



Appendix C

Implementation Plan and Cost Evaluation

How to use this Implementation Plan and Cost Evaluation

The previous chapters present options for preserving Battlefield resources and landscapes as well as ways to interpret and publicize the Battlefield, which is also a tool for preservation. However, these chapters did not address costs. This appendix provides an estimate of costs and gives a summary of priorities. Given the large size of the Battlefield and the many stakeholders and municipalities involved, it would not be realistic to present a detailed program for preserving and interpreting the Battlefield as one grand project. Instead, this appendix provides information that local planners can use to evaluate *on a preliminary basis*, the amount of time, staffing, and funding that will be required to implement tasks, as funding and staff become available.

The following tables present a matrix that lists all of the recommendations developed in *Chapters 2* through *5* along with the following:

Priority - Each recommendation is listed as being *Short Term* if it can be implemented within approximately three years; *Long Term* if it will take more than three years; and *Ongoing* if it is something that has no set time limitation, like “educating elementary school children about the Battle.”

Primary Partners - Each recommendation has been listed with “primary partners.” These are public or private organizations that could play a role in implementing each recommendation. This listing should be used a first step in determining what organizations or stakeholders could cooperate on implementing a project.

Funding Opportunities - Each recommendation has been listed with possible sources of funding, which may include grants, in-kind donations, or work that is done as part of the normal operation of a government or non-profit organization.

Cost Estimate - A cost estimate was generated for each recommendation by the staff of John Milner and Associates based on comparable projects throughout the United States using year-2012 dollars. These estimates are presented to give a sense of scale and should not be regarded as a detailed evaluation. These cost estimates are useful in setting fund-raising goals or evaluating how much effort will be required to implement a project.

Quantity - The Cost Estimate for each recommendation was broken down by “unit” which is usually the number of hours estimated to complete a task or the square feet of a project that would need to be installed or constructed.

Cost Per Unit - For each unit listed, a “cost per unit” is presented. This information is valuable because it can help local planners to estimate how much it might cost to complete only half of a task, or how much it would cost to fund more than one phase of a project. Given that funding is not always available in the short term, it can be useful to evaluate how an initiative could be funded in phases.

Abbreviations

The following abbreviations are used in the matrix.

ABPP = American Battlefield Protection Program
ARC = American Revolution Center
BBP = Brandywine Battlefield Park
BBRIC = Brandywine Battlefield Research & Interpretation Committee
BBTF = Brandywine Battlefield Task Force
BOC= Battle of the Clouds
CCG = Chester County Government
CCHS = Chester County Historical Society
CFHS = Chadds Ford Historical Society
CLLT = Coalition of Local Land Trusts
DCG = Delaware County Government
FBBP = Friends of Brandywine Battlefield Park
NPS = National Park Service
NTHP = National Trust for Historic Preservation
OC = Orientation Center
PCN = Philadelphia Campaign Nonprofit (Currently being formed)
PHMC = Pennsylvania Historical and Museum Commission
POI = Point of Interest
TPL = Trust for Public Land, Inc.

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

Chapter 2: Land Conservation Plan

Recommendations for the Protection of Open Space

| <u>Recommendation</u> | <u>Priority</u> | <u>grants</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|--|--|----------------------|-----------------|--------------|----------------------|
| 2.1 Expand existing open space clusters | Short-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP | General objective--no specific cost identified | | | | |
| 2.2 Manage open space as part of battlefield | Short-term | CLLT/ BBTF, Property owners | General objective--no specific cost identified | | | | |
| 2.3 Protect open space as part of land development | Short-term | CLLT/ BBTF, Local municipalities | Local government in-kind expense | | | | |
| E2.1 Protect open space network | Ongoing | CLLT/ BBTF | General objective--no specific cost identified | | | | |
| E2.2 Encourage land trusts to participate | Ongoing | BBTF/ CLLT | General objective--no specific cost identified | | | | |
| E2.3 Encourage owners to manage resources | Ongoing | CLLT/ BBTF, Local municipalities | Local grant prgrm--pvt foundation | \$100,000 | 10 | grants | \$10,000 |
| E2.4 Establish municipal open space committees | Long-term | CLLT/ BBTF, Local municipalities | Local government in-kind expense | | | | |
| E2.5 Balance public access with resource protection | Ongoing | CLLT/ BBTF, CCG, DCG, Local municipalities | General objective--no specific cost identified | | | | |
| E2.6 Coordinate with private land owners | Ongoing | CLLT/ BBTF, Local municipalities | General objective--no specific cost identified | | | | |
| E2.7 Encourage homeowner assoc. to adopt goals | Ongoing | CLLT/ BBTF, Local municipalities | General objective--no specific cost identified | | | | |
| TOTAL ESTIMATED COSTS | | | | \$100,000 | | | |

Recommendations for the Conservation of Natural Resources

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|--|-----------------|---|--|----------------------|-----------------|--------------|----------------------|
| 2.4 Continue Brandywine Creek greenway | Short-term | CLLT/ CCG; DCG; TPL; NTHP; Local municipalities | General objective--no specific cost identified | | | | |
| 2.5 Focus on open space along stream corridors | Short-term | CLLT/ CCG; DCG; TPL; NTHP; Local municipalities | General objective--no specific cost identified | | | | |
| 2.6 Protect farmland within battlefield | Short-term | Farming interests | Purchase of development rights | \$5,000,000 | 100 | Acres | \$50,000 |
| E2.8 Restore vegetation on steep slopes | Long-term | CLLT/ PA-DEP, CCG, DCG, Local municipalities | State grants program | \$500,000 | 100 | Acres | \$5,000 |
| E2.9 Maintain riparian buffers along streams | Long-term | CLLT/ PA-DEP, CCG, DCG, Local municipalities | Purchase of easements | \$1,000,000 | 40 | Acres | \$25,000 |
| E2.10 Restore native vegetation and hedgerows | Ongoing | CLLT/ PA-DEP, CCG, DCG, Local municipalities | State grants program | \$250,000 | 50 | Acres | \$5,000 |
| TOTAL ESTIMATED COSTS | | | | \$6,750,000 | | | |

Recommendations for Updating Municipal Regulations and Ordinances

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---------------------------------|----------------------------------|----------------------|-----------------|--------------|----------------------|
| 2.7 Consistency of definitions among municipalities | Short-term | CCG & DCG/ Local municipalities | Local government in-kind expense | | | | |
| 2.8 Adopt cluster development provisions | Short-term | CCG & DCG/ Local municipalities | Local government in-kind expense | | | | |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

| | | | | | | | | |
|--|------------|---------------------------------|----------------------------------|--|--|--|--|------------|
| 2.9 Adopt fee-in-lieu of open space provisions | Short-term | CCG & DCG/ Local municipalities | Local government in-kind expense | | | | | |
| E2.11 Adopt TDR provisions | Long-term | CCG & DCG/ Local municipalities | Local government in-kind expense | | | | | |
| E2.12 Adopt the "Official Map" & model ordinance | Long-term | CCG & DCG/ Local municipalities | Local government in-kind expense | | | | | |
| TOTAL ESTIMATED COSTS | | | | | | | | \$0 |

Recommendations for Further Initiatives

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---|--|----------------------|-----------------|--------------|----------------------|
| 2.10 Protect open space in Baggage Train Cluster | Short-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | Use special open space fund | | | | |
| 2.11 Coordinate with Longwood Gardens | Short-term | CLLT/ Longwood Gardens | General objective--no specific cost identified | | | | |
| 2.12 Coordinate with local farming community | Short-term | CLLT/ Local farming interests | General objective--no specific cost identified | | | | |
| 2.13 Publicize open space efforts | Short-term | CLLT/ BBTF | Local sponsorship | \$10,000 | 10 | years | \$1,000 |
| 2.14 Target battlefield areas for open space protection | Short-term | BBTF/ CLLT, CCG, DCG, Local municipalities | Local government in-kind expense | | | | |
| 2.15 Identify smaller parcels as 2nd phase | Short-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | Local government in-kind expense | | | | |
| 2.16 Identify scenic vistas that aid in interpretation | Short-term | CLLT/ BBTF, BBRIC, CCG, DCG | Local government in-kind expense | | | | |
| E2.13 Establish a special open space fund | Long-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | Local voter referenda & grants | \$20,000,000 | 200 | Acres | \$100,000 |
| E2.14 Protect open space in the Marshallton Cluster | Long-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | Use special open space fund | | | | |
| E2.15 Protect open space in the Chadds Ford Cluster | Long-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | Use special open space fund | | | | |
| E2.16 Protect open space in Sandy Hollow Cluster | Ongoing | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | Use special open space fund | | | | |
| E2.17 Coordinate with Brandywine Valley Association | Ongoing | CLLT/ Brandywine Valley Association | General objective--no specific cost identified | | | | |
| E2.18 Establish a 20 year open space protection plan | Long-term | CLLT/ BBTF, CCG; DCG; TPL; NTHP; Local municipalities | ABPP, private foundations | \$15,000 | 1 | Plan | \$15,000 |
| TOTAL ESTIMATED COSTS | | | | | | | \$20,025,000 |

TOTAL ESTIMATED COSTS FOR CHAPTER 2: LAND CONSERVATION PLAN **\$26,875,000**

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

Chapter 3: Historic Resources Plan

Recommendations for Historic Resource Studies

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|--|----------------------------------|----------------------|-----------------|--------------|----------------------|
| 3.1 Study traditional local narratives | Short-term | BBRIC/ Academia; ARC; NPS; PCN; Historical societies | National Humanities Council | \$5,000 | 100 | hrs | \$50 |
| 3.2 Research Greene's Rearguard Line of Defense | Short-term | BBRIC/ Academia; ARC; NPS; Research consultants | Private Foundations | \$5,000 | 100 | hrs | \$50 |
| 3.3 Research combat at Brintons Bridge | Short-term | BBRIC/ Academia; ARC; NPS; Research consultants | Private Foundations | \$5,000 | 100 | hrs | \$50 |
| 3.4 Conduct archeology at several locations | Short-term | BBRIC/ Academia; ARC; NPS; Archeological consultants | ABPP and Private Foundations | \$60,000 | 500 | hrs | \$120 |
| E3.1 Document tactical and strategic events | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | ABPP | \$15,000 | 150 | hrs | \$100 |
| E3.2 Research relationship of battle to war | Long-term | BBRIC/ Academia; ARC; NPS; PCN; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.3 Research role of & impact on civilians | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.4 Study army demographics | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.5 Research impact on Quaker philosophy | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.6 Research story of Black Loyalist soldiers | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.7 Research story of Camp Followers | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.8 Research role of women | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.9 Research fate of Loyalists | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.10 Research story of Hessians | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Sponsorship of graduate research | \$5,000 | 100 | hrs | \$50 |
| E3.11 Research Cornwallis' troop movements | Long-term | BBRIC/ Academia; ARC; NPS; Research consultants | Private Foundations | \$5,000 | 100 | hrs | \$50 |
| TOTAL ESTIMATED COSTS | | | | \$140,000 | | | |

Recommendations for Historic Resources Inventory

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---|------------------------------|----------------------|-----------------|--------------|----------------------|
| 3.5 Conduct archeological studies on Brandywine | Short-term | BBRIC/ CCG; DCG; PCN; Property owners; Municipalities | ABPP and Private Foundations | \$30,000 | 250 | hrs | \$120 |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

| | | | | | | | |
|---|------------|---|--|----------|-----|-----|-------|
| 3.6 Develop strategy to protect historic resources | Short-term | BBTF/ CLLT; CCG; DCG; TPL; NTHP; Local municipalities | Local government in-kind expense | | | | |
| 3.7 Develop strategy for privately owned resources | Short-term | BBTF/ CLLT; CCG; DCG; TPL; NTHP; Local municipalities | Local government in-kind expense | | | | |
| 3.8 Use KOCOIA to identify archeological sites | Short-term | BBRIC/ CCG; DCG; PCN; Property owners; Municipalities | ABPP | \$10,000 | 100 | hrs | \$100 |
| 3.9 Keep unified inventory of battlefield artifacts | Short-term | BBRIC/ BBTF; Historical societies; PHMC; Municipalities | Local sponsorship | \$10,000 | 200 | hrs | \$50 |
| E3.12 Prepare state historic resource survey forms | Long-term | BBRIC/ CCG; DCG; PHMC; Municipalities; Consultants | PHMC; ABPP; NTHP | \$30,000 | 300 | hrs | \$100 |
| E3.13 Protect historic resources through open space | Long-term | BBTF/ CCLT; CCG; DCG; TPL; NTHP | General objective--no specific cost identified | | | | |
| E3.14 Conduct archeological survey of battlefield | Long-term | BBRIC/ CCG; DCG; PCN; Property owners; Municipalities | Redundant cost (see Recommendation 3.15) | | | | |
| TOTAL ESTIMATED COSTS | | | | \$80,000 | | | |

Recommendations for Heritage Themes

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---|-----------------------------|----------------------|-----------------|--------------|----------------------|
| 3.10 Further develop Campaign of 1777 themes | Short-term | NPS/ ARC; PCN; BBRIC; Associated sites; Academia; Consultants | NPS | \$24,000 | 240 | hrs | \$100 |
| 3.11 Uniform presentation of battlefield themes | Short-term | BBRIC/ Academia; ARC; NPS; PCN; Historical societies | National Humanities Council | \$6,000 | 120 | hrs | \$50 |
| E3.15 Intuitive and clear presentation for public | Ongoing | BBRIC/ Academia; ARC; NPS; PCN; Historical societies | National Humanities Council | \$5,000 | 100 | hrs | \$50 |
| E3.16 Involve local groups in educational program | Ongoing | BBRIC/ Academia; ARC; NPS; PCN; Historical societies | National Humanities Council | \$5,000 | 100 | hrs | \$50 |
| TOTAL ESTIMATED COSTS | | | | \$40,000 | | | |

Recommendations for Historic Resources Planning

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|--|-----------------|---|----------------------------------|----------------------|-----------------|--------------|----------------------|
| 3.12 Display copy of the Windsor Map | Short-term | BBTF/ CFHS; ARC; NPS; Academia | Local sponsorship | \$1,000 | 1 | Copy | \$1,000 |
| 3.13 Make animated map available on the internet | Short-term | BBTF/ BBRIC; CCG; Academia; PCN; Historical societies; Consultant | National Humanities Council | \$3,000 | 60 | hrs | \$50 |
| 3.14 Merge animated map with other battle maps | Short-term | PCN/ NPS; ARC; BBTF; Associated sites; Academia; Consultants | ABPP | \$10,000 | 200 | hrs | \$50 |
| 3.15 Update <i>Battle of Brandywine Strategies</i> guide | Short-term | BBTF/ Municipalities; CCG; DCG | TBD | \$10,000 | 10000 | Copies | \$1 |
| E3.17 Establish single Battle of Brandywine archive | Long-term | TBD/ PHMC; Academia; Historical Societies; BBTF; FBBP | Local sponsorship | \$50,000 | \$10 | years | \$5,000 |
| E3.18 Apply for CLG status for municipalities | Long-term | PHMC/ Municipalities; CCG; DCG | Local government in-kind expense | | | | |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

TOTAL ESTIMATED COSTS

\$74,000

Recommendations for Municipal Policies and Regulations

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Unit</u> | <u>Cost per</u> |
|--|-----------------|---|-----------------------------------|----------------------|-----------------|--------------|-------------|-----------------|
| 3.16 Update SALDOs to include battlefield info | Short-term | BBTF/ PHMC; Municipalities; CCG; DCG | PHMC (CLG) | \$12,000 | 1 | plan | \$12,000 | |
| 3.17 Create consistency among municipal ordinances | Short-term | BBTF/ PHMC; CCHPN; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| 3.18 Adopt battlefield protection minimum standards | Short-term | BBTF/ PHMC; Municipalities; CCG; DCG | PHMC (CLG) | \$12,000 | 1 | plan | \$12,000 | |
| 3.19 Include Strategic Landscapes in open space | Short-term | BBTF/ PHMC; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| 3.20 Include archeology as part of SALDO process | Short-term | BBTF/ PHMC; Municipalities; CCG; DCG | PHMC (CLG) | \$12,000 | 1 | plan | \$12,000 | |
| 3.21 Provide Incentives for adaptive reuse | Short-term | BBTF/ PHMC; Municipalities; CCG; DCG | Local grant prgrm--pvt foundation | \$100,000 | 10 | grants | \$10,000 | |
| 3.22 Require battlefield mitigation for development | Short-term | BBTF/ PHMC; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| 3.23 Establish design guidelines | Short-term | BBTF/ CLLT; PHMC; Municipalities; CCG; DCG | PHMC (CLG) | \$12,000 | 1 | plan | \$12,000 | |
| 3.24 Comprehensive review of muncipal regulations | Short-term | BBTF/ PHMC; CCHPN; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| E3.19 Adopt zoning overlay districts | Long-term | BBTF/ PHMC; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| E3.20 Promote municipal historical commission efforts | Ongoing | BBTF/ PHMC; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| E3.21 Complete HR atlases for battlefield municipalities | Long-term | BBTF/ PHMC; Municipalities; CCG; DCG | Local government in-kind expense | | | | | |
| TOTAL ESTIMATED COSTS | | | | \$148,000 | | | | |

TOTAL ESTIMATED COSTS FOR CHAPTER 3: HISTORIC RESOURCES PLAN

\$482,000

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

Chapter 4: Public Access Evaluation

Recommendations for Establishing Bicycle Routes

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|--|-----------------|---|----------------------------------|----------------------|-----------------|--------------|----------------------|
| 4.1 Establish safe/secure bike parking facilities | Short-term | CCG & DCG/ DVRPC; Municipalities; interest groups | DVRPC | \$500,000 | 10 | projects | \$50,000 |
| 4.2 Establish bicycling destinations | Short-term | Businesses CCG & DCG/ BTTF; DVRPC; Municipalities; interest groups | DVRPC and Private interests | \$50,000 | 10 | grants | \$5,000 |
| E4.1 Adopt battlefield bike routes in municipalities | Long-term | CCG & DCG/ BTTF; DVRPC; Municipalities; interest groups | Local government in-kind expense | | | | |
| E4.2 Establish Battlefield Bikeway network | Long-term | CCG & DCG/ BTTF; DVRPC; Municipalities; interest groups | Local government in-kind expense | | | | |
| TOTAL ESTIMATED COSTS | | | | \$550,000 | | | |

Recommendations for Establishing Off-road Trails

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|--|-----------------|---|-----------------------------------|----------------------|-----------------|--------------|----------------------|
| 4.3 Connect Kennett Square with Unionville | Short-term | CCG/ DVRPC; Municipalities | PennDOT; CCG; Municipalities | \$1,950,000 | 3.9 | miles | \$500,000 |
| 4.4 Adopt standards for trail design | Short-term | CCG & DCG/ DVRPC; Municipalities; interest groups | PennDOT; CCG; DCG; Municipalities | \$25,000 | 1 | plan | \$25,000 |
| E4.3 Construct feasible trail segments in network | Ongoing | CCG & DCG/ DVRPC; Municipalities | US-DOT; CCG; DCG; Municipalities | \$5,000,000 | 10 | miles | \$500,000 |
| E4.4 Connect BBP with Sandy Hollow Park | Long-term | CCG & DCG/ DVRPC; Municipalities | US-DOT; CCG; DCG; Municipalities | \$1,900,000 | 3.8 | miles | \$500,000 |
| E4.5 Include trails in municipal comprehensive plans | Long-term | CCG & DCG/ Municipalities | Local government in-kind expense | | | | |
| E4.6 Adopt official map of proposed trail network | Long-term | CCG & DCG/ DVRPC; BTTF; Municipalities; interest groups | Local government in-kind expense | | | | |
| E4.7 Establish trail segments in Pocopson Township | Ongoing | DVRPC/ CCG; Pocopson Twshp | PennDOT; CCG; Municipalities | \$1,250,000 | 2.5 | miles | \$500,000 |
| E4.8 Design trails to fit with communities | Ongoing | CCG & DCG/ DVRPC; Municipalities; interest groups | PennDOT; CCG; DCG; Municipalities | \$50,000 | 2 | plans | \$25,000 |
| TOTAL ESTIMATED COSTS | | | | \$10,175,000 | | | |

Recommendations for Establishing and Improving Pedestrian Facilities

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|--|-----------------|------------------------------------|-----------------------------------|----------------------|-----------------|--------------|----------------------|
| 4.5 Make improvements in Chadds Ford Village | Short-term | DVRPC/ DCG; Chadds Ford Twshp | PennDOT; DCG; Municipalities | \$312,500 | 1250 | feet | \$250 |
| 4.6 Improve PA 926 sidewalk at Brandywine Crk brdg | Short-term | DVRPC/ CCG; Municipalities | PennDOT; CCG; Municipalities | \$100,000 | 200 | feet | \$500 |
| E4.9 Improve Kennett Square sidewalk grid | Ongoing | Kennett Square Borough/ DVRPC; CCG | PennDOT; CCG; Municipalities | \$662,500 | 2650 | feet | \$250 |
| E4.10 Establish crosswalks at targeted intersestions | Ongoing | DVRPC/ CCG; DCG; Municipalities | PennDOT; CCG; DCG; Municipalities | \$150,000 | 10 | project | \$15,000 |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

| | | | | | | | |
|--|-----------|---------------------------------|-----------------------------------|--------------------|-----|---------|----------|
| E4.11 Install US 1 crosswalk at BBP | Long-term | DVRPC/ DCG; Chadds Ford Twshp | PennDOT; DCG; Municipalities | \$15,000 | 1 | project | \$15,000 |
| E4.12 Improve US 1 sidewalk at Brandywine Crk bridge | Long-term | DVRPC/ CCG; DCG; Municipalities | PennDOT; CCG; DCG; Municipalities | \$50,000 | 100 | feet | \$500 |
| TOTAL ESTIMATED COSTS | | | | \$1,290,000 | | | |

Recommendations for Establishing a Regional Trails Network

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---|-------------------------------------|----------------------|-----------------|--------------|----------------------|
| 4.7 Design a unified signage system for trail network | Short-term | CCG & DCG/ DVRPC; BTTF; Municipalities; interest groups | PennDOT; CCG; DCG; Municipalities | \$25,000 | 1 | plan | \$25,000 |
| E4.13 Plan to link trails at municipal boundaries | Long-term | CCG & DCG/ DVRPC; Municipalities | Local government in-kind expense | | | | |
| E4.14 Prepare a map for regional trail network | Long-term | DVRPC/ CCG; DCG; Municipalities, Interest groups | Regional government in-kind expense | | | | |
| E4.15 Design history-based identity for trail network | Long-term | CCG & DCG/ BTTF; Municipalities; interest groups | PennDOT; CCG; DCG; Municipalities | \$25,000 | 1 | plan | \$25,000 |
| TOTAL ESTIMATED COSTS | | | | \$50,000 | | | |

Recommendations for Further Initiatives

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|--|-----------------|---|--|----------------------|-----------------|--------------|----------------------|
| 4.8 Study options for PA Route 52 bridge | Short-term | DVRPC/ CCG; DCG; Municipalities | PennDOT; CCG | \$75,000 | 1 | study | \$75,000 |
| 4.9 Conduct safety study of Creek Road corridor | Short-term | DVRPC/ CCG; DCG; Municipalities | PennDOT; CCG; DCG | \$75,000 | 1 | study | \$75,000 |
| E4.16 Coordinate with equestrian community | Long-term | CCG & DCG/ Municipalities; interest groups | Local government in-kind expense | | | | |
| E4.17 Prepare a bike-ped safety plan for trail network | Long-term | CCG & DCG/ DVRPC; Municipalities; interest groups | PennDOT; CCG; DCG | \$50,000 | 2 | plans | \$25,000 |
| E4.18 Coordinate with Myrick Environmental Center | Short-term | CCG/ BTTF; Myrick Environmental Center | General objective--no specific cost identified | | | | |
| E4.19 Link trail network to other counties | Long-term | DVRPC; DCG; PA-DCNR | General objective--no specific cost identified | | | | |
| E4.20 Link trail network to Ridley Creek State Park | Long-term | DVRPC; DCG; PA-DCNR | General objective--no specific cost identified | | | | |
| E4.21 Establish multi-use trailheads | Long-term | CCG & DCG/ Municipalities; interest groups | PennDOT; CCG; DCG; Municipalities | \$500,000 | 10 | project | \$50,000 |
| E4.22 Establish a users group for the trail network | Long-term | CCG & DCG/ BTTF; interest groups | Local government in-kind expense | | | | |
| E4.23 Link trail network to Downingtown & Valley Forge | Long-term | DVRPC; CCG; NPS | General objective--no specific cost identified | | | | |
| TOTAL ESTIMATED COSTS | | | | \$700,000 | | | |

TOTAL ESTIMATED COSTS FOR CHAPTER 4: PUBLIC ACCESS EVALUATION

\$12,765,000

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

Chapter 5: Interpretation, Education, and Tourism

Recommendations for Unifying Interpretive Themes

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---|--|----------------------|-----------------|--------------|----------------------|
| 5.1 Write comprehensive battle narrative | Short-term | BBRIC/ Academia; ARC; NPS; PCN; FBBP; Historical societies | Nat'l Humanities/Pvt. Foundation | \$15,000 | 150 | hrs | \$100 |
| 5.2 Merge Animated Map projects | Short-term | BBRIC/ PCN; CCG; DCG; FBBP; Historical societies; Consultant | ABPP | \$6,400 | 80 | hrs | \$80 |
| 5.3 Integrate themes with NPS/ARC efforts | Short-term | NPS/ BBRIC; ARC | General objective--no specific cost identified | | | | |
| 5.4 Coordinate with Paoli and BOC sites | Long-term | BBTF/ PCN; CCG | General objective--no specific cost identified | | | | |
| E5.1 Prepare single mapping presentation | Long-term | BBRIC/ CCG; DCG; FBBP; Municipalities; Historical societies | Nat'l Humanities/Pvt. Foundation | \$2,400 | 40 | hrs | \$60 |
| E5.2 Single digital presentation for social media use | Long-term | BBRIC/ CCG; DCG; FBBP; Historical societies; Consultant | Nat'l Humanities/Pvt. Foundation | \$20,000 | 200 | hrs | \$100 |
| E5.3 Present easy to understand interpretive themes | Ongoing | BBRIC/ NPS; PCN; FBBP; Historical societies; Consultant | Nat'l Humanities/Pvt. Foundation | \$30,000 | 300 | hrs | \$100 |
| E5.4 Provide 1777 Philly Campaign context | Long-term | NPS/ BBRIC; Academia; NPS; ARC; PCN; FBBP; Historical societies | ABPP | \$9,600 | 120 | hrs | \$80 |
| E5.5 Expand on the Quaker story | Long-term | BBRIC/ Academia; NPS; PCN; FBBP; Historical societies | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 |
| E5.6 Expand on rural community story | Long-term | BBRIC/ Academia; NPS; PCN; FBBP; Historical societies | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 |
| E5.7 Expand on Global Democracy story | Long-term | BBRIC/ Academia; NPS; PCN; FBBP; Historical societies | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 |
| E5.8 Complete animated map for 1777 Campaign | Long-term | Consultants | Redundant cost (see Recommendation 3.30) | | | | |
| E5.9 Each municipality prepare an interpretive plan | Long-term | BBTF/ BBRIC; Municipalities; Consultants | To be determined | \$130,000 | 13 | plans | \$10,000 |
| TOTAL ESTIMATED COSTS | | | | \$225,400 | | | |

Recommendations for Establishing and Operating the Battlefield Interpretation Network

| <u>Recommendation</u> | <u>Priority</u> | <u>Primary Partners</u> | <u>Funding Opportunity</u> | <u>Cost Estimate</u> | <u>Quantity</u> | <u>Units</u> | <u>Cost per Unit</u> |
|---|-----------------|---|--|----------------------|-----------------|--------------|----------------------|
| 5.5 Develop Gateway #1 at BBP | Short-term | BBTF/ BBRIC; PHMC; FBBP; CFHS; Design consultant | CC-CVB & local sponsor | \$50,000 | 100 | sq ft | \$500 |
| 5.6 Link BBP to ARC outreach program | Short-term | ARC/ BBTF; PHMC; FBBP | General objective--no specific cost identified | | | | |
| 5.7 Establish Heritage Center in Marshallton Village | Short-term | BBTF/ BBRIC; CCG; Municipality; Property owner; Design consultant | CC-CVB & local sponsor | \$50,000 | 100 | sq ft | \$500 |
| 5.8 Evaluate Heritage Center in Chadds Ford Village | Short-term | BBTF/ BBRIC; CCG; Municipality; Property owner; Design consultant | CC-CVB & local sponsor | \$12,000 | 120 | hrs | \$100 |
| 5.9 Identify historic sites for erecting markers | Short-term | BBTF/ BBRIC; CCG; Municipality; Design consultant | CC-CVB & local sponsor | \$10,000 | 50 | sq ft | \$200 |
| 5.10 Design unified signage for historic sites | Short-term | BBTF/ BBRIC; CCG; DCG; Design consultant | Grant component or in-kind | \$6,000 | 60 | hrs | \$100 |
| E5.10 Establish an interpretive network for battlefield | Long-term | BBTF/ BBRIC; PHMC; FBBP; Associated sites | General objective--no specific cost identified | | | | |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

| Recommendation | Priority | Primary Partners | Funding Opportunity | Cost Estimate | Quantity | Units | Cost per Unit |
|---|------------|---|--|---------------|----------|-------|---------------|
| E5.11 Evaluate Gateway #2 at CCHS in West Chester | Long-term | BBTF/ BBRIC; CCHS; CCG; Municipality; Design consultant | CC-CVB & local sponsor | \$12,000 | 120 | hrs | \$100 |
| E5.12 Evaluate Gateway #3 in Kennett Square | Long-term | BBTF/ BBRIC; CCG; Municipality; Design consultant | CC-CVB & local sponsor | \$12,000 | 120 | hrs | \$100 |
| E5.13 Evaluate Heritage Center in Strode's Mill Village | Long-term | BBTF/ BBRIC; CCG; Municipalities; Property owner; Design consultant | CC-CVB & local sponsor | \$12,000 | 120 | hrs | \$100 |
| E5.14 Evaluate Heritage Center in Dilworthtown Village | Long-term | BBTF/ BBRIC; DCG; CFHS; Municipalities; Property owner; Design consultant | DC-CVB & local sponsor | \$12,000 | 120 | hrs | \$100 |
| E5.15 Evaluate seven Battlefield Viewing Corridors | Long-term | BBTF/ BBRIC; DCG; Municipality; Property owner; Design consultant | DC-CVB & local sponsor | \$35,000 | 350 | hrs | \$100 |
| E5.16 Establish network of public interpretation sites | Long-term | BBTF/ BBRIC; CCG; Municipality; Property owner; Design consultant | General objective--no specific cost identified | | | | |
| E5.17 Identify 'Must See' Destinations | Long-term | BBTF/ BBRIC; CCG; DCG | General objective--no specific cost identified | | | | |
| E5.18 Design public access Plan | Long-term | BBTF/ BBRIC; CCG; DCG | Conditions dictate funding | \$60,000 | 6 | sites | \$10,000 |
| E5.19 Prepare master plans for Gateways & Centers | Long-term | BBTF/ BBRIC; CCG; DCG | CC-CVB & local sponsors | \$84,000 | 7 | sites | \$12,000 |
| E5.20 Create regional Am. Rev. tourism network | Ongoing | NPS/ ARC; BBTF; PCN; CCG; DCG; Associated historic sites | NPS | \$240,000 | 2000 | hrs | \$120 |
| E5.21 Cooperate with other Chester Co Am. Rev. sites | Ongoing | BBTF/ NPS; PCN; CCG; Associated historic sites | General objective--no specific cost identified | | | | |
| E5.22 Partner with Valley Forge NHP | Short-term | BBTF/NPS | General objective--no specific cost identified | | | | |
| TOTAL ESTIMATED COSTS | | | | \$595,000 | | | |

Recommendations for Reimagining Brandywine Battlefield Park

| Recommendation | Priority | Primary Partners | Funding Opportunity | Cost Estimate | Quantity | Units | Cost per Unit |
|--|------------|------------------|----------------------------------|---------------|--------------------|-------|---------------|
| 5.11 Conduct detailed reuse study | Short-term | PHMC/ FBPP; BBTF | To be conducted as part of E5.25 | | | | |
| 5.12 Implement short term improvements at BBP | Short-term | PHMC/ FBPP; BBTF | Private donations | \$50,000 | fundraising target | | |
| E5.23 Prepare master plan for redesign of BBP | Long-term | PHMC/ FBPP; BBTF | PHMC; ABPP; Private foundations | \$100,000 | 1000 | hrs | \$100 |
| E5.24 Repurpose & Improve buildings at BBP | Long-term | PHMC/ FBPP; BBTF | PHMC; Private foundations | \$2,800,000 | 8000 | sq ft | \$350 |
| E5.25 Improve entrance & grounds at BBP | Long-term | PHMC/ FBPP; BBTF | PHMC; | \$100,000 | 1000 | sq ft | \$100 |
| E5.26 Reuse strategy for historic buildings at BBP | Long-term | PHMC/ FBPP; BBTF | Preservation grants | \$570,000 | 3800 | sq ft | \$150 |
| TOTAL ESTIMATED COSTS | | | | \$3,620,000 | | | |

Recommendations for Education, Outreach, and Programming

| Recommendation | Priority | Primary Partners | Funding Opportunity | Cost Estimate | Quantity | Units | Cost per Unit |
|--|------------|--|--|---------------|----------|-------|---------------|
| 5.13 Coordinate events with historic commissions | Short-term | BBTF/ BBRIC; CCG; DCG; Municipalities | General objective--no specific cost identified | | | | |
| 5.14 Establish activities with local businesses | Short-term | BBTF/ CC-CVB; DC-CVB; Local chambers of commerce | General objective--no specific cost identified | | | | |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

| | | | | | | | | | |
|-------|---|------------|--|--|----------|---------------------------|--------|--------|--|
| 5.15 | Hold annual research colloquium at BBP | Short-term | BBRIC/ Academia; NPS; PHMC; PCN; FBBP; Associated historic sites | Local donation or in-kind service | \$3,000 | budget | | | |
| 5.16 | Coordinate with new Delaware NPS site | Short-term | BBTF/ NPS; BBRIC; FBBP | General objective--no specific cost identified | | | | | |
| 5.17 | Develop prototype van tour for battlefield | Short-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 | |
| 5.18 | Update existing interpretive brochures | Short-term | BBRIC/ FBBP; Associated historic sites; Consultant | Local donation or in-kind service | \$2,500 | 5000 | copies | \$0.50 | |
| 5.19 | Update BBP guide and create digital version | Short-term | BBRIC/ FBBP; Associated historic sites; Consultant | Local donation or in-kind service | \$8,000 | 80 | hrs | \$100 | |
| E5.27 | Establish BBP as educ. program center | Long-term | PHMC/ BBTF; BBRIC; FBBP | General objective--no specific cost identified | | | | | |
| E5.28 | Distribute info to all educ. program sites | Long-term | BBRIC/ FBBP; Associated historic sites | General objective--no specific cost identified | | | | | |
| E5.29 | Relate educ. program to interpretive themes | Long-term | BBRIC/ PHMC; FBBP; Associated historic sites; Consultant | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 | |
| E5.30 | Target adult current affair topics | Long-term | BBRIC/ NPS; FBBP; Associated historic sites; Consultant | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 | |
| E5.31 | Target youth/student audiences | Long-term | BBRIC/ FBBP; School board coalition; Associated historic sites; Consultant | | | | | | |
| E5.32 | Develop classroom outreach program | Long-term | BBRIC/ FBBP; School board coalition; Associated historic sites; Consultant | Nat'l Humanities/Pvt. Foundation | \$12,000 | 120 | hrs | \$100 | |
| E5.33 | Integrate educ. program into festivals/events | Long-term | BBRIC/ FBBP; Associated historic sites; Consultant | | | | | | |
| E5.34 | Update property owners' brochure | Long-term | BBTF/ BBRIC; CCG; DCG; Municipalities | Local donation or in-kind service | \$250 | 500 | copies | \$0.50 | |
| E5.35 | Coordinate events with private organizations | Long-term | BBTF/ BBRIC; CC-CVB; DC-CVB; ARC; PCN | General objective--no specific cost identified | | | | | |
| E5.36 | Coordinate with annual event planners | Long-term | BBTF/ BBRIC; CC-CVB; DC-CVB; ARC; PCN | General objective--no specific cost identified | | | | | |
| E5.37 | Coordinate with month/week event planners | Long-term | BBTF/ BBRIC; CC-CVB; DC-CVB; ARC; PCN | General objective--no specific cost identified | | | | | |
| E5.38 | Coordinate with federal. state & county parks | Long-term | BBTF/ BBRIC; NPS; PHMC; CCG; DCG | General objective--no specific cost identified | | | | | |
| E5.39 | Coordinate with private attractions | Long-term | BBTF/ BBRIC; CC-CVB; DC-CVB; ARC; PCN | General objective--no specific cost identified | | | | | |
| E5.40 | Establish school bus tour | Long-term | BBRIC/ FBBP; School board coalition; Associated historic sites; Consultant | Nat'l Humanities/Pvt. Foundation | \$4,000 | 40 | hrs | \$100 | |
| E5.41 | Create 'Friends' group for fundraising | Long-term | BBTF/ PHMC; CCG; DCG; CCHS; FBBP | General objective--no specific cost identified | | | | | |
| E5.42 | Hire a 'Battlefield Coordinator' | Long-term | BBTF/ PHMC; CCG; DCG; CCHS; FBBP | Pvt. foundation; Local fundraising | \$50,000 | salary & associated costs | | | |
| E5.43 | Devise a fundraising strategy | Long-term | BBTF/ PHMC; CCG; DCG; CCHS; FBBP | Details to be determined--not enough information for cost estimate | | | | | |
| E5.44 | Hold annual fundraising events | Long-term | BBTF/ PHMC; CCG; DCG; CCHS; FBBP | Details to be determined--not enough information for cost estimate | | | | | |
| E5.45 | Sponsor annual battle reenactments | Long-term | BBRIC/ NPS; PHMC; PCN; FBBP; Associated historic sites | Details to be determined--not enough information for cost estimate | | | | | |
| E5.46 | Refine 'battle snapshots' for interpretation | Long-term | BBRIC/ CCG; DCG; FBBP; Associated historic sites; Consultant | Local donation or in-kind service | \$2,000 | 40 | hrs | \$50 | |
| E5.47 | Coordinate events with local NPS sites | Long-term | BBTF/ NPS; PHMC; PCN; BBRIC; FBBP | General objective--no specific cost identified | | | | | |
| E5.48 | Conduct van tour for NPS staff | Long-term | BBTF/ NPS; PHMC; PCN; BBRIC; FBBP; CC-CVB; DC-CVB | Details to be determined--not enough information for cost estimate | | | | | |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

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|--|-----------|--|--|-----------|----|----------------|
| E5.49 Conduct van tour for stakeholders | Long-term | BBTF/ PHMC; PCN; BBRIC; FBBP; CC-CVB; DC-CVB | Details to be determined--not enough information for cost estimate | | | |
| E5.50 Hold annual partners conference at BBP | Long-term | BBTF/ All partners | Local donation or in-kind service | \$3,000 | | budget |
| E5.51 Create battlefield interpretation task force | Long-term | BBRIC | General objective--no specific cost identified | | | |
| E5.52 Install additional state historic markers | Long-term | BBRIC/ PHMC; FBBP; Associated historic sites | PHMC; local match | \$14,400 | 12 | marker \$1,200 |
| E5.53 Create 1777 Philly Campaign consortium | Long-term | BBTF/ ARC; NPS; PCN; FBBP; Associated historic sites | General objective--no specific cost identified | | | |
| TOTAL ESTIMATED COSTS | | | | \$111,150 | | |

Recommendations for Tourism and Economic Development

| Recommendation | Priority | Primary Partners | Funding Opportunity | Cost Estimate | Quantity | Units | Cost per Unit |
|---|------------|--|--|---------------|----------|-------|---------------|
| 5.20 Develop heritage traveler marketing strategy | Short-term | BBTF/ ARC; NPS; PCN; FBBP; CC-CVB; DC-CVB; Consultant | Task would be combined with E5.54 and E5.55 | | | | |
| 5.21 Create paddling tour for the Brandywine River | Short-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$6,000 | 60 | hrs | \$100 |
| 5.22 Create 'Art & Artists' tour | Short-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 |
| 5.23 Create 'Taste of the Battlefield' dining tour | Short-term | BBRIC/ FBBP; CCG; DCG; Local restaurants; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 |
| 5.24 Design a shared logo for battlefield partners | Short-term | BBTF/ FBBP; Associated historic sites | Local donation or in-kind service | \$1,200 | 24 | hrs | \$50 |
| 5.72 Maximize use of "Classic Towns" designation | Long-term | BBTF/ DVRPC; CCG; Municipalities | Regional government in-kind expense | | | | |
| E5.54 Develop tourism strategy for regional markets | Long-term | BBTF/ ARC; NPS; PCN; FBBP; CC-CVB; DC-CVB; Consultant | Brand USA; Gr. Phila. Tourism Marketing Corp; DC-CVB;CC-CVB; local and regional sponsors | \$24,000 | 240 | hrs | \$100 |
| E5.55 Develop tourism strategy for local markets | Long-term | BBTF/ PCN; FBBP; CC-CVB; DC-CVB; Consultant | General objective--no specific cost identified | | | | |
| E5.56 Coordinate with local hospitality industry | Long-term | BBTF/ CC-CVB; DC-CVB | General objective--no specific cost identified | | | | |
| E5.57 Partner with Longwood Gardens | Long-term | BBTF/ Longwood Gardens | General objective--no specific cost identified | | | | |
| E5.58 Create a multimedia battlefield driving tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$40,000 | 400 | hrs | \$100 |
| E5.59 Create a multimedia battlefield bicycle tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$6,000 | 60 | hrs | \$100 |
| E5.60 Create smart phone tours using social media | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$20,000 | 200 | hrs | \$100 |
| E5.61 Create 'Must See' stops and tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$12,000 | 120 | hrs | \$100 |
| E5.62 Integrate with regional Quaker tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 |
| E5.63 Create 'Rev. War Architecture' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 |
| E5.64 Create 'Colonial Farms & Villages' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 |

BRANDYWINE BATTLEFIELD IMPLEMENTATION MATRIX

| | | | | | | | | | |
|--|---|-----------|--|--|--------------------|----|-----|-------|--|
| E5.65 | Create 'Natural Resources' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; CLLT; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 | |
| E5.66 | Create 'Military Strategy' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Municipalities; Associated historic sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 | |
| E5.67 | Create 'Inns & Taverns' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Local restaurants; Associated sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 | |
| E5.68 | Create 'Houses of Worship' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Local churches; Municipalities; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 | |
| E5.69 | Create 'Thinkers & Eccentrics' tour | Long-term | BBRIC/ FBBP; CCG; DCG; Associated historic sites; Consultant | See note below. | \$4,000 | 40 | hrs | \$100 | |
| E5.70 | Coordinate with major regional destinations | Long-term | BBTF/ CC-CVB; DC-CVB; Local attractions association | General objective--no specific cost identified | | | | | |
| E5.71 | Coordinate with Paoli and BOC sites | Ongoing | BBTF/ PCN; CCG; FBBP; Paoli Groups; Municipalities | General objective--no specific cost identified | | | | | |
| TOTAL ESTIMATED COSTS | | | | | \$149,200 | | | | |
| Note: Brand USA; Greater Philadelphia Tourism Marketing Corp; DC-CVB;CC-CVB; local and regional sponsors | | | | | | | | | |
| TOTAL ESTIMATED COST FOR CHAPTER 5: INTERPRETATION, EDUCATION, AND TOURISM | | | | | \$4,700,750 | | | | |

GRAND TOTAL FOR ALL BRANDYWINE BATTLEFIELD PRESERVATION PLAN \$44,822,750