Serpent Mound
Historic Site Management Plan Retreat
November 21 & 22, 2014
Attendees

Angie McCoy, Bratton Township Trustee
Brad Lepper, Manager and Curator of Archaeology, Ohio History Connection
Bret Ruby, Archaeologist, Hopewell Culture National Historical Park, National Park Service
Chris Kloth, Facilitator, ChangeWorks or the Heartland
Crystal Narayana, Serpent Mound Site Director, Arc of Appalachia
Dave Snyder, Archaeology Reviews Manager, State Historic Preservation Office, Ohio History Connection
Dick Shiels, Director, Newark Earthworks Center OSU-Newark
Erin Bartlett, Regional Site Coordinator, Ohio History Connection
Erin Cashion, Curator of Natural History, Ohio History Connection
Gary Argabright, Vice President, Mound City Chapter of Archaeological Society of Ohio
George Kane, Director of Historic Sites and Facilities, Ohio History Connection
Jarrid Baldwin, Miami Nation
Jarrod Burks, Archaeologist, Ohio Valley Archaeology
Jason Crabill, Manager, Curatorial Services, Ohio History Connection
Jeff Gill, Interpreter Newark Earthworks Center
Jeff Huxmann, Director, Adams County Tourism
Jeff Wilson, President, Friends of Serpent Mound
Karen Hassel, Regional Site Coordinator, Ohio History Connection
Kathy Kirby Lampe, President of Central Ohio Valley Archaeological Society
Linda Pansing, Archaeologist, Ohio History Coordinator
Marti Chaatsmith, Associate Director, Newark Earthworks Center, OSU-Newark
Melinda Repko, Park Ranger, Hopewell Culture National Historical Park, National Park Service
Michael Matts, Consultant, Gray and Pape
Nancy Stranahan, Director, Arc of Appalachia
Paul Worley, Adams County Commissioner
Rick Perkins, Chief Ranger, Hopewell Culture National Historical Park, National Park Service
Steve Boehm, Publisher of CROSSROADS magazine, Adams County business owner and Friends of Serpent Mound board member
Tim Goodwin, Serpent Mound Site Manager, Arc of Appalachia
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Introduction & Overview

The Ohio History Connection convened a meeting of stakeholders who are committed to the future of Serpent Mound on November 21 and 22, 2014 at the Highland Nature Sanctuary. The meeting was part of the Ohio History Connection’s ongoing Historic Site Management Plan (HSMP) development process. The larger context of the meeting was the fact that Serpent Mound has been nominated to become a World Heritage Site (WHS).

The primary purpose of the meeting was to gain stakeholder insights and input regarding the future of the site. In addition, the meeting was an opportunity to further inform participants about the HSMP and WHS processes. Finally, the meeting was an opportunity to build ongoing relationships and support for the plan now and in the future.

The primary approach for the meeting combined large and small group dialogue. (See Appendix A for the full Agenda.) The session began by welcoming the participants and providing an overview of the project and the process. Then Ohio History Connection staff and a community member delivered several 5 brief context-setting presentations on the background of the site and the potential scope project, the history of managing the site over time, as well as local and regional interests and concerns.

After making sure everyone was working from a common set of facts, Chris Kloth of ChangeWorks of the Heartland facilitated two large group dialogues, with Michael Matts of Matts Heritage Consulting documented the dialogue on chart pads. These two dialogues were followed be the formation of committees to consider particular dimensions of the project during the meeting and, potentially, in the future. These committees presented summaries of their small group work, which had been documented by participants on chart pads, at the end of each day. The large group also reflected together on their work twice during the meeting.

What follows is an edited summary of the deliberations of the large and small groups, as represented by the chart pad notes. While the notes were quite extensive for both the large and small groups, they are bullet point summaries, not transcripts. Editing was limited to clarifying abbreviations, short hand, terminology, etc., with the goal of preserving the intended meaning of the groups.

The Ohio History Connection is responsible for completing the HSMP and supportive documentation for the WHS review process for Serpent Mound. It is committed to working closely with local partners and other stakeholders to achieve outcomes that are shared by the full range of people who care about the sustainability Serpent Mound as a valuable asset for the community, the region and all of Ohio. While all the feedback and suggestions are valued,
particular recommendations may be adapted to accommodate diverse perspectives, sequenced for implementation to account for incorporating best practices and development opportunities or not included as part of the plan at this time. An HSMP evolves over time and this summary will assure that all the ideas remain available for future consideration.

Large Group Orientation: Beginning to understand one another’s perspectives is the foundation for discovering common ground

After the background presentations were made the participants were asked to reflect on what they had heard and to share what they were struck by. The following summary includes all of the comments made by participants in the order they were made.

1. There will be a wide range of visitors with a broad range of resources and interests. A small number of visitors will have deep interests and well outfitted to learn a lot from the site. Others may have general awareness of or interest in the site, without any particular preparation or tools for studying the site. This distribution was represented by a graphic image contrasting the number of people who might show up with $10k binoculars and those traveling across America in a motorhome and stopping at many sites. (see below) The suggestion is that the site needs to be able to speak to both groups in a meaningful way.

2. Reconcile 2 different dynamics $$ for development, $$$ for visitors, education, inclusion
3. Serpent Mound is very visible, recognizable compared to other mounds
4. There should be a path from Earthworks visits to a/the/some website(s), visitors are not going from website to the real site
5. The web should tell the story of all sites at each site — that is the best way to get word out... to tell the story
6. There should also be connections/links to other websites, such as Ancient Ohio Trail
   a. 4 sites, Serpent Mound, Fort Ancient, Hopewell Culture & Newark Earthworks (all WHS)
   b. Most cognitive,
<table>
<thead>
<tr>
<th>Chart Summary: Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site</th>
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<tbody>
<tr>
<td>c. Less visited is Serpent Mound site [NOTE: While this position was asserted by the speaker, others suggest it may be the most visited.]</td>
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<td>7. Southern Ohio was a spiritual center for 1,000s of years, but most people are not connecting, not getting it</td>
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<td>8. Get rid of the lines, consider interpreting more than what is right out the door</td>
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<td>9. Place — How do you impassion people when in their own back yard</td>
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<td>10. Amazed that Serpent Mound is the most under-studied, least researched site of the famous sites</td>
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<td>11. Serpent Mound will become a landing point for international visitors if it becomes a World Heritage Site (WHS), big picture opportunities</td>
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<td>12. Visitors think of, remark on, how wild the natural environment is</td>
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<td>13. Important to respect and remember that people used to fight about these places (referring to the Shawnees staying back to defend the area around Serpent Mound)</td>
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<tr>
<td>14. Sharing interpretive themes... Think about coherent themes for all</td>
</tr>
<tr>
<td>a. WHS locations</td>
</tr>
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<td>b. Serpent Mound earthworks</td>
</tr>
<tr>
<td>15. Farmed up to Serpent Mound,</td>
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<td>16. Had to move highway 1950’s for Indian burial</td>
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<tr>
<td>17. Discovering layers</td>
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<td>18. Ohio has an identity crisis... a lack of cultural pride (not Bengals/Browns)</td>
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<td>19. Have material available that is similar for all visitors</td>
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<td>20. Ohio Heritage Tourism — what is the vision?</td>
</tr>
<tr>
<td>a. Serpent Mound draws 10% of what Amish bakeries do</td>
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<td>b. Serpent Mound visitors can come &amp; go without spending $ on food, lodging, etc.</td>
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<td>c. Resources defined/distributed according to political boundaries</td>
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<td>21. Get the idea:</td>
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<td>a. No borders, borders change with times,</td>
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<td>b. Distinguish between pre-contact and contact with American Indian</td>
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<tr>
<td>c. Note connections of American Indians through many generations</td>
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<tr>
<td>d. Create narrative so as to honor Native Americans</td>
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<tr>
<td>22. 3 big interpretive ideas:</td>
</tr>
<tr>
<td>a. Identity,</td>
</tr>
<tr>
<td>b. Ownership</td>
</tr>
<tr>
<td>i. What lenses?</td>
</tr>
<tr>
<td>ii. Theirs</td>
</tr>
<tr>
<td>iii. How we influence</td>
</tr>
<tr>
<td>c. Change over time</td>
</tr>
<tr>
<td>23. Chris — we are developing a foundation for a narrative that is yet to come</td>
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Exploring Aspirations

Prepared by ChangWorks of the Heartland
The participants were invited to consider the following scenario: Imagine that the results of this meeting set the stage for success in achieving World Heritage Site status for Serpent Mound. It is now the year 2025 and you are looking at what has been achieved and what was required to achieve it. Serpent Mound is a place of special meaning in 2025. What are you noticing that describes the site or the process achieving the outcome? The following summary includes all the comments offered by the group in the order they were offered.

1. **It is seen as an international gem,**
   a. People come to experience a sacred place
   b. Groundwork has been laid to achieve local ownership of international special importance
2. **Good interpretation:**
   a. Excited, passionate,
      i. Connection to visitor,
      ii. To understand, and
   b. For all ages
3. **Affinity:** The closer you get, a personal experience is shared... it becomes part of one’s life and one has to go back
4. **Gettysburg experience:**
   a. Blown away by diorama,
   b. Create similar impact... but appropriately scaled of history, archeology, astrological, but more modern, felt experience at Gettysburg —
   c. Learn through power
5. **Greatness**
   a. You get a sense of being in the time,
   b. A sense of place and you’re in it throughout humanity
   c. Community support
6. **Permanence — still there in 2025 as opposed to not... a great story**
7. **Facilities worthy of its status as WHS... no disappointments in the visitor experience**
8. **Visitor friendly, a hub to all sites**
9. **World-class interpretive center,**
   a. Site sensitive,
   b. First-class art,
   c. Make it come alive,
   d. Quick experience to connect to/think about Native American,
   e. Not just feel like it’s a park setting
10. **Anticipation — create that sense**
11. **Lots of signs, infrastructure would ruin bucolic setting,**
   a. Use tech tools for deep dive,
   b. Don’t build stuff
12. Muir Woods National Monument: journey to get to site, no matter, walking trails, sense of sacred, hushed tones, natural space, crowds in hushed tones and sacred, greater landscape, setting

13. Small site
   a. Too many people will diminish experience,
   b. I can get it by myself now

14. We start from the bottom, no development at the top, controlled access

15. Maybe have museum off site... it’s a hub, register in advance, rules

16. Restricting access is a challenge,
   a. How do you tell the array of visitors now, from bikers to weddings,
   b. People built the place and people share the place
   c. Be careful about limiting the experience or defining it for others

17. County is not ready for +++ visitation (county includes contiguous counties broadly)

18. Buffer zones, micro & macro, people, site, surrounding area

Overnight Reflections and Insights by the Large Group

Before the group broke at the end of the first day Kloth observed that a lot of good thinking was done over the course of the first day. He also observed that it was likely that people were feeling a bit overwhelmed. Suggesting that informal conversations at dinner and overnight reflections represent a kind of “soak time” that often clarifies and enriches our thoughts and feelings related to a complex topic, he wished them and “active dream life” overnight. In the morning he asked the group to share their reflections. What follows is a summary of all comments shared in the order they were offered.

1. The impact of safety considerations, Amish people on road, more potential for accidents due to increased traffic, visitors may not be familiar with the Amish
2. Bless the Arc of Appalachia and Nancy for good work
3. Artifacts — Serpent Mound is itself a work of art, it really stands out among earthworks by Native American people, and is very large
4. Does world class selection criteria fit with all goals, is/are there conflicts of vision, stakeholders, among OHC, Arc, and others? How do we balance WHS criteria and local criteria?
5. George Kane: The Serpent Mound vision will come from this process... be influenced by this process
6. Nancy — it’s important to clarify roles and perspectives about Arc’s role. For example:
   a. Arc does cut trees,
   b. Arc does not decide to plant or cut at Serpent Mound,
   c. While it is not Arc’s decision, they are part of a plan... stakeholders have influence on such decisions.
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

7. What was extent of original landscape features, how far out did the part of the cliff near the head go — erosion control is a concern if the Serpent Mound is to be there in 2025.

8. How did people in the past see the Serpent?
   a. From a hillside adjacent to the site...
   b. From some perspective at the site to seeing from a location not at the site?
   c. Suggest original view from north?
      i. Any assertion about the probable view site is speculative.
      ii. You can experience the awe by walking around it.

9. Alaska Native organization example — suggest sharing the plan for input, as well as other Native American cultural tourism groups

10. Consider strategies & touch points “post plan preparation”

11. Tap people who know how to run operations with minimal resources

[CK NOTE: Assumes minimal resources will continue after WHS status... may be a matter of timing what types of resources will be needed and available at various stages of the process in anticipation of achieving the status... a plan] [should this be included or not? I am pretty sure I said it but am not sure what, if anything it adds?]

Work Group Summaries

Beginning after the Aspirations conversation on the first day the large group was divided into committees to explore particular aspects of the planning process. Each was provided with a worksheet describing the scope of each committee’s focus and offered a number of questions they might focus on together. (The worksheets are included as Appendices.) They were advised that the worksheets were intended to support their work, but not limit their work if there were important topics they felt ought to be addressed.

Each group had a chair who was asked to make sure that everyone in each group was able to full participate in and contribute to the committee’s work. In addition, the chair was to assure that there was a chart pad summary of the work of the committee. They were also asked to prepare and deliver chart and verbal summaries to the large group.

At the end of the process some committees provided all of their working charts and their summary charts. Others provided edited chart summaries. We believe that, taken together, they represent a reasonable summary of the work and recommendations made by each group. Of particular note is the fact that some groups noticed overlap between their work and that of at least one other committee. During the implementation phase of the HSMP it will be helpful to take advantage of the common ground and legitimate distinctions related to the perspectives of committees with overlapping interests and concerns.

The following summaries are presented as they were provided by each committee.

Prepared by ChangWorks of the Heartland

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Interpretation/Education Committee

[Note: see Appendix B for details on their scope of work]

Day 1
- Set the mood for emotional connections
  - Mysterious, special, emotional place
  - “Open their hearts”
- Create opportunities to link to universal human experiences
  - Family
  - Loss
  - Mystery
  - Love
  - Spiritual
  - Awe for antiquity
- Awareness of the family context is important
- Support the ability to visualize the Serpent Mound in context
- Who are the audiences?
- How does it draw me in & make me want to come back?
- The role of the unknown/mystery is valuable
- The role of the “known” and shared authority are also important

Themes

What is it?
- The role of the surrounding natural environment
- Archeo-astronomy as a theme
- For the builders, what was the significance of the
  - Mound design?
  - Construction?
  - Location?
  - Etc.

What went on there? What is the context?
- What are the ancient connections...? This is one piece of a much larger puzzle
- Explore the layered history of the site and change over time
- Understand the evolution of the mound building tradition

What do we know and how (and what don’t know)
The unknown, is the context of the known
Again, what are the ancient connections...? This is one piece of a much larger puzzle

Relevance today
- As an American Indian site
- Who are the ancestors of the American Indians today
- It remains sacred today
- Stewardship is important

Interpretive Design Goals
- Inspire visitors to:
  - Experience a sense of wonder & a desire to learn/know more
  - Appreciate its
    - Antiquity
    - Uniqueness
    - Ceremonial significance
    - Mystery
    - Beauty
    - Complexity
  - Understand that Serpent Mound was built by Ancient American Indians whose descendants walk among us today

1. Layered history
   - Evidence of site usage over thousands of years
2. Impact of World Heritage on Interpretation
   - World class
     - Facilities
     - Displays
     - Staff professionalism
     - Gift shop
     - Intro experience/priming experience
   - Site experience
     - Mediated
     - Unmediated
3. & 4. Interpretation @ Grounds vs. Museum
   - Experiential @ the site
   - Low physical impact, high emotional/intellectual impact
   - Tell a comprehensive story outside at the site (at least the primary themes) — details can be found inside the facilities
   - Use minimal, unobtrusive signage close to the feature
   - Replace current-style markers with ground-level signage
• What about Info kiosk (graphic) @ entrance to Serpent Mound Zone?
5. Interpretation for different groups
  • Employ best practices for each group
  • Present the same themes in different styles
6. Dealing with “alternative” perspectives
  • Treat others with respect & courtesy
  • Not challenged, not promoted, not encouraged
  • The unknown is the context of the known
7. Tower/view
  • Ability to view Serpent Mound from above is important
  • Doesn’t need to be current tower — current tower is insufficient & out of compliance
  • Locate outside the sacred zone?
  • Attached to the Interpretive Center?
  • Located to see the entire effigy in one view?
8. Web content should be actively integrated with the onsite interpretation
9. Relevance of Crypto-Explosion
  • Limit this to a sub-theme located inside the visitor center
10. Loan of objects to site?
    • YES. Very.
11. Existing marker status
    • Take down markers when there is something better to put up
    • Consider removing the bronze plaque
    • Consider relocating the granite monument away from Serpent Mound
    • Reevaluate all monuments/signs/markers for location & content
12. Rebuild Stone Altar?
    • Maybe... Yes??
      o Do research
      o Gain American Indian Perspective
      o Explore management considerations
13. Educational Partnerships
    • Add value
    • Grow audience
    • Work with sister sites
      o Sun watch
      o HOW
      o Fort Ancient
      o NEC
      o Federally recognized tribes
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- FOSM
  - Academic institutions
    - Landscape Architecture Classes
    - Art & Culture
  - [Arbor Day?] investigation (Vegetation)
- Planned
- Tidy, cared for
- Managed activity

Interpretive Themes (1st Draft)

1. Serpent Mound is a very ancient ceremonial site built and designed by American Indians to represent their beliefs in the context of the surrounding cultural and natural environment.
2. The Serpent Mound site was used over thousands of years by different American Indian cultures and represents a piece of the puzzle in the understanding of the mound building tradition over time.
3. Experiencing Serpent Mound involves an exploration of how we know what we know and what questions and mysteries still remain.
4. Serpent Mound holds special significance to present day AI, and many other people of various backgrounds, all having an opportunity to be active stewards of the site through time, including all who visit every day.

Preparing Serpent Mound for Tomorrow (PSMT) Committee

[Note: see Appendix C for details on their scope of work]

Summary 1
- Preserve the viewshed
- There are not enough acres for world-class site; expand the boundaries
- Form SMAC (Serpent Mound Advisory Group) **
  - Large group of stakeholders
- Form Task Force **
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- Land, vistas, access, biological community & preservation, expert advice on infrastructure, development opportunities
- Get experts to Serpent Mound
  - Erosion/engineers/research
- Create Master Plan
- Get people away from their cars
- Convene an Educational Roundtable **

Summary 2
- Articulate what defines success
- Develop a Master Plan
- Ask visitors over time, are they getting the right “take-aways?”
- Healthy community relationships are important
- Partnerships are essential
  - Tourism
  - OHC
  - ARC
  - Etc.
- Create an endowment fund/foundation
- HSMP needs to be flexible enough to adjust to changing times, but rigid enough to protect the resource
  - Develop and maintain a healthy global footprint
  - American Indian relationships need to be expanded, nurtured and sustained
  - Community focus
  - Include State, National, International perspectives
  - Learn about/from other World Heritage sites
  - Maintain consistent, accurate Web presence as represented by primary stakeholders on the Web
  - Tracking attendance is important

Summary 3
- There should be a unified message for Serpent Mound on its own website
- How do we decide this arrangement? (Clarify partner roles?)
- OHC role is/could be content
- ARC role is/could be management
- Adams County Tourism role is/could be
  - Tours
  - What else to do?
    - Adams County tourism needs to go international (Different languages on the website)
Woodland Alters is for sale. Maybe Adams Co. purchase it for future lodging development
- Adams Co. has just completed an economic study
  - Paul will send to us

Summary 4
- Site
  - Focus on the experience from car to resource
  - Plan an aesthetic experience as you approach the park
- Details
  - Amphitheater both indoor/outdoor
  - Heated restroom
  - World-class museum including food service
  - World-class hiking trails
  - World class amenities
  - Large enough for weddings/family reunions
- Consistence & culturally sensitive architectural style that complements resource
  - Feels natural in its setting
  - Timeless
  - The CCC buildings
    - From a WHS perspective these “historic buildings” are not appropriate
    - However, the restroom buildings recently were plumbed and could be convenient to guess at the top of the hill.
- Protect the entrance at all costs
  - Maybe start at Locust Grove
  - Build anticipation [in] both directions
  - Picnicking grills near the cars
  - Include restrooms

Viewshed
- Preserving the viewshed is important
  - Celestial aspects aren’t apparent because of trees
  - Need landscape/architect planning
  - OHC buy land in flood plain for parking, then bring visitors up to hill top
  - Remove parking lot & other buildings
- What properties would be the priority land tracts? (Be general, not specific.) (Task force)
  - Not enough acres (64 acres) increase land
  - People hold on to farmland for 100s of years
  - No sewer/natural gas on 73 by site
  - Conservation easements for farm lands along the approach to park
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- Forested lands are OK for Clean Ohio Grants
- Conduct public meetings in neighborhoods to talk about land
  - Avoid eminent domain
  - Land acquisition is based on personal relationships
  - Most people in Locust Grove & Peebles take on ownership for Serpent Mound
- Convene group of Serpent Mound Advisory Council (SMAC) stakeholders
  - Be ready to walk the land
  - Create a buzz around SM in community (Educational Roundtable)
  - SMAC — smaller group
  - Advisory council
    - Meet regularly
    - Do a hike on nearby property
  - Wide group of stakeholders
- Task Force
  - How do we decide which parcels **
  - Vista from $ to viewshed property
  - Access
    - Biological community/preservation
    - TOPO
  - Engage consulting firms
    - Erosion
    - Landscape design
    - Engineers
    - Adjacent to current properties
    - Expert advice on infrastructure
  - Develop opportunities
  - Related archeological/interpretive opportunities

Adams County
- In general
  - Need sit-down restaurants that can feed busloads
  - Need another hotel or two.
  - Comfort Inn is 70-80% capacity.
  - Adams County will always be rural
  - Adams County is people dealing with people
  - (CK suggested June Holly as a resource related to network weaving focused on Appalachian economic development)
- Serpent Mound as a weekend trip —
  - Busloads need:
    - Restaurants,
Hotels

Might also look to
- Ross County,
- Highland County
- Scioto County
- Warren County
- Cincinnati

- Peebles area Business Association
- Regional Partners
  - Region targeted grants for tourism
- Neighborhood planning meeting November 21 - 22
  - Buying land around Serpent Mound
  - 63 ac. to 500 ac. park
- How do we get our group together?
- Outstanding Universal Value
  - June Holley
- Serpent Mound Advisory Group/Task Force
- Educational Round Table
- sscc sponsored by? Tourism & Visitor Bureau, Historical Society format? [Keep or delete?]
- SMAC (Serpent Mound Advisory Council)
  - Commissioners, Ed
  - Friends of Serpent Mound
  - Historical Society
  - Genealogical society
  - Bratton Twp.
  - Engineer, ODOT
  - Village of Peeples
  - PABA
  - State elected reps
  - US Reps
  - US Senate
  - TVB
  - Lodging
  - Food
  - CIC
  - TID
  - Religious
  - Amish/Mennonites
  - Nature Conservancy
  - Native people
### Chart Summary:
#### Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- ARC of Appalachia
- OHC

**The Site**

- Get people away from their cars
  - Ferry people around — they can get off/on, etc.
  - Move highway — straighten out curve
- Consider not putting current $ in current museum
  - Use $ to build up interpretation on the grounds that, once in place, will feed the larger site (more acreage and different location for the museum)
  - For example, hand-held & video interpretive devices that can be used in the new World-Class museum
- Need to demonstrate we will use new land responsibly to the community
  - Expand boundaries

**Preservation Committee**

[Note: see Appendix D for details on their scope of work]

**Principles for Preservation**

1. Protect authenticity
2. Protect the context
3. Integrate American Indian & Tribal participation
4. Integrate preservation

**Preservation Priorities**

1. Earthworks & burial sites
2. Natural environment
3. Historic structures

**Recommendations**

1. Viewsheds are important — need protection
2. Geological assessment — need erosion control plan
3. Review alternative for steps on tail, etc.
4. Reevaluate tower experience
5. Remove intrusions
6. Preservation policy/standards adhered to
7. Continue to evaluate restoration + changes of Serpent
8. Develop policy for managing artifacts

Prepared by ChangeWorks of the Heartland
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

Viewsheds
- Viewsheds are important
  - Prior to making specific decisions, OHC will develop strategy (-ies) to define viewsheds that are important & at risk
  - Important to preserve the context of the site, authenticity
  - Clear trees to make aerial photos of Serpent possible
  - Research to learn what trees were present
  - Remove steps over tail —
- Priorities
  - Earthworks the most important
  - Natural site is next — the buffer
  - Historic structures third

Visitor Flow
- Merits of sight line are considerations
- Safety considerations: Amish communities + nearby roads
- Be sure astronomical alignments are included as part of the archeological context

Serpent Mound & World Heritage
- How can preservation policy contribute to
  - Highlighting Outstanding Universal Value (OUV)
  - Authenticity
  - Visitor experience
  - What challenges does WH present?

Principles for Preservation #3
- Protect the authenticity **
- Protect the archeological context **
- Remove intrusions **

Viewsheds are important [move up to other viewshed comments?]
- Immediate sight line
- Open for cosmological alignment
- Aerial
- Distant/buffer
- Purchasing adjoining properties
- Zoning by county

Geological assessment
- Bluff

Prepared by ChangWorks of the Heartland
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- Tree roots
- Sink holes
- Driveway
- Timeframe: When could disaster happen
- Erosion control plan
- What can be done to slow down/stop
- Culvert re-stabilization

Tail steps
- Review alternatives for the same experience, if necessary
- Public relations
- Reevaluate experience
- Safety

Security
- Protection of site from vandalism

Some Preservation and Interpretive Themes Overlap
- Earthworks and American Indian Cultures
- There is continuity of cultures related to earthworks over time
- Rationale: mounds/earth enclosures/effigies were built over 1000s of years by Indians
- Eastern Woodlands cultures knew about + had cultural expressions about earthworks
  - Ex.: symbols: snakes, animals, moon, star
- Hopewell: Ft. Ancient to present day
- Provides connection (preservation) earthworks narrative between Serpent Mound & American Indian culture in the past and moving into the future
- Enriches visitor experience
- Could possibly guide preservation efforts
- The site is not tied to any one tribe
- Preservation policy that adheres to standards that are well articulated, open, transparent
- Serpent Mound artifacts
- Consider transfer of collections from Peabody to OHC
- Continue to evaluate restoration of Serpent Mound
- Have exhibit chronicling the change + modifications over time (enhance visitor experience) (authenticity)
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

Preservation Challenges

• Integrate Preservation with discussions + policies + development of plans throughout the process

• Security
  o to protect site
  o from/manage vandalism

• Traffic
  o Amish community — impact of increased traffic
  o Parking — placement of + capacity
  o Economic Development — emphasize benefits + collaboration
  o Capacity of local community
    ▪ Buffers
    ▪ Zoning
  o Visitor Flow/Impact of Increase

• Amenities

• Erosion

• Visitor presence — management on site

• Track visitors, incidents, emergent issues

• Integrate at all levels American Indian and Tribal participation + World Heritage Readiness **

Research Committee

[Note: see Appendix E for details on their scope of work]

• Objects from previous research projects will be available for potential loan for displays

• Access for Research: should the process involve more input from outside evaluators?

Initial Research Questions

• Conduct a minimally invasive inventory of cultural and natural resources on the property

• Remote sensing can be an important tool: LIDAR, geophysics, soil (phosphate, etc.) testing, viewshed analysis, high-resolution radar

• What is the age of Serpent Mound?

• Reconstruct the paleo-environment

• Survey of private collections in the valley to build context

• Where did the earth used to build the Serpent come from? Caves?

• Develop a chronology of various components
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- Establish a permanent grid
- Determine the basis for the variability in structure of Serpent Mound

Initial Priorities
- Archeology research
- Natural History resources
- The visitor experience

Additional Research Priorities
1. Evaluate structural integrity of the bedrock underlying Serpent Mound
2. Encourage research into all aspects of Serpent Mound and the cultural & natural aspects of the site.
   a. Foster an inclusive, collegial, intellectual environment to encourage research
3. Conduct a baseline inventory of cultural resources
4. Conduct an inventory of natural resources
5. Focus on understanding the environment as experienced by builders of Serpent Mound

Research Values
1. Develop research priorities but do not exclude new ideas that others might come up with. **
2. All research results should be more readily accessible. **
3. All research projects should include some public education component. **
   a. What does “public” mean in this context?
   b. Local?
   c. Internet?
4. Research should inform Interpretation **
5. Research should take into account questions asked by our audiences.
6. Funding research is important, but how will it be funded?
   a. Line item in state funding - budget?
   b. Private non-profit Archeological Institute to fund research

Major Research Questions
1. What is the age of Serpent Mound?
2. How was it built? What is its structure?
3. Why was it built?
4. Characterize all occupations at the site
   a. (see baseline inventory & cultural resources
5. Establish local/regional context — including other properties

Prepared by ChangWorks of the Heartland
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

6. How does the Serpent relate to other cultural manifestations
7. Consult with World Heritage Centre RE: Earthen Architecture Program

Research Summary
1. Baseline inventory
   • Structural integrity of the site — URGENT
   • Baseline inventory of cultural resources
   • Baseline inventory of Natural Resources with focus on paleo-environment
2. Research priorities
3. Major research questions/priorities
   • Age of Serpent Mound
   • How was it built? What is its structure?
   • Why was it built?/purposes
   • Define/describe all cultural occupations
   • Establish local/regional context
   • How does the Serpent fit into a global context

Points to consider
• Encourage research into all aspects of Serpent Mound and foster inclusive and collegial intellectual environment
• All research results should be made more accessible to a wider set of audiences
  o All research projects must include some public education component
  o And in Adams County especially
• Research should inform Interpretation
• Research should be informed by the questions asked by the public and other audiences, especially including American Indians
• Research needs funding!
  o Serpent Mound World Heritage sites given line item in state OHC budget
  o Private non-profit Institute (?) to fund research

Wrap-up

After all the committee presentations the large group was asked to reflect on the meeting and share thoughts and feelings about the meeting process and results. The following summary includes all remarks in the order they were offered.

1. There was a positive tone
2. We are concerned about the resource
3. There are a lot of interests
4. There was/is a common purpose... there was less dissension than I imagined
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

5. Let’s make it something bigger or better no matter what happens with WHS status, this is the start of something bigger and better
6. We need to implement this plan no matter what
7. Also, if WHS happens the work is just starting
8. There continues to be a need for Native American voices
9. There seems to be an overriding sense of agreement
10. How do we measure success? What is success?
11. We want to make the right things happen
12. Success means changing the way people understand American history.
13. Big Four: This is a wonderful community, it’s great to have support, we should celebrate “The Big Four” WHS nominated sites - audience + participants
   • Newark Earthworks
   • Fort Ancient
   • Hopewell Culture (all part of Hopewell Ceremonial Earthworks nomination) and Serpent Mound
   • Leverage existing good will for community engagement
14. Appreciate the effort of participants… it will all help create the Historic Site Management Plan
15. Serpent Mound is known in a good way to local people;
   • The WHS process and status is not well understood by local folks...
   • They need to feel like they are in on it
16. We need to be aware of any encroachment on private property, ways of addressing this
17. Ancient Ohio Trail — encourage this website as a vehicle to tell the stories at all the sites/a lot of free material accessible
18. Crossroads, we need other ways to get a positive word out
19. Constant communication is needed, more success, more visible, more need for outreach
20. Not enough of the various stakeholders out there represented here
21. Other archeological perspectives may be valuable, invite differences in perspective and approach
22. Big 4 — Serpent Mound’s role in filling out the story
APPENDICIES
Appendix A

Agenda

Serpent Mound
Historic Site Management Plan Retreat
November 21 & 22, Highland Nature Sanctuary

FRIDAY

9:30  Meet and greet

10:00  Welcome and orientation
  Introductions
  Roles of participants

10:45  Background, history of Serpent Mound
  - History and World Heritage, Brad Lepper, OHC
  - Natural History, Nancy Stranahan, AoA
  - Management relationship Karen Hassel, OHC
  - Site Operations, Tim Goodwin, AoA
  - Adams County, Paul Worley, Adams County Commissioner
  - American Indian, Chief Glenna Wallace via video, Eastern Shawnee of Oklahoma

11:45  Large group dialogue

12:30 (ish) Lunch break and clean up

1:15  Big picture – large group dialogue

2:15  Break

2:30  Committee work - local picture

3:30  Large group sharing

4:30  Adjourn

5:30  Dinner and lean up

• We will be preparing breakfast on Friday after dinner, and welcome extra hands.
• Some people are going home, so no formal activities related to planning are scheduled for the evening.
• Possible Friday night walk around Serpent Mound (about 40 minutes away).
SATURDAY

8:00    Breakfast and clean up

9:00    Meeting begins with “ahas”, insights, new questions or overnight ideas

9:30    Committee work

10:15 (ish)   Break

10:30   Midpoint check in

11:00   Committees continue to prepare recommendations, etc.

Noon    Lunch and clean up

12:45   Committee report recommendations (large group)

2:30 (ish)  Summary and next steps

3:00    Adjourn

Thanks for participating!

Many people will be leaving to go home. For those who can stay, a trip to Serpent Mound in time for the sunset might be the perfect cap for the weekend’s work – weather providing.
Appendix B

Interpretation/Education Committee
Suggested Discussion Topics and Questions

Suggested Topics
- Location of exhibits
- Programs
- Events
- Gift Shop
- Web Presence
- Messaging strategies

Suggested Questions
- What are the major themes to ensure a visitor understands and appreciates the resource? What should a visitor be feeling, thinking about, having an emotional connection to, when they are leaving the site? How relevant are the Fort Ancient and Adena village occupations and associated burials to potential themes and stories at the site?
- What are the implications of interpretation for World Heritage? How might visitor expectations to a World Heritage site differ from expectations today? What kind of interpretive experience will be expected of visitors to a World Heritage site?
- How are interpretative messages split between the museum and grounds?
- How much interpretation should there be, or not be, in the immediate vicinity of the serpent effigy?
- How should interpretation provided for school tours, public programs, and events relate to the themes, sub-themes, and story lines developed through the interpretive planning process for the site?
- How should the para or pseudo-scientific views be handled at the site?
- Is the tower important to the experience? Is it necessary to have an elevated view? Is it in the right place? Is it the right kind of structure?
- How should web content be align and coordinate with what is offered at the site?
- What level of importance would you assign to the crypto-explosion relative to other interpretive stories at the site?
- How important is it to seek the loan of objects excavated at the site for exhibit?
- Are there existing signs, monuments, and other interpretive elements that should be considered for removal or relocation?
Chart Summary:
Outstanding Universal Value: The Future of Serpent Mound/World Heritage Site

- Is there value to rebuilding the stone altar?
- What are the opportunities for educational partnerships?
- How does the trail to the river fit into the interpretation of the site?
Appendix C

Preparing Serpent Mound for Tomorrow Committee
Suggested Discussion Topics and Questions

Suggested topics
- Development of the site for the future
- Community infrastructure for a World Heritage site
- Access and approach to the park

Suggested questions
- What are the implications of World Heritage to the future of Serpent Mound?
- Who are the stakeholders critical to developing Serpent Mound as a World Heritage site?
- What does the park look like in 15 years? 25 years? 45 years?
- What economic, environmental, and social factors are critical to preparing for the future?
- What defines success?
- What are the opportunities for partnership in developing the site?
- Is this a local park or a park for everyone (world class)? How can we accommodate both?
- What areas should be used for picnicking?
- Who should the site managers be reaching out to in the community?
Preservation Committee
Suggested Discussion Topics and Questions

Suggested Topics
- Grounds & Landscape
- Visitor Flow
- View shed
- Boundary Protection
- Area around the mound
- Buildings / facilities

Suggested Questions
- What view sheds should we protect and what are our strategies?
- Should we remove the steps at the tail of the serpent?
- What about the tower? Is it an intrusion or is it part of the experience of the mound?
- Where should future development take place at the site? Should future development at the site be away from the effigy and former village occupations and burials? Is it important to avoid development that would result in a visual intrusion between the effigy and the location of the villages and burials?
- What are the implications for preservation with increased visitation with World Heritage inscription?
- Thinking into the future and imagining a World Heritage site, are there buildings, monuments, and other features that should be considered for removal or relocation to another area of the site?
- Are there safety and security issues for the visitors and the resources that need to be addressed?
- What areas of the grounds should remain unforested?
- What is the role of existing trails?.
- How should the historic spring area in the southeast corner of the site be used?
- Is the existing entrance to the site in the right location? Are there other options?
- Should trees located near the effigy be or their limbs be removed when they begin to impinge on the view of the effigy from the tower?
- Should the altar be reconstructed?
- Are there opportunities for partnerships in preserving the site?
Research Committee
Suggested Discussion Topics and Questions

Suggested Topics
- Archaeology
- Natural history
- Research planning

Suggested Questions
- What are the basic research questions that need to be answered?
- How are research priorities for Serpent Mound established in relationship with other research priorities for other Ohio History Connection sites?
- What are the partnership opportunities in research?
- What role does research serve at National Historic Landmark and World Heritage sites?
- How are the results of research incorporated into park management decisions and site interpretation? Are there ways to improve this process?
- How are the results of research best shared with the interested public? Are there ways to improve this process?
- What is the current process for applying to conduct research at the site? Are there ways to improve this process?

Suggested Research Planning Goals
- Compile inventory of cultural and natural resources
- Compile database of existing research on Serpent Mound and its natural environment
- Develop recommendations for future research priorities
- Develop recommendations for improvements to the application process for conducting research at the site
AMERICAN INDIAN CONSULTATION
OHIO’S HISTORIC TRIBES
March 24, 2015

Attendees:
Chief Glenna J. Wallace        Eastern Shawnee Tribe of Oklahoma
Chief Ethel E. Cook            Ottawa Tribe of Oklahoma
Chief Billy Friend             Wyandotte Nation of Oklahoma
Paul Barton, Ceremonial Chief  Seneca-Cayuga
Ben Barns, Second Chief        Shawnee Tribe of Oklahoma
Sherry Clemons                 Wyandotte Nation of Oklahoma
Patty Harjo-Shinn              Seneca-Cayuga
William Tarrant                Seneca-Cayuga
Rhonda Hayworth                Ottawa Tribe of Oklahoma

Those who could not attend:
Absentee Shawnee Tribe of Oklahoma
Miami Nation
Peoria Tribe of Oklahoma
Delaware Tribe of Oklahoma
1. No. | ADA-00564-03
---|---
2. County | Adams
3. Present Name(s) | Serpent Mound State Memorial Barn
4. Historic or Other Name(s) | Barn

5. Historic Name(s)

6. Specific Address or Location | 3850 SR 73
7. City or Village | Bratton (Township of)
8. County | Adams

9. U.T.M. Reference
- Quadrangle Name: Sinking Spring
- Zone: 17
- Section: 289802
- Northing: 4322252

10. Classification: Building
11. On National Register? | NO
12. Part of Established Hist. Dist? | YES
13. Other Designation (NR or Local)

14. Serpent Mound

15. Other Designation (NR or Local)

16. Thematic Associations:

17. Date(s) or Period | c. 1930
18. Style Class and Design | No academic style - Vernacular
19. Architect or Engineer

20. Original Use, if apparent

21. Building Type or Plan | Erie Shore Barn
22. Original Use, if apparent | STORAGE

23. Present Use

24. Ownership | Public
25. Owner's Name & Address, if known | Ohio Historical Society 800 E 17th Ave Columbus, OH 43211

26. Property Acreage | 6.75
27. Other Surveys

28. No. of Stories | Two story
29. Basement? | Yes
30. Foundation Material | Poured concrete

31. Wall Construction | Balloon/western/platform frame
32. Roof Type | Gambrel
33. No. of Bays | 4
34. Exterior Wall Material(s) | Standing seam (metal)
35. Plan Shape | Rectangular
36. Changes associated with 17/17b Dates:

17. Original/Most significant construct
17b. Alteration Date(s)

37. Window Type(s) | 6 over 6
38. Building Dimensions | 40' x 30'
39. Endangered? | NO
40. Chimney Placement
41. Distance from & Frontage on Road
42. Historic Outbuildings & Dependencies

43. Associated Activity

44. Property Recording Date

45. Sources of Information

46. Prepared By: Maria Pease
47. Organization: OHS AmeriCorps
48. Date Recorded: 02/17/2012
49. PIR Reviewer: CS
50. PIR Review Date:
1. No. ADA-00564-03
2. County Adams
3. Present Name(s) Serpent Mound State Memorial Barn
4. Historic or Other Name(s) Barn
5. Historic or Other Name(s)
6. Farmstead Plan
7. Site Plan with North Arrow
8. Door Selection: Two doors symmetrical
9. Door Position:
10. Orientation:
11. Symmetry:

Report Associated With Project:
NADB #: 
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<th>Historic or Other Name(s)</th>
<th>Further Description of Important Interior and Exterior Features (Con't)</th>
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<td>1.</td>
<td></td>
<td>Adams</td>
<td>Barn</td>
<td>gambrel's peak. On the SW side, a small diamond shaped window can be found under the gambrel's peak. The barn was built using recycled materials. Some of the beams on the basement ceiling have paint and lettering on them, clearly once used as part of an advertising sign or as the exterior of another building.</td>
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<td>2.</td>
<td>Adams</td>
<td>Serpent Mound State Memorial Barn</td>
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<td>put it in 'condition to last for many years.' When the Depression hit and the subsequent relief programs enacted, the 1903 barn's remaining days grew short. When the Civilian Conservation Corps (CCC) arrived at Serpent Mound, broken into three camps, their orders for many of the then extant buildings were to demolish and rebuild. A series of late aerial photographs reveal that a second barn, the existing barn, was being constructed not too far away from the original. This barn was among the first buildings erected by the CCC camps after they built what they needed to live there, none of which remain. The second barn held much needed equipment for the CCC's work including a cement mixer, which is still in the barn as of 2012. Before leaving, the CCC dismantled the 1903 barn along with its surrounding buildings, knowing that they were providing the site with a bigger barn and replacements for the other structures, some of which were only 7 years old.</td>
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<td>43. History and Significance (Con't)</td>
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<td>44. Description of Environment and Outbuildings (Con't)</td>
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<td>45. Sources (Con't)</td>
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### Serpent Mound Manager's Residence

**Location:** Serpent Mound Manager's Residence, Sinking Spring Township, Adams County, Ohio, 3850 SR 73

#### Building Information
- **Type:** Single Dwelling
- **Materials:** Clapboard or weatherboard, Rubble or unsquared stone
- **Stories:** Two story
- **Roof Type:** Asphalt shingle
- **Foundation:** Balloon/western/platform frame

#### Date Information
- **Original/Most significant construct:** 1936
- **Alteration Dates:**
  - 1936
  - 1900-1953

#### Associated Activity
- **Construction:** Balloon/western/platform frame
- **Alteration:** Clapboard or weatherboard

#### Architectural Details
- **Architect or Engineer:** None

#### Environment and Outbuildings
- **Historic Outbuildings & Dependencies:**
  - Associated Activity: Modern Replacements
  - Date: 1900-1953

#### Summary
The Manager's Residence is a 3-bay, two stor house with a gable roof, clapboard siding, and a random ashlar foundation. The roof is covered in asphalt singles although it originally had wood shingles. When the house was built in 1936, the first floor had exposed exterior log walls, which are now covered in clapboard. The front and back facades at the end bays have gable dormers that are original. The house plan is T-shaped, the rear extends into a one story wing with a gable roof. It was built at the same time as the house. The area immediately under the roof has clapboard siding but the rest is built from random ashlar stones. This extension has an enclosed porch on its south side that was built as an open porch. The north side of the porch opens onto a stone patio. There are four doors on the house: two on the front facade are located right next to one another and open onto the front, simple unadorned porch, which is capped by a shed roof. Another door opens into the enclosed porch and the other opens onto the stone patio from the ashlar extension. They are all storm doors, all but the enclosed porch door protect the wooden main doors behind them. The continued...
1. No. ADA-00566-03
2. County Adams
4. Present Name(s) Serpent Mound Manager's Residence
5. Historic or Other Name(s) Caretaker's House

8. Site Plan with North Arrow

54. Farmstead Plan:

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<th>Door Selection:</th>
<th>Two doors asymmetrical</th>
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<td>Serpent Mound Manager’s Residence</td>
<td>Caretaker’s House</td>
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42. **Further Description of Important Interior and Exterior Features (Con’t)**

Original windows were double-hung with a 6/6 fenestration pattern. Some of these windows remain, others have been replaced with early 1/1, 6/1, or picture windows. In 2008 the house got a new roof and drainage system.

43. **History and Significance (Con’t)**

44. **Description of Environment and Outbuildings (Con’t)**

45. **Sources (Con’t)**

Mound Site Files, Historic Sites and Facilities Office; ‘Serpent Mound State Memorial [graphic],’ SC 804, Ohio Historical Society;
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<th>Lot, Section or VMD Number</th>
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<th>Owner's Name &amp; Address, if known</th>
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**Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)**

The Maintenance Building is a 5-bay, one story building with an asphalt shingle gable roof, clapboard siding, and a random ashlar stone foundation. The building was built on a slope and from behind looks two stories tall as a result. Four bays on the front facade feature large garage doors. The right-hand bay has a normal-sized entry door. The rear facade is the mirror opposite with the normal sized entrance door on the left-hand bay and four garage door bays to the right of it. All of the doors are slightly recessed and have fixed 4-pane windows on them with a 2/2 pattern. The normal doors have one window each and the garage doors have 3 windows each, arranged horizontally. Double hung 6/6 windows are paired on the sides and rear of the building on the first floor with exception to the normal size of the door on the rear side. It has a single 6/6 window. Quarter lunettes flank the exterior-end, random-ashlar stone chimney located on the north side of the house. They sit under the gable’s peak. The basement has paired 4-pane windows at the exposed portions of the north and south sides of the building. Inside the maintenance building is a forge that the CCC continued...

**History and Significance (Continue on Reverse if necessary)**

The Maintenance Building was built as part of a CCC project at Serpent Mound. The project's orders were to demolish the existing garage and to build a new one. This building replaces the first garage, built in 1927 and torn down by the CCC in 1936. The first garage was also located closer to the Serpent Mound by the first custodian's house near where the museum sits today. The Maintenance Building is a good example of CCC built architecture.

**Description of Environment and Outbuildings (See #52)**

The Maintenance Building sits just southeast of the Caretaker's House, separated only by a small parking lot. It is slightly down a hill southwest of the rest of the park structures, the closest being the ticket booth at 300 feet and the men's bathroom 515 away.

**Sources of Information**

'Federal Programs Records, 1933-1942,' State Archive Series 3078, Box 696, Folders 20, Ohio Historical Society; 'Historic Sites 1900-1953,' State Archive Series 6560 AV, Box 9, Folders 2 and 3, Ohio Historical Society; Observation, November 4, 2011; 'Serpent Mound (Great Serpent Mound State Memorial),' National Register of Historic Places Inventory - Nomination Form, National Historic Landmark Nomination. Reference Number 66000602, Prepared by Francine D. Weiss, December 1974; Serpent Mound continued...

**Prepared By:** Maria Pease

**Organization:** OHS AmeriCorps

**Date Recorded:** 02/17/2012

**PIR Review Date:** 02/17/2012
1. No. ADA-00567-03
2. County Adams
3. Project Name(s) Serpent Mound Maintenance Building
4. Present Name(s) Serpent Mound Maintenance Building
5. Historic or Other Name(s) Garage
6. Site Plan with North Arrow
7. Farmstead Plan:
   - Door Selection: Other
   - Door Position:
   - Orientation:
   - Symmetry:
8. Report Associated With Project:
   - NADB #:
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<td>5. Historic or Other Name(s)</td>
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42. **Further Description of Important Interior and Exterior Features (Con't)**

constructed and used to make the iron hardware found at the site, including doorknobs, handles, and latches.

43. **History and Significance (Con't)**

44. **Description of Environment and Outbuildings (Con't)**

45. **Sources (Con't)**

Site Files, Historic Sites and Facilities Office; 'Serpent Mound State Memorial [graphic],' SC 804, Ohio Historical Society.
### Serpent Mound Men's Rest Room

**Specific Address or Location:** 3850 SR 73

**County:** Adams

**Quadrangle Name:** Sinking Spring

**Zone:** Easting 289631, Northing 4321948

**City or Village:** Bratton (Township of)

**Classification:** Public Social Service

**Prepared By:** Maria Pease

**Organizations:** Public Works (except transportation)

---

#### Design Sources

- **Architect or Engineer:**
- **Contractor or Builder:**
- **Sources of Information:**
  - Book, Historic Sites and Facilities Office; 'Minutes of the Forty-Second Annual...
  - Serpent Mound Men's Rest Room
  - Box 9, Folders 2 and 3, Ohio Historical Society; Lawwill, J. R. (Designer), 'Master Plan Revision for Serpent Mound,' May 1946, Properties Book, Historic Sites and Facilities Office; 'Minutes of the Forty-Second Annual...

#### Description

The men's room is a four-bay, one story building with a side gable roof, sandstone walls, and a sandstone foundation. The roof is covered in new wood shingles. The foundation and exterior walls are ashlar stones arranged randomly. The interior walls are brick with a running bond. The board and batten door is located at the left hand corner of the SE facing side. It is capped by a plain stone lintel. The other three bays have four-paneled hopper windows that open inward. The window glass is pressed with a ripple texture and is light amethyst in color. This is true of the windows on the back and sides of the restroom as well, although the four side windows, two on each side, are smaller than those on the front and back. Plain stone lintels and lug sills sandwich all of the windows. The door and windows are all recessed. The men's room has an exterior chimney at each gable end which serve as ventilation for the building. Originally containing pit toilets, the bathroom was renovated in late 2011 into early 2012 to have modern plumbing and flush toilets. These renovations also included the restoration of the windows, requiring some new panes of glass, a new wood...

---

#### Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)

- **Date of Revision:** 08/16/2012
- **By What?**
- **Architectural Sources:**
- **Material Sources:**
- **Historic Outbuildings & Dependencies:**
- **Associated Activity:**
- **Historic Value:**
- **Associated Activity:**

**Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)**

- **Historic (OHI):**
- **Archaeological (OAI):**

**Beyond the Limits of the Present Study:**

42. The men's room is a four-bay, one story building with a side gable roof, sandstone walls, and a sandstone foundation. The roof is covered in new wood shingles. The foundation and exterior walls are ashlar stones arranged randomly. The interior walls are brick with a running bond. The board and batten door is located at the left hand corner of the SE facing side. It is capped by a plain stone lintel. The other three bays have four-paneled hopper windows that open inward. The window glass is pressed with a ripple texture and is light amethyst in color. This is true of the windows on the back and sides of the restroom as well, although the four side windows, two on each side, are smaller than those on the front and back. Plain stone lintels and lug sills sandwich all of the windows. The door and windows are all recessed. The men's room has an exterior chimney at each gable end which serve as ventilation for the building. Originally containing pit toilets, the bathroom was renovated in late 2011 into early 2012 to have modern plumbing and flush toilets. These renovations also included the restoration of the windows, requiring some new panes of glass, a new wood...

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#### Description of Environment and Outbuildings (See #52)

- **Date of Revision:** 08/16/2012
- **By What?**
- **Architectural Sources:**
- **Material Sources:**
- **Historic Outbuildings & Dependencies:**
- **Associated Activity:**
- **Historic Value:**
- **Associated Activity:**

**Beyond the Limits of the Present Study:**

44. The men's room sits at the lower portion of the parking lot's southeast side. It is about 160 feet southwest of the women's room, well within sight range. The topography past the southern half of the building gently slopes down into a grassy then wooded area.

---

#### Sources of Information

- 'Federal Programs Records, 1933-1942,' State Archive Series 3078, Box 695, Folder 17, Ohio Historical Society; 'Federal Programs Records, 1933-1942,' State Archive Series 3078, Box 696, Folder 20, Ohio Historical Society; 'Historic Sites 1900-1953,' State Archive Series 6560 AV, Box 9, Folders 2 and 3, Ohio Historical Society; Lawwill, J. R. (Designer), 'Master Plan Revision for Serpent Mound,' May 1946, Properties Book, Historic Sites and Facilities Office; 'Minutes of the Forty-Second Annual...'...
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<td>5. Historic or Other Name(s)</td>
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**8. Site Plan with North Arrow**

![Site Plan with North Arrow](image)

**54. Farmstead Plan:**

- **Door Selection:** Single off center
- **Door Position:** Recessed
- **Orientation:**
- **Symmetry:** Bilateral asymmetry

**Report Associated With Project:**

NADB #: 

![Building Image](image)
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### Further Description of Important Interior and Exterior Features (Con't)

Shingle roof to replace the asphalt shingled one, and new gutters. The photos currently attached to this OHI form show the women's room in its pre and during renovation condition.

### History and Significance (Con't)

Restrooms' days were numbered even though one was only 8 years old. When the Civilian Conservation Corps (CCC) arrived at Serpent Mound, broken into three camps, their orders for many of the then extant buildings were to demolish and rebuild. Construction began on the men's restroom in late 1934 by the CCC, and soon after its completion the now-obsolete wooden restrooms were torn down. Only 10 years later, a new master plan for Serpent Mound would have resulted in the demolition of the CCC bathrooms and the construction of a larger restroom building with room for men's and women's facilities with running water and flush toilets. This would have been built over the women's CCC-era restroom. This plan, however, was never realized, and 66 years after this plan was drafted, the CCC-era men's restroom is getting modern plumbing.

### Description of Environment and Outbuildings (Con't)


### Sources (Con't)

**Serpent Mound Museum**

**County:** Adams  
**Specific Address or Location:** 3850 SR 73  
**City or Village:** Sinking Spring  
**Quadrangle Name:** Sinking Spring  
**Lot, Section or VMD Number:** 289714  
**Zone:** Easting 4322106  
**County:** Adams  
**On National Register:** NO  
**Part of Established Hist. Dist:** YES  
**Original Use, if apparent:** Museum/Exhibition  
**Established Hist. Dist:** NO  
**Classification:** Museum/Exhibition  
**Present Use:** Museum/Exhibition  
**Original Use, if apparent:** Museum/Exhibition  
**Ownership:** Public  
**Foundation Material:** Ashlar Stone, w/no water table  
**Wall Construction:** Ashlar Stone, w/no water table  
**Roof Type:** Gable  
**Roof Material:** Wood shingle  
**Exterior Wall Material(s):** Wood shingle  
**Roof Material:** Wood shingle  
**Building Type:** Gable end, exterior  
**Distance from & Frontage on Road:** Gable end, exterior  
**Chimney Placement:** Gable end, exterior  
**Condition of Property:** Good/Fair  
**Historic Outbuildings & Dependencies:** Structure Type  
**Associated Activity:** Date  

**42. Further Description of Important Interior and Exterior Features (Continue on Reverse if Necessary)**

The museum is a 5-bay, one and one-half story building with a gable roof, wood siding, and a sandstone foundation. The wood shingle roof, replaced in 2006, has a cross gable at its north end extending east to west. At the front, this cross gable is supported by four large, square wooden posts and covers a recessed porch with a stone floor that leads to the building's entrance. There are two types of wood siding on the building: board and batten under all of the gables and clapboard below that on the main part of the building. The museum sits on a slope, the the random ashlar foundation stone foundation is more visible from the sides and rear of the structure. An exterior chimney sits behind the west end of the cross gable. The chimney stones match those of the foundation. At the front of the museum, right of the entrance porch is an asphalt patio, created by the extension of the path that travels in front of the building. The front facade has board and batten-double-entry doors set in the center of the cross gable section. Each door has a fixed 4-pane window just below its top rail. Recessed doors located at the right-hand side of the facade display the same continued...

**43. History and Significance (Continue on Reverse if necessary)**

The Museum and Concessions building was built as part of a CCC project at Serpent Mound. It was one of the later CCC buildings constructed at Serpent Mound. This building replaces a previous open-air shelter house that had 20' enclosed space which formed a small exhibition area. The Museum is a good example of CCC built architecture. In 1946 a master plan revision for the site would have turned this building into a 'refectory,' also known as a cafeteria, and a new museum would have been constructed elsewhere on site. This plan however went unfulfilled. In 1967 during Governor Rhodes' administration the museum was restored, new exhibitions were installed, and a furnace was added, which allowed the museum to stay open from April to October.

**44. Description of Environment and Outbuildings (See #52)**

The museum sits close to the center of the park, easily accessible by paved paths from the parking lot and Serpent Mound. The topography of the site slopes down behind the museum, which is an area that is now heavily wooded. It is located near or partially on top of the site of the original caretaker's cottage.

**45. Sources of Information**

'Historic Sites 1900-1953,' State Archive Series 6560 AV, Box 9, Folders 2 and 3, Ohio Historical Society; Lawwill, J. R. (Designer), 'Master Plan Revision for Serpent Mound,' May 1946, Properties Book, Historic Sites and Facilities Office; Observation, November 4, 2011; 'Serpent Mound State Memorial [graphic],' SC 804, Ohio Historical Society.

**46. Prepared By:** Maria Pease  
**Organization:** OHS AmeriCorps  
**Date Recorded:** 02/17/2012
Report Associated With Project:

NADB #: 

Door Selection: Two doors asymmetrical

Door Position: Recessed

Orientation: 

Symmetry: 

1. No. ADA-00570-03
2. County Adams
3. Project No. 54. Farmstead Plan:
4. Present Name(s) Serpent Mound Museum
5. Historic or Other Name(s) Museum and Concessions
materials and style. North side doors are the same and lead out onto a stoop covered by a gabled hood. The windows around the first floor
of the museum are double-hung and display a 6/6 pattern. The window under the south gable is slightly recessed and is a 4-paned casement
window that opens towards the interior. The basement has 6-paned casement windows that likely haven't been opened in years. Flanking
the chimney are two square window frames that have been filled with siding that matches the rest of the building. Under the front facing
gable is a framed wooden attic vent. The museum building also one housed the concessions stand. An exterior architectural element that
expresses its existence are two large opening on the front facade that once served as the concessions stand's windows. Vertical planking
now covers these openings from the inside, leaving their frames visible.

44. Description of Environment and Outbuildings (Con't)

45. Sources (Con't)
<table>
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<tr>
<th>1. No.</th>
<th>ADA-00572-03</th>
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<td>3. Specific Address or Location</td>
<td>3850 SR 73</td>
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<td>4. Present Name(s)</td>
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<tr>
<td>5. Historic or Other Name(s)</td>
<td>Overlook</td>
</tr>
<tr>
<td>6. Specific Address or Location</td>
<td>3850 SR 73</td>
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<tr>
<td>6a. Lot, Section or VMD Number</td>
<td>3850 SR 73</td>
</tr>
<tr>
<td>7. City or Village</td>
<td>Adams</td>
</tr>
<tr>
<td>8. Quadrangle Name</td>
<td>Sinking Spring</td>
</tr>
<tr>
<td>9. U.T.M. Reference</td>
<td>17 289471 4322329</td>
</tr>
<tr>
<td>10. Classification</td>
<td>Structure</td>
</tr>
<tr>
<td>11. On National Register?</td>
<td>NO</td>
</tr>
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<td>12. Thematic Associations:</td>
<td>ARTS AND RECREATION</td>
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<td>13. Part of Established Hist. Dist?</td>
<td>YES</td>
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<td>14. Other Designation (NR or Local)</td>
<td>Serpent Mound</td>
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<tr>
<td>15. Other Designation (NR or Local)</td>
<td>Serpent Mound</td>
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<td>16. Thematic Associations:</td>
<td>Public Social Service</td>
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<tr>
<td>17. Date(s) or Period</td>
<td>c. 1935</td>
</tr>
<tr>
<td>18. Style Class and Design</td>
<td>None</td>
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<td>18a. Style of Addition or Element(s)</td>
<td>None</td>
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<td>19. Architect or Engineer</td>
<td>Serpent Mound</td>
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<td>19a. Design Sources</td>
<td>Civilian Conservation Corps</td>
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<tr>
<td>20. Contractor or Builder</td>
<td>Civilian Conservation Corps</td>
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<tr>
<td>21. Building Type or Plan</td>
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<td>22. Original Use, if apparent</td>
<td>Outdoor Entertainment/Recreation</td>
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<td>23. Present Use</td>
<td>Outdoor Entertainment/Recreation</td>
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<td>24. Ownership</td>
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<td>25. Owner's Name &amp; Address, if known</td>
<td>Ohio Historical Society 800 E 17th Ave Columbus, OH 43211</td>
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<td>26. Property Acreage</td>
<td>6.75</td>
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<td>27. Other Surveys</td>
<td>Other Surveys</td>
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<td>28. No. of Stories</td>
<td>Other Surveys</td>
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<td>29. Basement?</td>
<td>No</td>
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<td>30. Foundation Material</td>
<td>Concrete slab</td>
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<tr>
<td>31. Wall Construction</td>
<td>Stone bearing</td>
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<tr>
<td>32. Roof Type</td>
<td>Roof Material</td>
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<tr>
<td>33. No. of Bays</td>
<td>Side Bays</td>
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<td>34. Exterior Wall Material(s)</td>
<td>Exterior Wall Material(s)</td>
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<td>35. Plan Shape</td>
<td>Irregular</td>
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<td>36. Changes associated with 17/17b Dates:</td>
<td>Original/Most significant construct</td>
</tr>
<tr>
<td>37. Window Type(s)</td>
<td>Window Type(s)</td>
</tr>
<tr>
<td>38. Building Dimensions</td>
<td>Building Dimensions</td>
</tr>
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<td>39. Endangered?</td>
<td>NO</td>
</tr>
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<td>40. Chimney Placement</td>
<td>Chimney Placement</td>
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<tr>
<td>41. Distance from &amp; Frontage on Road</td>
<td>Distance from &amp; Frontage on Road</td>
</tr>
<tr>
<td>42. Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)</td>
<td>Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)</td>
</tr>
<tr>
<td>43. History and Significance (Continue on Reverse if necessary)</td>
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</tr>
<tr>
<td>44. Description of Environment and Outbuildings (See #52)</td>
<td>Description of Environment and Outbuildings (See #52)</td>
</tr>
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<td>45. Sources of Information</td>
<td>Sources of Information</td>
</tr>
<tr>
<td>46. Prepared By:</td>
<td>Maria</td>
</tr>
<tr>
<td>47. Organization:</td>
<td>OHS AmeriCorps</td>
</tr>
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<td>48. Date Recorded:</td>
<td>02/16/2012</td>
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<td>49. PIR Reviewer:</td>
<td>CS LR</td>
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<td>50. PIR Review Date:</td>
<td>02/23/2012</td>
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<td>5. Historic or Other Name(s)</td>
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**Report Associated With Project:**

**NADB #:**

**NADB #:**

**Bilateral asymmetry**

**Door Selection:**

**Door Position:**

**Orientation:**

**Symmetry:**

**Bilateral asymmetry**
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<th>42.</th>
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<tr>
<th>History and Significance (Con't)</th>
<th>43.</th>
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<tr>
<th>Sources (Con't)</th>
<th>45.</th>
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</table>
### Picnic Shelter

**Building**

- **Prepared By:** Maria Pease
- **Organization:** OHS AmeriCorps
- **Date Recorded:** 02/16/2012
- **PIR Reviewer:** CS

#### Serpent Mound State Memorial Picnic Shelter

**Specific Address or Location:** 3850 SR 73

**County:** Adams

**Historic or Other Name(s):** Picnic Shelter

**Zone:** Easting 289624, Northing 432205

**Quadrangle Name:** Sinking Spring

#### Serpent Mound

- **Classified: Building**
- **Classification:** Building
- **No. on National Register:** NO

#### Thematic Associations:

**Arts and Recreation**

- **U.T.M. Reference:**
  - Quadrangle Name: Sinking Spring
  - Zone: Easting 289624, Northing 432205
  - County: Adams
  - City or Village: Bratton (Township of)
  - Town: Bratton
  - Township: Adams
  - State: OH
  - U.T.M. Reference: Bratton (Township of)

#### Design Sources

- **19a. Design Sources:**
  - OHIO HISTORIC INVENTORY
  - ADA-00565-03

#### Plan Shape

- **35. Plan Shape:** Octagonal

#### Alteration

- **17b. Alteration Date(s):** c. 1930

#### Wall Construction

- **31. Wall Construction:** Stone bearing

#### Roof Type

- **32. Roof Type:** Hip

#### Foundation Material

- **30. Foundation Material:** Concrete slab

#### Exterior Wall Material(s)

- **33. Exterior Wall Material(s):** Asphalt shingle

#### Roof Material

- **32. Roof Material:** Asphalt shingle

#### Window Type(s)

- **27. Window Type(s):** Asphalt shingle

#### Exterior Wall Material(s)

- **33. Exterior Wall Material(s):** Asphalt shingle

- **History and Significance (Continue on Reverse if necessary)**

The picnic shelter is an elongated octagonal building with an octagonal hipped roof and a concrete slab foundation. The area where the walls would be is primarily open air. The parts of this section that are not open air are the posts and beams that hold up the roof, some of which are further supported by wooden diagonal corner braces, and a short, coursed rubble stone and mortar wall that wraps around the shelter's perimeter. There are four openings within this stone wall, one at each side and each end; if a line was drawn from one opening to its opposite opening, the 2 lines would intersect and form a cross. The asphalt shingle roof is not the original, which collapsed after a fire prior to 1980. The original was taller and had a steeper slope. At times, the picnic shelter also had a stone fireplace and chimney at its center. This feature did not exist when it was first built by the Ohio Archaeological and Historical Society. It is possible that it was added to the original/Most significant construct

#### Associated Activity

- **52. Historic Outbuildings & Dependencies:**
  - **Structure Type:**
  - **Structure Type:**
  - **Date:**
  - **Associated Activity:**

#### Affiliated Inventory Numbers:

- **53. Affiliated Inventory Numbers:**
  - **Historic (OHI):**
  - **Archaeological (OAI):**

#### Further Description of Important Interior and Exterior Features (Continued on Reverse if Necessary)

The picnic shelter is an early example of Ohio Archaeological and Historical Society build park improvements, one of only two original structures left at Serpent Mound. Although it was likely altered by the CCC with the addition of a fireplace and chimney, it was not demolished by them unlike a majority of the pre-CCC buildings that had been at the site. Archaeology conducted around the shelter in 2005 revealed little more than construction residue deposited when the shelter was first built. This likely disturbed any features that may have originally been present.

#### Description of Environment and Outbuildings (See #52)

The picnic shelter sits in a central location within the park, easily accessible to visitors from the parking lot to its south and the Serpent Mound Museum to its northeast. One of the site’s smaller circular mounds is located adjacent to the picnic shelter at the shelter’s southeast side.

#### Sources of Information

- ‘Historic Sites 1900-1953,’ State Archive Series 6560 AV, Box 9, Folders 2 and 3, Ohio Historical Society; Observation, November 4, 2011;
<table>
<thead>
<tr>
<th>No.</th>
<th>Adams</th>
<th>Serpent Mound State Memorial Picnic Shelter</th>
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<td>2.</td>
<td></td>
<td>5. Historic or Other Name(s)</td>
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<td>Picnic Shelter</td>
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<td>3.</td>
<td></td>
<td>6. County</td>
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<td></td>
<td>Adams</td>
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<td>4.</td>
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<td>7. Site Plan with North Arrow</td>
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<td>5.</td>
<td></td>
<td>8. Site Plan with North Arrow</td>
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<tr>
<td>6.</td>
<td></td>
<td>9. Farmstead Plan</td>
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<td>7.</td>
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<td>10. Door Selection</td>
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<td></td>
<td>11. Door Position</td>
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<td>9.</td>
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<td>12. Orientation</td>
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<td>10.</td>
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<td>13. Symmetry</td>
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Report Associated With Project:

NADB #: 

[Site Plan Image]
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<td></td>
</tr>
<tr>
<td>5. Historic or Other Name(s)</td>
<td>Picnic Shelter</td>
<td></td>
</tr>
</tbody>
</table>

42. **Further Description of Important Interior and Exterior Features (Con't)**

as a part of their CCC built improvements. The fireplace and chimney existed into the 1950s, captured on postcards from that time. When the chimney and fireplace were demolished is unknown, but it could coincide with the shelter fire that led to the original roof's demise. Its footprint had been visible on the picnic shelter's floor prior to the shelter's 2006 restoration. When the new roof was built over the picnic shelter, it was built using wooden posts erected on the existing shelter floor, which was repaired during this time. It was constructed in this way so that the roof and its supports would not structurally bear down on the existing stone walls and would instead protect and preserve them.

43. **History and Significance (Con't)**

44. **Description of Environment and Outbuildings (Con't)**

45. **Sources (Con't)**
The Observation Tower at Serpent Mound is a 25' Tall metal structure with two wooden staircases and two platforms. The tower was constructed using 4 steel poles of equal height, equally angled inward and joined with the top spreaders and platform supporting bars to form the square top platform. This basic structure is supported by three 'X braces' on each side as well as bracing spreaders above each pole. These spreaders are constructed using a pair of parallel horizontal steel poles joined together by a row of small steel Xs that form the square top platform. This basic structure is supported by three 'X braces' on each side as well as bracing spreaders above each pole. These spreaders are constructed using a pair of parallel horizontal steel poles joined together by a row of small steel Xs that form the square top platform. The stairs wrap around the outside of the tower structure. They rise steeply, but fortunately have hand railings. The first platform is about 15' off the ground and also serves as a walkway between the first staircase leading up from the ground to the second staircase that goes to the top platform. The top platform is square and about 21' off the ground and from this platform extends a 4' guardrail on all four sides. It allows visitors a 360 degree view of the Serpent Mound site. Very little has changed on the tower except for the occasional replacement of individual wooden stairs and platform boards continued...
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<td>5. Historic or Other Name(s)</td>
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<td>Observatory Tower</td>
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**Report Associated With Project:**

**NADB #:**

**Site Plan with North Arrow**

**Symmetry:**

**Door Selection:**

**Door Position:**

**Orientation:**

**Farmstead Plan:**

![Farmstead Plan Image]
42. **Further Description of Important Interior and Exterior Features (Con't)**

   as needed. Today an observation tower would not be built like this because of building codes.

43. **History and Significance (Con't)**

   $500 to construct the tower was obtained through appropriations from the State Legislature allotted for the purpose by the Senate Finance Committee. After a bidding process, the Ohio Archaeological and Historical Society commissioned the Columbus Wire and Iron Works Company to build the 25' steel tower that exists today. It was fully constructed at the factory and finished in August, 1908. The company transported the tower to the site and erected it on September 2, 1908. The tower's completion finally allowed the general public to see the Serpent from a higher perspective. By 1933, some were calling this tower obsolete, looking to construct a taller tower to get a better view of the Serpent. More recent ideas to replace the tower have included the construction of a 50ft tower on the museum roof, yet the 1908 tower endures.

44. **Description of Environment and Outbuildings (Con't)**

45. **Sources (Con't)**

Effigy Mounds of Eastern North America

Serpent Mound

A Nomination for the Tentative List of the World Heritage Program
March 2007

Ohio Historical Society
1982 Velma Avenue
Columbus, Ohio 43211
APPLICATION FOR INCLUSION OF A PROPERTY
IN THE U.S. WORLD HERITAGE TENTATIVE LIST

Fort Ancient Culture Ceremonial and Domestic Sites:
Serpent Mound Geoglyph and SunWatch Village

Prerequisite 1 - Legal Requirements:

A. National Significance:
Has the property been formally determined to be nationally significant for its cultural values, natural values, or both (in other words, has it been formally designated as a National Historic Landmark, a National Natural Landmark, or as a Federal reserve of national importance, such as a National Park, National Monument, or National Wildlife Refuge)? If not, are there on-going processes to achieve any of the above designations and what is their status? (Listing in the National Register of Historic Places is not equivalent to National Historic Landmark status.)

YES: _____ X____  NO: _______

Comment: Serpent Mound is a National Historic Landmark.

B. Owner Concurrence:
Are all the property owners aware of this proposal for the inclusion of the property in the U.S. Tentative List and do all of the property owners agree that it should be considered? If any agreement is uncertain or tentative, or if the ownership situation is disputed, otherwise complicated, or unclear, please explain the issues briefly.

YES: _____ X_____  NO: _______

Comment: The Boards of the Ohio Historical Society has approved the submission of the nomination.

C. Willingness to Discuss Protective Measures:
If the property is nominated to the World Heritage List, it will be necessary for all of the property owners to work with the Department of the Interior to document fully existing measures to protect the property and
possibly to devise such additional measures as may be necessary to protect the property in perpetuity. Are all the property owners willing to enter into such discussions?

YES: ___X____ NO: _______

Comment:

D. Scheduling:

If you wish a property to be nominated to the World Heritage List in a particular year during the period 2009-2019, please indicate the reason(s) why and the earliest year in which you feel it will be possible to meet all requirements for nomination. (Please review this entire Questionnaire before finally answering this question.)

Preferred Year: ___________________

Reasons:

Prerequisite 2 - Specific Requirements for Nomination of Certain Types of Properties:

E. Serial (multi-component) Properties:

If you are proposing a nomination that includes separate components that could be submitted separately over several years, do you believe that the first property proposed would qualify to be placed on the World Heritage List in its own right?

Explanation: There will be a very limited number of sites nominated over the next decade. Owners of similar properties likely will be encouraged to work together to present joint proposals for serial nominations. An example would be a proposal to nominate several properties designed by the same architect. It is critical to note that the first property presented in a serial nomination must qualify for listing in its own right.

YES: ___X____ NO: _______

Comment:

Other sites that could be considered for inclusion in this serial nomination are as follows:

Effigy Mounds National Monument, Iowa, USA

Serpent Mound, Keene, Ontario, Canada (National Historic Site of Canada)
There are other potential additions to the serial nomination that would require evaluation as National Historic Landmarks prior to their consideration for the World Heritage List. Possible additional properties are:

**Iowa:** There are more than 390 animal effigy mounds documented in Iowa (see Green et al. 2001: Table 4). Most of these are relatively small and poorly preserved. One of the most significant known sites is the Sny Magill Mound Group (13CT18). This is the largest remaining mound group in Iowa. It includes two bird effigies, three bear effigies, and more than 85 conical mounds.

**Ohio:** Alligator Mound (33LI5) is an effigy mound located in Licking County, Ohio. The mound is 61 meters long and 1.5 to 2 meters high. It is located on the top of a bluff overlooking the Raccoon Creek valley.

**Wisconsin:** Birmingham and Eisenberg (2000:109) estimate that originally there were between 2,000 and 3,000 effigy mounds in Wisconsin. Most of these represented bears, birds, and panthers (or water spirits). Two of the most important preserved sites are the Mendota State Hospital Mound Group and the Washington County Island Effigy Mound District. Birmingham and Eisenberg state that the Mendota State Hospital Mound Group contained "some of the finest and largest effigy mounds preserved anywhere" (2000:197). The Washington County Island Effigy Mound District (also known as Lizard Mounds County Park) preserves 29 of an original 60 mounds. The park includes two bird and panther effigies.

---

**F. Serial (multi-component) Properties:**

Are you proposing this property as an extension of or a new component to an existing World Heritage Site?

YES: _______          NO  __X__

Name of Existing Site:

---

**Prerequisite 3 - Other Requirements:**

**G. Support of Stakeholders**

In addition to owners, please list other stakeholders and interested parties who support the property’s proposed inclusion in the Tentative List. Also note any known to be opposed.

Explanation: The purpose of the Tentative List is to propose candidate properties that are likely to be successfully nominated during the next decade. It is clear that a consensus among stakeholders will be helpful in nominating a site and later in securing its proper protection. Thus, only properties that enjoy
strong, preferably unanimous, support from stakeholders will be recommended for inclusion in the U.S. Tentative List.

In addition to owners, stakeholders primarily include:

--Governors, Members of Congress and State legislators who represent the area where the property is located,

--the highest local elected official, or official body, unless there is none,

--Native Americans, American Indian tribes, or other groups and individuals who possess legally recognized claims or privileges in the area or at the site being proposed (e.g., life tenancy or hunting and fishing rights),

--organizations established to advocate for protection and appropriate use of the property proposed for nomination.

If definitive information is not available at the time you filled out this Questionnaire, please so indicate.

Supporters: Rep. Jean Schmidt; Ohio Legislature; Governor of Ohio; Board of Trustees of the Ohio Historical Society; Adams County Commissioners; Native American Indian Center (Columbus, Ohio); Archaeological Conservancy; Archaeological Society of Ohio; Ohio Archaeological Council; Adams County Convention and Visitors Bureau. Endorsements are attached as Appendix 4. Letters of support from the public are incorporated in Appendix 5 which is bound separately.

Public meetings were held in several locations around Ohio. Universal support was expressed from all attendees. Prior to the meetings, various means were used to encourage participation.

Opponents: None identified

Comment: Other stakeholders have been contacted, such as Federally-recognized Indian Tribes with historic ties to Ohio, but they have not commented.

Information Requested about Applicant Properties

(The numbers of the sections and subsections below are in the same order as and correspond to sections of the World Heritage Committee’s official Format used for the nomination of World Heritage Sites. This is to allow easy reference to and comparison of the material.)

1. IDENTIFICATION OF THE PROPERTY OR PROPERTIES

1.a. Country:
If it is intended that the suggested nomination will include any properties in countries other than the United States, please note the countries here.
Explanation: Please note that the United States can nominate only property under U.S. jurisdiction. You are not expected to contact other governments and owners abroad, although you may do so if you wish. Each national government must nominate its own sites, although the United States will consider forwarding your suggestion to another government for that government to consider as a joint nomination with the United States.

Names of countries: United States of America

1.b. State, Province or Region:

In what State(s) and/or Territories is the property located? Also note the locality and give a street address if one is available.

Serpent Mound:

Serpent Mound State Memorial, 3850 S.R. 73, Peebles, OH, 45660 (Bratton Township, Adams County, Ohio)

1.c. Names of Property:

What is the preferred or proposed name of the property or properties proposed for nomination? If the site has multiple names, explain why you chose the primary choice or choices. (The name should not exceed 200 characters, including spaces and punctuation.)

Serpent Mound

*Popular and Historic names*
What are any popular or historic names by which the property is also known?

The Great Serpent Mound

*Naming of serial (multiple component) properties and transboundary sites.*

Try to choose brief descriptive names. In the case of serial nominations, give an overall name to the group (e.g., Baroque Churches of the Philippines). (Give the names of the individual components in a table that you insert under 1f.)

Group or Transboundary Name:

Effigy Mounds of Eastern North America

*Other names or site numbers*

Explanation: If a site has multiple names, explain why you chose the primary choice or choices. If the site has no common name or is known only by a number or set of numbers, please explain.

Serpent Mound: Ohio Archaeological Inventory number: 33-AD-1
1.d.-e. Location, boundaries, and key features of the nominated property

Include with this Application sketch maps or other small maps, preferably letter-size, that show:

- the location of the property
- the boundaries of any zones of special legal protection
- the position of major natural features and/or individual buildings and structures
- any open spaces (squares, plazas) and other major spatial relationships (the space between buildings may at times be more important than the buildings)

Please provide here a list of the maps that you have included.

Map showing the location of the Serpent Mound in Ohio

Ownership/proposed boundary map of Serpent Mound

1.f. Area of nominated property (ha.)

Explanation: State the approximate area proposed in hectares (1 hectare=2.471 acres). Give corresponding acre equivalents in parentheses. Insert just below this question a table for serial nominations that shows the names and addresses of the component parts, regions (if different for different components), and areas.

Serpent Mound: 21.9 ha (54 acres) Ohio Historical Society ownership

2. DESCRIPTION AND HISTORY OF THE PROPERTY

2.a. Description of the Property

(select the one following category that best fits the property)

Cultural property

Briefly describe the property and list its major components. A summary in a few paragraphs or pages should be all that is required.

Explanation: This section can describe significant buildings, their architectural style, date of construction, materials, etc. It can also describe the setting such as gardens, parks, associated vistas. Other tangible geographic, cultural, historic, archeological, artistic, architectural, and/or associative values may also merit inclusion.
Background

Serpent Mound State Memorial encompasses the monumental Serpent Mound. This serpent effigy is the largest documented surviving example of a prehistoric effigy mound in the world. It is a sinuous earthen embankment 411 meters long, including a 37 by 18 m oval embankment at the northwest end. The oval has been interpreted variously as the serpent's eye, part of its head, or a secondary object, such as an egg, grasped in the serpent's open jaws. The effigy ranges from 1.2 to 1.5 m in height and from 6 to 7.6 m in width. Radiocarbon dates obtained for the effigy, combined with stylistic analyses of the iconography, indicate Serpent Mound was built by the Fort Ancient Culture at approximately AD 1120.

Serpent Mound is situated on a ridge, which is a part of a geologically ancient meteoric impact crater approximately 8 km in diameter. Natural rock formations at the end of this finger-like ridge are suggestive of a snake's head, which may have provided the inspiration for the idea to build the serpent effigy along the top of this ridge. According to Lucy Lippard, this is an instance of "a meaningful land form eventually being refined by sculptural or architectural techniques" (1983:222). This emergence of artistic forms from natural features has been a feature of ritually-inspired indigenous art since the Paleolithic period and there are numerous examples at the World Heritage site of Altamira Cave.

The state memorial also preserves three Native American burial mounds as well as evidence of contemporary habitation sites of the builders of both the Serpent and the burial mounds. One of the burial mounds is an "Elliptical mound," attributable to the Fort Ancient culture (AD 1000 - 1650), and the other two burial mounds are simple conical mounds attributable to the earlier Adena culture (800 BC – AD 100). The habitation remains include a major Fort Ancient village overlying a smaller Adena occupation.

Which features or aspects of the property do you believe qualify it for the World Heritage List?

Scale

The Serpent Mound effigy, as the largest and most aesthetically refined surviving prehistoric effigy mound in the world, is the feature that qualifies the property for the World Heritage List. The scale of Serpent Mound dwarfs all other securely documented effigy mounds and is larger than most of the geoglyphs in the world. According to Lenzendorf (2000:23), the largest known effigy mound in the Mississippi River valley was "originally a quarter-mile-long image of a bird in flight." This would have been nearly as long as Serpent Mound, but the imprecision of the measurement and the vagueness of the reference make this an unsubstantiated claim. Birmingham and Eisenberg state that the Mendota State Hospital Mound Group contained "some of the finest and largest effigy mounds preserved anywhere" (2000:197), but these do not compare with Serpent Mound. One of the bird effigies, for example, has a wingspan of 190 meters – less than half the length of Serpent Mound.
The Chilean "Atacama Giant" human effigy is only 115 meters long. One of the largest of the Nasca biomorphic geoglyphs, a cormorant with a long neck and exaggeratedly long bill, is 640 meters long, but more than half of this length is the simple, straight line of the bill. The largest known geoglyph in the world, Australia's "Marree Man" (or "Stuart's Giant") intaglio is 4.2 km long, but it has been judged to be a recent creation that utilized earth-moving equipment in its construction. Likewise, Michael Heizer's 630-meter-long serpent effigy mound is a work of modern art.

Astronomy

The astronomical alignments incorporated into the structure of Serpent Mound indicate the sophisticated astronomical knowledge of the effigy mound's builders. It also is a reflection of the worldwide tendency to link sacred architecture with cosmic rhythms. It functions, on the one hand, as a calendrical device and allows ceremonies appropriate to a given place to be keyed to astronomically significant events, which define critical "hinges" in time. On the other hand, it allows the architecture to reflect the sacredness of the heavens by expressing those cosmic rhythms in its form and structure. These dual aspects of calendar and shrine are found at a number of ancient sites around the world, including the World Heritage sites of Stonehenge, Quirigua, El Tajin, Lines and Geoglyphs of Nasca and Pampas de Jumana, Uxmal, and Cahokia Mound.

Oral traditions

The effigy mounds of eastern North America also are significant to the extent that they embody the cosmology and religious beliefs of a widespread Pre-Columbian culture. Ethnographic research among several Native American tribes, most notably the Winnebago (Ho-Chunk), Ojibwa, Ottawa, and many others, have established that the effigy mounds relate to supernatural beings, or "other than human persons," of the Above World, the Middle World, and the Below World. Ohio's Serpent Mound and "Alligator" Mound as well as the numerous "panther" mounds of the Upper Midwest, represent various manifestations of "Mishebeshu," or the chief spirit of the Below World. The bird effigies of the Upper Midwest represent the Thunderers, or Thunderbirds, of the Above World, while the bear and bison effigies represent the Middle World (Birmingham and Eisenberg 2000:113-125; Lankford 2007).

The set of cosmological beliefs embodied in these effigy mounds was widespread throughout North America and is found represented in a variety of artistic media, from petroglyphs and ceramic forms to symbolic notations on birch bark scrolls, dating from as early as 600 BC to as late as the recent historic era.

Ancillary features

The associated burial mounds are important ancillary structures, but would not by themselves warrant a World Heritage designation. In addition, there is evidence at the site of an Adena habitation area with an associated cemetery and an overlying, and more
extensive, Late Prehistoric village site. Excavations conducted by the Ohio Historical Society preparatory to the installation of a water line at the site in 1990 and 1991 found numerous intact features containing many artifacts associated with the Late Prehistoric period Fort Ancient culture. So, in addition to the evidence for the ceremonial use of the landscape embodied in the Adena burial mounds and cemetery and the Fort Ancient effigy mound and nearby burial mound, there is complementary evidence of the lifeways of the peoples who built the mounds preserved at the site.

What are the important present or proposed uses of the property and how do they compare with the traditional or historic uses of it?

Archeological data indicate the site was used for special ceremonies associated with the monumental serpent effigy. Based on ethnographic analogies, these ceremonies may have included offerings of thanksgiving or offerings made to elicit favors from the great serpent spirit, known as "Mishebeshu" by the Ojibwa Indians. The general area also was used for habitation and for burial of the dead.

From the time of European settlement to 1887, the site was private property and used for a short time as agricultural land. Serpent Mound became the earliest site in the western hemisphere to be preserved as an archeological park in 1887 when the Peabody Museum of Harvard University purchased it. Today, Serpent Mound State Memorial continues to be an archeological preserve used for public education and research.

2.b. History and Development of the Property

Cultural property

When was the site built or first occupied and how did it arrive at its present form and condition? If it has undergone significant changes in use or physical alterations, include an explanation.

Explanation: If the property was built in stages or if there have been major changes, demolitions, abandonment and reoccupation, or rebuilding since completion, briefly summarize these events. For archeological sites, the names of archeologists and dates of their work should also be noted, especially if the site is regarded as important in the history of archeology as well as for its intrinsic merits.

The most recent and best evidence (including two radiocarbon dates and iconographic comparisons) indicates that Serpent Mound was built by the Fort Ancient culture (AD 1000-1650), although some authorities argue that it was built by the earlier Adena culture (800 BC – AD 100) and at least one author argues that it was built by the Hopewell culture (100 BC – AD 400). Certainly, the Adena culture identified this area as culturally significant and constructed two burial mounds in the immediate vicinity.

During the period of occupation by the Fort Ancient culture, the area south of the effigy was used as a habitation area. In addition, a burial mound referred to as the "Elliptical Mound" continued the tradition of using the area for mortuary ceremonialism. The serpent effigy, however, unlike many of the effigy mounds of the Upper Midwest and the
Serpent Mound of Ontario, was not used for human burials. Instead, it appears to have served as a physical representation of a powerful supernatural being to which supplicants may have presented offerings for such things as healing or success in hunting.

Serpent Mound was first documented in 1848 by Ephraim Squier and Edwin Davis in *Ancient Monuments of the Mississippi Valley*, the first publication of the Smithsonian Institution. At this time, the mound was virtually pristine with the exception of one act of looting. Squier and Davis reported that a "circular elevation of large stones much burned" once had existed within the oval enclosure, but it had "been thrown down and scattered" by a vandal. In 1859, a tornado passed over the site uprooting the trees growing on the mound. Subsequently, the landowner cultivated the site, including Serpent Mound, for a few seasons. Later, the mound and the surrounding area were used for livestock grazing. Frederic Ward Putnam, of Harvard University's Peabody Museum, first visited Serpent Mound in 1883. His photographs indicate the mound had been reduced in height from 4-5 ft (1-1.5 m) to 2-3 ft (0.6-0.9 m), but the outlines were intact and clearly discernable.

When he returned to Serpent Mound in 1886, Putnam found that looters had dug several holes in the embankment that had been left unfilled. Putnam was instrumental in raising funds to purchase the property and, in 1887, the Peabody Museum acquired the site. From 1887 to 1889, Putnam conducted systematic investigations of portions of the effigy, the adjacent burial mounds, and parts of the surrounding landscape. After concluding his research, he carefully restored the mounds.

The Peabody Museum converted the property into a public park and operated it as such until 1900, when it was deeded to the Ohio Archaeological and Historical Society (now the Ohio Historical Society). In 1908, an observation tower was built and during the 1930’s a museum and other visitor facilities were added.

Between 1990 and 1992, the Ohio Historical Society conducted a series of excavations along a proposed waterline. This projected line extended near the small conical burial mound located south of the effigy mound and across the area identified by Putnam as the village site. A number of features were uncovered most of which yielded ceramics and flint tools assignable to the Fort Ancient culture. These results also indicated that a great deal of the subsurface archeology at the site remained intact beneath a shallow layer of cultivated soil.

In 1991, avocational archeologists Robert Fletcher and Terry Cameron, assisted by professional archeologists Bradley Lepper, Dee Anne Wymer, and William Pickard undertook a limited excavation of one of Putnam's old trenches in order to obtain charcoal samples to use in radiocarbon dating. This investigation resulted in radiocarbon dates that indicate the effigy mound was built between 990 and 850 years BP (cal AD 995 and 1265).
2.c. Boundary Selection

Propose a boundary for the property and explain why you chose it. Is the boundary reasonable on logical grounds, such as if it conforms to topography or landforms or (for natural areas) to the range of wildlife or (for cultural properties) to any historical boundary or defining structures (such as walls)?

The boundary corresponds to the property acquired by the Peabody Museum and now owned by the Ohio Historical Society. It encompasses the effigy mound, burial mounds, and much of the surrounding land. The entirety of the prominent bluff on which the effigy is situated is included. These boundaries provide a reasonable buffer for preserving the effigy mound in its environmental context.

Are all the elements and features that are related to the site’s significance included inside the proposed boundaries?

Explanation: Careful analysis should be undertaken to insure that the proposal embraces the internationally significant resources and excludes most, if not all, unrelated buildings, structures and features.

YES: _______ NO: ________

If no, please explain:

Are there any enclaves or inholdings within the property and, if so, do they contain uses or potential uses contrary to the conservation or preservation of the site as a whole?

YES: __________ NO: ___X____

If yes, please explain:

3. JUSTIFICATION FOR INSCRIPTION IN THE WORLD HERITAGE LIST

3.a. Criteria under which inscription is proposed

From the World Heritage criteria listed below, identify each criterion that you believe applies to your property and briefly state why you believe each criterion you have selected is applicable.

Explanation: You may find the discussion under this heading in “Appendix A” to the Guide to the U.S. World Heritage Program to be helpful in completing this section. Please refer to a paper copy or follow the hyperlink.

To be included on the World Heritage List, a site must be of outstanding universal value and meet at least one of these ten selection criteria in a global context:

i. represent a masterpiece of human creative genius;

__X__ This criterion applies to the property I am proposing

Reason:
Serpent Mound is the largest prehistoric effigy mound in the world. As an artistically striking, monumental, sculptural rendering of a serpent, Serpent Mound represents a masterpiece of human creative genius. The iconography is consistent with the importance of serpents in the art and religious beliefs of the Mississippian/Late Prehistoric period in eastern North America.

The head of the Serpent is aligned to the setting sun on the Summer Solstice. Moreover, each of the three coils of the serpent's body appears to be aligned respectively to the Summer solstice sunrise, the Equinox sunrise, and the Winter Solstice sunrise. The orientation to the sun also is consistent with Mississippian/Late Prehistoric architecture, such as the woodhenges at Cahokia Mounds World Heritage Site and the SunWatch Site in western Ohio.

The scale and elegance of Serpent Mound are unprecedented. Monumental earthworks on this scale ceased to be built after about AD 1200-1400, although the iconography of serpents continued to be important to historic Native American tribes in the region, reflecting some degree of cultural continuity.

Anthony Aveni, in Between the Lines (University of Texas, 2000), an analysis of the geoglyphs of Peru, suggests that Serpent Mound and the effigy mounds of the Upper Midwest may have been built to represent constellations. In the case of Serpent Mound, the outline of the serpent has been claimed to correspond to Ursa Major. On the other hand, George Lankford (2007) observes that many Native American cultures associated the constellation Scorpio with the Great Serpent and the bright red star Antares is its eye. Serpent Mound has an oval earthwork located at its head. This oval often has been interpreted as an egg clutched in the serpent's jaws. For Lankford, the oval represents the red, twinkling eye.

Today, Serpent Mound is a continuing source of inspiration. Modern artists, such as Barnett Newman, Robert Smithson, Michael Heizer, and Andy Goldsworthy, have based some of their work on Ohio's ancient earthworks, including this gigantic effigy mound. In particular, Michael Heizer's composition "Effigy Tumuli" (Illinois, USA), created in 1985, includes a serpent effigy that measures 630 meters in length.

ii. exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;

___ This criterion applies to the property I am proposing

Reason:

iii. bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;

___X___ This criterion applies to the property I am proposing
In his essay "The Great Serpent in Eastern North America," George Lankford, an emeritus professor of folklore at Lyon College in Arkansas, observes that the Great Serpent was "a universally known figure in the Eastern Woodlands for many centuries" (2007:109). It appeared "not only in myth, but also in graphic designs, both prehistoric and historic" (2007:109). It was "the guardian of the waters and, by extension, all that is beneath the surface of the earth" (2007:116). The Great Serpent was a source of enormous spiritual power that people could invoke to aid them in hunting and in curing illnesses. Although it was primarily a creature of the Beneath World, it sometimes could appear in various guises in our world and in the overarching Above World.

Serpent Mound is the site that best reflects the indigenous belief system of Native American peoples of the Fort Ancient culture, which flourished during the Mississippian/Late Prehistoric period (circa AD 900-1650). This bears a strong resemblance to the belief system of the partially contemporaneous Late Woodland Period (AD 700-1200) Effigy Mound culture in the Upper Midwest, so these geographically disparate mounds can be linked together under a common set of cosmological principles and iconographic representations.

Only one other earthen animal effigy mound was built in Ohio (Alligator Mound) and it also dates to the Fort Ancient cultural period. It does not much resemble an alligator, but it does bear similarities to numerous "panther" effigy mounds in the Upper Midwest that have been argued to be alternative manifestations of the Beneath World spirit known to the Ojibwa as "Mishebeshu." Several smaller linear stone mounds, argued by some to represent serpent effigies, also were constructed by the Fort Ancient culture in southern Ohio and neighboring Kentucky.

Serpent Mound appears to encode several astronomical alignments in the orientation of its head and coils. The head points to the azimuth of the setting sun on the summer solstice and its coils appear to be aligned with the summer solstice sunrise, the equinox sunrise, and the winter solstice sunrise. At least two of the better studied stone serpent effigies (Kern effigy #1 and #2 in Warren County, Ohio) also are aligned to the rising and setting of the sun on significant "hinges" (or "standstills") of the solar cycle. The importance of solar aligned monuments is repeated at numerous other sites of this era, including the approximately contemporary woodhenges at the SunWatch Village site in western Ohio and at the Cahokia Mounds World Heritage Site in Illinois. In addition to the ritual significance of such alignments, there is an obvious practical significance for cultures that practiced agriculture. The solar calendar was important for determining the most propitious dates for planting and harvesting crops.

The practice of aligning monumental architecture to cosmological rhythms is illustrated at many World Heritage sites around the world including Cahokia Mound, Stonehenge, the Archaeological Park and Ruins of Quirigua, El Tajin, the
Lines and Geoglyphs of Nasca and Pampas de Jumana, and Uxmal. The cultures that erected each of these astronomically-aligned monuments had their own reasons for doing so, but rarely were their interests simply calendrical and practical. More often, the builders were sacralizing their architectural spaces by aligning them with astronomical phenomena that are believed to be manifestations of the divine.

iv. be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;

**X** This criterion applies to the property I am proposing

Reason:

Serpent Mound is the foremost and best-known expression of effigy mound building in the world. Perhaps inspired by the more numerous, but spatially separate, effigy mounds of the Upper Midwest, its form, positioning, and alignments represent a unique integration of cosmological beliefs, monumental sculpture and landscape design. As an iconic geoglyph, it is comparable to the finest animal effigies at the Lines and Geoglyphs of Nasca and Pampas de Jumana World Heritage site. Yet the construction techniques relating to effigy mound building are far different from those employed by the builders of the Nasca geoglyphs who simply had to rake, or hoe, dark colored sediments aside to reveal the lighter colored (less weathered) material underneath. Effigy mounds are fully three dimensional and were built by excavating the earth and transporting it in baskets to the chosen location where it was piled into the desired shapes.

v. be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;

This criterion applies to the property I am proposing

Reason:

vi. be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);

This criterion applies to the property I am proposing

Reason:
vii. contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

___ This criterion applies to the property I am proposing

Reason:

be outstanding examples representing major stages of earth's history, including the record of life, significant ongoing geological processes in the development of landforms, or significant geomorphic or physiographic features;

___ This criterion applies to the property I am proposing

Reason:

ix. be outstanding examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;

___ This criterion applies to the property I am proposing

Reason:

x. contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

___ This criterion applies to the property I am proposing

Reason:

3.b. Proposed statement of outstanding universal value

Based on the criteria you have selected just above, provide a brief Proposed Statement of Outstanding Universal Value summarizing and making clear why you think the property merits inscription on the World Heritage List. If adopted by the World Heritage Committee, the statement “will be the key reference for the future effective protection and management of the property.”

Explanation: This statement should clearly explain the internationally significant values embodied by the property, not its national prominence.

“Outstanding Universal Value” is formally defined as “…cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole.”

Cultural property

For example, a cultural World Heritage Site may be a unique survival of a particular building form or settlement or an exceptional example of a designed town or the best work by a great internationally
recognized architect. It may be a particularly fine or early or rich survival and it may bear witness to a vanished culture or way of life, or ecosystem. Elements to consider for inclusion in the statement may be such cardinal facts about the site as:

- Historic Context
- Period of International Significance
- Internationally Significant Dates
- Internationally Significant Groups, Persons, Events
- Cultural Affiliation

Serpent Mound has universal value as a monumental geoglyph embodying fundamental cosmological principles of an indigenous ancient American Indian culture.

Serpent Mound represents the acme of prehistoric effigy mound-building in the world. It has become an icon of indigenous cultural achievements in North America, principally because of its enormous scale and its remarkably naturalistic quality that makes it immediately recognizable as a representation of a serpent. Whatever else it may have represented to its ancient builders, modern observers readily can identify it as a snake.

The depiction of the Serpent in the form of a massive, naturalistic geoglyph designed to mark the passage of the seasons, epitomizes the attempts of the Fort Ancient people to integrate their lives with the cosmos in much the same way as peoples in places as distant as the World Heritage sites of Stonehenge, Copan, and Cahokia.

Cultural landscapes

Such landscapes illustrate the evolution of human society and settlement over time under the influence of the physical constraints and/or opportunities presented by the natural environment and of successive social, economic, and cultural forces, both external and internal.

Natural property

For example, a natural World Heritage Site may be a unique existence of a type of habitat or ecosystem. It may comprise assemblages of threatened endemic species, exceptional ecosystems, outstanding natural landscapes or other natural phenomena.

Mixed property

A mixed property must be justified under at least one cultural criterion (i-vi) under 3a above and one natural criterion (vii-x) under 3a above.

3.c. Comparison of proposed property to similar or related properties (including state of preservation of similar properties)

Please provide a statement explaining how the property being proposed compares with all other similar or related properties anywhere in the world, whether already on the World Heritage List or not.
Explanation: Examples of questions that may be useful to consider include whether the proposed property is part of a series or sequence of similar sites belonging to the same cultural grouping and/or the same period of history. Also, are there features that distinguish it from other sites and suggest that it should be regarded as more, equally or jointly worthy than they are? What is it that makes this property intrinsically better than others and qualifies it for the World Heritage List? For example, does it have more features, species or habitats than a similar site? Is the property larger or better preserved or more complete or less changed by later developments?

It will be especially helpful if specific reference can be made to a study placing the property in a global context. The absence of comparative information may indicate that the property is either truly exceptional (a difficult case to prove) or that it lacks international importance. If the results of the comparative review reveal that multiple sites possess roughly comparable merit and may possess international significance as a group, you may wish to recommend that more than one site be proposed, as a serial nomination or as a joint nomination by the United States and another country.

Also please make note of any major works that evaluate the property in comparison to similar properties anywhere else in the world.

Ohio's Serpent Mound is one of the most recognizable icons of prehistoric America. Monumental geoglyphs, such as the Lines and Geoglyphs of Nasca and Pampas de Jumana World Heritage site, are known to exist throughout the world, but, as the following comparisons illustrate, Serpent Mound is exceptional in terms of scale, artistic execution, and the integration of iconography, cosmology, and landscape.

**Midwestern United States effigy mounds**

In the valley of the upper Mississippi River, there is concentration of biomorphic geoglyphs sculpted between about AD 650 and 1300. Various authors have suggested that there were originally ten to twenty thousand mounds built in the shapes of birds, bears, panthers, humans, and other creatures. Like the South American geoglyphs, these usually occurred in clusters. Some of the effigies contain burials and small conical burial mounds often are associated with the mound groups. According to Mallam (1976), the effigy mound complexes were "multipurpose integrative mechanisms which functioned to articulate the cultural activities of a variety of hunting and gathering groups" (1976:40). David Smith, historian of the Winnebago Tribe of Nebraska, asserted the effigy mounds were "symbols of families such as the bear and thunder clan" and that the mound complexes were "places of worship" (Lenzendorf 2000:23-24).

**Serpent Mound at Rice Lake, Ontario, Canada**

There is a large serpent effigy at Rice Lake near Peterborough in southern Ontario, Canada. It is 59 meters long and is a burial mound built by the Port Peninsula culture, circa 700 BC to AD 700. The serpent is not well defined and in some ways resembles a tadpole more than a serpent.

**Serpent Intaglio (14RC101), Lyons, Kansas, USA**
In Rice County, Kansas, there is a 49 meter long intaglio excavated to a depth of 8 to 25 centimeters below the surface (Mallam 1985). Although utilizing a distinctively different construction technique, the serpent intaglio bears some striking similarities to the Ohio Serpent Mound. It appears to represent a serpent in the act of uncoiling and the "head" is marked by a V-shaped embankment partially surrounding an oval elevation. Moreover, the sunset on the summer solstice is aligned to the westerly "jaw" of the serpent. The age and cultural affiliation of the intaglio have not been determined.

**English hill-figures, UK**

The 110 meter long Uffington Horse is probably the oldest of the hill-figures dating to between 1300 – 600 BC. Little is known about its purpose, but mortuary ceremonialism in the immediate vicinity of the site preceded its construction and continued after its presence transformed this English hillside into something more than a cemetery (Miles 1999: 42).

The Cerne Abbas Giant is more problematic. There is no consensus regarding the age of this dramatically-posed hill-figure. Some authorities relate the giant's impressive phallus to fertility rituals, but his threateningly raised club suggests this interpretation might be incomplete. (On the other hand, the coupling of sex and violence is all too familiar in contemporary Western culture.)

**Serpent Mound at Loch Nell, Scotland, UK**

The Serpent Mound at Loch Nell is a serpent effigy 91 meters long and 6 meters high. The head is formed by a circular rock cairn. This mound has not been well-studied and little has been reported about its age or cultural context.

**Peruvian geoglyphs**

The Lines and Geoglyphs of Nasca and Pampas de Jumana World Heritage site includes representations of a variety of animals as well as more abstract geometric designs. Birds are the most frequently depicted animal, but fish, lizards, a monkey, a spider, and a fox are also known. Some of these same creatures figure prominently on the painted ceramics of the Early Intermediate Period (100 BC – AD 500), so many of the animal geoglyphs may belong to the same era. Various explanations have been offered for the Nasca geoglyphs – from their use as astronomical instruments to George Kubler's suggestion, elaborated recently by Reinhard (1992) and Aveni (2000), that they define ritual pathways.

Wilson argued that similar and approximately contemporary ground drawings on the north coast of Peru are "… depictions of animals that have been an integral part of Andean religious systems…" (1988:801). He suggested they were "…constructed as part of elaborate ritual ceremonies related to agricultural fertility…" (Wilson 1988:795).

**Chilean Geoglyphs**
There are more than 5,000 geoglyphs etched into the Atacama Desert in Chile. One of the largest is the so-called "Atacama Giant," a human effigy 115 m long. The majority were built between 600 and 1500 A.D, but Briones M. links it with rock art traditions that began much earlier and continued into the historic era (Briones-M. 2006).

**Blythe intaglios and Yuha geoglyphs (Arizona and California, USA)**

In North America, biomorphic geoglyphs are common along the lower Colorado and Gila Rivers of southwestern Arizona and southern California. Johnson has documented about 200 intaglios including images of humans, animals, and abstract designs. Animals depicted include horse, lizard, rattlesnake, thunderbird, fish and quail. According to Johnson, they were made in the late prehistoric and early historic periods and he notes a "fair correspondence" between the iconography of the geoglyphs and the myths of local Native American tribes (1985:39). Two intaglio sites are listed on the National Register of Historic Places: the Ha-ak Va-ak Intaglio Site (Sacaton Intaglio), Pinal County and the Ripley Intaglios, La Paz County. There is at least one serpent effigy that is approximately 50 meters long, but it has been judged to be modern.

**Australian ground drawings and effigy mounds**

Matthews (1896) described numerous geoglyphs produced by the aboriginal groups of Australia, including serpent effigies constructed in various ways and with various media, including raised earthen figures and alignments of rock. The largest Australian geoglyph is the "Marree Man," or "Stuart's Giant." This is an enormous intaglio that is 4.2 km long with a circumference of 15–28 km. It is the largest known geoglyph in the world, but it likely was created in the 20th century.

**Analysis**

Serpent Mound and the other effigy mounds of eastern North America differ from most of the other documented geoglyphs in being formed as built-up mounds rather than being delineated by the excavation of an outline. Each group of geoglyphs must be understood in the context of the culture that produced them, but it is worthwhile considering the phenomenon from a global perspective.

Geoglyphs, in the form of animal or human effigy mounds or intaglios, are known from sites all over the world. The Lines and Geoglyphs of Nasca and Pampas de Jumana is the only such site to be inscribed on the World Heritage List. A few, such as an impossibly long-billed cormorant etched into the Plains of Nasca, approach or even exceed Serpent Mound in size, but the labor involved in excavating the earth and shaping it into the three-dimensional serpent effigy far exceeded the effort involved in raking aside the dark rocks of the pampas to expose the outlines of the South American geoglyphs. Therefore, "effigy mounds" may be regarded as a class of geoglyph separate and distinct from the monumental etchings of Peru and Chile and the intaglios known from other regions of the world.
Serpent Mound is most closely associated, in both space and time, with the effigy mounds of the Upper Midwestern United States. Serpent Mound, however, is larger and much more isolated than the smaller and much more numerous effigies of the upper Mississippi Valley. Also, the Midwestern effigy mounds commonly occur in clusters, but the Serpent Mound is virtually isolated from other effigies. Finally, many of the Midwestern effigy mounds were used for the internment of human remains, whereas Serpent Mound was not.

Nevertheless, both the Midwestern effigy mounds, the Canadian Serpent Mound, and Ohio's Serpent Mound depict animals, or animal spirits, that figure powerfully in the cosmology of the indigenous peoples of the Eastern Woodlands. Although there are no known serpent effigies in the Upper Mississippi River valley, there are numerous panther effigies similar, in many respects, to Ohio's "Alligator" Mound. These are interpreted as varying manifestations of the chief spirit of the Below World known to the Ojibwa as "Mischebeshu." Therefore, the majority of effigy mounds in eastern North America cohere as monumental representations of supernatural beings that were used as shrines or places of ceremony. Such an interpretation is broadly consistent with a global perspective on biomorphic geoglyphs. Wherever they are found, such monumental effigies usually are erected to honor, placate, or solicit aid from powerful supernatural beings.

3.d. Integrity and/or Authenticity

Explanation: As with a site’s international significance, the clear intent of this requirement is that a World Heritage Site’s authenticity or integrity must rise to a superlative level. Thus, for example, it is quite important to understand that reconstructions of historic structures or sites or largely restored ecosystems will usually be disqualified from inscription in the World Heritage List.

Cultural property

Authenticity: Does the property retain its original design, materials, workmanship and setting?

YES: _____X____ NO: ________

Comment:_

Serpent Mound retains its original design, materials, workmanship and setting. This has been demonstrated by limited archeological testing of embankment walls during the 19th and 20th centuries. Although there has been some restoration of Serpent Mound following some years of cultivation, the restorations were undertaken by the archeologist who had made the first systematic examination of the mound by selectively excavating trenches across it at various points and who had available to him the 1848 Squier and Davis map and survey made prior to any disturbance. More recent excavations have
confirmed the accuracy of the restoration in at least one location. These investigations allow us to estimate that as much as 50-70% of the mound structure is original.

**Integrity:** Do the authentic material and spatial evidence inside the proposed boundaries remain in sufficient quantity to convey the full significance of the site? To tell the full story of why the site is outstanding?

YES: ____ X ____ NO: ____

Is the integrity weakened by the intrusion of discordant and/or abundant elements or buildings that are unrelated to the significance and detract from the visual unity of the place?

YES: ____ NO: ____ X ____

Comment:

Serpent Mound is preserved within its original landscape context on the top of a bluff projecting into the valley of Ohio Brush Creek. The surrounding countryside is rural forest and farm fields with little development to adversely affect the viewscape.

Serpent Mound retains its integrity in terms of the setting, original design, materials, and workmanship. The only intrusions of discordant elements to the setting are those facilities built to provide visitor access and site interpretation (museum, park manager residence, park roads, picnic shelter) and these are situated well away from the effigy, with the exception of a metal viewing tower installed by the Ohio Historical Society in 1908 to allow visitors to obtain an "aerial" view of the mound and more clearly appreciate its form.

The integrity of the mound has been demonstrated by comparison of modern maps and aerial photographs with historic maps and early 20th century aerial photographs. In addition, limited excavations in 1991 established that much of the original mound structure remains intact. These excavations, combined with a study of early maps, also demonstrate that the 19th century restorations have not significantly altered the original shape and form of the embankment.

Although we cannot know with certainty how the effigy mounds were maintained and presented in antiquity, it is likely that the surfaces were covered in prairie grass, which would have been burned off periodically so the effigy could be distinguished. This strategy is not practical in this setting today, but the careful mowing results in a presentation that may not be too different from what ancient Native Americans experienced several weeks following the intentional burning of the covering prairie grass.

How do authenticity and integrity compare for this property?

The integrity of Serpent Mound was somewhat degraded by 19th century cultivation, looting, and limited archeological excavations. (Putnam only excavated a few trenches
across the mound and the 1991 excavations were limited to reopening a portion one of Putnam's original trenches.) Putman restored the effigy with meticulous care and it demonstrably preserves a significant core of intact deposits. Therefore, while the integrity has been somewhat compromised in a few portions of the embankment, the authenticity has been maintained to a high degree.

Repairs: If repairs have been made, were they carried out using traditional materials and methods? If yes, please discuss. If not, please explain the methods used and why.

YES: __X__ NO: _____

Comment:

The restoration of the mound in the 19th century primarily involved scraping up material from the adjacent ground surface. This soil likely represented much of the soil that had eroded off the effigy over time due to erosion, cultivation, and other disturbances of its original form. It is likely that some fill obtained from nearby was used to achieve the dimensions originally recorded for the mound.

4. STATE OF PRESERVATION AND FACTORS AFFECTING THE PROPERTY

4.a. Present state of preservation of the property

Cultural property

What is the present state of preservation of the property (including its physical condition and preservation measures in place)?

The present state of the property is excellent. Erosion is monitored and controlled by keeping visitors from walking on the effigy. The terms of the gift of the site from Harvard University to the Ohio Historical Society require that the Society provide "perpetual care" for the property. All work undertaken at the site by the Society meets the Secretary of the Interior's Standards for Historic Preservation Projects. The property is large enough to provide a suitable setting for the effigy. However, during 2007-08 the Ohio Historical Society will undertake a master plan to determine if additional land needs to be acquired to provide adequate protection for the site from incompatible development.

Are there any recent or forthcoming planned major repair projects? Are there any major repairs needed to buildings or structures that have not been planned or financed?

None planned for cultural resource. Improvements are planned for visitor facilities, including restrooms and museum.
4b. Factors affecting the property

If there are known factors likely to affect or threaten the outstanding universal values of the property or there any difficulties that may be encountered in addressing such problems through measures taken, or proposed to be taken, please use the following is a checklist to help in identifying factors.

(i) Development Pressures (e.g., encroachment, modification, agriculture, mining)

Are there development pressures affecting the property? Or major changes in traditional land use? Or demographic shifts, especially in sites still in the hands of the descendants of their creators, or, for example, traditional ethnic communities.

YES: ___ NO: X

Comment:

At this time, there are no development pressures; however, there is no local zoning. Surrounding properties are used for agriculture or single-family homes on small parcels (+ 4 ha).

(ii) Environmental pressures (e.g., pollution, climate change, desertification)

Are there major sources of environmental deterioration currently affecting the property?

YES: ___ NO: X

Comment:

(iii) Natural disasters and risk preparedness (earthquakes, floods, fires, etc.)

Are natural disasters likely to present a foreseeable threat to the property? If so, are there available background data (e.g., for a property in a seismic zone, give details of past seismic activity, or the precise location of the property in relation to the seismic zone, etc.)

YES: ___ NO: X

Comment:

Are there contingency plans for dealing with disasters, whether by physical protection measures or staff training?

YES: ___ NO: X

Comment:

The site is not subject to flooding and, because there are no trees on the effigy mound, there is little danger from tornadoes or forest fires, which are very rare in this region.

(iv) Visitor/tourism pressures
If the property is open to visitors, is there an established or estimated "carrying capacity" of the property? Can it absorb or mitigate the current or an increased number of visitors without significant adverse effects?

YES: ______ NO: _____

Comment:

Current visitation is about 18,600 annually, which the site is able to accommodate easily. Visitation in the past was much higher when there were no charges for parking and picnicking was very popular. There was no adverse effect. It is anticipated that substantial increases could be accommodated without negatively impacting the site.

(v) Other

Are there any other risks or threats that could jeopardize the property's Outstanding Universal Values?

YES: ______ NO: _____

Comment:

5. PROTECTION AND MANAGEMENT

5.a. Ownership

Provide the name(s) and addresses of all owners:

Ohio Historical Society
1982 Velma Avenue
Columbus, OH 43211

If any of these owners are corporations or other nongovernmental entities, identify which are public and which private. Identify any traditional or customary owners.

Public organization owners:

Private organization owners: Ohio Historical Society

(The Ohio Historical Society, a 501(c)3 corporation, is by law the State's partner in providing history services to the public.)

Traditional or customary owners: none identified

If there are any other authorities with legal responsibility for managing the property, provide their names and addresses:
Are there any restrictions on public access to the property?

Explanation: Public access is not required for inclusion in the World Heritage List. Policies in effect should be explained, however.

YES: __X__ NO: ______

Comment:

Deed restrictions require that the site be open without charge to the public. Parking fees are charged. The grounds and visitor facilities are open on an established schedule. The park is closed on Thanksgiving, Christmas, & New Year's Day.

5.b. Protective designations

What are the principal existing (and pending) legal measures of protection that apply to the property?

Explanation: List, but do not attach copies of, all relevant known or proposed legal, regulatory, contractual, planning, institutional and/or traditional measures that affect the status of the property: e.g., national park, wildlife refuge, historic monument, zoning, easements, covenants, deed restrictions, State and local historic preservation ordinances and regulations, and the like.

List of measures:_______________________________________________________

Give the title and date of legal instruments and briefly summarize their main provisions. Provide the year of designation and the legislative act(s) under which the status is provided.

Titles, dates, and brief summaries of legal instruments:

State Law: Ohio Revised Code, Section 2927.11 (A)(3) prohibits a person, without privilege to do so, from purposely defacing, damaging, polluting, or otherwise physically mistreating any historical or commemorative marker, or any structure, Indian mound or earthwork, cemetery, thing, or site of great historical or archeological interest. (B) Declares that whoever violates this section is guilty of desecration, which in the case of subsection (A)(3) is a misdemeanor of the second degree.

Deed Restriction: Deed from Harvard University to Ohio Archaeological and Historical Society, 6 October 1900, requires perpetual care.

State Law: Ohio Revised Code, Section 149.30, requires that the Ohio Historical Society maintain and operate a system of state memorials (including properties owned by OHS) and requires legislative approval for the transfer or sale of Society property if the State has a "financial interest" in the property.
Are the protections in perpetuity?
YES: ___ NO: __X__
Comment: ________________________________________________________________

Are there potential gaps in the protection?
YES: ___ NO: __X__
Comment: ________________________________________________________________

Are there any traditional ways in which custom safeguards the property?
YES: ___ NO: __X__
Comment: ________________________________________________________________

5.c. Means of implementing protective measures

Will the owner(s) be responsible for ensuring that the nominated property will be protected in perpetuity, whether by traditional and/or statutory agencies? If no, identify who will be responsible.

YES: __X__ NO: _____

Responsible entity other than the owner: _____________________________________

What is the adequacy of resources available for this purpose? Please briefly explain your reasoning.

Resources at current levels are adequate for the long term care of the cultural resource. Current levels of funding limit public access and the care of visitor facilities.

5.d. Existing plans related to municipality and region in which the proposed property is located (e.g., regional or local plan, conservation plan, tourism development plan)
5.e. Property management plan or other management system

Is there a formal management plan or other management system for the property? If yes, when was it last updated? If not, is one in preparation and when will it be completed? (It is not necessary to provide copies, but a summary can be included if one is available.)

YES: ____ NO: X

Comment:

At the present time, no management plan is in place; however, funds were appropriated in December 2006 to create a master plan and a historic site management plan for the site. It is scheduled to be completed by 30 June 2008.

The site is managed by the Ohio Historical Society, which was founded in 1885 as the Ohio Archaeological and Historical Society, to help protect the mounds and earthworks in the State. In 1891, state law assigned the Society the responsibility of managing the site for the benefit of the public. The Society follows the Secretary of the Interior’s Standards for Historic Preservation Projects in its work at the site.

Is this management plan or other management system being effectively implemented?

YES: X NO: ______

Comment: ___________________________________________________________

6. MONITORING

Because monitoring the condition of a property is not essential to a decision as to whether a property meets the basic qualifications for nomination to the World Heritage List, no information about the property’s monitoring program is being requested at this time. If the property is subsequently added to the U.S. Tentative List, a set of key indicators for assessing the property’s condition, the arrangements for monitoring it, and information on the results of past monitoring exercises will be required to complete the nomination of the property for inscription on the World Heritage List.
7. DOCUMENTATION

7.a Photographs, slides, and other audiovisual materials

Location map showing the locations of Serpent Mound in Ohio
Squier and Davis map of Serpent Mound
Holmes map of Serpent Mound
Map from *The Century* magazine
CERHAS image of Serpent Mound
Aerial photograph of Serpent Mound
Diagram of solar alignments at Serpent Mound
Profiles of excavations at Serpent Mound
Photograph of conical mound
Illustration of artifacts excavated from conical mound
Photograph of elliptical mound
Illustration of artifacts from elliptical mound
Photographs of visitor facilities at Serpent Mound

If recent images (prints, slides and/or, where possible, electronically formatted images, videos and aerial photographs) are available that give a good general picture of the property, please provide a few photographs and/or slides. If available, film/video, or electronic images may also be provided. They should give a good general picture of the property and illustrate the qualities/features that you believe justify the nomination of the property to the World Heritage List. (Ten views or so should be adequate for all but the most complicated properties.)

Please label the images you supply and provide a separate list of them here, including the photographer’s name. Please do not include any copyrighted images or other images to which you do not possess the rights or do not have permission.

Images being supplied and names of their authors:
8. CONTACT INFORMATION

8a. Preparer/Responsible Party for Contact:

Serpent Mound:

Name: Bradley T. Lepper, PhD

Title: Curator of Archaeology

Address: Ohio Historical Society, 1982 Velma Ave

City, State/Territory, Zip Code: Columbus, OH 43211

Telephone: (614) 297-2642

Cellular phone: ________________________________

Preferred Days/Hours for Contact: ________________________________

Fax: 614-297-2455

E-mail and/or website: _blepper@ohiohistory.org; www.ohiohistory.org

8.b. Responsible Official or Local Institution/Agency

If different from the preparer above, provide the same information for the agency, museum, institution, community or manager locally responsible for the management of the property. In the case of public property, identify both the responsible official and the agency. If the normal reporting institution is a national agency, please also provide that contact information.

Name: Dr. William K. Laidlaw, Jr.

Title: Executive Director, Ohio Historical Society

Address: 1982 Velma Ave.

City, State/Territory, Zip Code: Columbus, OH 43211
Telephone: 614-297-2350

Cellular phone:

Fax: 614-297-2352

E-mail and/or website: wladlaw@ohiohistory.org
9. Signatures of All Owners of Private Properties or Authorizing Officials for Public Properties:

Explanation: No property will be included in the U.S. World Heritage Tentative List without the written concurrence of all its property owners. This is because U.S. law expressly forbids nomination of such sites. In addition, at the time of nomination, property owners must pledge to the legal protection or the development of legal protection of the property in perpetuity.

_____________________________________________
Signature

Typed or Printed Name

Dr. William K. Laidlaw, Jr.

Title

Executive Director, Ohio Historical Society

___________________________________
Date
SERPENT MOUND – 54.151 Acres

Situated in the Township of Bratton, County of Adams, State of Ohio, and being part of Virginia military Survey No. 1010, said tract being the whole of Volume 69 Page 19 conveyed to the Ohio State Archaeological and Historical Society in the Adams County Deed Records and being bounded and described as follows:

Beginning at a corner right-of-way monument to the State of Ohio (Vol. 220 Pg. 131 A.C.D.R.), said monument also being a corner to D.E.P.&B. (Vol. 264 Pg. 100 A.C.D.R.); thence with said D.E.P.&B. S83°-22'-08"E 1489.71 feet to a stone (found), said stone being a corner to Robert M. Bateson (Vol. 280 Pg. 769 A.C.D.R.); said stone being a corner to Marilene Isaacs (Vol. 302 Pg. 519 A.C.D.R.); thence with said Marilene Isaacs and Mark S. Henderson (Vol. 302 Pg. 168 A.C.D.R.); N3°-39'-41"E 1423.37 feet to a stone (found), said stone being a corner to William O. Shaw (Vol. 286 Pg. 107 A.C.D.R.); thence with William O. Shaw, N54°-20'-12"W 484.77 feet to a rebar (found), said rebar being a corner to D.E.P. &B. (Vol. 264 Pg. 100 A.C.D.R.); thence with said D.E.P.&B. N78°-53'-49"W 901.92 feet, a total distance of 550.00 feet to a point in the center of Ohio Brush Creek; thence with the center of Ohio Brush Creek for the next (4) four calls S25°-49'-48"E 330.49 feet to point; thence S31°-27'-57"W 438.39 feet to a point; thence S89°-02'-55"W 1050.50 feet to a point; thence S24°-11'-48"W 90.37 feet to a point in the legal access right-of-way to the said State of Ohio, thence with said State of Ohio for the next (2) two calls S67°-48'-24"E 626.53 feet to a concrete right-of-way monument; thence with a chord bearing of S61°-47'-03"E311.81 feet to the place of beginning containing 54.151 acres more or less and being subject to all legal right-of-way and easements of record.
MANAGEMENT AGREEMENT

This Agreement made between the Ohio Historical Society and the Highland Nature Sanctuary, Inc., doing business as the Arc of Appalachia Preserve System, this 31st day of July, 2009.

The mission of the Ohio Historical Society is to help people connect with Ohio’s past in order to understand the present and create a better future. The Society is thus committed to serving the citizens of Ohio by preserving its archaeological, historical, and natural history resources and by making them intellectually and physically accessible to the public. Through this agreement, the Ohio Historical Society and the Arc of Appalachia Preserve System agree to share in this commitment and to work together in preservation and education for the direct and explicit benefit of the public we serve.

1. The Ohio Historical Society, hereafter referred to as "OHS," is an Ohio corporation not for profit which administers Fort Hill State Memorial in Highland County, Ohio, and Serpent Mound State Memorial in Adams County, Ohio, hereafter referred to as "the sites" pursuant to authority granted to it by Section 149.30 (A) Ohio Revised Code. The Highland Nature Sanctuary, Inc. doing business as the Arc of Appalachia Preserve System, hereafter referred to as "AAPS," is an Ohio corporation not for profit.

2. AAPS agrees to manage the sites in accordance with the terms and conditions of this Agreement. At Serpent Mound, the managed property will be the entire site excluding the barn located in the northeast corner of the property. At Fort Hill, until July 1, 2010, the managed property will not include the residence and the associated lawns and the north two bays of the maintenance building.

3. The term of this Agreement shall be for the period commencing August 1, 2009 and ending June 30, 2012 unless sooner terminated by either party upon thirty (30) days written notice. The term of the agreement may be extended for additional periods by agreement of the parties.

4. The responsibilities of AAPS shall be as follows:
   a. To operate, maintain, and keep the sites open for public use at reasonable hours. Operating hours are to be determined by AAPS with notification to OHS.
   b. To preserve and protect the properties, their ecosystems, the archaeological resources, the buildings, and their contents.
   c. To develop and implement educational programs and events that help visitors understand the archaeological, ecological, and historical significance of the sites and engage actively in learning about those topics.
   d. To develop an annual program plan for each site and advise OHS of the same.
   e. To develop a facilities use plan for each site and advise OHS of the same.
   f. To recognize the interest of OHS in the sites in signs, literature, web presence, and appropriate symbols.
g. To provide links from its web pages concerning Fort Hill and Serpent Mound to OHS’ web pages.

h. At its discretion, to collect admission fees at Fort Hill and parking fees at Serpent Mound; charge fees for special events, programs, and classes; operate museum shops; charge fees for the appropriate use of the sites and facilities by other entities and individuals; and conduct other fund raising activities appropriate for the sites which shall be used wholly or in part to offset operating expenses. AAPS shall determine admission and parking fees and advise OHS of the same. Admission and parking for OHS members will be free.

i. To pay for all utilities used on the premises during the term of the agreement, except for the water fees at Fort Hill. OHS will assume these expenses until that time that the residence is turned over to AAPS. AAPS will provide OHS telephone lines for use in conjunction with the security systems that OHS maintains at the sites.

j. To pay for all repairs costing less than five hundred dollars ($500), interior and exterior maintenance, trash removal, snow removal, janitorial services, and other expenses necessary to operate the premises in good condition during the term of this Agreement. Decisions to expand or contract the areas to be mowed will be made in consultation with the Ohio Historical Society. At Fort Hill, maintenance of the approximately 25 acres of open field at the south end of the site, including the circular earthwork, will be provided by OHS under a separate contract.

k. To provide OHS with monthly reports of visitation at the sites in the form and detail as prescribed by OHS.

l. Not to conduct nor permit anyone else to conduct any activities on the premises which violate federal, state or city police, fire, health zoning, building or other regulations or laws.

m. To comply with any restrictions on or instructions as to the use of the premises which may be issued by OHS from time to time.

n. To obtain the written consent of OHS before making any material alterations to the buildings, their systems, or the sites, including trail locations.

o. To obtain the written consent of OHS before taking any action that affects the ecosystems of the sites.

p. To notify OHS promptly of any damage, structural defects, or other matters requiring major repairs.

q. Maintain in full force and effect liability insurance protecting AAPS against claims for bodily injury, death or property damage arising out of its management of the premises in an amount not less than $1,000,000 per claim. OHS shall be named as an additional insured on the policy. AAPS shall provide OHS with a certificate of insurance.

r. To provide OHS with an audited financial statement or similar information prior to each renewal of this agreement.
5. Responsibilities of OHS shall be as follows:

a. To pay AAPS for its services and expenses in maintaining and operating the premises the annual sum of seventy thousand dollars ($70,000) payable in four equal installments, the first within 15 days of the effective date of this agreement and the others by October 1, 2009 and by January 1 and by April 1, 2010.

b. To provide staff assistance toward the maintenance of the sites as allowed by the OHS operating budget. At Fort Hill, OHS will provide maintenance of the approximately 25 acres of open field at the south end of the site, including the circular earthenwork, through a separate contract with another contractor.

c. To coordinate and facilitate the management and protection of the natural resources of the sites, including the issuance of hunting permits.

d. To recognize the role of AAPS in the management of the sites in signs, literature, website, and appropriate symbols.

e. To provide links from its web pages concerning Fort Hill and Serpent Mound to AAPS' web pages.

f. To maintain and provide security and fire detection systems which are required by law or the Society deems necessary for the proper operation of the sites.

g. To add AAPS as an additional insured to OHS liability insurance policy covering the property. Such endorsement will only protect AAPS against liability caused by OHS acts or omissions. It will provide no protection for claims against AAPS arising out of the acts or omissions of AAPS, its employees and volunteers.

h. To request and administer any capital funds appropriated for the benefit of the sites.

i. To develop permanent exhibits and to support the development of temporary exhibits as allowed by the OHS operating budget.

j. To provide, review, and approve content of interpretive and educational programs and activities.

k. To provide assistance in training for best educational and museum practices.

l. To provide marketing support for the sites as funding permits.

m. To pay for all repairs costing five hundred dollars ($500) or more and approved by OHS in advance.

6. The collections housed at the sites shall remain subject to OHS collections policies and procedures. AAPS may not add to, move, or remove collections or undertake repairing or revision to any collections item without prior authorization from OHS.
a. OHS is solely responsible for acquisition, conservation, cataloging, placement, location, storage, and inventory of the collections items located at the sites.

b. AAPS is responsible for day-to-day collections care and maintenance based on museum best standards and practices. OHS will provide such training for collections care and maintenance for AAPS's paid and unpaid staff as needed for collections care and maintenance as OHS deems appropriate and as time permits.

c. AAPS agrees to notify OHS promptly of any damage to or theft of collections objects.

d. OHS has the right of first refusal for all potential archaeological and historical objects and natural history specimens offered to the sites.

e. Collection objects not owned by OHS will only be allowed to be exhibited or stored at the sites by AAPS through a signed agreement with OHS. OHS assumes no liability for loss or damage to collection objects of AAPS without an express written agreement assuming such liability.

f. Requests for object loans or object photographs from the sites will be administered by OHS. OHS will provide rights and reproductions services for collections, thereby granting permission for reproduction, quotes, or use in publications, exhibits, or other works. Visitors may photograph collections when it does not require moving the collections and the resulting photographs are for personal use only.

g. OHS has inventoried all artifacts currently at the sites. The inventory of those artifacts is attached as “Exhibit A”. OHS will provide documentation to be acknowledged by AAPS should any artifact on the inventory be removed or added for curation, conservation rotation, or other purposes as determined by OHS.

7. OHS has the exclusive right to conduct or authorize the conducting of archaeological surveys and excavations on the premises. Any archaeological studies made or artifacts recovered from the premises under any circumstances are the property of OHS. OHS will notify AAPS of any permits issued.

8. OHS has the exclusive right to conduct or authorize the conducting of natural history research on the premises. Prior to issuing any permits, OHS will notify AAPS of the applications for research and, if time permits, will consider comments from AAPS about the proposed research. OHS will advise AAPS of any permits issued. Any studies made or natural history specimens recovered from the premises under any circumstances are the property of OHS.

9. AAPS has the option to purchase all or part of the existing stock for resale located in the museum at Serpent Mound. OHS will remove the stock that AAPS does not want to purchase for resale and provide a final list of the remaining stock and its wholesale cost. OHS will invoice AAPS for the wholesale cost of the stock on October 1, 2009. Payment will be due within 15 days of date of invoice.

10. Any furnishings, fixtures, equipment, and tools that remain at the sites for the use of AAPS remain the property of OHS and are to be returned to OHS in good condition at the end of this agreement. The repair, maintenance, and replacement of the equipment is the responsibility of AAPS.
11. OHS agrees to seek dedication of appropriate parts of Fort Hill State Memorial as a
dedicated state nature preserve. Actual dedication is contingent upon specific approval of the
Society’s board of trustees.

12. Representatives of the Executive Director of OHS and representatives of the Executive
Directors of AAPS shall meet at least annually to review operations.

13. In the event this Agreement is terminated for any reason, AAPS shall be entitled to be paid
for its services and expenses to the date of termination based on a daily rate arrived at by
dividing the payment specified in paragraph 5(a) by the number of days in the period for
which payment is made and shall be paid promptly. Any amount prepaid by OHS and not
entitled to by AAPS shall be returned promptly. AAPS shall pay all expenses of operating
and maintaining the sites, as provided in paragraph 4, to the date of termination.

14. AAPS shall be responsible for the employment of such personnel as it deems best to carry out
its duties under this agreement. Such personnel shall under no circumstances be considered
the employees or agents of OHS. AAPS shall carry workers compensation insurance for any
employees engaged to work on the premises. AAPS shall reimburse OHS for any costs,
expenses, and liabilities incurred by OHS as a result of employees hired by AAPS. In the
event AAPS employs a former employee of OHS, such employee may have the right to
participate in the Ohio Public Employees Retirement System if such employee performs the
same or similar duties for AAPS as he/she performed for OHS. In such case AAPS shall
notify OHS and request OHS to file a request for determination with PERS. If PERS makes
a final determination that the employee has the right to participate in PERS and if such
employee does not timely waive such right, AAPS shall provide to OHS the payroll
information for such employee and remit to OHS the required employee and employer
contribution to PERS for such employee and OHS shall report such payroll information and
pay such contribution to PERS as required by Section 145.01(A)(2), Ohio Revised Code.

15. The parties agree that the relationship between OHS and AAPS is that of an independent
contractor. AAPS shall under no circumstances incur any liability against OHS. AAPS
shall indemnify OHS against any claim against OHS arising out of any misconduct or
neglect on the part of AAPS, its employees, invitees or volunteers.

IN WITNESS WHEREOF, the parties have executed this agreement on the date above specified by authority
of their respective Boards of Trustees.

OHIO HISTORICAL SOCIETY

By: Jeffrey Ward, CFO
Date: 7-31-09

HIGHLAND NATURE SANCTUARY, INC.
dba Arc of Appalachia Preserve System

By: Nancy Marty, Director
Date: 7-30-2009
Visibility from Vantage Points on and Below the Ridge Crest
1. Observation Tower (30 ft.) toward intersection of trail North of Egg. (Bare Earth)
2. Observation Tower (30 ft.) toward intersection of trail North of Egg. (With Trees)
3. Tail (5 ft.) towards Observation Tower (30 ft.) (Bare Earth)
4. Tail (5 ft.) towards Observation Tower (30 ft.) (with Trees)
6. Base of Observation Tower (5 ft.) toward intersection of trail North of Egg (5 ft.). (Bare Earth)
5. Base of Observation Tower (5 ft.) toward intersection of trail North of Egg (5 ft.), (with Trees)
7. View Area (5 ft.) toward northwest (315 degrees). (Bare Earth)
8. View Area (5 ft.) toward northwest (315 degrees). (with Trees)
9. Observation Tower (30 ft.) toward Tail. (Bare Earth)
10. Observation Tower (30 ft.) toward Tail. (with Trees)
KNOW ALL MEN BY THESE PRESENTS

That the President and Fellows of Harvard College, a corporation duly established under the laws of the Commonwealth of Massachusetts, in consideration of one dollar and other valuable considerations paid by The Ohio State Archaeological and Historical Society, a corporation duly established under the laws of the State of Ohio, the receipt whereof is hereby acknowledged, hereby grants, remises, releases and forever quitclaims unto the said The Ohio State Archaeological and Historical Society, the following described real estate, situated in Bratton Township, in the County of Adams, and State of Ohio, known as the Serpent Mound Park, and bounded and described as follows, to wit—

Beginning at an ash stump on the east side of Brush Creek, corner to J. F. Weaver's land, said stump stands S. 36° W. three and a half poles from the Southeast corner of the stone abutment of the Pike Bridge, across Brush Creek; thence North 26° East seventeen poles to an ash tree; thence South 78°-1/4° E. thirty-two and 8/10 poles to a stone (gone); thence North 87°-3/4° East nine poles to a beech, new stump; thence South 24° East fourteen and 8/10 poles to a sugar tree stump and two small elms, corner to land now or late of J. F. Weaver; thence with his line East ninety-three poles to a stone, corner to said Weaver, and corner to Peter Andrews, deceased, thence North eighty-four poles to a stone in Lovett's private road; thence with said road North 58° west twenty-eight and 8/10 poles to an elm on the North side of a branch; thence with said road North 35° West fifty-three poles to a stone one rod from an elm on the North side of said branch; thence South 90° East twenty-four poles so as to include an elm and sycamore in the premises herein conveyed, to a state on the east side of Brush Creek; thence with meanders of said Creek South 20° East forty-one poles, South 30° West thirty-five and 2/3 poles, South 75° West eleven poles, South 85° West twenty-nine poles, South 81° West fourteen poles, South 60° West eight poles, South 30° West fifteen and one half poles to the center of said Creek; thence East four poles to the beginning; containing
fifty-eight and three-fourths (58-3/4) acres of land, be the same more or less, Part of Survey No. 1010, entered in the name of A. Shepherd. Being the same premises conveyed to Robert C. Winthrop et al., Trustees of the Peabody Museum of American Archaeology and Ethnology by deed dated June 4, 1887 and recorded with Adams County Deeds, Vol. 69 page 19.

Also a certain other parcel of land situated in said Bratton Township and on the waters of the East Fork of Ohio Brush Creek, being a part of Survey No. 1010, entered in the name of Abraham Shepherd, and bounded as follows:

Beginning at a stone in the centre of the pike leading from Locust Grove via. London to the Highland County line where said pike crosses Brush Creek, and in the line of the land heretofore conveyed to the Trustees of the Peabody Museum of American Archaeology and Ethnology by John T. Wilson; thence with said line North 28° East seventeen poles to an ash tree; thence South 78-1/4° East thirty-two and 8/10 poles to a stone (gone); thence North 67-3/4° East nine poles to a beech (stump); thence South 24° East fourteen and 8/10 poles to a sugar tree stump and two small elms on the north side of the pike; thence South to a stone in the centre of said pike; thence with said pike in a westerly direction and in the centre thereof to the point of beginning; containing two acres more or less. Being the same premises conveyed to Robert C. Winthrop et al., Trustees of the Peabody Museum of American Archaeology and Ethnology by Jacob F. Weaver et al. by deed dated October 1, 1887, recorded with said Deeds Book 69 page 278.

Said two parcels being the same premises conveyed by the Trustees of the Peabody Museum of American Archaeology and Ethnology to the President and Fellows of Harvard College by Indenture dated January 1, 1897, and all the estate, title and interest of the said President and Fellows of Harvard College either in law or in equity of, in or to said premises, together with all the privileges and appurtenances to the same belonging, and all the rents, issues and profits thereof.

2.
TO HAVE AND TO HOLD the above granted premises with the
rights, easements and appurtenances thereto belonging, to the said
The Ohio State Archaeological and Historical Society, and its
successors and assigns, to their use and behoof forever.

This conveyance is upon the condition that the grantee
corporation shall provide for the perpetual care of the Serpent
Mound and upon the further condition that the grantee corporation
shall keep the Serpent Mound Park as a free public park forever
and the non-fulfilment or breach of said conditions, or either
of them shall work a forfeiture of the estate hereby conveyed
and vest the same in the grantor and its successors.

And upon the further condition that the grantee Society
shall place and maintain in the Park a suitable monument or tablet
upon which shall be inscribed the record of the preservation of
the Serpent Mound and the transfer of the property to the State
Society.

And the said grantor corporation, for itself and its
successors and assigns, covenants with the said grantee corpora-
tion and its successors and assigns, that the premises are free
from all incumbrances made by it, except as aforesaid, and
that the said grantor corporation and its successors and assigns
shall warrant and defend the same to the said grantee corporation
and its successors and assigns forever against the lawful claims
and demands of all persons claiming by, through or under it,
except as aforesaid, but against none other.

IN WITNESS WHEREOF the said President and Fellows of Harvard
College has caused its corporate seal to be hereto affixed and
these presents to be signed in its name and behalf by Charles
Francis Adams 2nd, its Treasurer, hereto duly authorized by vote,
a copy of which is hereto annexed and hereby made a part of this
deed, the sixth day of October in the year of our
Lord nineteen hundred, having affixed hereto and cancelled the
stamps required by law.
Signed and sealed
in presence of
Chief Justice

President & Fellows of
Harvard College
by Charles A. 2nd

Commonwealth,
State of Massachusetts }
County of Suffolk }

Before me, the undersigned a Notary Public within and for
the said State and County this day personally appeared the
President and Fellows of Harvard College, a corporation, by
Charles Francis Adams 2nd, its Treasurer, who acknowledged that
he did sign and execute the foregoing instrument for and on
behalf of said corporation, and did affix the corporate seal of
said corporation thereto, and who acknowledged the same to be
the free act and deed of said corporation, and of himself as
Treasurer thereof.

WITNESS my signature and notarial seal this 8th
day of October 1900.

Chief Justice

Notary Public within and for
Suffolk County, Massachusetts.
At a meeting of the President and Fellows of Harvard College, in Boston, September 25, 1880,

VOTED that Charles Francis Adams 2d, the Treasurer be and he is hereby authorized to execute, acknowledge, and stamp and deliver to the Ohio State Archaeological and Historical Society, a corporation organized under the laws of the State of Ohio, a deed conveying the Serpent Mound Park so-called, situated in the Township of Bratton, in the County of Adams and State of Ohio, said estate being more particularly described in two deeds, one given by John T. Wilson to the Trustees of the Peabody Museum of American Archaeology and Ethnology, dated June 4, 1887, and recorded in Vol. 69 page 19 of the Records of said Adams County, the other by Jacob F. Weaver et al. to said Trustees dated October 1, 1887, recorded with said Deeds Book 69 page 278, reference to said deeds being hereby expressly made; the deed hereby authorized to be made upon the following conditions:

1. That the grantee Society shall provide for the perpetual care of the Serpent Mound, and for keeping the Serpent Mound Park as a free public park forever, with penalty of reversion and forfeiture of the property in case of neglect of these conditions or either of them.

2. That the grantee Society shall place and maintain in the park a suitable monument or tablet upon which shall be inscribed the record of the preservation of the Serpent Mound and the transfer of the property to the State Society; and in other respects to be in such form as said Treasurer shall see fit, and his execution thereof shall be deemed a sufficient determination.

A true copy of record, Attest:

Allen Douglass, Comptroller.
This policy may only be amended by vote and approval of the Board of Directors.

The Arc of Appalachia is a non-profit nature preserve system that manages Serpent Mound on behalf of the Ohio History Connection.

Usual Visitor Activities Defined

Although park staff can much more ably serve large groups of visitors when given advanced notice, special use permits are not required for the general public’s enjoyment of the park’s usual visitor activities. Usual visitor activities are defined the general public’s non-exclusive use of the park for viewing the mounds, touring the Museum, attending official park events and other staff-sponsored interpretive programs, hiking, picnicking, and low-impact loosely organized recreational activities associated with picnicking and traditional park visitation. Usual visitor activities include the exclusive rental of the picnic shelter by groups for the primary purpose of picnicking, socializing, and family reunions. The general public includes individuals, small groups, tour groups, school groups and most other groups visiting the site to primarily participate in usual visitor activities.

Official Park Events Defined

The Arc of Appalachia conducts a number of official park events on the Serpent Mound grounds throughout the year, and these official park events do not require a special use permit. Most official park events are open to the general public, and are promoted on the Arc of Appalachia’s website and through other media, including promotional material released by Ohio History Connection. The Arc of Appalachia has final approval over the scheduling, content, promotion, invited speakers, volunteer participation, and other details associated with official park events.

At the sole discretion of the Arc of Appalachia, park events may be promoted as co-sponsored with other non-profit organizations when such co-sponsors contribute substantial labor, expertise, funding, promotion or material resources. Invited co-sponsors may be asked to sign a memorandum of agreement or attend planning meetings, but co-sponsors are not required to apply for a permit. Co-sponsors must support the park’s operating procedures and management; and comply with the park’s policies and regulations at all times.

Official park events also include any event at the park that is sponsored, organized or presented by the Ohio History Connection.

When Special Use Permits at Serpent Mound are required:

Other than official park events, any activity or event having one or more of the following elements requires an approved special use permit:
• all private gatherings for purposes other than enjoying the usual visitor activities
• events taking place on park grounds and facilities that are publicly advertised or promoted through the media, internet, or printed materials
• activities requiring exclusive use of a portion of the grounds and facilities other than the rented picnic shelter for the purpose of usual visitor activities
• activities taking place before and after usual park open hours
• events which levy a participant fee collected on-site
• events involving vendors and contractors
• events and organized activities that invite or permit participation of the park’s general visiting public
• activities requiring equipment, supplies, tents, displays, installations and/or decorations (picnicking supplies excepted)
• filming and photography intended for public showing or commercial purposes. (Such permit requests shall be redirected to Ohio History Connection for review and approval.)

Park Areas available for Special Use Permits

Listed below are the park’s public areas which may accommodate special use activities, listed in the order of most conducive to the least. As noted above, the picnic shelter may be reserved for a rental fee for the purpose of usual visitor activities such as social events, family reunions, and picnicking, without the need for a special use permit. For other uses, the picnic shelter can be rented in conjunction with an approved special use permit.

1. Picnic Shelter: rental fee of $40/day applies for exclusive use of the shelter for any portion of a day
2. Side Grounds: mowed grounds north of the parking lot and restrooms
3. Main Grounds & Trails: mowed grounds between picnic shelter and Museum, and designated hiking trails
4. Serpent Mound: the mowed grass outside the pathway circling the mound, and the pathway itself, are available for special uses under certain circumstances.

Park Areas not available for Special Use Permits:

1. Serpent Mound’s earthwork including its interior spaces.
2. The park’s three burial mounds.
3. Unmowed and forested areas of the park other than designated trails.

Program Content Guidelines for Permitted Private Events:

There are no automatic restrictions regarding program content for privately held, permitted events at Serpent Mound. The Arc of Appalachia is committed to supporting visitors’ freedom to interpret Serpent Mound as they wish, so long as use of the site complies with these special use permit policies and park regulations.
Program Content Guidelines Governing Arc of Appalachia Staff only:

In order to maintain Serpent Mound as a place where any individual or group may interpret the site as they wish, it is the policy of the Arc of Appalachia that the program content of all official park events at Serpent Mound, shall remain consistent with documented Native American cultural history, anthropological and archaeological research, and other scientific research; avoiding as much as possible content that represents personal, political, and/or religious beliefs.

The following guidelines govern the approval and issuance of Special Use Permits:

1. The Arc of Appalachia has final approval over all special use permit applications.
2. The proposed activity must have minimum disturbance to the park’s usual activities.
3. Applicants must support the park’s operating procedures and management; comply with the park’s policies and regulations and all governmental laws and regulations.
4. Activity must do no harm to the archaeological and natural features of the park.
5. Standard Parking fees apply to all activity participants.
6. Direct or indirect income production derived from a special use activity is not necessarily prohibited but must be revealed in the permit application.
7. Uncontrolled decor such as balloons, bubbles, glitter, and confetti is not permitted on the site.
8. All plans for music, dancing, and commercial vendors and contractors are subject to the Arc of Appalachia’s approval.
9. Should substantial park costs such as clean-up, utilities or security be anticipated to support an activity, a deposit or usage fee may be required by the Arc of Appalachia.
10. Proof of liability insurance, vendor information and vendor compliance with health regulations, and/or additional information may be required by the Arc of Appalachia.
11. For approved events that are private in nature, the Arc of Appalachia may request clear physical boundaries defining the activity and appropriate signage.
12. Overnight use of the park is not generally permitted.
13. The Arc of Appalachia may cancel a Special Use Permit under the following conditions only: when the Applicant’s responsiveness to requests for additional information is untimely, the Applicant’s information proves to be inaccurate or incomplete, an accidental double booking, or when natural disasters occur beyond the control of the Arc of Appalachia, such as fire, storm damages, or national emergencies.
14. In reviewing a permit request, in addition to the guidelines previously stated as well as other factors, the Arc of Appalachia may consider the following: sufficient time for review, staff limitations, cost limitations, participant size, safety issues, impact on grounds, scheduling conflicts, and previous non-compliance on the part of the Applicant.
Approval Process for Special Use Permits.

Applicants are encouraged to apply as far in advance of the date as possible. Applications for events taking place less than 30 days from the application date may be declined for lack of sufficient processing time.
Program Content Policy.

Permitted Privately-Sponsored Events.
There are no automatic restrictions regarding program content for privately held, permitted events at Serpent Mound. As the park’s site manager, the Arc of Appalachia is committed to supporting visitors’ freedom to interpret the site as they wish, so long as use of the site complies with special use permit policies and park regulations.

Program Content Policy Governing Staff (only).
In order to maintain Serpent Mound as a place where any individual or group may interpret the site as they wish, it is the policy of the Arc of Appalachia that the educational program content presented by staff and staff representatives at Serpent Mound, and the program content of official park events at Serpent Mound, shall remain consistent with documented Native American cultural history, anthropological and archaeological research, and other scientific research. The above program content shall avoid as much as possible information that represents personal, political, and/or religious beliefs.

Speaker Guidelines for Arc Staff and Representatives.

In addition to the above policies, when dealing with public audiences at Serpent Mound, Arc staff and site volunteers shall abide by, and shall actively encourage staff-invited speakers to abide by, the following program content guidelines:

1. **Honoring American Indian Legacies.** All education content referring to Serpent Mound will acknowledge that Serpent Mound was built and used by Native American Indians, a fact well documented by archaeological research. Arc staff will work cooperatively with any appropriate Native American Indian requests regarding program content that are received by the Arc of Appalachia from Ohio History Connection and their ongoing liaison work with Native American Tribes.

2. **Credibility.** Speakers presenting theories of the site’s past or purpose are encouraged to identify their credentials and/or background to their audiences, and include, when appropriate, the disclaimer that their views do not necessarily represent the viewpoints of Ohio History Connection nor its manager, the Arc of Appalachia.

3. **Tolerance & Respect.** Although speakers are encouraged to freely analyze the worthiness of others’ interpretations of the history or purpose of the site, they are
encouraged to refrain from unreasonably criticizing the holders of such alternative or opposing ideas.

4. **Transparency.** Speakers are encouraged to only present or discuss speculative theories of Serpent Mound’s past or purpose if and when there is some reasonable corroborating archaeological, cultural or anthropological evidence supporting such theories. Speakers are encouraged to include in any such presentation or discussion, the degree to which the theories are speculative.
Under the authority of Section 149.54 of the Ohio Revised Code, [applicant] is hereby granted permission by the Director of the Ohio History Connection to engage in archaeological survey and/or excavation at the referenced location in accordance with the conditions outlined in this document.

Dates of proposed field work:

Location of proposed field work:

Nature of the proposed field work: See attached proposal

Applicant's name:

Applicant's institutional affiliation (if applicable):

Applicant’s address:

Applicant’s telephone number:
Applicant’s fax number:
Applicant’s e-mail address:

Applicant’s resume: See attached

It is agreed that the archaeological investigation subject to this permit will be performed in accordance with the purposes and methods described in the formal proposal (copy attached) and in accordance with the following conditions:

1) The applicant and crew members will exercise due precautions to minimize hazards to the public by, where applicable, erecting protective barriers around all open excavation units, by backfilling units when excavations are complete, and also by generally maintaining safe working conditions.

2) The applicant and crew members will coordinate their activities with Ohio History Connection staff and with the applicable site staff managing the property, particularly with regard to site inspections by Ohio History Connection staff and to any publicity or public education programs involving the site.

3) If during the course of these investigations, human remains are discovered, the applicant will immediately inform relevant Ohio History Connection staff and will follow the Procedures Involving Discovery of Human Remains at Ohio History Connection Sites (copy attached).
4) This agreement will not be construed as creating an employment relationship between the Ohio History Connection and [applicant], hereinafter, "Applicant," or any other persons participating in this project, it being understood that by executing this agreement the Ohio History Connection is granting a mere license to Applicant to enter upon the site for the purposes stated. As consideration for this license, Applicant releases the Ohio History Connection from any claim which may arise for personal injury or property damage by reason of their entry upon the premises and agrees to procure a similar release from any person assisting in this project. Applicant shall hold the Ohio History Connection harmless from any liability, claim, or expense arising out of the activity authorized by this agreement.

5) The Ohio History Connection has the right to terminate this agreement under the provisions of Section E(3), 149-1-02 Guidelines for Archaeological Investigations on Public Land, Archaeological Preserves, and Sites Listed in the State Registry of Archaeological Landmarks.

6) The applicant will notify the Ohio History Connection in writing at the end of the field investigations, briefly describing the results of the work. A final written report meeting the published guidelines of the Ohio Historic Preservation Office will be submitted to the Ohio History Connection by [date]. Clear copies of all field notes, field drawings, photographs, and field maps generated by the work at [site] also shall be submitted to the Ohio History Connection along with the final report. The Ohio History Connection will have the right to use the resulting data for research, educational, and publicity purposes.

________________________________________  ____________________________
Applicant                                    Jackie Barton
Ohio History Connection
Columbus, OH 43211

________________________________________  ____________________________
Date                                        Date
The Indian Arts and Crafts Act of 1990 (P.L. 101-644) is a truth-in-advertising law that prohibits misrepresentation in marketing of Indian arts and crafts products within the United States. It is illegal to offer or display for sale, or sell any art or craft product in a manner that falsely suggests it is Indian produced, an Indian product, or the product of a particular Indian or Indian Tribe or Indian arts and crafts organization, resident within the United States. For a first time violation of the Act, an individual can face civil or criminal penalties up to a $250,000 fine or a 5-year prison term, or both. If a business violates the Act, it can face civil penalties or can be prosecuted and fined up to $1,000,000.

Under the Act, an Indian is defined as a member of any federally or officially State recognized Indian Tribe, or an individual certified as an Indian artisan by an Indian Tribe.

The law covers all Indian and Indian-style traditional and contemporary arts and crafts produced after 1935. The Act broadly applies to the marketing of arts and crafts by any person in the United States. Some traditional items frequently copied by non-Indians include Indian-style jewelry, pottery, baskets, carved stone fetishes, woven rugs, kachina dolls, and clothing.

All products must be marketed truthfully regarding the Indian heritage and tribal affiliation of the producers, so as not to mislead the consumer. It is illegal to market an art or craft item using the name of a tribe if a member, or certified Indian artisan, of that tribe did not actually create the art or craft item.

For example, products sold using a sign claiming "Indian Jewelry" would be a violation of the Indian Arts and Crafts Act if the jewelry was produced by someone other than a member, or certified Indian artisan, of an Indian tribe. Products advertised as "Hopi Jewelry" would be in violation of the Act if they were produced by someone who is not a member, or certified Indian artisan, of the Hopi tribe.

If you purchase an art or craft product represented to you as Indian-made, and you learn that it is not, first contact the dealer to request a refund. If the dealer does not respond to your request, you can also contact your local Better Business Bureau, Chamber of Commerce, and the local District Attorney's office, as you would with any consumer fraud complaint. Second, contact the Indian Arts and Crafts Board with your written complaint regarding violations of the Act.

Before buying Indian arts or crafts at powwows, annual fairs, juried competitions, and other events, check the event requirements on the authenticity of products being offered for sale. Many events list the requirements in newspaper advertisements, promotional flyers, and printed programs. If the event organizers make no statements on compliance with the Act or on the authenticity of Indian arts and crafts offered by participating vendors, you should obtain written certification from the individual vendors that their Indian arts or craftwork were produced by tribal members or by certified Indian artisans.
Market Analysis in Support of
Adams County
Economic Development / Tourism Plan

Selected Highlights

Presented by:
Boulevard Strategies
Dublin, Ohio

Interim Report
October 21, 2014
Overview of Today’s Presentation

1. Project Background

2. Demographics Housing Summary

3. Economic Overview

4. Sector Spotlight
   a. Healthcare/Social Services
   b. Manufacturing/Utilities
   c. Retail Trade/Food Service
   d. Recreation/Tourism
   e. Agriculture/Other

5. Preliminary Conclusions
   a. Opportunities
   b. Challenges
1. Project Background
1. Project Background

- **Rich History Dating Back to 18th Century**
  - Population Consistently 20,000 to 30,000 Since Civil War 150 Years Ago
  - 98% of Land Area Consists of Forests, Cropland, Rolling Pastures

- **5 Primary Villages in Adams County**
  - West Union, the County Seat (Pop. 3,241)
  - Peebles (Pop. 1,782), Winchester (Pop. 1,051, and Seaman (Pop. 944) Along S.R. 32
  - Manchester (Pop. 2,029) on the Ohio River

- **68% of Adams County Population Resides in Townships**
  - Also, Majority of Key Assets -- Serpent Mound State Memorial, Nature Preserves and Trails, State Forests, Amish Country Lie Outside the Villages

- **Counties That Border Adams County**
  - Brown, Highland, Pike, and Scioto in Ohio
  - Lewis and Mason in Kentucky
  - These 6 Combined Serve as Benchmark for Adams Throughout This Report
  - Also Ohio and Kentucky Combined (OH/KY)
1. Project Background (cont’d)

Adams County Tourist Attractions

- Tourism Generates $1,050 Per Adams County Resident ($2,267 OH)
  - Significant Upside Potential
2. Demographic & Housing Summary
2. Demographic & Housing Summary – Adams County

- **28,105 Persons in 10,722 Households**
  - Slow Growth Since 2000 Expected to Continue (+50 Persons/Year)
  - Above-Average % of Children and Senior Citizens
  - High % of Empty-Nest Couples (41% of Households vs. 35% OH/KY)

- **Low Education/Income Levels**
  - 22% of Adults Without High School Diploma (13% OH/KY)
  - 11% with College Degree (24% OH/KY)
  - 47% in White Collar Occupations (58% OH/KY)
  - Median Household Income of $34,282 (2nd Lowest in Ohio)
  - 36% of Income Supported by "Transfer Payments" (22% OH/KY)
2. Demographic & Housing Summary – Adams County (cont’d)

• **12,913 Housing Units in 2012**
  - 1,989 Vacant Units (15% vs. 11% OH/KY), Up 620 Units Since 2000
  - 72% Owner-Occupied (68% OH/KY)
  - Very High % of Mobile Homes (21% vs. 6% OH/KY)
  - Housing Units 9 Years Newer on Average Than OH/KY Benchmark

• **Long Commutes to Work**
  - 32 Minutes/Over 1 Hour a Day Roundtrip on Average (+39% vs. OH/KY)
  - Longest Commutes to Work Among 6 Contiguous Counties
  - 37% of Workforce Commutes to Jobs Outside of Adams County
2. Demographic & Housing Summary – Town & Country (cont’d)

- **West Union**
  - Largest Village in County, Still Growing in Population
  - High % of Seniors, Single-Parent Families, Renters
  - Median Household Income of $30,165

- **Manchester**
  - Losing Population
  - High Housing Vacancy Rate (Flood Plain)
  - Lowest Median Household Income ($19,827)

- **Peebles**
  - GE Aviation Test Facility (But Workers Do Not Live Here)
  - 56% Renters/40% Non-Family Households
  - Median Household Income of $20,481
2. Demographic & Housing Summary – Town & Country (cont’d)

- **Winchester**
  - Borders on Brown County, Growing in Population
  - Highest % of Home Owners Among 5 Villages (59%)
  - Highest Median Household Income Among 5 Villages ($30,346)

- **Seaman**
  - Smallest of 5 Villages, Losing Population
  - Relocation of Hospital Has Not Spurred Household Growth
  - High % of Households with Children

- **Townships**
  - Twice as Much Population as 5 Villages Combined (19,509 to 9,041)
  - Added 3,230 Persons Since 1990
  - 44% Empty Nester Couples
  - 84% Homeowners
  - Median Household Income of $38,348 (About Same as 5 Contiguous Counties)
3. Economic Overview
# 3. Economic Overview

## Top 5 Private Industry Sectors 2012, Job Growth and Retention vs. 2002

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Jobs</th>
<th>% Change 2002-2012</th>
<th>OH/KY % Change, 2002-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Healthcare/Social Services</td>
<td>1,113</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>2. Retail Trade</td>
<td>861</td>
<td>-20%</td>
<td>-9%</td>
</tr>
<tr>
<td>3. Manufacturing</td>
<td>634</td>
<td>-12%</td>
<td>-23%</td>
</tr>
<tr>
<td>4. Utilities</td>
<td>581(e)</td>
<td>-1%</td>
<td>-4%</td>
</tr>
<tr>
<td>5. Accommodations/Foodservice</td>
<td>501</td>
<td>-30%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>3,690</td>
<td>-12%</td>
<td>-1%</td>
</tr>
<tr>
<td><strong>ALL PRIVATE SECTORS</strong></td>
<td>4,443</td>
<td>-11%</td>
<td>-3%</td>
</tr>
</tbody>
</table>

*Over 500 Net Private Sector Jobs Lost in Adams County Over Past 10 Years*
3. Economic Overview (cont’d)

**Top 5 Private Industry Sectors, 2012 vs. Contiguous Counties and OH/KY Benchmarks**

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Adams County % to Total</th>
<th>Contiguous Counties % to Total</th>
<th>OH/KY % to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Healthcare/Social Services</td>
<td>25.1%</td>
<td>26.3%</td>
<td>17.6%</td>
</tr>
<tr>
<td>2. Retail Trade</td>
<td>19.4%</td>
<td>17.1%</td>
<td>12.7%</td>
</tr>
<tr>
<td>3. Manufacturing</td>
<td>14.3%</td>
<td>14.3%</td>
<td>14.0%</td>
</tr>
<tr>
<td>4. Utilities</td>
<td>13.1%</td>
<td>1.3%</td>
<td>6.5%</td>
</tr>
<tr>
<td>5. Accommodations/Foodservice</td>
<td>11.3%</td>
<td>11.8%</td>
<td>9.8%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>83.2%</strong></td>
<td><strong>70.8%</strong></td>
<td><strong>60.6%</strong></td>
</tr>
</tbody>
</table>

**OTHER INDUSTRY SECTORS OF NOTE:**

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Adams County % to Total</th>
<th>Contiguous Counties % to Total</th>
<th>OH/KY % to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Services</td>
<td>0.6%</td>
<td>1.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreation</td>
<td>0.6%</td>
<td>0.8%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>
### 3. Economic Overview (cont’d)

#### Top 5 Private Industry Sectors, Jobs Per 1,000 Residents

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Healthcare/Social Services</td>
<td>39</td>
<td>56</td>
<td>67</td>
</tr>
<tr>
<td>2. Retail Trade</td>
<td>31</td>
<td>36</td>
<td>48</td>
</tr>
<tr>
<td>3. Manufacturing</td>
<td>23</td>
<td>31</td>
<td>53</td>
</tr>
<tr>
<td>4. Utilities</td>
<td>21</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>5. Accommodations/Foodservice</td>
<td>18</td>
<td>25</td>
<td>37</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Subtotal</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Services</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreation</td>
<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td><strong>ALL PRIVATE SECTORS</strong></td>
<td><strong>158</strong></td>
<td><strong>214</strong></td>
<td><strong>378</strong></td>
</tr>
</tbody>
</table>
3. Economic Overview (cont’d)

Top 5 Private Industry Sectors, Average Annual Wages, 2012

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Healthcare/Social Services</td>
<td>$26,878</td>
<td>$32,366</td>
<td>$40,707</td>
</tr>
<tr>
<td>2. Retail Trade</td>
<td>$21,441</td>
<td>$22,184</td>
<td>$25,510</td>
</tr>
<tr>
<td>3. Manufacturing</td>
<td>$58,032</td>
<td>$44,047</td>
<td>$52,056</td>
</tr>
<tr>
<td>4. Utilities</td>
<td>$36,687</td>
<td>$39,409</td>
<td>$36,399</td>
</tr>
<tr>
<td>5. Accommodations/Foodservice</td>
<td>$11,772</td>
<td>$11,663</td>
<td>$13,077</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$30,698</strong></td>
<td><strong>$28,944</strong></td>
<td><strong>$35,223</strong></td>
</tr>
<tr>
<td><strong>ALL PRIVATE SECTORS</strong></td>
<td><strong>$30,684</strong></td>
<td><strong>$32,988</strong></td>
<td><strong>$39,936</strong></td>
</tr>
</tbody>
</table>
### 3. Economic Overview (cont’d)

#### Top 5 Private Industry Sectors, Establishments and Establishment Size, 2012

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># Estab.</td>
<td>Employees Per Estab.</td>
<td>Employees Per Estab.</td>
</tr>
<tr>
<td>1. Healthcare/Social Services</td>
<td>49</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>2. Retail Trade</td>
<td>77</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>3. Manufacturing</td>
<td>24</td>
<td>26</td>
<td>46</td>
</tr>
<tr>
<td>4. Utilities</td>
<td>5</td>
<td>116</td>
<td>46</td>
</tr>
<tr>
<td>5. Accommodations/Foodservice</td>
<td>34</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>189</strong></td>
<td><strong>34</strong></td>
<td><strong>25</strong></td>
</tr>
<tr>
<td><strong>ALL SECTORS</strong></td>
<td><strong>373</strong></td>
<td><strong>12</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>
### Government/Public Sector Employees, 2012

<table>
<thead>
<tr>
<th>Level of Government</th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Federal/State</strong></td>
<td>108</td>
<td>2,775</td>
<td>301,102</td>
</tr>
<tr>
<td>Per 1,000 Residents</td>
<td>4</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>Average Annual Wages</td>
<td>$43,294</td>
<td>$44,185</td>
<td>$59,518</td>
</tr>
<tr>
<td><strong>Local</strong></td>
<td>1,448</td>
<td>9,795</td>
<td>659,823</td>
</tr>
<tr>
<td>Per 1,000 Residents</td>
<td>53</td>
<td>44</td>
<td>41</td>
</tr>
<tr>
<td>Average Annual Wages</td>
<td>$32,911</td>
<td>$34,304</td>
<td>$40,203</td>
</tr>
<tr>
<td><strong>All Levels</strong></td>
<td>1,556</td>
<td>12,570</td>
<td>960,925</td>
</tr>
<tr>
<td>Per 1,000 Residents</td>
<td>57</td>
<td>56</td>
<td>60</td>
</tr>
<tr>
<td>Average Annual Wages</td>
<td>$32,362</td>
<td>$36,181</td>
<td>$46,079</td>
</tr>
<tr>
<td><strong>Local Government Wages/All HH Income</strong></td>
<td>9.3%</td>
<td>7.8%</td>
<td>6.6%</td>
</tr>
<tr>
<td><strong>Public Sector Jobs Per 100 Private Sector Jobs</strong></td>
<td>32</td>
<td>23</td>
<td>15</td>
</tr>
</tbody>
</table>
### 3. Economic Overview (cont’d)

#### Self-Employed Persons and New Business Starts

<table>
<thead>
<tr>
<th></th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Employed Persons, 2012</td>
<td>854</td>
<td>5,987</td>
<td>381,780</td>
</tr>
<tr>
<td>Per 1,000 Residents</td>
<td>30</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>As % of Private Workforce</td>
<td>17</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Business Starts Per 100 Existing Businesses</td>
<td>5</td>
<td>8</td>
<td>10</td>
</tr>
</tbody>
</table>
3. Economic Overview (cont’d)

Unemployment and Poverty

<table>
<thead>
<tr>
<th>Unemployment Rate Trends</th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep-14</td>
<td>7.8%</td>
<td>7.7%</td>
<td>5.9%</td>
</tr>
<tr>
<td>2011</td>
<td>12.4%</td>
<td>10.2%</td>
<td>10.2%</td>
</tr>
<tr>
<td>2007</td>
<td>7.5%</td>
<td>7.0%</td>
<td>5.6%</td>
</tr>
<tr>
<td>2003</td>
<td>9.7%</td>
<td>7.9%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

*Pike County Faces Massive Layoffs Due to Uranium-Related Issues

Poverty

<table>
<thead>
<tr>
<th>Unemployment Rate Trends</th>
<th>Adams County</th>
<th>Contiguous Counties</th>
<th>OH/KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Living Below Poverty Line</td>
<td>23%</td>
<td>22%</td>
<td>10%</td>
</tr>
</tbody>
</table>
4. Sector Spotlight
4. Sector Spotlight

a. Healthcare/Social Services

- Top Employer in Adams County + All But 1 Contiguous County
  - Major Employers Include:
    - Adams County Regional Medical Center (254 Employees)
    - Adams-Brown Economic Opportunities, Inc. (119 Employees)
    - Adams County Manor (106 Employees)
  - Only a Modest Increase in Jobs Over Past 10 Years (96 Net New Jobs)
    - Most Job Growth in Social Assistance Subsectors (173 Jobs in 2002 -- 342 in 2012)
    - Services to Elderly/Persons with Disabilities Registered Big Increase
  - Meanwhile, 16% Decline in Employment at Family Doctor Practices Between 2002 and 2012
    - Contiguous Counties Had 25% Increase in Primary Care Positions
    - 1 Primary Care Physician Per 4,200 Persons in Adams County (1 Per 3,500 Persons OH/KY)
4. Sector Spotlight (cont’d)

b. Manufacturing/Utilities

- **Loss of 12% of Manufacturing Jobs Between 2002 and 2012**
  - Not So Bad Compared to 40% Loss in Contiguous Counties/-23% at OH/KY Level
  - Columbus Industries (117 Jobs) Was Major Coup in 2008
  - GE Peebles Test Facility Serves as a Steady Influence (305 Employers + 220 Contractors/$90 Million Expansion)

- **Wood Products Manufacturing on the Decline**
  - 1998: 17 Plants with 309 Employees, 2002: 13 Plants with 120 Employees
  - Wood Products Manufacturing Employment to Increase by 15% in Ohio (2010-2020) (Jobs Ohio)

- **Dayton Power & Light (DPL) is Adams County's Largest Employer**
  - Estimated 581 Paid Employees at 2 Locations
4. Sector Spotlight (cont’d)

c. Retail Trade/Foodservice

• 2nd Largest Employer in Adams County
  - Wal-Mart Supercenter in West Union is Dominant Factor (240 Employees)
  - 20% Loss of Retail Jobs Over Past 10 Years
    - Widespread Job Declines as Result of Automation, Information Technology and E-Commerce Alternatives
    - 9% Loss in Contiguous Counties, 4% Less at OH/KY Level

• Of Concern, Small Independents Are Disappearing
  - Retailers with Less Than 10 Employees: 83 in 2002, 54 in 2012
  - Several Small Grocers, Auto and Tractor Dealerships, Dollar Stores, and Hardware/Lumber Retailers Remain
4. **Sector Spotlight** (cont’d)

c. **Retail Trade/Foodservice** (cont’d)

Retail Spending Patterns Model
4. Sector Spotlight (cont’d)

c. Retail Trade/Foodservice (cont’d)

Non-Automotive Retail Spending

<table>
<thead>
<tr>
<th>Major Merchandise Group</th>
<th>Adams County Spending (Millions/Year)</th>
<th>% to Total</th>
<th>OH/KY % to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience Goods &amp; Services</td>
<td>$110M</td>
<td>56</td>
<td>46</td>
</tr>
<tr>
<td>Home Goods</td>
<td>$32M</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Fashion Goods</td>
<td>$24M</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Leisure Goods</td>
<td>$19M</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Dining &amp; Entertainment</td>
<td>$13M</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>

**TOTAL ALL NON-AUTOMOTIVE RETAIL SPENDING**

- $198M
- 100%
- 100%

- **Strong Market for:** Grocery, Pharmacy, Fast Food, DIY Home Improvement and Auto Supply, Children's Clothing and Shoes, Sporting Goods, and Toys/Hobbies/Games

- **Wal-Mart by Itself Accounts for About $50M in Sales/Year**
4. Sector Spotlight (cont’d)

c. Retail Trade/Foodservice (cont’d)

Inflow/Outflow Patterns

<table>
<thead>
<tr>
<th>Major Merchandise Group</th>
<th>Annual Gross Outflow</th>
<th>% to Spending Total</th>
<th>Annual Inflow</th>
<th>% to Sales Total</th>
<th>Outflow vs. Inflow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience Goods &amp; Services</td>
<td>-$29M</td>
<td>26</td>
<td>+$15M</td>
<td>16</td>
<td>-$14M</td>
</tr>
<tr>
<td>Home Goods</td>
<td>-$11M</td>
<td>34</td>
<td>+$4M</td>
<td>17</td>
<td>-$7M</td>
</tr>
<tr>
<td>Fashion Goods</td>
<td>-$19M</td>
<td>79</td>
<td>-</td>
<td>-</td>
<td>-$19M</td>
</tr>
<tr>
<td>Leisure Goods</td>
<td>-$9M</td>
<td>47</td>
<td>+$1M</td>
<td>9</td>
<td>-$8M</td>
</tr>
<tr>
<td>Dining &amp; Entertainment</td>
<td>-$7M</td>
<td>54</td>
<td>+$3M</td>
<td>33</td>
<td>-$4M</td>
</tr>
<tr>
<td>TOTAL NON-AUTOMOTIVE RETAIL SPENDING/SALES</td>
<td>-$75M</td>
<td>38</td>
<td>+$23M</td>
<td>16</td>
<td>-$52M</td>
</tr>
</tbody>
</table>
4. Sector Spotlight (cont’d)

c. Retail Trade/Foodservice (cont’d)

• Loss of Food Service Establishments Impacts Quality of Life and Tourism
  - 30% Job Loss Between 2002 and 2012 (+7% OH/KY)
  - Full Service Segment Declined From 14 Establishments with 293 Employees in 2002 to 9 Establishments with 253 Employees in 2012
  - Limited Service Restaurants Declined From 21 in 2002 to 16 in 2012

• Over Half of Adams County’s Dining & Entertainment $ Spent Outside of County
  - Partially Impacted by Commuting Patterns
  - 40 Sit-down Restaurants in Scioto County, 30 Sit-down Restaurants in Brown County within Easy Driving Distance

• Tourism Spending in Local Venues is Relatively Weak
  - Adams is a Net Outflow County for Dining and Entertainment Venues
4. Sector Spotlight (cont’d)

d. Recreation/Tourism

Outdoor Recreation Assets

- Ohio River Scenic Byway
- Ohio River Islands
- Serpent Mound
- Paleo-Indian District
- Birding & Heritage Trail
- Buckeye Trail
- Ohio Brush Creek
- Quilt Barn Trail
- Brush Creek State Forest
- Shawnee State Forest
- Tri-Valley Wildlife Area
- Nature Preserves: Adams Lake Prairie, Chaparral, Davis Memorial, Johnson Ridge, Shoemaker, Whipple, Edge of Appalachia Preserve & Buzzards Rock, Lynx Prairie
- Tranquility Wildlife Area
- Peach Mountain
- Adams Lake
- Amish Region
4. Sector Spotlight (cont’d)

d. Recreation/Tourism (cont’d)

- **Emerging** Outdoor Recreational Activities In SW Ohio
  
  - **Boating**: Kayaking, Canoeing, Stand-Up Paddle Boating, Power Boating
  
  - **Camping**: Camping With Amenities, Campouts, Primitive Camping
  
  - **Nature-Based**: Nature Plays, Nature Programs
  
  - **Outdoor Skills**: Archery, Geo-Caching, Rope Courses
  
  - **Swimming**: Spray Parks, Splash Pads
  
  - **Trail Uses**: Motorized ATV Trails, Paved Bicycle Trails, Hiking, Running, Mountain Biking Trails
  
  - **Others**: Dog Parks, Picnic Shelters, Community Gardens, Beekeeping, Horseback Riding, Disc Golf, Zip Lines, Canopy Tours

- **Declining** Outdoor Activities:
  
  - Lake Swimming, Lap Pools, Sand Volleyball, Tennis
### 4. Sector Spotlight (cont’d)

#### d. Recreation/Tourism (cont’d)

**Fishing, Hunting & Bird Watching**

<table>
<thead>
<tr>
<th></th>
<th>Fishing</th>
<th>Hunting</th>
<th>Bird Watching</th>
<th>Total/Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number</strong></td>
<td>1,342,000</td>
<td>553,000</td>
<td>3,197,000</td>
<td>5,092,000</td>
</tr>
<tr>
<td><strong>Avg. Annual Days</strong></td>
<td>13</td>
<td>16</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td><strong>Avg. Spending/Day</strong></td>
<td>$35</td>
<td>$36</td>
<td>$14</td>
<td>$25</td>
</tr>
<tr>
<td><strong>Avg. Annual Spending</strong></td>
<td><strong>$611M</strong></td>
<td><strong>$319M</strong></td>
<td><strong>$358M</strong></td>
<td><strong>$1,288M</strong></td>
</tr>
</tbody>
</table>

*Both Residents and Non-Residents*
4. Sector Spotlight (cont’d)

d. Recreation/Tourism (cont’d)

Outdoors Enthusiast Demographics, Ohio

<table>
<thead>
<tr>
<th></th>
<th>Hunters/Fishers</th>
<th>Bird Watchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>% From Urban Areas</td>
<td>58%</td>
<td>59%</td>
</tr>
<tr>
<td>% From Cin/Cleve/Cols</td>
<td>29%</td>
<td>41%</td>
</tr>
<tr>
<td>% Male</td>
<td>82%</td>
<td>46%</td>
</tr>
<tr>
<td>Median Age</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$42K</td>
<td>$56K</td>
</tr>
<tr>
<td>% College Grads</td>
<td>23%</td>
<td>33%</td>
</tr>
</tbody>
</table>
4. Sector Spotlight (cont’d)

d. Recreation/Tourism (cont’d)

Boating

<table>
<thead>
<tr>
<th>Ohio Riverfront Counties, Appalachian Ohio</th>
<th>2012 Boats</th>
<th>Per 1,000 Persons</th>
<th>Change from 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>1,090</td>
<td>39</td>
<td>+16 (+12%)</td>
</tr>
<tr>
<td>Brown</td>
<td>2,454</td>
<td>55</td>
<td>-5 (-0%)</td>
</tr>
<tr>
<td>Clermont</td>
<td>9,378</td>
<td>47</td>
<td>+755 (+9%)</td>
</tr>
<tr>
<td>Gallia</td>
<td>1,458</td>
<td>48</td>
<td>+167 (+13%)</td>
</tr>
<tr>
<td>Lawrence</td>
<td>2,792</td>
<td>45</td>
<td>+179 (+7%)</td>
</tr>
<tr>
<td>Scioto</td>
<td>3,135</td>
<td>40</td>
<td>+65 (+2%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20,307</strong></td>
<td><strong>45</strong></td>
<td><strong>+1,277 (+7%)</strong></td>
</tr>
</tbody>
</table>
### 4. Sector Spotlight (cont’d)

#### d. Recreation/Tourism (cont’d)

**Boating (cont’d)**

<table>
<thead>
<tr>
<th>Top 5 Boat Types, Ohio</th>
<th>Top 10 Boating Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Motor Boats (26'-40')</td>
<td>1. Fishing From Boat</td>
</tr>
<tr>
<td>2. Canoes/Kayaks</td>
<td>2. Cruising</td>
</tr>
<tr>
<td>3. Motor Boats (16'-40')</td>
<td>3. Entertaining/Socializing</td>
</tr>
<tr>
<td>5. Motor Boats (&gt;40')</td>
<td>5. Sightseeing</td>
</tr>
<tr>
<td></td>
<td>6. Sunbathing</td>
</tr>
<tr>
<td></td>
<td>7. Waterskiing</td>
</tr>
<tr>
<td></td>
<td>8. Tubing</td>
</tr>
<tr>
<td></td>
<td>9. Quiet Water Paddling</td>
</tr>
<tr>
<td></td>
<td>10. Wakeboarding</td>
</tr>
</tbody>
</table>
4. Sector Spotlight (cont’d)

d. Recreation/Tourism (cont’d)

Activity Gaps

![Activity/Motivational Relationships Diagram]

- **Activities Within Adams County**
- **Activity Gaps Within Adams County**
- **Non-Potential Activities**
4. Sector Spotlight (cont’d)

d. Recreation/Tourism (cont’d)

Outdoor Recreation Drive Time
4. **Sector Spotlight** (cont’d)

   d. **Recreation/Tourism** (cont’d)

### Activities Tied to Overnight Trips in Ohio

<table>
<thead>
<tr>
<th>#</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hiking</td>
</tr>
<tr>
<td>2</td>
<td>Birding/Wildlife Watching</td>
</tr>
<tr>
<td>3</td>
<td>Fishing</td>
</tr>
<tr>
<td>4</td>
<td>Beaches/Lake Swimming</td>
</tr>
<tr>
<td>5</td>
<td>Outdoor Event (Festival, Reenactment, Etc.)</td>
</tr>
<tr>
<td>6</td>
<td>Reunion/Wedding/Outdoor Gathering</td>
</tr>
<tr>
<td>7</td>
<td>Hunting</td>
</tr>
<tr>
<td>8</td>
<td>Paddling/Non-Motorized Boating</td>
</tr>
<tr>
<td>9</td>
<td>Mountain Biking</td>
</tr>
<tr>
<td>10</td>
<td>Horseback Riding</td>
</tr>
</tbody>
</table>

### Where Outdoors Overnights Sleep

<table>
<thead>
<tr>
<th>#</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Campground with Own Equipment</td>
</tr>
<tr>
<td>2</td>
<td>Hotel</td>
</tr>
<tr>
<td>3</td>
<td>Family/Friends</td>
</tr>
<tr>
<td>4</td>
<td>Rented Cabin/Vacation Home</td>
</tr>
<tr>
<td>5</td>
<td>Lodge</td>
</tr>
</tbody>
</table>

### Length of Stay

- **One Night: 25.15%**
- **2 or 3 Nights: 61.89%**
- **1 Week: 8.46%**
- **More Than 1 Week: 4.50%**
4. Sector Spotlight (cont’d)

d. Recreation/Tourism (cont’d)

Lodging Overview

Adams County vs. Ohio

<table>
<thead>
<tr>
<th></th>
<th>Adams County</th>
<th>Ohio</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Properties</td>
<td>4</td>
<td>1,663</td>
</tr>
<tr>
<td>No. of Rooms</td>
<td>83</td>
<td>154,912</td>
</tr>
<tr>
<td>Rooms Per Property</td>
<td>21</td>
<td>93</td>
</tr>
<tr>
<td>Avg. Daily Room Rate</td>
<td>$75</td>
<td>$110</td>
</tr>
<tr>
<td>Revenue Per Available Room (Per PAR)</td>
<td>$47</td>
<td>$69</td>
</tr>
<tr>
<td>Rooms/1,000 Residents</td>
<td>0.3</td>
<td>1.3</td>
</tr>
<tr>
<td>Rooms/1,000 Workers</td>
<td>1.2</td>
<td>2.9</td>
</tr>
</tbody>
</table>

Alternative Lodging in Adams County

<table>
<thead>
<tr>
<th></th>
<th>Properties</th>
<th>Sites/Rooms</th>
<th>Sleeps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabins/Cottages</td>
<td>13</td>
<td>25</td>
<td>116</td>
</tr>
<tr>
<td>Bed &amp; Breakfasts</td>
<td>5</td>
<td>25</td>
<td>70</td>
</tr>
<tr>
<td>Retreats</td>
<td>1</td>
<td>1</td>
<td>30</td>
</tr>
<tr>
<td>RV/Campgrounds</td>
<td>7</td>
<td>530</td>
<td>1,060</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
<td>581</td>
<td>1,276</td>
</tr>
</tbody>
</table>
4. Sector Spotlight (cont’d)

e. Agriculture/Other

- Adams County is Slowly Losing Farmland (2,500 Acres/1.5% Per Year)
  - Known for Cattle, Chicken, Horses, and Tobacco
  - Leading Crops Including Hay, Soybeans, Corn, Wheat
  - Average Farm, 128 Acres, $28,800 Product Receipts/$25,700 Expenses
    - Compared to Ohio Average of 185 Acres, $133,400 Product Receipts/$102,800 Expenses
    - $225/Acre Yield vs. Statewide Average of $720/Acre
  - 2% Real Growth Over Past 10 Years in Adams County

- Food Tourism Takes Hold in Appalachian Ohio
  - Driven By Special Events and Festivals, Public Education
  - Personal Contact, Authenticity, Heritage, and Individualism Boost Rural Settings
  - Direct-to-Consumer Foods Growing 4X Faster Than All Agriculture
  - Local Foods Has Been #1 Trend in Restaurants for Several Years
4. Sector Spotlight (cont’d)

e. Agriculture/Other (cont’d)

Other Key Industry Sectors:

- Construction Employment, Both Self-Employed and Paid Employment, Shows Uptick


- Specialized Freight Truck Transportation Services is Another Growing Niche

- Southern State Community College Branch to Provide Much Needed Educational Services
  - Strengthen Workforce Training & Adult Literacy
  - Majors in Environmental Engineering, Machining Technology, Welding, Culinary Arts
  - About 10 Good New Jobs to Begin With at College Itself

- Only 25 Arts/Entertainment/Recreation Jobs in Spite of Attractions
5. Preliminary Conclusions
5. Preliminary Conclusions

a. Opportunities

• Significant Tourism Potential
  - Outdoor Attractions in Place Needed:
    ▪ Connectivity (Bike, Water and Hiking) to Villages & Townships
    ▪ Way-Finding/Signage
    ▪ Marketing/More Unique Events
    ▪ Missing Arts, Entertainment & Recreation Activities
    ▪ Amenities (Lodging, Dining, Equipment Rentals, Boat Ramps, Etc.)

• Several Other Industry Sectors Hold Promise
  - Healthcare/Driven by Demographics
  - Retail/Capture Outflow Spending
  - Agriculture/Local Foods Trend
  - Higher Education/Much-Needed
5. Preliminary Conclusions (cont’d)

b. Challenges

- **Difficult Demographic Profile for Retail/Service Businesses**
  - Small Population Spread Out/Slow Growth
  - Low Incomes/High Number of Dependents
  - Low Wages/Long Commutes for Employed

- **Family Doctor/Dentist Shortage**

- **Retention of Existing Employers/Jobs**
  - Automation/Technology Reduces Manufacturing/Retail Employment
  - Dependent on a Few Large Employers/Government
  - Losing Small Retailers/Restaurants

- **Lack of Entrepreneurs**
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Our services support the development of:
- Economic Development Plans
- Economic Impact Analysis
- Real Estate Strategy and Analysis
- Trend Tracking
- Industry Cluster and Baseline Studies
- Business and Marketing Plans
- Competitive Assessments
- Benchmarking
- Business and Retail Audit Reporting

Our clients include:
- Commercial Property Developers
- Commercial Property Investors
- Municipalities
- Government Agencies
- Downtown Business Associations
- Community Development Organizations
- Development Corporations
- Special Improvement Districts
- Retailers
- Manufacturers
- Service Organizations
- Non-Profits

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