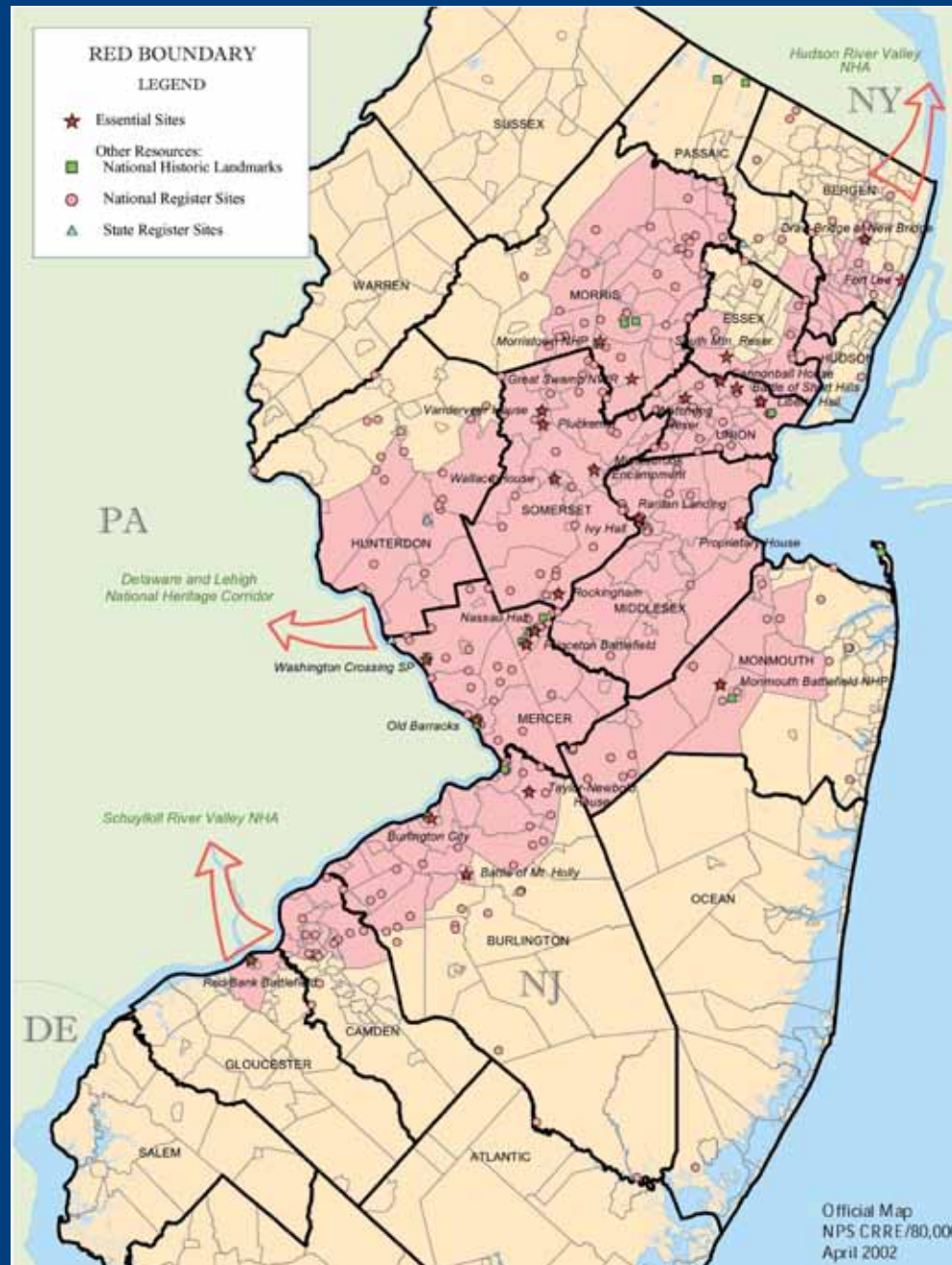


The Crossroads of the American Revolution National Heritage Area encompasses approximately 2,155 square miles in New Jersey, including 212 municipalities in 14 counties:

- Bergen
- Burlington
- Camden
- Essex
- Gloucester
- Hudson
- Hunterdon
- Mercer
- Middlesex
- Monmouth
- Morris
- Passaic
- Somerset
- Union



Marching Forward to Discover Revolutionary New Jersey



Special thanks to our generous supporters:

National Park Service, PSEG, Bristol Myers Squibb, Delphi Capital Management, The Bunbury Company, Community Foundation of New Jersey, The Fund for New Jersey, The Hyde and Watson Foundation, New Jersey Historic Commission, New Jersey Cultural Trust, New Jersey Historic Trust, New Jersey Department of Environmental Protection, New Jersey Division of Travel & Tourism, New Jersey Council on the Humanities, New Jersey Department of Transportation, J Seward Johnson Charitable Trust

Crossroads of the American Revolution National Heritage Area • 101 Barrack Street • Trenton, NJ 08608  
 Phone: (609) 633-2060 • Fax: (609) 292-0238 • E-mail: info@RevolutionaryNJ.org • Web site: RevolutionaryNJ.org

Photos: Chase Heilman



Annual Report 2012

*Discover Revolutionary New Jersey*

## Message from the President of the Board

### This has been a remarkable year for Crossroads.

We have made great strides implementing our National Heritage Area Management Plan which received final approval from the U.S. Secretary of the Interior in December 2011.

Our key efforts have been to heighten public awareness, enhance partnerships with our historic sites and advance our preservation and conservation efforts. We have also broadened our partner base by initiating relationships with the New Jersey Travel Industry Association, New Jersey Transit and the Department of Transportation, Young Audiences New Jersey, the Sustainable Raritan River Initiative, the Delaware River Scenic Byway, the New Jersey Performing Arts Center, and Jersey Cares. In 2013, we will expand our recent teacher workshop to bring national and state partners together to create an ongoing series of workshops. And we continue to work with the New Jersey Historical Commission to be an integral part of the State's 350th anniversary celebration in 2014.

This past year, we launched our new logo and brand identity and have begun an umbrella marketing and communications program that includes a monthly newsletter, the Crossroads Gazette. Our new website is designed to be a one-stop resource to Discover Revolutionary New Jersey. The site provides information on our partner sites, their programs and events; educational resources for teachers and students; mapping services for visitors; and so much more. Be sure to visit us at: [www.RevolutionaryNJ.org](http://www.RevolutionaryNJ.org)

The past ten years have witnessed the Crossroads of the American Revolution Association grow from a band of dedicated advocates to the managing organization of a federally recognized National Heritage Area. I am honored to be a part of Crossroads and remain passionate about advancing our mission.

Thank you for allowing me to be a part of this great legacy.

**Kevin Tremble**



### Our Mission:

To foster the conservation, preservation and interpretation of New Jersey's Revolutionary-era sites and landscapes; to enhance public understanding of the people, places and events that transformed the course of American and New Jersey history; to encourage stewardship and private investment of and for these historic resources; and to raise awareness of our common heritage while contributing to the quality of life of our diverse citizenry.



## 2012 Progress Management Plan Objectives

### Establish a Consistent Identity and Brand

- Published and distributed the Management Plan Summary to communicate the mission of Crossroads; inform partners of the key elements of the national heritage area; raise awareness of our common heritage; and publicly share our goals and programs.
- Unveiled the new Crossroads logo and tagline – Discover Revolutionary New Jersey – to create an identity that reflects the significance of the heritage area and the character of its visitor experience.
- Developed Graphic Identity Standards and Guidelines to insure the integrity of the Crossroads brand and for use by our Gateway and Regional partners.
- Created a range of branded merchandise, including flags, pins, magnets, key chains and the Revolutionary New Jersey: Footsteps to Independence DVD to raise public awareness and additional funds through our online marketplace.
- Designed and implemented new interactive web site to engage visitors, students, teachers and historians in Revolutionary New Jersey including events, tours, features, mapping capabilities, blogs, news and partner login.

### Build Communications and Outreach Capacity

- Instituted a monthly e-newsletter, the Crossroads Gazette, to highlight partner programs and resources; engage residents and visitors; and publicize lectures, events and tours that help residents and visitors Uncover their Revolutionary Spirit.
- Received a New Jersey Tourism Cooperative Marketing Grant for signage, brochures and marketing to connect the national heritage area storylines and partner sites.
- Edited the Revolutionary New Jersey: Footsteps to Independence DVD to distribute to Gateway and Regional partners to connect storylines and to sell through our online store.
- Exhibited at the New Jersey Historic Preservation Conference.
- Distributed information on Hurricane Sandy Recovery resources to Gateway and Regional partners.



Since it was established, Crossroads NHA has played a key role in building awareness and understanding of New Jersey's critical role during the War for Independence. Whether working with educators and students, coordinating with tourism professionals, or assisting in the preservation and development of irreplaceable historic sites, the board and staff are ensuring that New Jerseyans of today and tomorrow understand that this is where the Revolution was won.

**Sara Cureton, Director  
New Jersey Historical Commission**

# 2012 Progress

## Management Plan Objectives

### Focus on Core Interpretive Activities

- Expanded Image Library with photo shoots at East Jersey Olde Towne, the Old Barracks, Patriots Week, Pomona Hall, Indian King Tavern and Morristown to include photos of re-enactors and visitors engaged in historic programs and tours.
- Hosted a Gateway Interpretive Workshop to begin the dialogue on connecting storylines and collaborative partnerships.
- Sponsored the annual Revolutionary Times Weekend with Morristown National Historical Park and the Morris County Tourism Bureau.
- Sponsored Patriots Week events in Trenton and hosted an American Heritage Chocolate demonstration at the Masonic Temple.
- Exhibited at the New Jersey History Fair in May at Washington Crossing State Park.
- Co-sponsored and promoted the A.J. Meerwald Hudson River tours with the Association of New Jersey Environmental Commissions and the Tenafly Nature Center.

*Celebrating the American Revolution to strengthen the spirit of New Jersey's Communities.*

### Build Organization Strength to Assist Heritage Area Partners

- Built on public partnerships with the State Historic Commission, Department of Environmental Protection, Division of Parks and Forestry, State Historic Preservation Office, Travel & Tourism, Transportation, NJ Transit and others to raise the visibility of the importance of the Crossroads of the American Revolution.
- Established partnerships with the Washington Association, Young Audiences New Jersey, New Jersey Travel Industry Association, New Jersey Performing Arts Center, friends groups, county historical societies and others to expand our heritage tourism audiences and create economic benefits for our communities.
- Collaborated with the Sustainable Raritan River Initiative to foster the preservation and conservation of the Revolutionary War landscapes and sites in the river valley.
- Hosted a New Jersey Conservation Land Trust meeting at the Old Barracks to explore mutual goals and partnerships.
- Received a \$250,000 Planning Incentive Nonprofit grant appropriation from the New Jersey Legislature for land preservation projects in the national heritage area. The grant will allow us to partner with preservation organizations and other local entities to preserve historic landscapes. This direct award is in addition to \$2 million in Green Acres funding that the Legislature allocated for future preservation projects related to the Crossroads of the American Revolution and approximately \$8 million that was expended this year to conserve the State's Revolutionary War landscapes.

### Prepare for Heritage Tourism Marketing

- Worked with the New Jersey Departments of Transportation and Environmental Protection and the New Jersey Historical Commission to redesign Washington Victory Trail signage from Trenton to Princeton to include the Crossroads logo and QR code. We hope to continue the trail signage to Morristown by 2014.
- Serve on 350th Anniversary of New Jersey committee to ensure that Revolutionary New Jersey is an integral part of the 2014 celebration which has as its three themes: Liberty, Diversity and Innovation.
- Joined the New Jersey Travel Industry Association and attended the Governor's Tourism Conference to expand our marketing and communications program to non-traditional audiences and to generate additional visitors and revenues to our partner sites.

### Build Organizational Sustainability

- Held a Strategic Planning Retreat with Board of Trustees and the National Park Service after the acceptance of the Management Plan to set the foundation for priority activities and funding needs.
- Hired a new Executive Director in February and added a new position of Coordinator in May to build the resources to carry out the mission of Crossroads.
- Attended the Historic Issues Conference to stay informed of current issues and resources and to network with potential partners.
- Expanded mailing list from 700 contacts to 4,000 to include historic sites, tourism organizations, friends groups, museums, arts organizations and others.



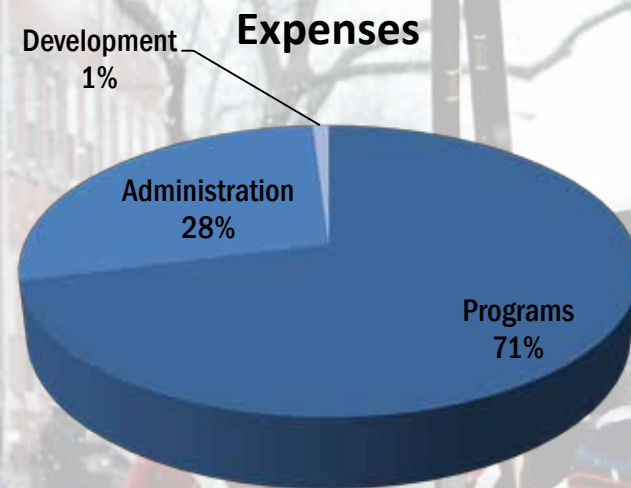
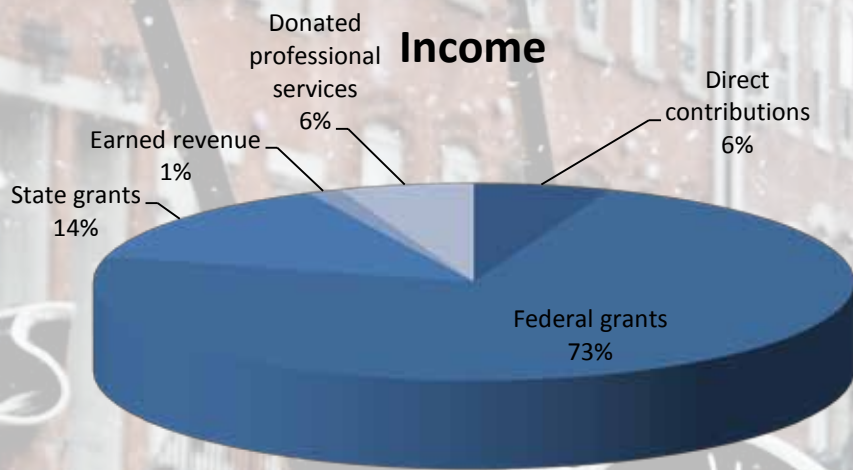
Because of the important role that the State of New Jersey played in the successful outcome of the American Revolution, there is a Federal interest in...preserving and protecting cultural, historic, and natural resources of the period; and bringing recognition to those resources for the educational and recreational benefit of the present and future generations of citizens of the United States.

**National Heritage Areas Act of 2006**  
**109th U.S. Congress**

### Fiscal Year 2012

#### Income

Direct contributions	\$ 10,400
Federal grants	\$ 131,500
State grants	\$ 24,600
Earned revenue	\$ 2,600
Donated professional services	\$ 10,300



This past year was spent laying the groundwork to implement our management plan. For 2013, we expect to engage and promote our partner sites on a broader scale and with enhanced funding to meet those needs. Planned activities for the coming year include:

- Re-Opening of Monmouth Battlefield State Park
- Washington Victory Trails Signage – Princeton to Morristown
- Revolutionary Times Weekend at Morristown National Historical Park
- Meet Your Revolutionary Neighbors Campaign – Weekly stories of intriguing New Jerseyans who are integral to the story of Crossroads of the American Revolution
- Little Revolutionaries Activities Guide
- Experienceology Interpretive Training – National Park Service, Gateway & Regional Partners
- American Battlefield Protection Program Interpretive Training



### National Heritage Area Educational Programs

Participants	33,772
Total Number of Visitors	1,575,000
Total Number of Volunteer Hours	24,500

“Working closely with the Crossroads of the American Revolution National Heritage Area is not only appropriate but *vital* to fulfilling our mission. For visitors and residents to fully appreciate Morris County, they must first *understand* its profound importance to the success of the American Revolution.”

**Leslie Bensley, Executive Director  
Morris County Tourism Bureau**