



Annual Meeting 2022

Technology & Historical Interpretation



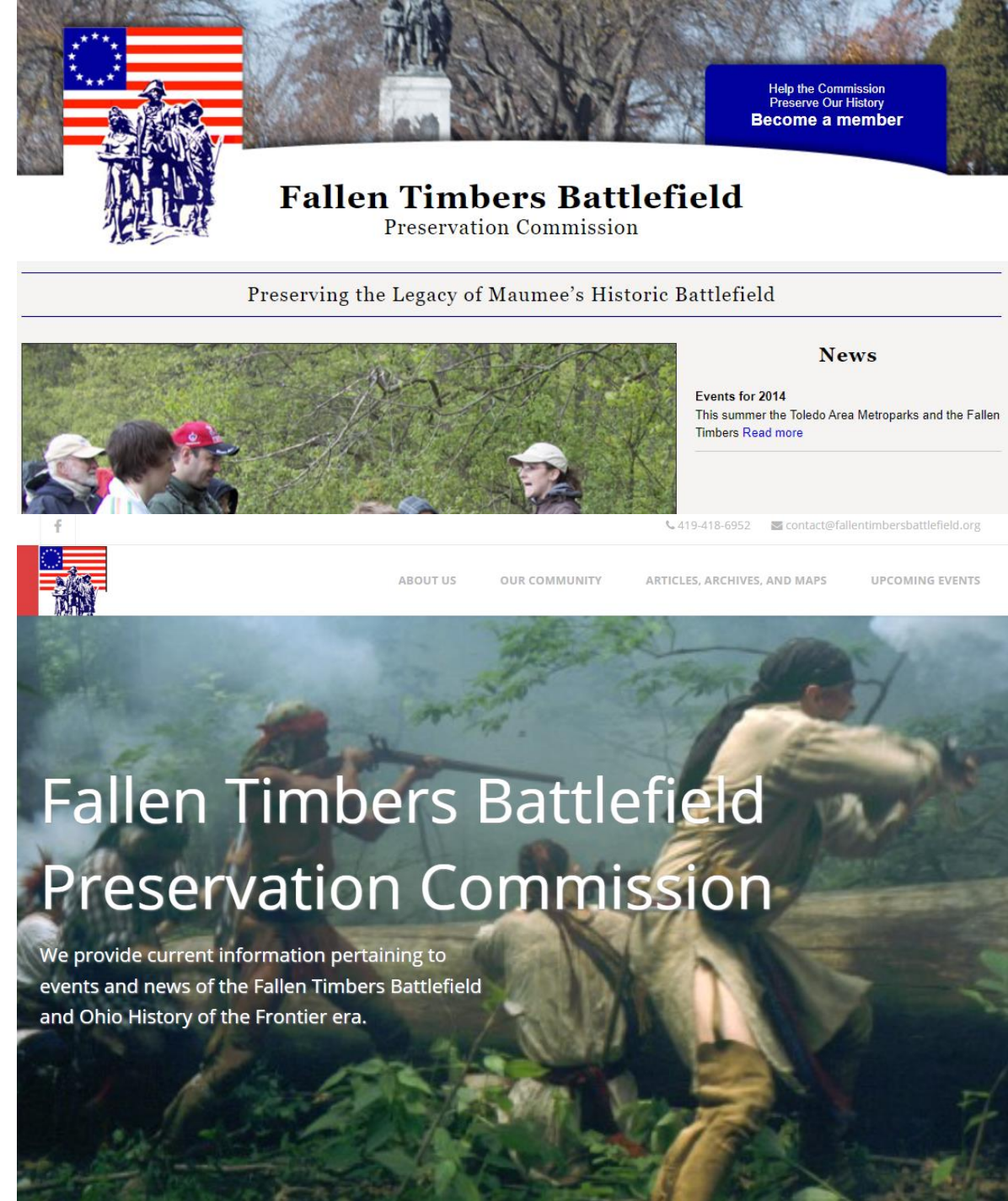
Mission Statement

The Mission of the Fallen Timbers Battlefield Preservation Commission is to **protect, preserve,** and **promote** the importance of the Battlefield, Ft. Miamis, and Fallen Timbers Monument sites through **education, interpretation,** and **advocacy.**



FTBPC's History & Digital Journey

- FTBPC organized as a 501(c)3 in 1995
- Battlefield, Monument and Ft. Miamis declared National Historic sites, granted Affiliate National Park status in 1999
- FallenTimbersBattlefield.org first launched in 2013, designed and built by Christine Boltz
- Website redesigned in 2020 using a “one page” theme



Other Digital Marketing Efforts

Constant Contact

- Established in September 2018
- 304 contacts
- 48% email open rate
- 38 total emails sent

Facebook

- Page created in June 2019
- 504 likes | 520 followers
- 11 posts in 2022 (March-August)
 - 4 in 2021 (May-August)
 - 11 in 2020 (March-October)
- 2% engagement rate in 2022
 - Average of 11.5 reactions per post in 2022
 - Average of 2 reactions per post in 2021
 - Average of 67 reactions per post in 2020

Fallen Timbers Battlefield Preservation Commission
@FallenTimbersBattlefield · Nonprofit organization

Send message

Hi! Please let us know how we can help.

Home About Events Photos More ▾

Liked 🔍

About See all

📘 Fallen Timbers Battlefield Preservation Commission works to raise awareness and educate the public about the Fallen Timbers Battlefield and Visitor center.

👍 504 people like this

👤 520 people follow this

🌐 <http://www.fallentimbersbattlefield.org/>

✉ Send message

✉ contact@fallentimbersbattlefield.org

🏢 Nonprofit Organization

Photos See all

Create post

📷 Photo/video 📍 Check in 👤 Tag people

Fallen Timbers Battlefield Preservation Commission August 22 · 🌐

Thanks to all who came out to the Fallen Timbers Battlefield Preservation Commission's honoring of those who fought in the Battle of Fallen Timbers 228 years ago. Special thanks to Rusty Cottrel for his presentation of Shawnee History, Pat Stephens and the men of the 2nd Battalion, 1st Sub Legion who demonstrated musket and cannon firings, and Xavier Allen and representatives of the Canadian militia.



Marketing & Education Action Plan

Engaged MadAveCollective in 2020 to:

- Widen community understanding of the significance of the Battle of Fallen Timbers
- Increase audience engagement and activity

Projects completed include:

- Banner Stand Production
- Website Hosting Package Upgrade
- Virtual Tour Development (2021)
- Website Redesign and Rebuild (2022)



VIRTUAL TOURS

The FTBPC Team has been working to develop virtual tours to provide visitors with expanded information and historical context about this critical battle that shaped our nation.

These tours will be updated regularly as we uncover more artifacts and personal stories to share.

Click the links below to view the tours.

- **Fallen Timbers Battlefield Monument**
- **Battlefield Trail**
- **Ft. Miamis**

PRIOR TO THE BATTLE

After the Treaty of Paris in 1783, Britain forfeited land to the Mississippi River, but retained key trading posts throughout the Northwest Territory – Fort Detroit and Fort Mackinac. British policy centered on the idea of keeping a Native border state to preserve their control of Upper Canada and British support extended to providing materials for Native nations.

The United States Congress of the Confederation passed the Ordinance of October 15, 1783 declaring the territory as conquered land because the natives broke their promise of neutrality. In 1785, the Public Land Act passed, which scientifically divided the land and encouraged settlement. In 1787, Congress passed the Northwest Ordinance outlining steps to settle the territory, establish government, and transition to statehood. Settlers pushed into the territory raising tensions with the tribes of the Western Confederacy.

The United States attempted to sign several conquest treaties. The Western Confederacy stood by its goal to maintain the Ohio River as the boundary between the new nation and Native homes. Tensions continued to rise as each fought for the land. Anxious to settle the new country and calm the frontier, President George Washington dispatched two armies. They first met defeat in 1790 under the leadership of General Josiah Harmar and the second, one year later, under command of General Arthur St. Clair.

In 1792, Congress passed the Military Act and named General Anthony Wayne as commander of the Legion of the United States. After two years of training, the Legion

The Impact of Digital Technology on Historic Preservation Efforts

More than ever before, technology is changing the way we interact with historical narratives.

From audio guides and interactive tours to augmented and virtual reality, technology has unlimited potential to help organizations:

- Raise awareness
- Engage audiences
- Expand accessibility of physical sites
- Educate the public
- Promote programming
- Connect with partners and source material experts
- Grow volunteer and donor bases



Historic Charleston Foundation

In 2018, the Historic Charleston Foundation launched a mobile app that serves as a guide to their two museum houses and tells a larger, nontraditional story about preservation. It also:

- **Educates** visitors about the unique history of the sites
- Raises awareness about why historic preservation is important
- Creates a personal experience by emphasizing history as an integral part of Charleston's identity

The organization also uses social media platforms to **advocate** for the importance of **preservation**.



Fair Lane Estate

Fair Lane Estate, home of Clara and Henry Ford launched a variety of digital engagement projects to engage visitors while the museum is closed for renovations and provide an inside look into the restoration process, including:

- a digital audio guide
- an interactive 3-D portal
- social media updates

The estate won the 2021 Governor's Award for Historic Preservation, in part because the restoration intentionally focused on hands-on training for emerging **preservationists**, artisans, and tradespeople.



Fair Lane, Home of Clara and Henry Ford

August 24, 2018 · 🌐

Our Fair Lane restoration team recently got a peek at a new rug, which was custom designed and produced for Clara and Henry Ford's library. They worked with Michigan-based Hagopian to make sure the rug was just right. Find out more about this project on our blog here:

<https://goo.gl/hZBzxx>

And learn about the textiles at Fair Lane in our upcoming workshop on Sept. 8: <https://goo.gl/1rYjsN>

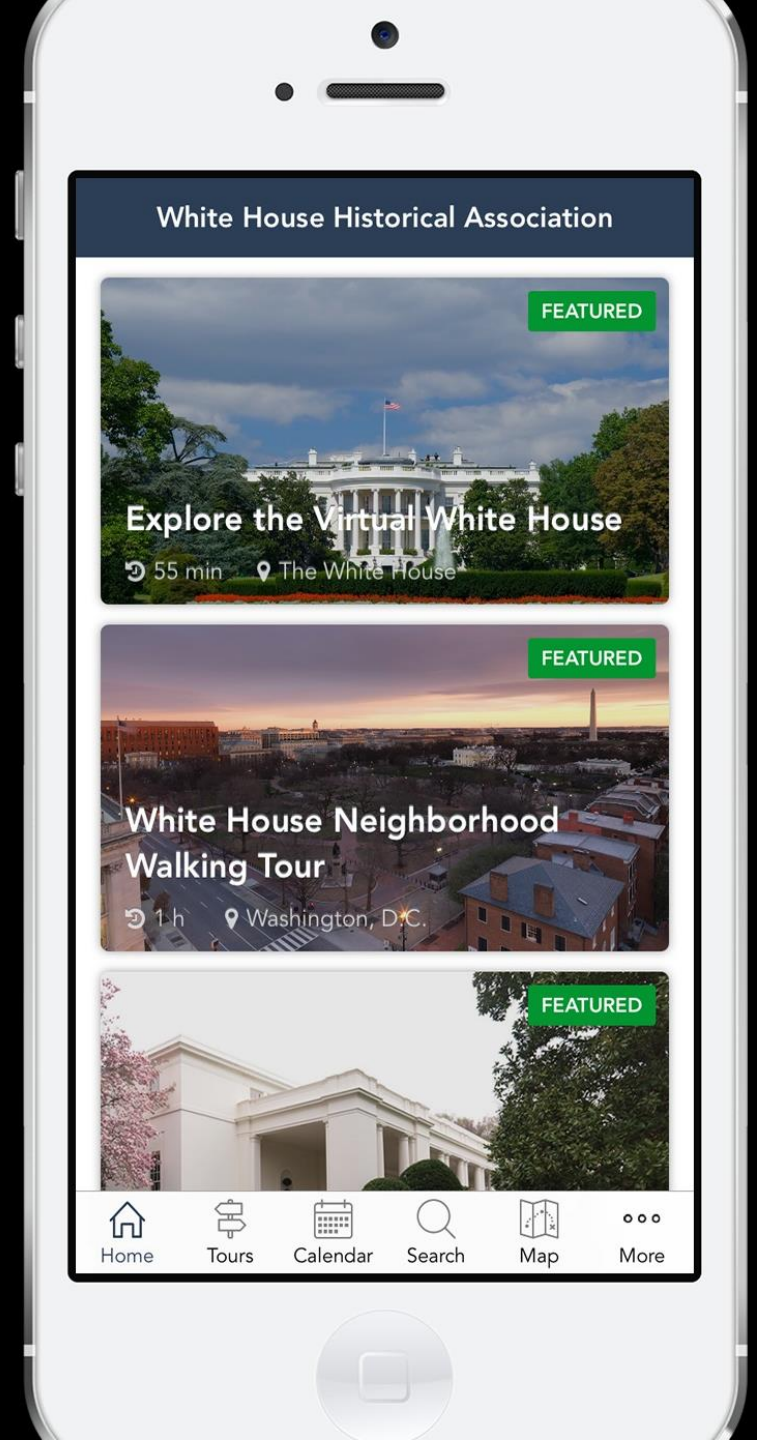


White House Historical Association

The White House Historical Association has also leveraged technology to enhance their visitor experience and make the rich history of the White House more accessible.

The WHExperience mobile app features three tours:

- Guided tour designed to complement an in-person visit
- Walking tour of the surrounding neighborhood
- Remote virtual tour for people who cannot visit onsite



Updated Membership Page


The Membership page from the previous version of the website has been updated to include an option for making a one-time or recurring donation through PayPal.

We also have an opportunity to expand the content on this page to communicate the value of membership and grow those numbers.

Donate to
**Fallen Timbers Battlefield
Preservation Commission**

\$0 **USD**

Make this a monthly donation

 **Donate with PayPal**

Donate with Debit or Credit Card



DONATE

Your support is crucial to the continued success of our efforts to preserve the historic sites and artifacts connected to the Battle of Fallen Timbers and educate the public about the important role of this battle in the formation of our nation.

You can make a one-time or recurring monthly donation by clicking on the donate button below, which will take you to a PayPal Checkout page where you can use your PayPal account or process your donation on a debit or credit card.

DONATE

If you would like to send a check, please mail it to the address below:

Fallen Timbers Battlefield Preservation Commission
P.O. Box 758
Maumee, Ohio 43537

MEMBERSHIP

Please select your membership level and click "Add to Cart" to use the PayPal Checkout service. If you would like to send a check please mail it to the address below:

Fallen Timbers Battlefield Preservation Commission
P.O. Box 758
Maumee, Ohio 43537

INDIVIDUAL	\$25	Add to Cart
COUPLE	\$35	Add to Cart
SENIOR	\$15	Add to Cart
ANNIVERSARY	\$225	Add to Cart



Virtual Tours

The main virtual tour page includes a listing of each tour available and background information on the battle.

The individual tour pages include relevant historical details about the sites.

Each interactive tour component features photographs of the sites and the various features present at each.



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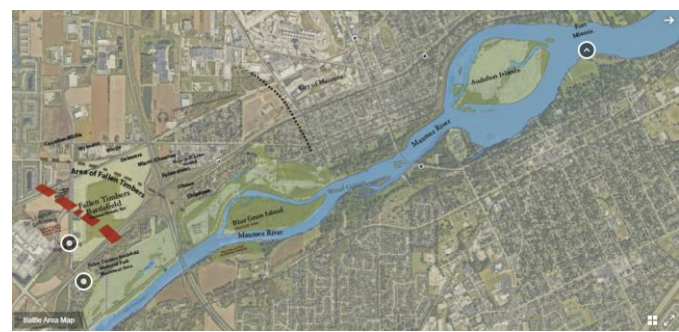
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In 1792, Congress passed the Military Act and named General Anthony Wayne as commander of the Legion of the United States. After two years of training, the Legion soundly defeated the Western Confederacy August 20, 1794 at the Battle of Fallen Timbers.

The victory resulted in several key treaties for the young nation:

1. Treaty of Greenville: Opened eastern and southern of the present-day state of Ohio to settlement and limited Native homes to the northwest region of the Northwest Territory.
2. Jay's Treaty: Signed November 1795, the treaty finalized American control over the interior. Britain agreed to evacuate their western posts by June 1796 as long as




Virtual Tours

“Hot spots” allow users to access expanded information about key points of interest, parties involved in the events and more.

U.S. Legion Forces

Following the defeats of U.S. Generals Harmar and St. Clair in previous conflicts with the Native forces, President George Washington recalled General Anthony Wayne from retirement to lead a new U.S. fighting force. Over a two-year period, Gen. Wayne trained and marched 3,500 men – 2,000 Legionnaires and 1,500 Militia – to Northwest Ohio.

The Legion of the United States was the name given to the U.S. armed forces in 1792 after Congress passed a law allowing the creation of a large standing army. A Legion is divided into four equally sized units, called Sub-Legions, that includes a detachment of mounted troops, infantry and light artillery.





BATTLEFIELD TRAIL

In the 1990s, Dr. G. Michael Pratt, an archaeologist and professor at Heidelberg College, argued that “although no fortifications or earthworks were established, the location and extent of the Fallen Timbers Battlefield may be determined by contemporary descriptions of the terrain and an examination of the tactical maneuvers involved.”

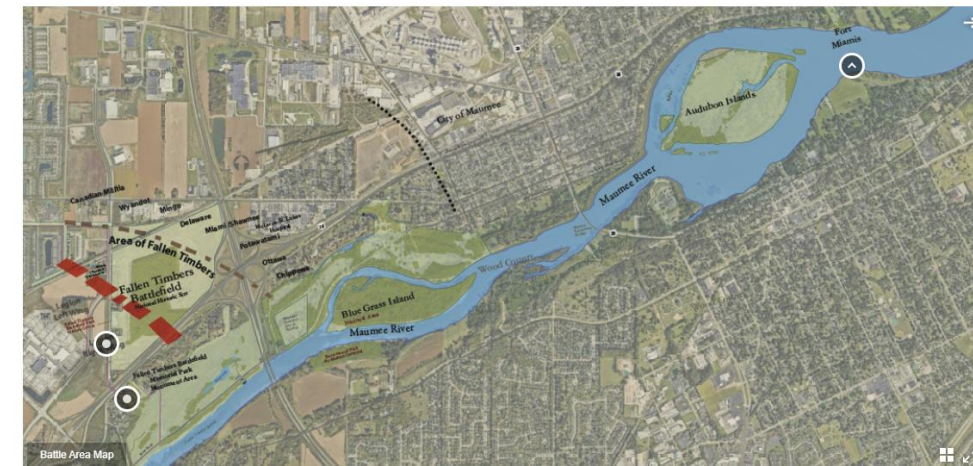
Dr. Pratt’s research relied on primary accounts from officers and men of the Legion of the United States, the Kentucky Militia, the British Department of Indian Affairs, the Fort Miami’s garrison, and Native Americans. Pratt’s analysis of these primary documents indicated that the 1794 Battle of Fallen Timbers took place on the high bluffs overlooking the Maumee River rather than on the flood plain where the monument is located.

Upon completion of the archaeological dig in 1995, the abandoned farm field produced significant material culture linking the site to the 1794 Battle of Fallen Timbers – specifically, buttons from the official uniforms of the Legion of the United States. However, the battlefield was threatened by development.

General Growth Properties, which owned the property adjacent to the battlefield, announced plans to build the area’s largest shopping mall.

Local volunteers, preservationists, and historians headed by the Fallen Timbers Battlefield Preservation Commission fought to curb those development plans and protect this historically important land.

Click through the virtual tour below to learn more about the site and the events that took place during the battle.

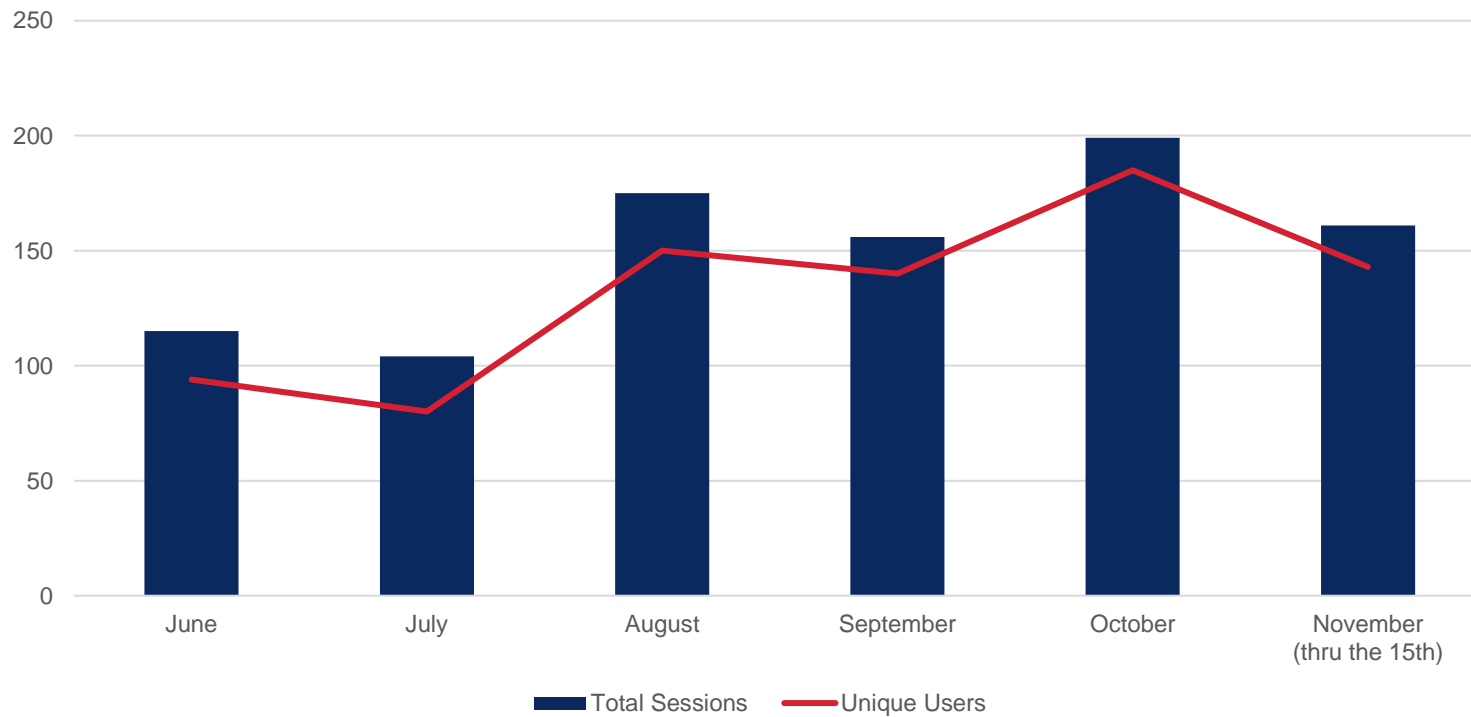


Website Analytics Summary



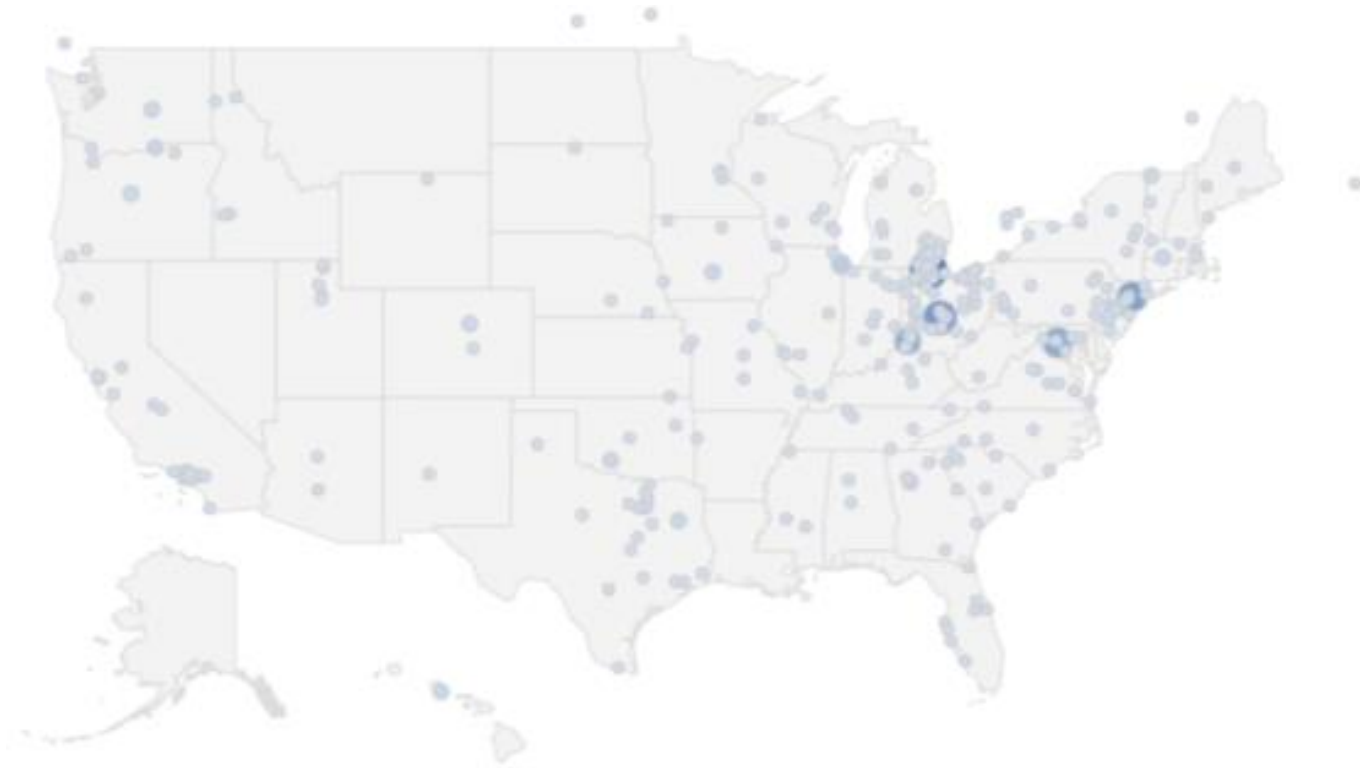
- Average month/month website traffic growth of 19%
- Average month/month engagement growth of 11%
- November is out-pacing October by 81%

Overall Website Traffic

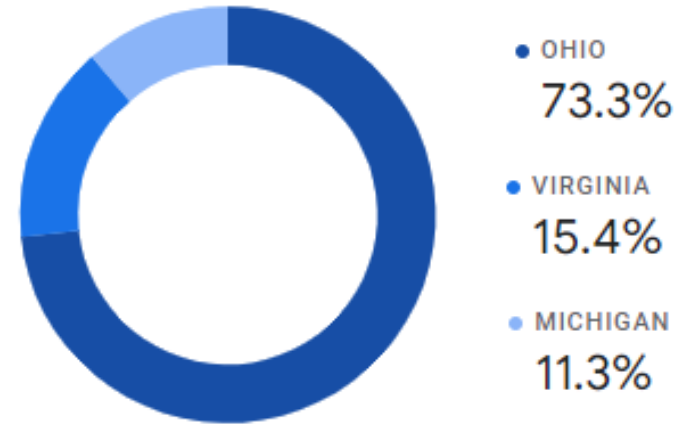


Visitor Summary

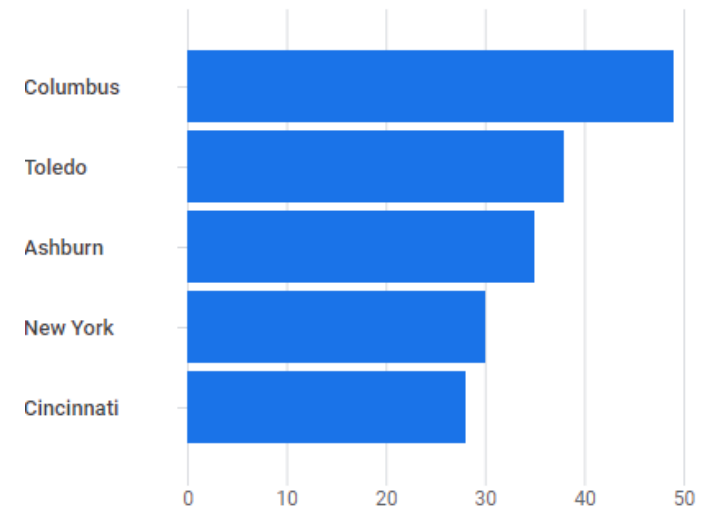
- 90% of website visitors are from the U.S.
- 73% from Ohio



Users by Region

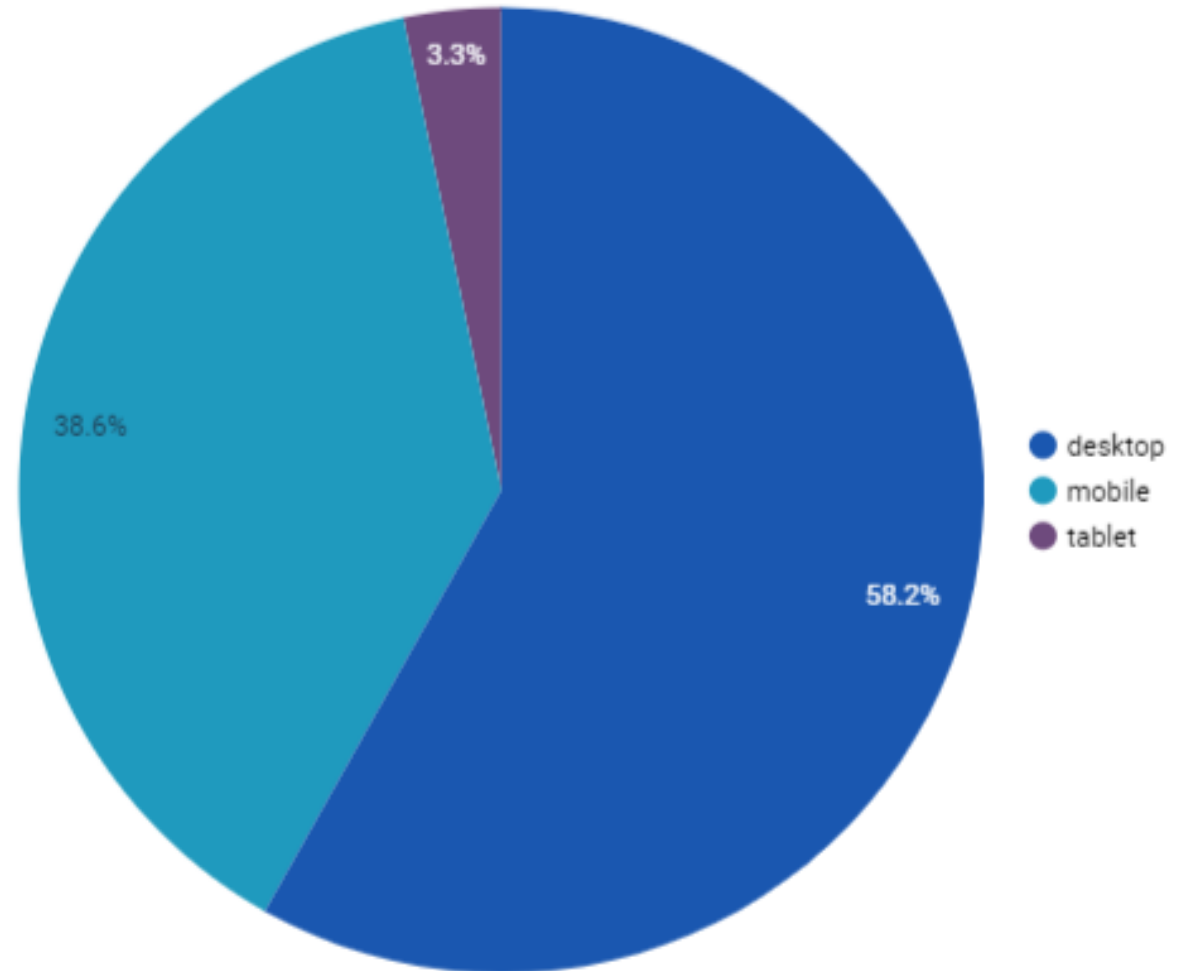


Users by City



Device Usage

- 58% of visitors used a desktop or laptop computer
- 37% used a mobile phone
- 3% used a tablet

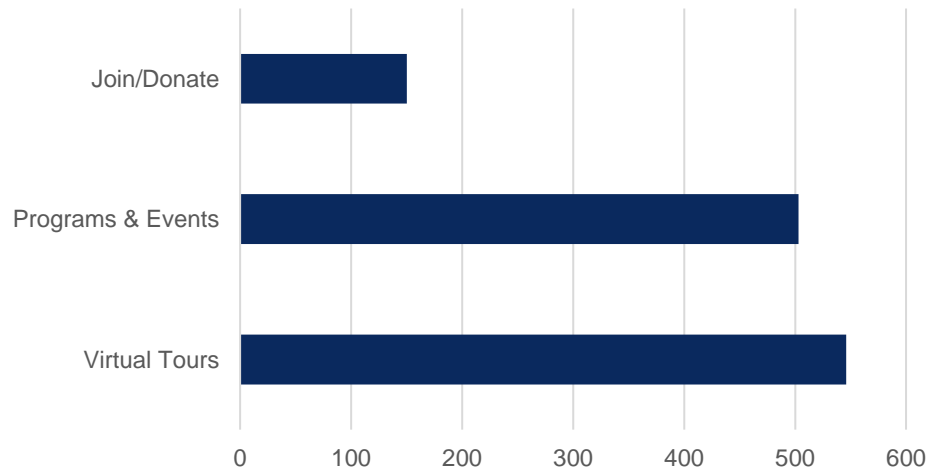


Pageviews Summary

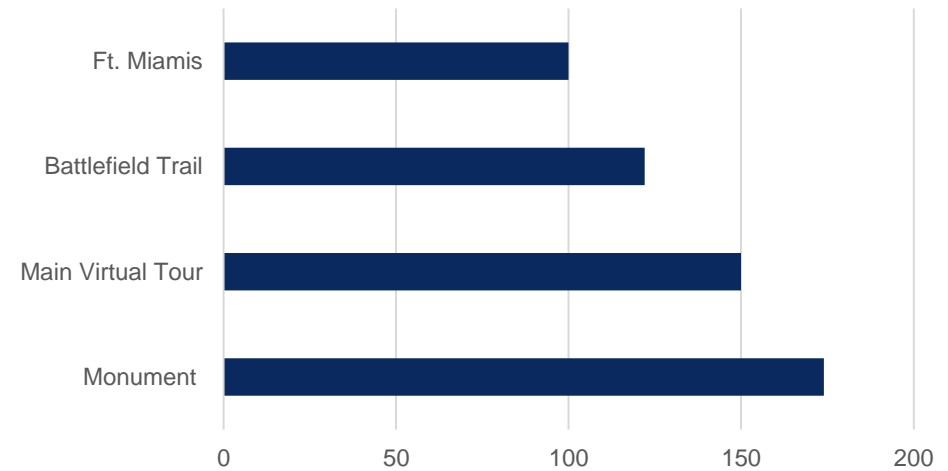


- 2,143 total pageviews
- 546 virtual tour pageviews
- 503 programs & events pageviews
- 150 join/donate pageviews

Category Pageviews



Virtual Tour Pageviews

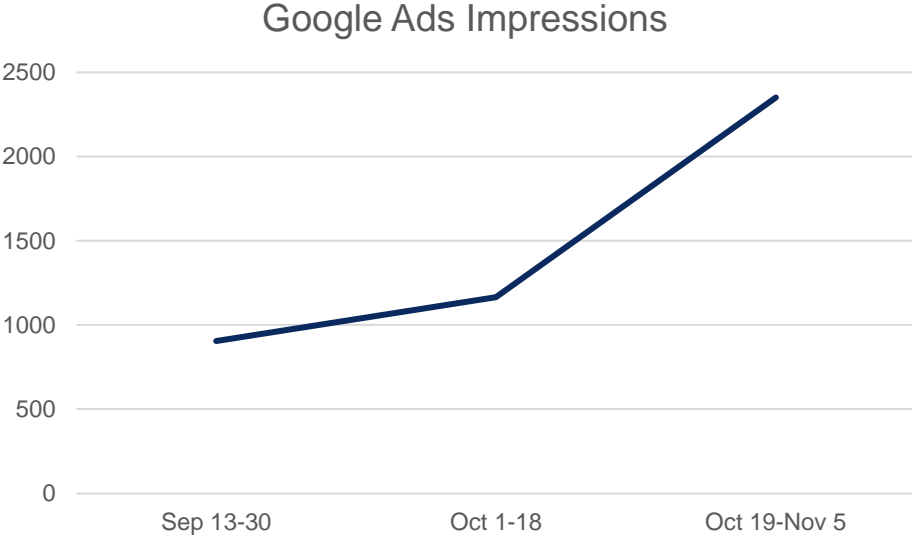
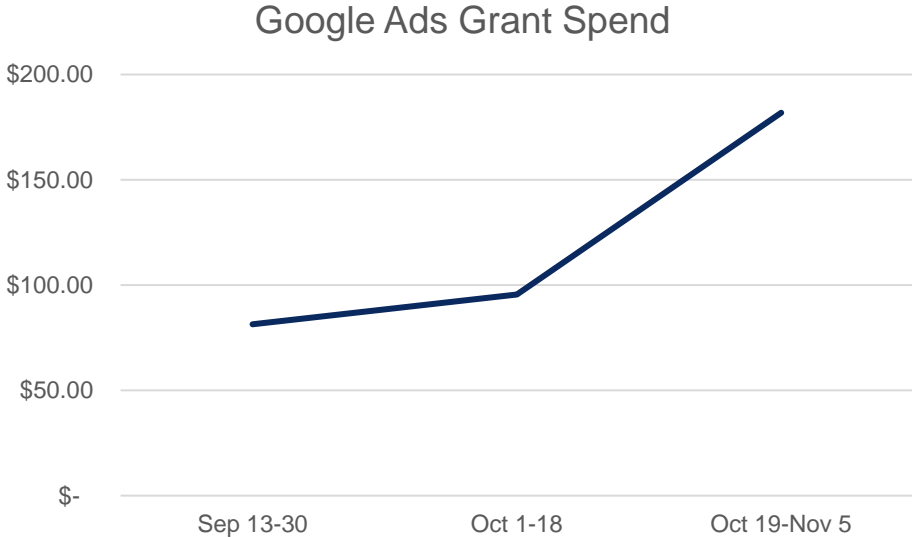


Google Ads Results Summary



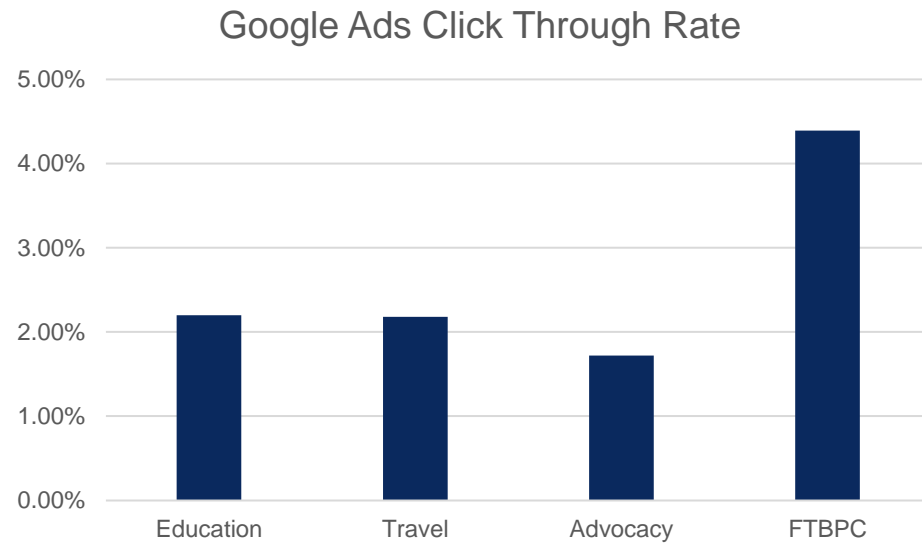
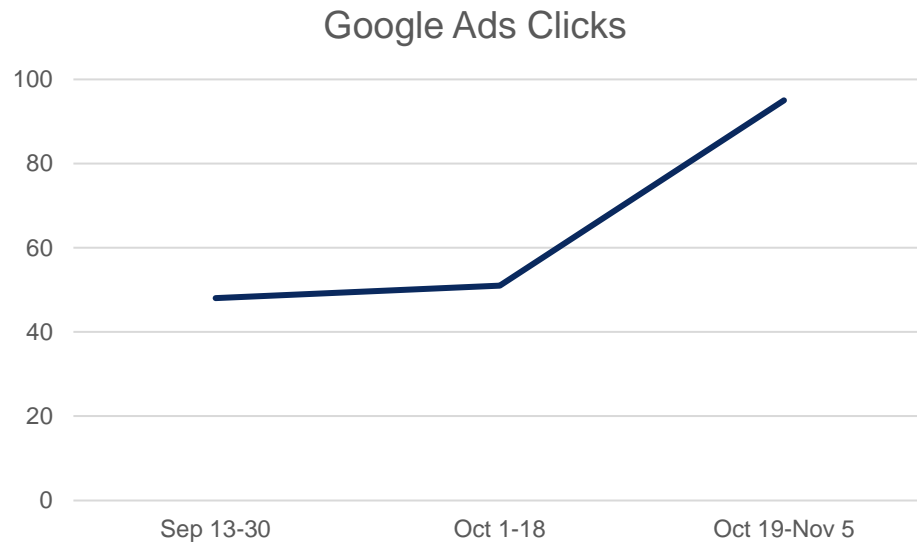
The Google Ads nonprofit grant account began running ads on September 13, 2022.

- Total Grant Spend thus far is \$472.56
 - Average growth rate: 54%
- Impressions Generated: 5,764
 - Average growth rate: 65%



Google Ads Results Summary

- Clicks on ads: 254
 - Average growth rate: 46%
- Click-Through Rate: 4.39%
 - Nearly ***double*** the average industry performance



Keywords Driving Traffic

Studying the keywords driving our website traffic helps us understand what users are searching for.

Understanding what users are searching for will help us plan content that we'll generate for the website in the future.

Keyword	Impressions	Clicks	CTR
fallen timbers battlefield	8	2	25.00%
ohio battlefields	5	1	20.00%
fallen timber	44	5	11.36%
toledo history	18	2	11.11%
battle of fallen timbers	99	10	10.10%
battle fallen timbers	38	3	7.89%
Indian Wars	284	16	5.63%
ohio history	412	21	5.10%
Tecumseh	21	1	4.76%
historic battlefields	839	35	4.17%
battles in american history	683	26	3.81%
National Park Ohio	37	1	2.70%
historic battlefields near me	76	1	1.32%
battlefield preservation	90	0	0.00%
fallen timbers ohio	12	0	0.00%
ohio preservation	10	0	0.00%
chief tecumseh	8	0	0.00%
northwest territories	6	0	0.00%
fallen timbers 1794	6	0	0.00%
national register of historic places ohio	3	0	0.00%
historical battlefields near me	2	0	0.00%
fort miamis	2	0	0.00%
fort miami ohio	1	0	0.00%



What's Next?

- Further collaboration with Metroparks
- Connect with Native experts
- Be the bridge that connects partners to expand educational resources and programming opportunities
- Content, strategic planning, goal setting, etc.

Opportunities

- Narrative audio content
- Video content
- High-level and deep-dive written content
- National organization affiliations



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