This is a special year for our great state. We celebrate the 350th anniversary year of New Jersey’s royal charter. It is a time to reflect on the authentic experiences that were represented by significant victories and personal tragedies that took place in our great state of New Jersey.

Many of our communities bear the imprint of the American Revolution. And in some places, growth and development have erased much of the Revolutionary War landscape.

However, nothing can erase the crucial role that New Jersey played in the birth of our nation and its impact on our common heritage and our sense of place.

General George Washington and the Continental Army spent more days in New Jersey than in any other state. And by the time victory was won, the fight for independence touched every community.

New Jersey’s story – the story of the Crossroads of the American Revolution - is one of tenacity, controversy and perseverance. It is a story that lives on today in the people and places of New Jersey.

We invite you to Uncover Your Revolutionary Spirit and Discover Revolutionary New Jersey.

And to join with your fellow New Jerseyans to celebrate 350 years of Liberty, Innovation and Diversity. New Jersey’s contributions to our nation and our citizens have indeed changed our world.

Patrick Murray
President

Crossroads celebrates a year of success as New Jersey celebrates its 350th anniversary

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

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.
Building Organizational Sustainability

- Participated in the Geraldine R. Dodge Foundation Leadership Program.
- Held annual Strategic Planning Retreat with Board of Trustees and the National Park Service at East Jersey Olde Towne Village.
- Added new Office Administrator and Communications Specialist positions to build the resources to carry out the mission of Crossroads.
- Attended more than 50 conferences, events, and meetings representing our Heritage Area Partners.

The National Heritage Areas Program expands on traditional approaches to resource stewardship by supporting large-scale, community centered initiatives that connect local citizens through preservation, conservation and planning processes…They create a deep connection to regional aspects of the national story, connect with youth and diverse communities, interpret lived-in and working landscapes and focus on heritage education and stewardship…National Heritage Areas are places where small investments pay huge dividends, providing demonstrable benefits in communities across the country and in partnership with our national parks”.

Jonathan Jarvis, Director, National Park Service
U.S. Department of the Interior

Fulfilling Our Mission

Crossroads of the American Revolution National Heritage Area represented our Heritage Area Partners

at over 50 events in 2013

Revolutionary Times Weekend
Morristown, Morris County
The New Jersey Society of the Sons of the American Revolution and my Col. Richard Somers Chapter and the Batsto Citizens Committee appreciate the “must read” monthly newsletter and web site, providing current activities for our organizations and much more. We look forward to 2014 and New Jersey’s 350th anniversary events. We know we can count on you to provide us excellent coverage.

Earl Cain, Secretary-Historian
Col. Richard Somers Chapter, New Jersey Society, Sons of the American Revolution
Developing Effective Partnerships in 2013

- Held an **Experienceology Workshop** in partnership with the National Park Service to host 36 partners for a 2 day program that focused on being visitor ready. Included in the program were 3 different tours to partner sites in Elizabeth, Morristown and to East Jersey Old Towne.

- Launched our **Heritage Area Partnership Program** for historic sites and organizations. To date, **25** partners have joined the program to collaborate on visibility, community engagement, and programming.

- **Hosted 5 Heritage Partner Meetings** attended by over 90 Participants at various historic sites and state parks. We received feedback about our programs and learned our partner’s priorities.

- Launched our **Tiered Membership Program** for the public and have obtained over **75** new memberships in 2013.


- Presented the **New Jersey Militia Museum** with a check for $500, donated by fellow National Heritage Areas for the restoration of their collections after Hurricane Sandy.

- Partnered with **Playwrights Theater** to participate in the statewide Young Playwrights competition for 2014.
Fulfilling Our Mission

Crossroads Interpretive Initiatives

- **Washington Victory Trail Signs** were installed in partnership with the New Jersey Department of Transportation in June/July 2013 from Washington Crossing State Park, through Trenton to Princeton.

- Created mobile exhibits and map pads brochures funded by a grant from the **New Jersey Office of Travel & Tourism**. Twenty-two 7 foot, 2-sided exhibits and accompanying map brochures have been distributed to Gateway Partners, Destination Marketing Organizations, historical societies, county cultural commissions and universities.

- **Indoor Signage** distributed to 14 partners tying their site to nearby partner sites and under the umbrella of the Crossroads of the American Revolution National Heritage Area.

“...It was great to be able to give the educators your Crossroads information and hope that they will continue to learn about Crossroad’s work and N.J.’s Revolutionary War heritage. Everything you do with Crossroads is so important... We’ve had nothing but positive feedback from everyone who attended the teacher’s program.”

Janet Strom, D.C.H.A.
Historian
The Bergen County
Division of Cultural & Historic Affairs

Crossroads Research and Education

- Organized the **Meet Your Revolutionary Neighbors Program Advisory Council** which includes 14 historians and college professors under the leadership of Dr. Richard Veit, board member to research and fact check 100 personal stories of people who lived, worked, fought during the American Revolution in New Jersey.

These stories will be used as part of our teacher outreach program, and our storylines connection to partner sites on our web site.

**Thank you to our Meet Your Revolutionary Neighbors Program Advisory Council Members:**

- Douglas Aumack
- Anthony Lipari
- John Rees
- Michael Adelberg
- Maxine Lurie
- Bill Schleicher
- Tom Farner
- David Martin
- Garry Stone
- Tim Hart
- Richard Patterson
- Sue Winter
- Larry Kidder

- Crossroads of the American Revolution NHA has partnered with George Washington’s Mount Vernon Teacher Institute, NJ Division of Parks and Forestry, Gilder Lehrman Institute of American History, NJ Historical Commission, Monmouth Battlefield State Park, and Morristown National Historical Park to present **George Washington and the War for Independence in New Jersey**. More than 450 educators participated in programs throughout our National Heritage Area to learn about New Jersey’s critical role in the founding of our nation.
Living History Education Program at Fort Lee

Fort Lee, Bergen County

Crossroads by the Numbers

2013 Board of Trustees

Thomas H. Kean
Honorary Chair

Patrick Murray
President

James Shissias
Vice President

David Siegfried
Vice President

Leslie Bensley
Secretary

Michael Skelly
Treasurer

Martha Lieblich
Trustee at Large

Richard Bousquet
Julie Gandy
Arlene Gardner
Dan Saunders
Michael Skelly
Laura Szwak
Lindsay Thivierge
John Watson, Jr.
Richard Veit
Robert von Zumbusch
Kevin Tremble
Immediate Past
President

2013 Board of Trustees

67%
11%
8%
5%
3%
6%

Federal Grants
In-Kind Contributions
Foundation Grants
Earned Revenue
Direct Contributions
State Grants

Direct Contributions $12,710
Federal Grants $160,000
State Grants $14,000
Foundation Grants $20,000
Earned Revenue $7,575
In-Kind Contributions $26,179

11%
1%
71%
28%

Development

Expenses

Programs

8%

National Heritage Area Programs

1.25 MILLION VISITORS
25 THOUSAND STUDENTS
5 THOUSAND RE ENACTORS
475 TEACHERS

Fiscal Year 2013

‘Living History’ Education Program at Fort Lee
Fort Lee, Bergen County
Marching Forward
Goals for 2014

Heritage Tourism Marketing

- Outdoor Interpretive Signage
- **Heritage Tourism** Weekend Itineraries & cooperative Partner Events
- **Expansion of Website** – Heritage Partner Resources including grants calendar, speaker & performance resources, legislative updates, educational development programs, partner contact information.
- Quarterly Partner Updates
- Build Partnerships with **Destination Marketing Organizations** (DMOs)

Communications/Visibility

- Celebrate New Jersey’s 350th Anniversary with **NJ350**
- **Travel Writers** familiarization tour program
- **Meet Your Revolutionary Neighbors and Storylines** web based programs
- **Quarterly** Partner Updates, Data Collection Surveys, and Quarterly Visitor Surveys
- The Schulykill River Heritage Area, Valley Forge, Morristown National Historic Park and Crossroads are hosting an exhibit of **Washington lithographs for display** in June, July and August 2014 during the 350th celebration of New Jersey.

Special thanks to our generous 2013 supporters:

**General Washington Circle:** National Park Service, New Jersey Division of Travel and Tourism, New Jersey Historical Commission, Geraldine R. Dodge Foundation. **Richard Stockton Circle:** PSE&G, Hyde and Watson Foundation. **Francis Hopkinson Circle:** Alliance of National Heritage Areas, Chandler-Shreve Family Fund, Cate & Jim Litvack, Patrick Murray, David Siegfried. **Ann Whitall Circle:** Rick Bousquet, Arlene Gardener, Jim Shissias, Laura Szwak, Rich Veit, Martha Lieblich. And all our contributing members and partners.