

# 2024 Press Kit



## OUR STORY

# About Fort Ticonderoga

Welcoming visitors since 1909, Fort Ticonderoga preserves 2,000 acres of historic landscape on Lake Champlain, and Carillon Battlefield, and the largest series of untouched Revolutionary War era earthworks surviving in America. As a multi-day destination and the premier place to learn more about our nation's earliest years and America's military heritage, Fort Ticonderoga, a historic destination with many attractions, welcomes more than 70,000 visitors each year with an economic impact of more than \$12 million annually and offers programs, historic interpretation, boat cruises, tours, demonstrations, exhibits throughout the year, and is open for daily visitation May - October.

## Fort Ticonderoga's Mission

To preserve, educate and provoke active discussion about the past and its importance to present and future generations. We foster an on-going dialogue surrounding citizens, soldiers, and nations through America's military heritage.



## LOCATION

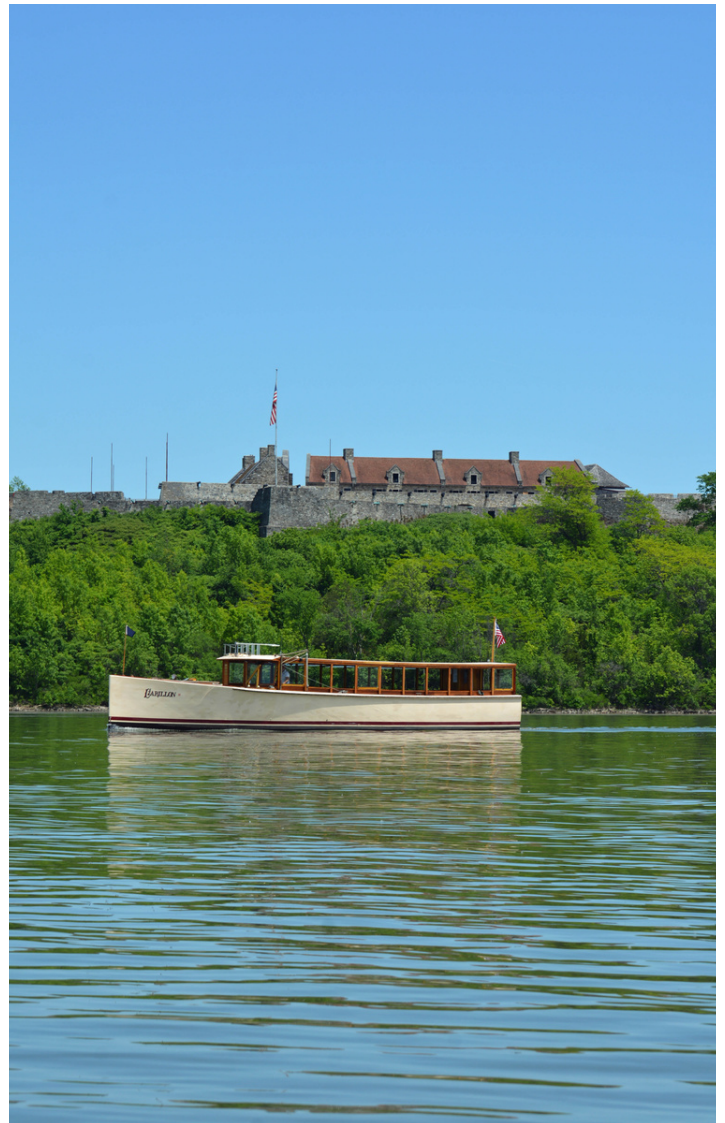
# Experience the Adirondacks

There are so many unique and exciting things to do in the Adirondack region throughout the year! From outdoor adventure to unparalleled natural beauty, cultural destinations and museums, Fort Ticonderoga is your gateway to discovery. Whether you're a history buff, an outdoor enthusiast, a foodie, or just in need of a weekend getaway, Fort Ticonderoga has something for you.

## A Perfect Location

Situated at the northern part of Lake George, the southern portion of the Adirondack Park and in close proximity to Vermont, several wonderful and diverse experiences await you just a short drive away.

- Albany, NY - 2 hours
- Boston, MA - 4 hours
- Burlington, VT - 1.5 hours
- Lake George, NY - 1 hour
- Lake Placid, NY - 1.5 hours
- Montreal, QUE - 3 hours
- New York, NY - 5 hours
- Rochester, NY - 5 hours
- Saratoga Springs, NY - 1.5 hours
- Syracuse, NY - 4 hours



# Our History



## OUR HISTORY

# More than a Fort

Fort Ticonderoga is more than just a fort. We are a historic site, a museum, a center for learning, and a cultural destination. We are the only historic site in America that reinvents itself every year - uncovering secrets and lessons from the past, and presenting new facets of our history to our guests. We help visitors create lasting memories as they embark on an adventure that spans centuries, defined a continent, and helped forge a nation.

A visit to Fort Ticonderoga is a multi-faceted experience. It's exploring the beautiful gardens, finding adventure in our events, marching with the Fifes and Drums, and learning about a historic trade. It's a visit through the reconstructed fort, a stroll overlooking Lake Champlain and the Green Mountains of Vermont, a boat ride along the beautiful waters of Lake Champlain, and an afternoon in our exhibit galleries exploring our premier collections.

Each Campaign Season, we present an interpretation from a specific year in our history. From tailoring to shoemaking to exciting weapons demonstrations, our skilled living history team is equipped and trained to safely and accurately demonstrate the exciting story of Fort Ticonderoga. As we like to say: every day is an event at Fort Ticonderoga and every year is a new experience!



## Fort Ticonderoga Timeline

1609 Samuel de Champlain battles Native warriors on the Ticonderoga shore.

### **FRENCH AND INDIAN WAR**

1755 French forces build Fort Carillon at Ticonderoga.

1757 More than 8,000 French, Canadian, and Native forces leave Carillon to attack British Fort William Henry.

1758 On July 8, in America's bloodiest battle until the Civil War, nearly 16,000 British troops suffer almost 2,000 casualties assaulting French positions.

1759 Another English advance forces the French to blow up Fort Carillon's powder magazine and retreat. The fort is renamed Ticonderoga.

### **REVOLUTIONARY WAR**

1775 In May, Ethan Allen and Benedict Arnold's men capture the fort's small British garrison. In December, Henry Knox takes the captured artillery to relieve the Siege of Boston.

1776 After a failed invasion of Canada, American forces dig in at Ticonderoga. The American army and navy hold the line for liberty.

1777 General John Burgoyne's British offensive forces the American evacuation of Ticonderoga, but Burgoyne surrenders at Saratoga, N.Y.

1781 British forces arrive in October and begin rebuilding part of the ruined barracks before withdrawing to Canada.

1783 General George Washington visits the unoccupied fort while waiting for the final peace treaty to be signed.

### **WAR OF 1812**

1814 An American victory in September at Plattsburgh, N.Y., prevents another British advance on Ticonderoga.

## OUR HISTORY

# Preservation and Restoration

William Ferris Pell, a New York City businessman, acquired the ruins of Fort Ticonderoga in 1820. Recognizing the historical significance of the only site in North America where important battles took place in both the French and Indian War and the American Revolution, Pell was determined to prevent further deterioration and destruction of the landscape.

Pell fenced in the ruins of the fort to protect them from scavengers. The fence is one of the earliest examples of preservation in the U.S. and marked the beginning of the Pell family's long-standing legacy of preservation of the site.

In the early 1900s, the descendants of William Ferris began the restoration of the fort and the creation of the museum, and on July 6, 1909, the Fort Ticonderoga Museum opened to the public. Since opening, the museum has amassed an unparalleled collection of artifacts, militaria, and archives from around the world.

Despite the early purchase and preservation of the site in the 1820s, it is only now receiving attention as one of America's earliest sites of historic preservation in America thanks to recent scholarship. Today, Fort Ticonderoga stands as a National Historic Landmark, a living link to conflicts that shaped North America, and a center for exploring the lessons of the past that continue to echo in the present.



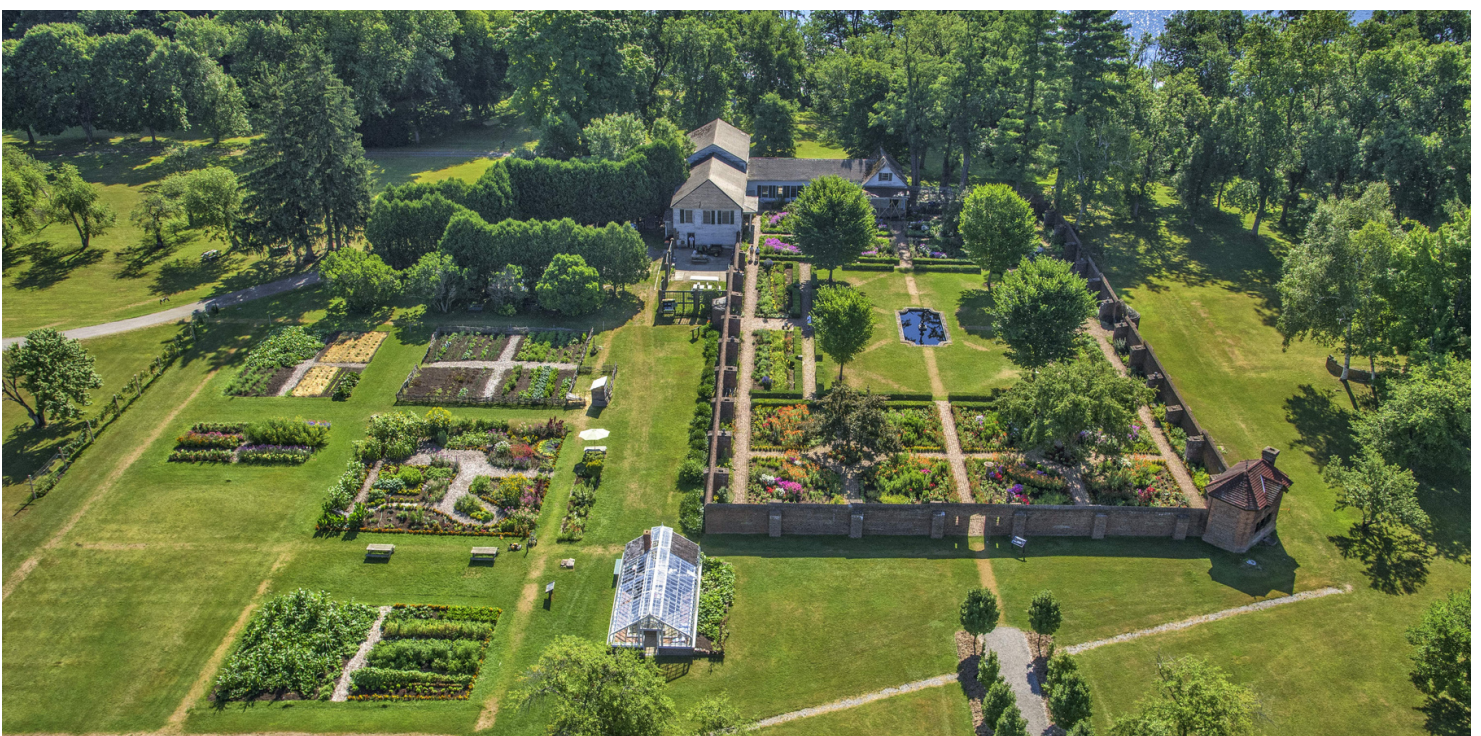
## OUR HISTORY

# The Pavilion

Built as a summer home for the Pell family in 1820, the Pavilion binds together Ticonderoga's stories of landmark historic preservation and restoration with the birth and growth of heritage tourism. By 1840, the home had become the Fort Ticonderoga Hotel – one of the earliest heritage tourism hotels in America – offering food and shelter to travelers who flocked to Ticonderoga on the fashionable Northern tour.

The 6,352 square-foot Greek Revival-style building had fallen into disrepair by the end of the 1800s, but was restored by Stephen and Sarah Pell in the early 20th century. In present form, the Pavilion represents the many layers of Ticonderoga's history.

Today, the Pavilion is a centerpiece of Fort Ticonderoga and a signature cultural destination.





## OUR HISTORY

# The Pavilion

The restored Pavilion has opened up the opportunity to develop a wide array of experiences for visitors. The Pavilion includes:

- Dedicated exhibition space
- A place for visitor welcome, way-finding, and other amenities
- New spaces for educational programs, special events, conferences, and meetings
- Potential use for teaching kitchen and culinary program to connect our gardens with centuries of history and hospitality



## The Museum

During Fort Ticonderoga's early 20th-century restoration, the museum's founders began to collect artifacts associated with the military history of North America. They intended to create, "the finest military museum in America," and developed a collection at a time when few other institutions were collecting similar material. Our current exhibitions feature art, weapons, and equipment from North America to Europe that highlight Ticonderoga's signature stories and document warfare in Colonial and Revolutionary America and the broader Atlantic world.



Today, our museum holds one of the most significant collections of the military culture of the Atlantic World in the Early Modern Era (roughly 1609-1815), with an emphasis on military activities in North America. We proudly showcase the:

- Largest Collection of 18th- and early 19th-century artillery in the Western hemisphere
- Largest Collection of 18th-century military uniforms in America
- **NEW ACQUISITION** - The Robert Nittolo Collection brings the single most important private collection of 18th-century militaria to Fort Ticonderoga, and positions Fort Ticonderoga's as the world's best collection of its kind

# Into the Future



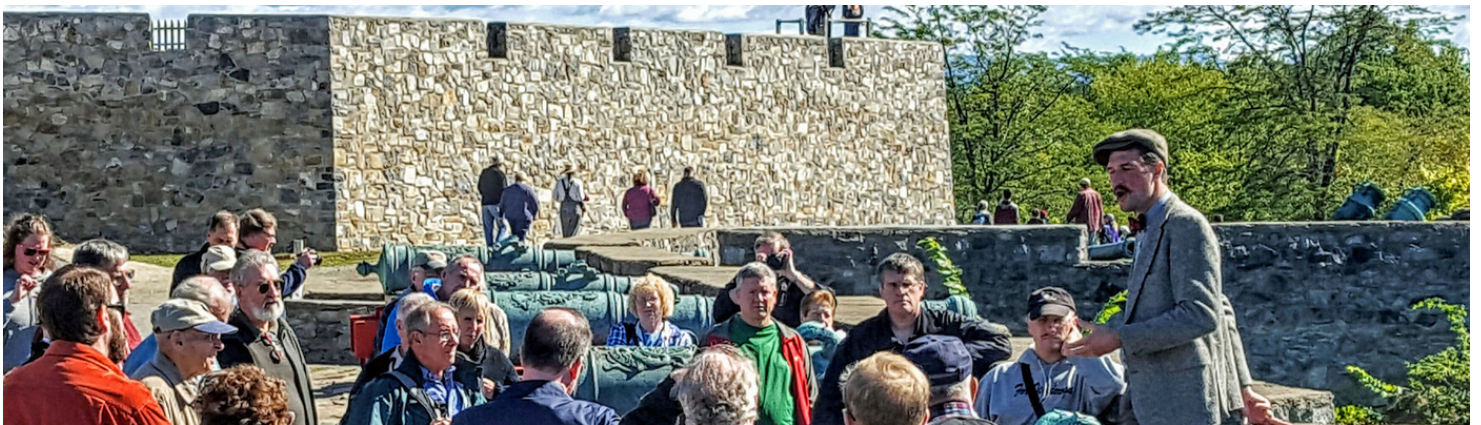
## Economic Impact

Over the next decade, we will see several significant capital investments intended to enhance interpretation, storytelling, preservation, financial sustainability, and the overall guest experience at Fort Ticonderoga. These projects will not only position us as a multi-faceted visitor experience, but will help us generate major economic impact for our neighboring communities.

By 2030, we are conservatively estimated to contribute \$77 million to the local economy with our planned additions. Other economic impacts through 2030 include:

- \$549 million in total economic output
- \$56 million tax revenue benefit
- 518 direct jobs created
- 678 direct and indirect jobs created

Our 10-year plan will help jump-start tourism-related economic activity in an Adirondack region that has been historically overshadowed by places like Lake George Village and Lake Placid.



INTO THE FUTURE

## Federal Grants

Fort Ticonderoga is supported in part through generous donations and with some general operating support made possible by the New York State Council on the Arts with the support of Governor Kathy Hochul and the New York State Legislature. Additionally, we've received many prestigious federal grants that allow us to better serve our mission, including:

- American Battlefield Protection Program - \$69,876
- Institute of Museum and Library Services-Museums for America - \$249,600
- Market NY through I LOVE NY/ New York State's Division of Tourism - \$211,700
- National Endowment for the Humanities - Summer Seminars and Institutes for K-12 Educators - \$88,227
- National Endowment for the Humanities - Preservation & Access - \$199,300
- NYS Office of Parks Recreation & Historic Preservation - \$390,457
- Save America's Treasures - \$500,000



INTO THE FUTURE

## Charity Navigator 4-Star Rating

The Fort Ticonderoga Association has earned a sixth consecutive 4-star rating from Charity Navigator, the leading Charity evaluator in America. This is the highest possible rating, indicating that Fort Ticonderoga adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that we exceed industry standards and outperform most charities. Only 13% of the 1.5 million charities evaluated have received at least 6 consecutive 4-star evaluations. This exceptional designation from Charity Navigator sets The Fort Ticonderoga Association apart from its peers and demonstrates to the public its trustworthiness as a leading non-profit organization.



INTO THE FUTURE

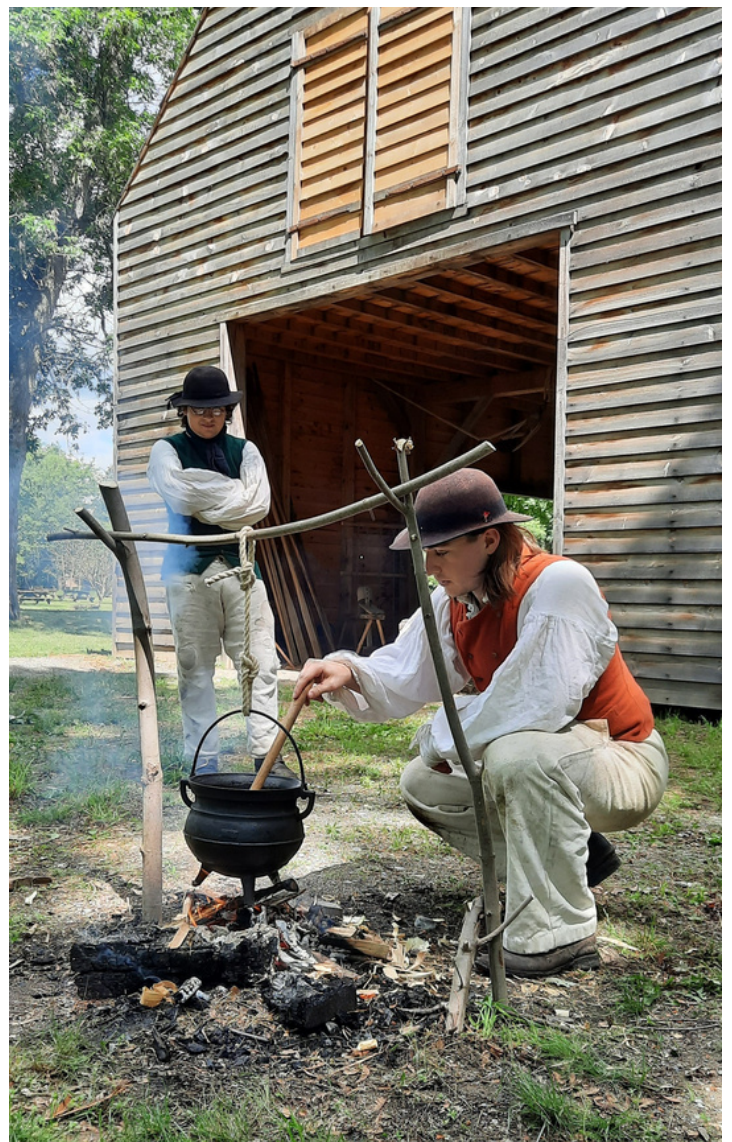
## Center for Digital History

Our Center for Digital History transformed the power of Fort Ticonderoga, giving us an online platform to bring our award-winning educational programs and content into homes and classrooms around the globe. Due to our rural Adirondack location, providing access to our nationally and internationally significant resources is important to leverage the power of our museum collections and our museum's ability to serve as a national educational leader.

Fort Ticonderoga's nationally recognized programs include:

- Virtual Field Trips
- Virtual Classroom programs
- Virtual Teacher Institutes
- Online Collection Database
- Education and Interpretation programs

Our virtual programs, seminars, and other online engagement have reached nearly 30 million digital visitors and engage teachers and students in all 50 states. Our programs help develop historical literacy and critical thinking, which are fundamental building blocks to positive civic engagement.



# Spokespeople





## SPOKESPEOPLE

# Beth Hill, President and CEO

Beth Hill has served as Fort Ticonderoga's President and CEO since 2010 after a successful tenure with the North Carolina Department of Cultural Resources, Historic Sites Division. She has been a leader in the museum profession for 25 years and holds an M.A. in history from American University. Having led a major organization turnaround beginning in 2010, Hill is now leading Fort Ticonderoga through a transformative growth phase as it develops and implements a multi-million dollar, multi-year capital plan.



During this period Fort Ticonderoga has been the recipient of several prestigious federal grants including the Institute of Museum and Library Services and the National Endowment of the Humanities to support educational programs, major new exhibitions, and collections cataloging and accessibility. Hill is a long-time community leader and serves on regional and statewide boards.

## SPOKESPEOPLE

### Dr. Matthew Keagle, Curator

Matthew Keagle was hired as Curator of Collections in 2014. He holds an M.A. from the University of Delaware Winterthur Program in American Material Culture and a Ph.D. in Decorative Arts, Design History, and Material Culture from the Bard Graduate Center. With a primary focus on the core content of the museum's collections - early modern military material culture - he pursues an interdisciplinary understanding of the museum collections that has been fostered by Fort Ticonderoga's diverse history and collections.



## SPOKESPEOPLE

# Stuart Lilie, Vice President of Public History

Stuart Lilie joined Fort Ticonderoga in 2011 as the Director of Interpretation bringing experience in living history, museum education, and historic trades. After graduating from College of William and Mary, he worked for Colonial Williamsburg and began his own historic saddlery company. Lilie developed Fort Ticonderoga's unique year-by-year approach to the site's many stories in the French & Indian War and Revolutionary War. Under his leadership, encampment events have become dramatic reenactments, with epic storytelling across Fort Ticonderoga's historic landscape.



Beginning in 2015, Lilie launched Fort Ticonderoga's maritime program, with our tour boat *Carillon*. In 2014, he won the "Individual Achievement Award of Merit" and in 2019, he won the "Innovation in Interpretation Award" from the Museum Association of New York. Stuart Lilie is currently Vice President of Public History overseeing all aspects of the visitor experience including living history programs and events, historic trades, heritage breeds, horticulture, museum education, school outreach, and maritime programs.

# Questions?

Contact Beth Hill

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