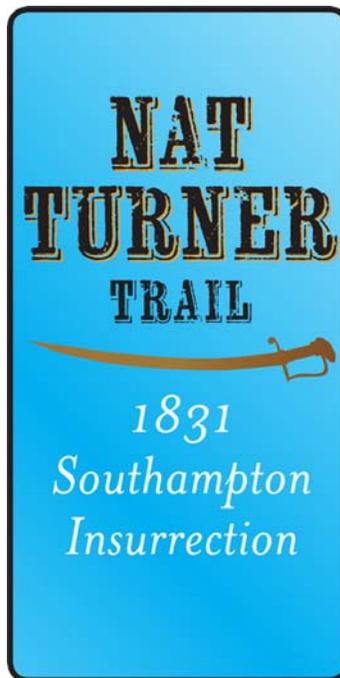


## **NAT TURNER TRAIL**

**1831 Southampton Insurrection**

**Project Long Range Plan**

Presented by  
**SOUTHAMPTON COUNTY HISTORICAL SOCIETY**  
January 31, 2013



# Southampton County Historical Society

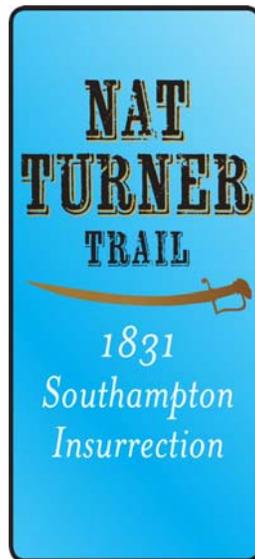
## 1831 SOUTHAMPTON INSURRECTION

### PROJECT LONG RANGE PLAN

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## Southampton County Historical Society



### PROJECT LONG RANGE PLAN

#### ► INTRODUCTION

Few historical events spark so many differences of opinion as does Virginia's 1831 Southampton Insurrection. Nat Turner, a slave and itinerate preacher, believed that signs from Heaven guided him to initiate the largest and bloodiest slave revolt in American history. The event, over 180 years later, remains highly emotional. Many people, then and now, have divergent opinions about the uprising. Some refer to Turner as a rebel and a murderer, while others view him as a revolutionary hero in the fight against slavery. Despite these various points of view, Nat Turner is presented in every general overview American history survey text book in a straight-forward manner when the subjects of slave revolts, slavery, and abolition are discussed. All of these themes can be discovered throughout Southampton County when searching for Insurrection sites; however, the only interpretation is one Virginia State Highway Marker. Consequently, the Southampton County Historical Society recognized the opportunity to showcase and present factually the events of the Insurrection -- events that played a pivotal role in the history of both the Commonwealth and our nation. The Society spearheaded the initiative to establish a visitor center/museum and historic trail. The museum, the Rebecca Vaughan House, will be the focal point of an educational experience which will use a variety of interpretive techniques, interactive exhibits and place-based learning opportunities to accurately express the causes, events, and impact of the 1831 Southampton Insurrection.

## ► HISTORICAL BACKGROUND

### Rebecca Vaughan House

The Rebecca Vaughan House is a one-and-a-half story frame Federal dwelling built circa 1795. There are two rooms downstairs, one on either side of a central hall; and two rooms upstairs, connected by a diminutive curving stairwell with tall risers. The building was constructed with great care and skill as it is of timber frame truss construction, notched, pegged, and numbered at the structural sills.

Preservation of the Rebecca Vaughan House required it to be relocated from its original site on Barrow Road to one five miles away from Courtland. The building was donated by the Pittman family in 2004 when it was moved to the current site. The Rebecca Vaughan House was deemed significant for placement on the National Register of Historic Places as it is the only remaining structure where landowners were killed during the 1831 Southampton Insurrection.

The Vaughan family settled in Southampton County during the early 17<sup>th</sup> century. Thomas Vaughan, Jr. inherited the 210-acre tract in the 1790's and constructed his house about the time he married Rebecca Foster. Vaughan died in the early 1800's, leaving his wife to raise their four children. Rebecca was still a widow in 1831 and was highly respected throughout the county. Her two sons, George and Arthur, lived with her, however, her daughters, Mary and Martha, were married. All of them would play a role in the Insurrection. George and Arthur, alongside Rebecca, and her niece, Anne Eliza Vaughan, were killed by Turner's followers. Mary's husband, Captain John Barrow, was killed in a determined defense of his home, as his wife escaped. Martha was married to the lawyer John Parker. They owned "Parker's Field" where the insurgents first fought the Jerusalem Militia. John Parker was assigned to defend Nat Turner during his trial; Parker's sister-in-law, Mary Vaughan Barrow, was one of the key witnesses in the trial.



Rebecca Vaughan House

## The Insurrection

On Sunday evening, 21 August 1831, Nat Turner met with six of his followers in a reptile-infested swamp off Cabin Pond Road in Southampton County. Turner, a literate religious mystic and preacher, believed that he had seen signs from God to release his fellow slaves from bondage. An eclipse of the sun that February was the sign he had awaited to begin planning his uprising. When a strange atmospheric condition occurred on 13 August, Turner knew it was time to strike. Turner told his men after their dinner that they must begin their revolution now and to slay all the whites they encountered, without regard to age or sex. Even though they had no arms or ammunition, they would find them in the houses of their oppressors and many new followers would join their army as they marched through Southampton County striking hard for liberty.



Sketch of Nat Turner in Southampton County Jail,  
November 1831

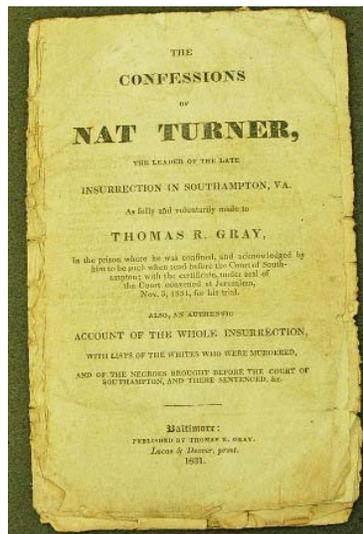
They struck first at the Benjamin Travis House. Travis's young step-son, Putnam Moore, was Nat's owner. All were killed in the house as they slept, including an infant. This act, in the early morning of 22 August, began the slave revolt. Turner and his men had already killed fifty-two whites when they reached the Rebecca Vaughan House about noon on 22 August 1831. There occurred the last deaths of landowners when Rebecca Vaughan, her two sons, niece and overseer were killed. Turner's command now numbered between fifty and sixty men, all mounted and armed with guns, axes, swords and clubs. Nat Turner decided to march to the county seat, Jerusalem, (today's Courtland), four miles away. He knew that the alarm had traveled about the insurrection and wished to secure arms, ammunition, and supplies as well as to spread terror amongst the white inhabitants of the town.

As Turner's men marched toward the county seat, they encountered local militiamen at Parker's Field and were checked there after a brief firefight. Turner endeavored to strike at Jerusalem by way of Cypress Bridge; however, it was heavily guarded. Since he had lost (deserted, wounded or intoxicated) many of his followers during the brief engagement at Parker's Field, Turner decided to camp in Major Ridley's slave quarter that evening and recruit more men. The next day the insurrectionists attacked the home of Dr. Simon Blunt. Dr. Blunt had prepared a defense and had even armed his slaves. Together they repulsed Turner's attack. Turner tried to re-group his command at the Captain Newt Harris House. The rebellion was broken-up by militiamen. Virginia and North Carolina militia units, as well as troops from Fort Monroe and US Marines and sailors from Gosport Navy Yard had all rushed to Southampton County to put down the revolt. The militia soldiers were particularly vicious, killing approximately 200 slaves and free blacks, many of whom had no connection whatsoever to the rebellion.



The Capture of Nat Turner

Many of Turner's followers were captured and taken to Jerusalem for trial. Nat Turner himself was not caught until 31 October. He was also taken to the county seat for justice. While in jail he gave his confession to the lawyer Thomas Ruffin Gray who published the insurrection story. Turner was executed on 11 November 1831.



Frontispiece  
THE CONFESSIONS OF NAT TURNER, 1831

The 1831 Southampton Insurrection was the last major slave revolt prior to the Civil War. Governor John Floyd called the Virginia General Assembly into session in January 1832 during which the causes, events, and results of the rebellion were discussed. Several bills were considered concerning general manumission or the sale and deportation of all slaves were debated. None of these concepts were successful. Instead, new and extremely harsh slave codes were legislated. Nevertheless, the Insurrection prompted the creation of the American Abolitionist Society in 1833 and Great Britain to outlaw slavery in all of its possessions in 1834. Turner's revolt may have ended in failure; nevertheless, it forced the issue of slavery to the forefront of American politics which would result in the Civil War and eventual emancipation.



Newspaper Article, August 1831

## ► OVERVIEW

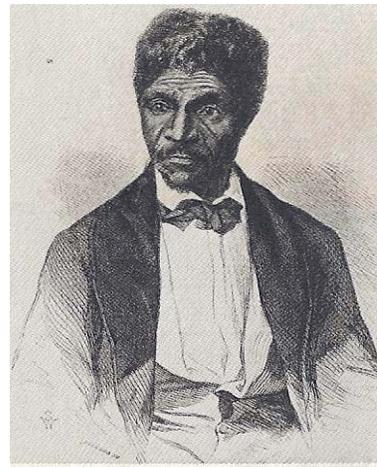
The 1831 Southampton Insurrection is a sad; yet meaningful part of history. The 21-23 August 1831 slave uprising shocked the world and added fuel to the great national debate about slavery during the years that culminated in the Civil War and slavery's abolition. The insurrection is just one part of the struggle to end slavery within a nation founded on the concepts that all men are created equal even though it enabled the continuation of slavery. The struggle for enslaved African Americans to attain their freedom is witnessed not just by Nat Turner; but by three other African Americans, Dred Scott, John Brown, and Anthony W. Gardiner (Gardner), who, like Turner, were born in Southampton County during the same era. The birth of these four nationally significant African Americans in the same rural Virginia community focuses interest on the broader economic, agricultural, social, and legal history of the area.

Agriculture was the main economic industry in the region and slavery was on the decline in the Upper South in 1830 due to soil exhaustion and other changes to the agrarian system. Consequently, Southampton's enslaved population (7,756) fell due to manumission (1,745 free blacks) and the interstate slave trade from Virginia to the cotton-producing Deep South. Slaves were Virginia's largest export during the three decades prior to the Civil War. The widespread selling of slaves and the rising desire for freedom caused many African Americans to seek ways to end slavery. Nat Turner took the violent approach; Dred Scott selected the legal process; Anthony Gardiner, later 9<sup>th</sup> president of Liberia, followed the 'Back to Africa' movement fostered by The American Colonization Society; and John Brown became a fugitive slave as he escaped to freedom in Great Britain via the Underground Railway. Only the Liberia movement attained a limited measure of success. Brown, originally named Fed, published a book in 1855 for The British and Foreign Anti-Slavery Society. The volume detailed his suffering as a slave and eventual escape via the Underground Railroad, increasing the abhorrence and eventual abolition of the inhumane system of chattel slavery. Nat Turner's violent rebellion brought the issue of slavery to the forefront of American politics. In Virginia and elsewhere, fear of slave revolts became very real and prompted the enactment of harsh codes governing slaves and free blacks. Even though Virginia considered ending slavery in 1832, the founding of the American Abolitionist

Society in 1833 marked the beginnings of an organized outcry to end slavery. Dred Scott's case to secure his freedom failed in a landmark U.S. Supreme Court decision in 1857. The court ruled that Scott, or any slave or freedman of color, was not a citizen of the United States and therefore could not sue in courts. The Supreme Court also stated that the 1820 Missouri Compromise was unconstitutional under the 5<sup>th</sup> Amendment, which stated that Congress may not deprive persons of property without the process of law. The Dred Scott decision was bitterly attacked in the North, and considerably widened sectional differences and animosity.



John Brown



Dred Scott



Anthony W. Gardiner

The Turner-Scott-Brown-Gardiner stories compelled the Southampton County Historical Society to initiate an effort to present the 1831 Southampton Insurrection in a multi-faceted fashion to expand the community's educational opportunities and heritage tourism resources. Since all of this tragic and telling history can still be witnessed in Southampton County today, the Southampton County Historical Society recognized that it should acquire the Rebecca Vaughan House to present the 1831 Insurrection as part of its Museum of Southampton History project. This circa 1795 house, directly associated with Nat Turner's Rebellion, was relocated to the Museum of Southampton History as an artifact depicting the revolt. A concept was then developed to establish the 1831 Southampton Insurrection Trail with the Rebecca Vaughan House as the

visitor center for this place-based educational experience. Forty sites were identified where events occurred during the rebellion thus making a driving/walking tour linking these historical places a viable and significant effort. The Rebecca Vaughan House, once rehabilitated, will contain exhibits detailing the insurrection thereby preparing participants for the tour. The adjacent Museum of Southampton History will feature displays which will present what Southampton County was like prior to and after the revolt.

The 1831 Southampton Insurrection project is a dynamic endeavor striving to present a factual account of this dramatic event. Through the use of sites, artifacts, interactives, multi-media and other educational techniques, visitors, students, and residents will achieve a greater understanding of slavery and slave revolts as well as the revolutionary political and social changes wrought by this conflict.

## ► PROJECT BACKGROUND

The 1831 Southampton Insurrection project truly began in 2002 when the Pittman family donated the Rebecca Vaughan House to the Southampton County Historical Society (SCHS). This National Register of Historic Places property was the last site where landowners were killed during the revolt. Consequently, the house was relocated to the Museum of Southampton History campus in 2004. In 2006 and 2007 the SCHS conducted a series of planning sessions and public forums to consider how to best utilize this historic resource. A concept was therefore developed whereby the Rebecca Vaughan House would be used as a focal point for a factual presentation of the uprising and serve as the visitor center for the Nat Turner Trail - 1831 Southampton Insurrection. The Southampton Historical Society has continued to seek public participation and comment throughout the project.

## ► GOALS AND OBJECTIVES

The Southampton County Historical Society established a series of goals to guide the Society as it seeks to complete the 1831 Southampton Insurrection experience.

### **1. Rehabilitate the Rebecca Vaughan House**

--Hire architect to plan house renovation and preparations for use as a visitor center.

--Utilize architect to create a site plan to connect Rebecca Vaughan House and Museum of Southampton History as well as to develop new entrance and parking for both facilities.

--Employ architectural historian to guide the return of the house to its 1831 appearance.

### **2. Conduct archaeological survey of original Rebecca Vaughan House site to aid architectural planning**

### **3. Complete Rebecca Vaughan House rehabilitation**

--Renovate exterior to stabilize building.

--Construct brick foundation and chimneys to match original 1795 brickwork.

--Relocate house to enhance historic setting and visitor presence.

- Rehabilitate interior highlighting historic features but enabling installation of exhibits.
- Construct or relocate historic outbuildings to re-create 1831 setting.
- Complete landscaping connecting house to the Museum of Southampton History.



**Views of Rebecca Vaughan House, circa 1795 -- Future Home of the Visitors Center at the Museum of Southampton History Museum, Courtland, Virginia**

#### **4. Develop exhibits interpreting the 1831 Southampton Insurrection**

- Incorporate pre- and post-Insurrection related historical themes in the Museum of Southampton History.
- Utilize Rebecca Vaughan House for exhibits presenting the events of 21-23 August 1831, as well as detailing the killings that occurred in the house.
- Employ a variety of display techniques including re-creation of room where Rebecca Vaughan died, traditional exhibit cases featuring unique artifacts such as Nat Turner's sword, and interactive kiosks reviewing Insurrection events.
- Use the Rebecca Vaughan House to introduce attendees to the Insurrection's causes and events with an interactive immersive map. The map will 'take' participants to each site in Southampton County associated with Nat Turner and his uprising.



*Nat Turner's Sword.*

Nat Turner's Sword

## 5. Establish Educational Programs

--Create docent tour outline to ensure the Rebecca Vaughan House visitor experience expresses consistent and factual information.

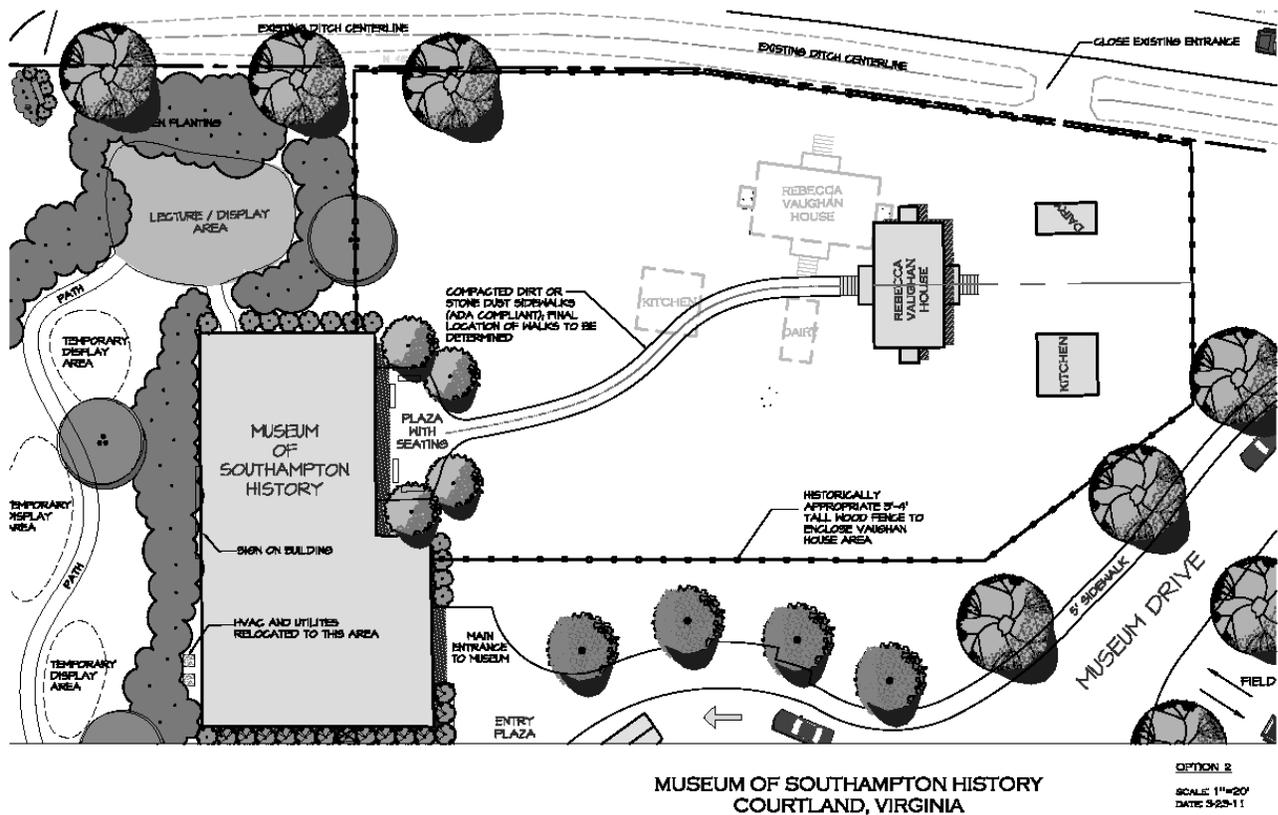
--Produce 40 Southampton Insurrection Minutes in conjunction with Hampton Roads PBS affiliate, WHRO. The minutes will be streamed into every classroom in the nation via PBS EMEDIA. These SOL-based episodes will be supported with lesson plans and classroom activities. The segments will also be used on the Insurrection web site.

--Establish lecture series and speaker's bureau dealing with the lives and impacts of Nat Turner, Anthony Gardner, John Brown, and Dred Scott.

--Prepare SOL-based classroom program presenting slavery, slave revolts, abolitionism, states rights concepts, and the causes of the Civil War.

-- Develop Power Point presentation to share with civic groups, historical societies, etc.

--Present bus tours and train 'step-on' guides for bus and school groups.



## 6. Produce Publications/Multi-media

--Produce travel brochure guiding travelers to the 40 sites associated with Nat Turner's Rebellion.

--Publish book, A GUIDE TO THE 1831 SOUTHAMPTON INSURRECTION, providing detailed information about the uprising and its associated sites.

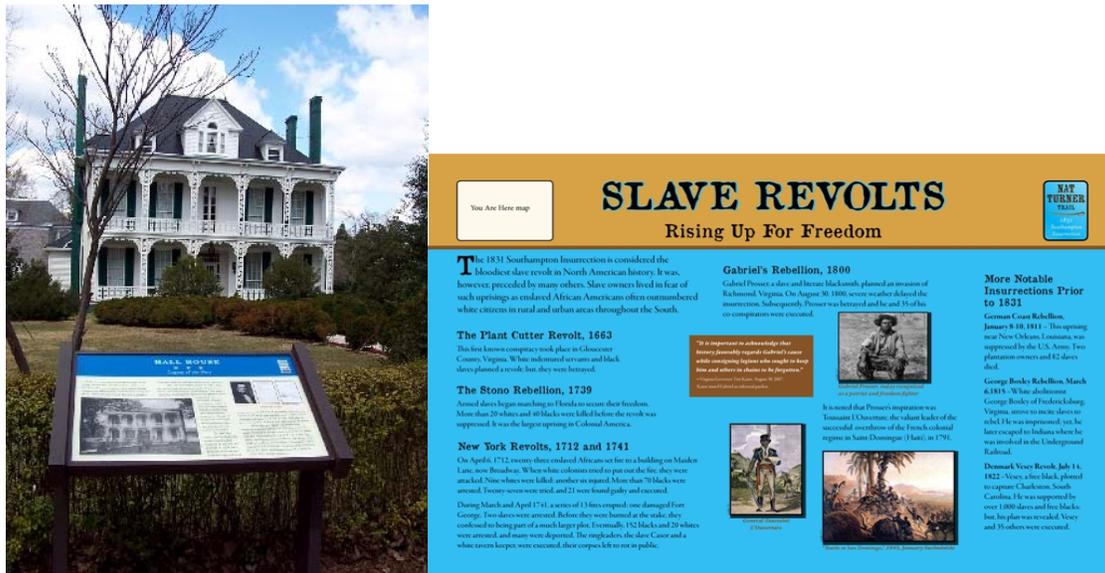
--Release DVD with all 40 'Insurrection Minutes' for sale and classroom use.

## 7. Install Nat Turner Trail – 1831 Southampton Insurrection

Plan a phased driving/walking experience taking participants to each of the 40 sites associated with Nat Turner's uprising.

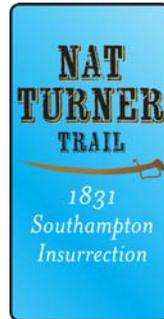
--Write, fabricate and install 40 interpretive signs.

--Create smartphone/mobile application compatible with all formats (Android and iPhone/iPad, etc.) guiding visitors to 40 Insurrection sites. Program will include 'Insurrection Minutes' episodes to enhance user learning.



Civil War Trail Interpretive Marker on Site & Proposed Design for Nat Turner Trail Markers

## 8. Develop promotional material



--Design Trail logo

--Install directional signs on I-95, I-664 and Rt. 58

--En-place trailblazing signs guiding participants from site to site

--Create website promoting Trail, Museum, visitor center, and individual sites

--Produce promotional brochure for Insurrection experience

--Utilize Southampton 'Insurrection Minutes' as WHRO 'Here & Then' segments to powerfully present uprising history to a wide, informed audience.

### ► REBECCA VAUGHAN HOUSE REHABILITATION



Rebecca Vaughan House, December 2012

The Rebecca Vaughan House was in extremely poor condition when it was acquired in 2004. Since this historic structure was selected to be the 1831 Southampton Insurrection Visitor Center, the Southampton County Historical Society secured a grant from the Virginia General Assembly and contracted Gerald Traub & Associates to plan the building's restoration. Working with the Virginia Department of Historic Resources and architectural historian Ellen Turco, the

architect was able to create a viable plan to return this National Register of Historic Places property to its circa 1830 appearance. An archaeological survey in 2011 documented the building's original brick American bond foundation, half as an English basement and the other half, on brick piers as well as it provided clues to chimney design. A 2012 paint study proved the use of lime-based whitewash on the building's exterior. By 31 January 2013, Museum Resources of Williamsburg, Virginia, will have completed rehabilitation work on the exterior. All rehabilitation work follows National Register and American Association of Museum's standards. Based on photographic, archaeological and historical research, the Rebecca Vaughan House will eventually appear very similar to how it looked about noon on 22 August 1831 when Nat Turner and his followers continued their effort to secure freedom as they attacked the Vaughan family.

► **NAT TURNER TRAIL - 1831 SOUTHAMPTON INSURRECTION - SITES**

Over 180 years ago, Nat Turner enacted his uprising that shocked the nation. His insurrection was the largest slave revolt in American history and most of the sites associated with the rebellion can still be seen by the visitor (although most of the houses no longer stand). Consequently, a trail has been developed that can take participants to 40 sites related to the events where attendees can witness various facets of this history. This place-based history approach allows residents, travelers, and students to gain a stronger sense of the rebellion's far reaching meaning while being at the actual site where an event occurred.

The Insurrection Trail has two segments: the Courtland walking tour and the driving tour experience that takes visitors throughout Southampton County in search of sites related to the rebellion. The entire experience begins at the Rebecca Vaughan House. This historic house is the trail's visitor center and provides visitors with a background overview of the Insurrection. After experiencing the exhibits, visitors may walk or drive to the following sites in Courtland, all within approximately a one-mile radius:

- St. Luke's Church
- Seven Gables
- Southampton County in 1830
- Slave Revolts
- Anthony Gardner
- John Brown
- Dred Scott
- Southampton County Courthouse
- Southampton County Jail
- Rochelle Prince House
- Mahone's Tavern
- Slave Conditions in 1830
- Establishment of Slavery in Virginia

- Hanging Tree
- Nat Turner's Grave



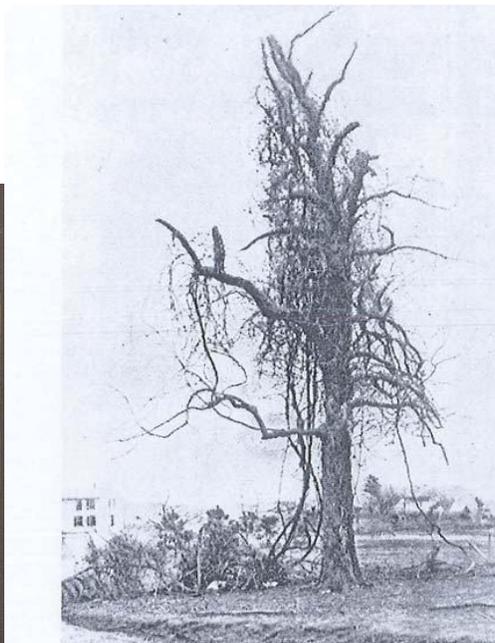
Southampton County Courthouse, 1895

All of these sites will give attendees a powerful understanding of the rebellion's causes, events, and implications. Additionally, participants may further their comprehensive experience of the 1831 Insurrection by utilizing the brochure's map and/or smartphone/mobile applications compatible with all formats (Android, iPhone/iPad, etc.) and to travel to additional sites located throughout Southampton County. These interpreted sites will offer unique and compelling experiences for visitors and students and include:

- Nat Turner's Birthplace
- Nat the Prophet
- Planning the Insurrection
- Nat Turner's Cave
- Giles Reese House
- Joseph Travis House
- Salathiel Francis House
- Piety Reese House
- Turner and Bryant Houses
- Trajan Doyle and Howell Harris Houses
- Catherine Whitehead House
- Nathaniel Francis House
- Jacob Williams House
- William Williams House
- Barrow House
- Parker's Field
- Cypress Bridge
- Thomaston
- Major Ridley's Quarters
- Dr. Simon Blunt House
- Captain Newt Harris House
- Blackhead Signpost Road



Dr. Simon Blunt House (Belmont)



The Hanging Tree

## ► EXHIBITS

One of the most important interpretive actions supporting the 1831 Southampton Insurrection Trail will be the exhibits found in the Museum of Southampton History and the Rebecca Vaughan House. These displays will offer key knowledge about the causes, events, and results of Nat Turner's Rebellion.

Visitors will first enter the Museum of Southampton History to pay an admission fee, have access to ADA approved restrooms and other facilities, and to make purchases in the gift shop. This is where participants may obtain the smartphone/mobile application to enhance their tour experience for a small fee. Visitors will then tour the first section of exhibits about the county's early history. In the section 'FROM REVOLUTION TO REBELLION,' attendees will first gain information pertaining to the Insurrection. This display area will place into context the conditions in Southampton County on the eve of Nat Turner's uprising. Economic, political, and social conditions will be presented to help visitors understand what caused and enabled the insurrection to occur.

Visitors will then have the opportunity to exit the Museum and visit the Rebecca Vaughan House. At this portal, participants will be introduced to a display discussing previous slave revolts in North America. Special attention will be given to Toussaint L' Ouverture's overthrow of the French colonial regime in Haiti which influenced the 1803 Gabriel Posser planned revolt and the 1822 Denmark Vesey conspiracy. This display will also offer information about why slaves wished to revolt or seek other forms of escape from slavery. Visitors will then exit the Museum and follow a pathway toward the Rebecca Vaughan House. En route, they may visit a re-constructed outbuilding where they will learn about the work and living conditions of slaves.

When visitors reach the Rebecca Vaughan House they will initially see the most iconic artifact owned by the Southampton County Historical Society, Nat Turner's sword. A docent or staff member will be on hand to detail the Insurrection information found within the house and the exhibit layout. The entrance way will also contain material about the Rebecca Vaughan preservation and rehabilitation project and the Vaughan family. The small parlor to the left will feature the interactive immersive map. Benches will be provided to enable attendees to follow Nat Turner's progress from planning his uprising to its collapse and his eventual death. The right parlor will be partially restored to how it may have appeared on the eve of the revolt. A kiosk will be available containing videos detailing the events occurring prior to Nat Turner's arrival at the Rebecca Vaughan House. Visitors will then be taken upstairs where they will tour the room where Rebecca Vaughan was killed by Turner's followers. The small room across the stairwell will feature another kiosk presenting the events that occurred following the insurgents' attack on the Rebecca Vaughan family.

Tour participants will then return to the Museum of Southampton History. As they re-enter the Museum they will be able to explore an exhibit with an interactive kiosk that details the aftermath of the Insurrection, as well as a display detailing the African American search for freedom highlighting Southampton natives, Dred Scott, John Brown, and Anthony Gardiner. This will be a display transition to exhibits about Southampton County during the Civil War.



## ► EDUCATION

The 1831 Southampton Insurrection Trail is a powerful learning experience. The Museum of Southampton History and the Rebecca Vaughan House will facilitate hands-on, interactive programs for school groups. Virginia Standards of Learning (SOL's) specify that students must learn about slavery, slave revolts and abolitionism during Grades 4, 5, 8, and 11. The hands-on and place-based learning approach, based on the Colonial Williamsburg model, has proven to be the finest method to reinforce historical themes outside of the classroom setting. Consequently, educational programs offered by the Museum will feature an educator, dressed as a Southampton citizen or slave in 1832, who will interact with students by engaging them with reproduction items while reinforcing historic themes. Sample programs include:

- Dred Scott and the Causes of the Civil War
- Confessions of Nat Turner
- Anthony Gardiner and Liberia
- John Brown: Fugitive Slaves and the Underground Railroad
- John Brown: A Slave's Life

The strengths of these programs are based on the ability of costumed interpreters to interplay with students. Costumed interpreters are able to reveal meaning and relationships through the use of objects and first-hand experience rather than simply communicating factual information.

Studies, some of which date back to the 1920s, show museums to be effective teaching and learning environments. Between 1978 and 2008, over 20 studies were conducted on the impact museums had on school students' learning. The results show that in 19 of 20 cases, museums were able to cause significant increases in learning among students. Studies conducted by the College of William and Mary, York County Public Schools, and the Jamestown-Yorktown Foundation documented learning gains among York County fourth graders participating in structured programs with costumed interpreters. Additionally, a study completed by the Virginia Department of Education, the University of Virginia, and Hampton City Schools documented significant learning gains among students using a museum program with costumed staff as compared to traditional classroom instruction. The Museum of Southampton History will be the only museum in south Hampton Roads providing this type of specialized educational activity designed to help fulfill SOL requirements. The hands-on component is reinforced by teaching within a historical environment. The place-based approach gives students a sense of witnessing an actual event. The combination of these techniques creates a desire for students to learn more by being immersed in history.

The 1831 Southampton Insurrection is addressed in every American history survey text book. Since most students are not able to visit Southampton County to experience the revolt's history, the Southampton County Historical Society and WHRO have developed 40 episodes known as 'Insurrection Minutes' which detail the causes, events, and impact of Nat Turner's rebellion. WHRO will use PBS EMEDIA to stream these segments into every classroom in the nation. Each segment will be supported by lesson plans and classroom activities. The Insurrection Minutes will 'take' students to actual sites associated with the rebellion and storytelling techniques will provide valuable insights to the revolt's place in the history of slavery.

In addition to school age programming, the Museum of Southampton History will offer bus tours taking participants to various rebellion sites, provide step-on tour guides for bus and school groups, offer lectures on the slave revolt topic, and organize special seminars discussing Nat Turner, Dred Scott, and Anthony Gardner, and John Brown.

### ► ECONOMIC IMPACT

The 1831 Southampton Insurrection Trail Project is designed to expand Southampton County's heritage tourism industry. Tourism is the second largest industry in Virginia and is the most widely understood story about the economics of historic preservation. Virginia tourism revenue topped \$20 billion in 2011. Hampton Roads is one of the top five localities impacted by tourism spending. As an example, the City of Virginia Beach generated visitor expenditures of \$1.2 billion, while Isle of Wight County produced \$35.55 million in tourist dollars. Tourism-related revenue also provided a total of \$1.32 billion in state and local taxes. Local government officials in Alexandria recognize that the \$8 million the city receives annually in lodging and restaurant taxes are paid by visitors drawn to the historic sites found in that community.

In Virginia there are 275 historic attractions which generate over 6.5 million visitors annually. This is in addition to the nearly 22 million annual visitors to National Park Service areas. Included in these numbers are people going to Virginia's Civil War battlefields: 867,600 at Manassas; 473,100 at Richmond; 311,900 at Appomattox; and thousands more elsewhere. In fact, a quarter of all Virginia visitors stop at Civil War sites and Civil War tourists are among the highest daily spenders of all visitors, infusing over \$125 per day into the local economy. The impact of the 1831 Southampton Insurrection Trail will be substantial as it could boost the local economy more than \$50,000 annually in new tax revenues.

Heritage tourism is a constantly growing industry which provides tax revenues and other economic benefits for a community. The establishment of the Museum of Southampton History, Rebecca Vaughan House, and sites along the Insurrection Trail will give Courtland and Southampton County viable historical tourism attractions to increase the community's visitation.



Nat Turner and Followers Planning the Insurrection

## ► REVENUE PROJECTIONS

Every effort will be made to make the Museum of Southampton history and Rebecca Vaughan house self-sustaining venues. The 1831 Southampton Insurrection should be the county's major heritage tourism resource. Nowhere else is the Nat Turner or slave revolts stories effectively told. If properly presented and promoted, visitation and revenues could soar. Currently, the adjacent Ag Museum receives 5,000 visitors per year. Therefore, visitation estimates will be based on an initial annual attendance of 5,000.

### --Proposed Admission Income

Adults-\$7.50

Children-\$5

Estimated Income-\$30,000

### --Gift Shop Sales

The average museum visitor in Virginia (2000 survey) spends \$2.12 per visit.

\$2.12 x 5,000

Estimated income-\$10,600

### --Educational programs to groups and in classrooms

\$5.00 per student x 2,000 students

Estimated income-\$10,000

### --Bus tours

\$20 per participant with 200 attending four tours per year

Estimated income-\$4,000

### --Smartphone/mobile application purchases

\$2.00 per user x 2,000 users

Estimated income-\$4,000

**Total estimated annual income--\$58,000**

**► OPERATING EXPENSES**

Please note the costs outlined below are strictly for operating the Rebecca Vaughan House. Furthermore, expenses such as ground maintenance, custodial services, telecommunications, postage, etc. should be included in the overall Southampton County Historical Society budget. This budget is based on the aforementioned projected revenue generated from visitation and program participation.

**Security Service/Fire Suppression --\$3,000**

**Energy -- \$1,500**

**Dues/Memberships (professional organizations, e.g. American Association of Museums) -- \$1,000**

**Building Repairs -- \$2,000**

**Artifact Acquisition/Conservation -- \$1,000**

**Housekeeping Supplies -- \$1,000**

**Marketing/Advertising --\$10,000**

**Educational Supplies -- \$6,000**

**Admission/Gift Shop Clerks -- \$12,000**

**Educator/ Site Coordinator --\$18,000**

**Total estimated costs: \$55,000**

NOTE: The \$30,000 staffing costs above (educator and gift shop clerks) are based on part-time or contractual employees. These positions should only be filled if revenues match projections and an apparent need for such staffing is exhibited by visitation and program participation. Otherwise, this museum complex will be operated by volunteers.

**► 1831 SOUTHAMPTON INSURRECTION PROJECT COSTS**

**Rebecca Vaughan House rehabilitation --\$147,000**

**Rebecca Vaughan House archaeology and relocation -- \$27,500**

**Rebecca Vaughan House and Museum of Southampton History exhibits and decoration -- \$100,000**

**Nat Turner Trail installation --\$645,000**

**Total costs -- \$919,500**

## ► PROJECT SUPPORT

The 1831 Southampton Insurrection Trail project has secured, as of July 2012, \$706,000 to underwrite various project components. Grants and gifts have been received from organizations such as VDOT (TEA-21), Franklin-Southampton Charities, Virginia Department of Historic Resources, Southampton County, North Shore Foundation, Hampton Roads Foundation, Norfolk Kiwanis Club, and the Southampton County Historical Society. The Southampton County Historical Society needs to raise another \$213,000 to complete the project. Contributions are still needed to underwrite exhibits, room decorations and Rebecca Vaughan House rehabilitation work.



## ► SUMMARY

The 1831 Southampton Insurrection project was established to utilize existing sites associated with Nat Turner's Rebellion and to give those sites educational value with effective interpretation. The trail's cornerstone is the Rebecca Vaughan House. This historic house will contain the key exhibits associated with the revolt and will offer attendees a unique educational experience. The house exhibits will be supported by the Museum of Southampton History via additional displays and visitor amenities. The use of /mobile applications and other computer-generated interactives will expand the visitor experience as well as enabling the Insurrection's message to reach every classroom in the nation. The 'Insurrection Minutes' segments will aid classroom learning activities, as well as promote the Nat Turner Trail in the Greater Hampton Roads region as well as throughout the Commonwealth.

The trail's educational focus will create a platform for the expansion of Southampton County's heritage tourism industry. The ability of travelers to recognize the dramatic history that can be discovered will prompt people to investigate this horrific, albeit meaningful, history. The expansion of the visitor experience will have positive economic repercussions in Courtland and Southampton County.