

## **Applicant Information**

### **Name of Official VA250 Committee**

250th Anniversary Yorktown Commemoration Committee

### **EIN #**

54-1376477

### **Applicant Street Address**

309 Water Street  
Yorktown, Virginia 23690  
United States

### **Attach a copy of your locality's official VA250 resolution**

- [Resolution-250th-York-County.pdf](#)

### **Committee Contact Name**

Michael Steen

### **Contact Email**

[msteen1781@cox.net](mailto:msteen1781@cox.net)

### **Contact Mailing Address**

309 Water Street  
Yorktown, Virginia 23690  
United States

### **Contact Phone Number**

(757) 887-2641

### **How much funding are you requesting?**

\$1,500.00

## **Program Focus (20 Points)**

### **Program Name**

A Question of Religious Freedom: The 1773 Baptist Preacher Trials

### **Program Description**

The 250th anniversary of the 1773 Baptist Preacher trials occurs on June 4, 2023. The 1773 trial was held at Chesterfield Courthouse. Archibald Cary was magistrate presiding over the case of John Weatherford with Patrick Henry serving as the defense attorney. The multiple arrests and jail sentences between 1771 and 1773 caught the attention of all of the colonies and helped fuel the fire of dissent against the crown. Preachers from many colonies and cultural communities traveled to Virginia in order to take part in the protest for religious freedom. The trials and the outcomes directly impact the rising revolutionary spirit and affect all levels of society to include the African American Baptist community and the role of men and women in religious practices. The project "A Question of Religious Freedom: The 1773 Baptist Preacher Trials" will include a lecture/dramatic education program at the Watermen's Museum. The institution will work closely to involve a myriad of community groups and get them involved in the 250th anniversary activities. The program will have three primary characters, as well as academic moderator and involve several audience members with minor roles. The audience participatory program will conclude with a question and answer component focusing on the role of the trials in emphasizing the inclusion of religious freedom in the 1776 Virginia Bill of Rights. The overall project will include a traveling exhibit with six exhibit panels that will be on display for the event focusing on the Chesapeake Bay and watermen, Baptist Church history, African American History, the trial and outcome, and the Bill of Rights. A printed companion historical pamphlet will also be produced. The exhibit will be made available for use as a traveling exhibit to other community and educational partners. The project will include an educational curricular program and the dramatic presentation will be recorded digitally for use by educational partners and in the state school systems as we prepare for the 250th anniversary of the Virginia Bill of Rights in 2026. The third part of this project will be to create a five piece pop up panel display for use at travel and tourism shows that promote the Yorktown 250th Anniversary Events. These panels will be displayed at major events in the region as well as travel to tourism associated events and travel shows.

**Program Start Date**

04/15/2023

**Program End Date**

12/30/2023

**How does this program inform the visitor about America's history, stories, or cultures and support the mission of the VA250 Commission?**

The A Question of Religious Freedom program will directly tell the story of the quest for religious freedom and how it affected the regional cultural communities. The event strongly supports the mission of the VA250 commission by providing opportunities for the general public to explore multiple perspectives of the historic roles of individuals and communities in the quest for freedom for all. It will be broadly promoted, and the traveling display component will promote tourism for the 250th Anniversary throughout the commonwealth and beyond.

**Program Goals**

The Goals of the program are:  
To educate the public as to the importance of the impact of the 1773 Baptist Preacher Trials on individual freedom for all and the Virginia Bill of Rights.

To inspire the public to learn more about the 250th Anniversary of the events leading up to and during the American Revolution in Virginia.

Provide opportunities for the general public to explore multiple perspectives of the historic roles of individuals and communities in the quest for religious freedom for all.

Develop tourism displays and promotional pieces to facilitate the interaction of the visitor with the historic sites, museums and tourism activities of Yorktown and the Tidewater region.

**What are the positive lasting legacies of this project?**

The positive lasting legacies of the the project will be the scholarly research down on the affect of the fight for religious freedom on the many communities of Virginia. The traveling education exhibit and tourism displays will

be seen by an expansive audience as we build toward the 2026 Anniversary. The dramatic presentation will be recorded digitally and along with the curricular pieces will be used by school programs and on social media well into the future.

## Partnerships (15 Points)

If your business is the hub, what other businesses or attractions will folks visit. Who can you partner with on marketing? These are your spokes.

### DMO Name

York County

### How will you partner with tourism businesses to market this program and increase overnight visitation?

The Watermen's Museum will work with the York County Department of Economic and Tourism Development to promote the project which will be included as part of the larger Yorktown Military Appreciation Weekend. This lecture program will be the initial activity for the broader event that combines the York County Market with the 1773 Militia Muster living history event, Yorktown Community Partnership stage, Watermen's Museum music and historical exhibits, town-wide tours and special gallery openings, a Veterans Remembrance Program on Saturday, and a War of 1812 commemoration on Sunday. The combination of thematically linked activities will create a tourism destination event that will attract regional and state visitation, increase overnight stays.

### DMO Contact Name

Kristi Olsen-Hays

### DMO Contact Email

[olsen@yorkcounty.gov](mailto:olsen@yorkcounty.gov)

### DMO Address

PO Box 532  
Yorktown, Virginia 23690

### DMO Letter of Support

- [York-County-letter.pdf](#)

### Partner #1 Organization Name

Watermen's Museum

### Partner #1 Financial Commitment (min. \$250)

\$1,000.00

### Partner #1 Contact Name

Michael Steen

### Partner #1 Contact Email

[msteen1781@cox.net](mailto:msteen1781@cox.net)

### Partner #1 Address

309 Water Street  
Yorktown, VA 23690

**Partner #1 Letter of Support**

- [2023-VTC-Letter-Watermens.PDF](#)

**How does Partner #1 support your program?**

The Watermen's Museum will host the dramatic presentation on June 9, 2023. The museum will also provide funding for the creation of the five Traveling Tourism Show display pieces and printing of the program promotional posters.

**Partner #2 Organization Name**

1781 Foundation

**Partner #2 Financial Commitment (min. \$250)**

\$500.00

**Partner #2 Contact Name**

Michael Steen

**Partner #2 Contact Email**

[msteen1781@cox.net](mailto:msteen1781@cox.net)

**Partner #2 Address**

103 Fall E.  
Williamsburg, VA 23188

**Partner #2 Letter of Support**

- [2023-VTC-letter-1781.PDF](#)

**How does Partner #2 support your program?**

The 1781 Foundation will provide creative support for the development of the traveling Tourism display, editorial support for the research pamphlet, and the printing of the program poster.

**Cash Match Marketing Plan (20 Points)**

This is your match. This grant requires a 1:1 cash match. Be sure to read instructions on eligible items. Only eligible items may count as match.

Select Media Type	Placement Dates (Month/Year)	Amount/Value
Other (Print)	05/2023	\$250.00

**Description (type, demographics, reach)**

Travel-related print materials. Color promotional poster/map highlighting the collaborative events, with tourism contact

information. Demographic target is general public and targeted community partner groups. The reach is focused on regional distribution to community, media and tourism partners.

Select Media Type	Placement Dates (Month/Year)	Amount/Value
Other (Print)	05/2023	\$1,250.00

**Description (type, demographics, reach)**

Trade Show Display. Production of display units that will be used in conjunction with travel promotions at 250th Anniversary tourism shows and venues. Demographic focus is the general public. The reach is for Regional, and statewide 250th Anniversary activities

**Cash Match Marketing Plan  
Grand Total**

\$1,500.00

**Marketing Plan (20 Points)**

This is what you would like be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.

Select Media Type	Placement Dates (Month/Year)	Amount
Other (Print)	05/2023	\$250.00

**Media Description**

Travel-related print materials. Color promotional poster/map highlighting the collaborative events, with tourism contact information. Target market is general public and the demographics are focused on targeted community partner groups. The reach is focused on regional distribution to community, media and tourism partners.

Select Media Type	Placement Dates (Month/Year)	Amount
Other (Print)	06/2023	\$1,250.00

**Media Description**

Trade Show Display. Production of display units that will be used in conjunction with travel promotions at 250th Anniversary tourism shows and venues. The target market is for Regional, and statewide 250th Anniversary activities Demographic focus is the general public, travel and tourism professionals.

**Grand Total Marketing Plan**

\$1,500.00

**Does your application include interpretive signage, including Road to Revolution signage or other interpretive signage?**

No

## Performance Measures (20 Points)

### Performance Outcome #1

# of Customers

#### Performance Baseline (Now)

0

#### Performance Goal

50

### Performance Outcome #2

# of Event Attendees

#### Performance Baseline (Now)

0

#### Performance Goal

1000

### Performance Outcome #3

# of Social Media Likes/Shares

#### Performance Baseline (Now)

0

#### Performance Goal

500

**What is the sustainability plan to continue this project after the funding cycle?**

The A question of Religious Freedom project is sustainable in that the display and Travel show elements are physical pieces that will be used at an extensive number of venues during the 250th anniversary event years. The Trade show displays promote anniversary events 2023 - 2031. Educational exhibit components and curricular elements will be promoted by the museum and its partners to be used for a myriad of locations well into the future.

**What is the plan for implementing this project if funding is not fully awarded?**

If funding is not fully awarded the Museum and its partners will create promotional pieces, but will reduce the number and distribution rate. The trade show display component will be put on hold while the Museum and its partners look for further funding.

## Bonus - VIFL Activation (5 Bonus Points)

How will you integrate the Virginia is for Lovers brand and the VA250 brand in your marketing and advertising materials?

### VIFL Activation

VA250 logo on marketing materials

**Activation Details**

VA250 logo will be placed on all print materials and display pieces.

**VIFL Activation**

Virginia is for Lovers logo on marketing materials

**Activation Details**

Virginia is for Lovers logo will be placed on all print materials and display pieces

**VIFL Activation**

Uploading Photos to Widen (VTC Photo Catalog)

**Activation Details**

Photographs will be uploaded to the VTC archives post event.

**Save and Submit**

**Acceptance of Terms**

By clicking this checkbox and submitting this form, you are confirming that all information is final.

I have read and agree to the terms and conditions of the Microbusiness Marketing Leverage Program. I understand that failure to meet the requirements in the Terms and Conditions could result in forfeiture of the award and denial of reimbursements.

## **Applicant Information**

### **Name of Official VA250 Committee**

Louisa County

### **EIN #**

54-6001398

### **Applicant Street Address**

1 Woolfolk Ave  
Louisa, Virginia 23093  
United States

### **Attach a copy of your locality's official VA250 resolution**

- [RES2022-157.pdf](#)

### **Committee Contact Name**

Willie Gentry

### **Contact Email**

[LCBS\\_CD@louisa.org](mailto:LCBS_CD@louisa.org)

### **Contact Mailing Address**

1 Woolfolk Ave.  
Louisa, Virginia 23093  
United States

### **Contact Phone Number**

(540) 894-4751

### **How much funding are you requesting?**

\$9,000.00

### **Program Focus (20 Points)**

#### **Program Name**

Jack Jouett Trail

#### **Program Description**



Nicknamed the "Paul Revere of the South," Jack Jouett made a dangerous 40-mile ride from Cuckoo Tavern in Louisa County to Monticello with news that the British were on their way to capture members of Virginia's government, including Thomas Jefferson. Relatively few people know of Jouett and his ride despite the significance of his warning the unarmed Virginia legislature during the Revolutionary War. For the VA250 program, we would like to create a trail with interpretive signs marking Jouett's path. This trail will offer cross-promotional opportunities for tourism and will be supported by partnering entities in Louisa County. Ideally, we will also be able to coordinate with neighboring counties to fully mark Jouett's route. Please note the program dates below do not indicate that the interpretative signs will be removed in January 2025, but rather reflect an estimated 18-month project completion described by the grant requirements.

**Program Start Date**

07/31/2023

**Program End Date**

07/31/2024

**How does this program inform the visitor about America's history, stories, or cultures and support the mission of the VA250 Commission?**

Willie Gentry, the VA250 committee lead, is currently in the processing of doing extensive research on Jack Jouett's ride. While the general story of Jouett's ride is available, the details have largely not been pulled together and are currently not associated with specific locations. There are currently four versions of published maps of Jouett's ride. Mr. Gentry's research will help create, to the extent possible, historically accurate stops along Jouett's ride so the local committee may provide write ups to the Road to Revolution program for endorsement and to develop the interpretive signage. We, the committee, will work to reflect multiple perspectives in our trail's narratives so that as visitors are learning about Jouett's treacherous ride, they are also learning about the period's culture and impact on various demographics.

**Program Goals**

- 1.) To commemorate Jack Jouett's ride through Louisa County with interpretive trail signs, drawing in and educating visitors
- 2.) To cross-promote businesses located near the Jack Jouett trail, increasing tourism spend
- 3.) To encourage visitation to the Louisa County Historical Society's Sargeant Museum, increasing exposure to information on other Louisa County attractions

**What are the positive lasting legacies of this project?**

We would like Louisa County to be synonymous with Jack Jouett. Jouett's tremendously important trip to warn Jefferson will be brought to the forefront, visually marked throughout the area. Once the trail is in place, partners in Louisa County, to include the DMO, will have an activity associated with Jouett they can point to in various materials and even through future related events. This project will tie in with the vision for VA250 and will quite literally help mark a physical Road to Revolution.

**Partnerships (15 Points)**

If your business is the hub, what other businesses or attractions will folks visit. Who can you partner with on marketing? These are your spokes.

**DMO Name**

Louisa County Parks, Recreation & Tourism

**How will you partner with tourism businesses to market this program and increase overnight visitation?**

We will work closely with the Louisa County DMO. The DMO will lead efforts to promote the trail through print material, through the Visit Louisa app, and through social media advertising. The print material and social media advertising will direct people to download the app, and the app will help direct people to overnight visitation through its "Stay" section. Having both the trail stops and accommodations available in the app will help potential visitors plan their trip and book a stay easily.

We, the committee, will also work with the Louisa County Chamber of Commerce to coordinate promotion of the Jack Jouett trail with local businesses, including bed and breakfasts. Marrying the efforts of the DMO and the businesses to promote the trail will help define Louisa County as home to the Jack Jouett trail, and the repeated exposure to the messaging will help the historical significance become a top-of-mind draw for potential visitors.

**DMO Contact Name**

James Smith

**DMO Contact Email**

[jsmith@louisa.org](mailto:jsmith@louisa.org)

**DMO Address**

522 Industrial Drive  
Louisa, Virginia 23093

**DMO Letter of Support**

- [Letter-of-Support\\_DMO.pdf](#)

**Partner #1 Organization Name**

Louisa County Historical Society

**Partner #1 Financial Commitment (min. \$250)**

\$250.00

**Partner #1 Contact Name**

Katelyn Coughlan

**Partner #1 Contact Email**

[director@louisahistory.org](mailto:director@louisahistory.org)

**Partner #1 Address**

214 Fredericksburg Avenue  
Louisa, Virginia 23093

**Partner #1 Letter of Support**

- [Letter-of-Support\\_Louisa-County-Historical-Society.pdf](#)

**How does Partner #1 support your program?**

The Louisa County Historical Society

operates the Sargeant Museum. The museum already has Revolutionary War exhibits, including a small Jack Jouett exhibit. They also offer a number of brochures of ways to explore Louisa County. Historical society staff frequently gives personalized tours to museum visitors, and as such, Jack Jouett trail visitors that stop at the museum may be provided with additional information on the Revolutionary War as well as learn about other nearby places to see. The Louisa County Historical Society is providing Mr. Gentry access to their archives to perfect the knowledge of Jouett's path and once this path is refined by the committee, Historical Society staff will share the details with museum visitors. Please note the Louisa County DMO will cover the financial responsibility as budgets are very limited. This does not reflect a lack of intention to support the effort, merely limited monetary resources.

**Partner #2 Organization Name**

Louisa County Chamber of Commerce

**Partner #2 Financial Commitment (min. \$250)**

\$250.00

**Partner #2 Contact Email**

[executivedirector@louisachamber.org](mailto:executivedirector@louisachamber.org)

**Partner #2 Address**

111 W Main St  
Louisa, Virginia 23093

**How does Partner #2 support your program?**

We will work with the Chamber of Commerce to promote businesses near the Jack Jouett trail. Our DMO has previously partnered with the Chamber on efforts to promote trails

**Partner #2 Contact Name**

Tracy Clark

**Partner #2 Letter of Support**

- [Jack-Jouett-Letter.pdf](#)

in Louisa County and their joint efforts are not only encouraging visitor engagement, but increasing business awareness of available programs to increase tourism. The Chamber will help the DMO encourage businesses to promote the Jack Jouett trail, and in turn, the DMO will encourage visitors to explore local businesses using the Visit Louisa app or website. Local businesses are represented in the Visit Louisa app through several categories including Dine, Shop and Play. Please note the Louisa County DMO will cover the financial responsibility as budgets are very limited. This does not reflect a lack of intention to support the effort, merely limited monetary resources.

### **Cash Match Marketing Plan (20 Points)**

This is your match. This grant requires a 1:1 cash match. Be sure to read instructions on eligible items. Only eligible items may count as match.

<b>Select Media Type</b>	<b>Placement Dates (Month/Year)</b>	<b>Amount/Value</b>
Welcome Centers/PMAP	July/2023-July/2024	\$2,080.00

#### **Description (type, demographics, reach)**

Through the DMO, we would promote the Jack Jouett trail and Road to Revolution on rack cards to be distributed at nine Virginia Welcome Centers. We will spend \$1,000 to print the rack cards. The rack cards will offer a QR code to download the Visit Louisa app which will offer trail stops as well as information on other area attractions. We will spend \$1080 to be at nine Welcome Centers that VTC staff recommends.

<b>Select Media Type</b>	<b>Placement Dates (Month/Year)</b>	<b>Amount/Value</b>
Other (Digital)	July/2023-March/2024	\$6,291.00

#### **Description (type, demographics, reach)**

The DMO pays for the Visit Louisa app on a quarterly basis. To develop an interactive historical trail and to keep the app operational, the DMO will work with their provider, Visit Widget. We will work with the DMO and Louisa County historical society for historical images to upload to the app and associate with trail stops, and we will record audio to reflect what will be said in the interpretive signage (once approved by Road to Revolution/Civil War Trails). The DMO launched the Visit Louisa app in August 2022, and the app currently has 1,786 users. The analytics consistently show approximately half of the people using the app are return users, and the other half are new downloads. The DMO is targeting 25 and older, largely within a 2-hour drive to download the app. The Visit Louisa app displays the Virginia is for Lovers logo, as does the DMO's Visit Louisa website.

<b>Select Media Type</b>	<b>Placement Dates (Month/Year)</b>	<b>Amount/Value</b>
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Other (Digital)

July 2023-July 2024

\$629.00

**Description (type, demographics, reach)**

The DMO will advertise an average of \$52.42 a month through a variety of social media platforms including Facebook, Instagram and Twitter. The ads will promote the Jack Jouett trail and encourage people to download the Visit Louisa app to learn more and see nearby attractions. The ads will include logos and hashtags as appropriate to promote the Road to Revolution.

**Cash Match Marketing Plan**

**Grand Total**

\$9,000.00

**Marketing Plan (20 Points)**

This is what you would like be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.

Select Media Type	Placement Dates (Month/Year)	Amount
Interpretive Signage (Road to Revolution)	July 2023	\$9,000.00

**Media Description**

The interpretive signage will be the key elements of our Jack Jouett trail. As research is currently underway, we do not yet have endorsed copy by the Road to Revolution. However, we are aware of the process (having spoke with the Civil War Trails program director) and will work with Road to Revolution to ensure the proper voice is used and multiple perspectives are represented. As each sign will cost \$3,000, we will select three locations to install with \$9,000 in VA250 grant funding. Ultimately, we intend to work with our neighboring localities to mark stops along Jouett's ride from beginning to end. We believe there will be 10 or less stops along the trail once the locations are finalized. Through our cash match marketing plan, we intend to create interest in the trail; while these signs are vital to the trail itself. Commemorating the trail will be valued by history lovers for years to come and potentially draw in history buffs from other states.

**Grand Total Marketing Plan**

\$9,000.00

**Does your application include interpretive signage, including Road to Revolution signage or other interpretive signage?**

Yes

**If yes, please upload draft signage text or design for review.**

- [Jack-Jouett-Trail-Sign-Concept.jpg](#)

**Performance Measures (20 Points)**

**Performance Outcome #1**

# of Website Clicks

**Performance Baseline (Now)**

300

**Performance Goal**

350

**Performance Outcome #2**

# of Social Media Likes/Shares

**Performance Baseline (Now)**

5

**Performance Goal**

15

**Performance Outcome #3**

# of Customers

**Performance Baseline (Now)**

50

**Performance Goal**

70

**What is the sustainability plan to continue this project after the funding cycle?**

The number of website clicks indicates a monthly average of visits to the Visit Louisa tourism (DMO) homepage. The number of social media likes reflects an average number of likes on Visit Louisa posts. The number of customers reflects an average number of monthly users in the Visit Louisa app.

After the interpretive signage is installed, the Jack Jouett trail will become a tool in our (the committee, DMO, Chamber of Commerce, and Louisa County Historical Society's) toolbox for encouraging potential visitors to choose Louisa. The trail will remain part of the Visit Louisa app and be included in the history section on the Visit Louisa website.

**What is the plan for implementing this project if funding is not fully awarded?**

The current DMO tourism budget is not able to support funding interpretive signage. The Louisa County VA250 representative will ask for funding from the Louisa County Board of Supervisors, but currently funding is not available.

**Bonus - VIFL Activation (5 Bonus Points)**

How will you integrate the Virginia is for Lovers brand and the VA250 brand in your marketing and advertising materials?

**VIFL Activation**

Virginia is for Lovers logo on marketing materials

**Activation Details**

The Visit Louisa app, website and a variety of ads already display the Virginia is for Lovers logo. The DMO will add the Virginia is for Lovers logo to their printed rack card when they add information about VA250/the Jack Jouett trail.

**VIFL Activation**

Signed up for VTC PR Leads

**Activation Details**

The DMO is already signed up for VTC's PR leads, as is the Louisa County Chamber of Commerce. They will respond to relevant VA250 opportunities after the creation of the trail.

**VIFL Activation**

Using VTC Welcome Center/PMAP program

**Activation Details**

The DMO will distribute their updated rack card at nine VA Welcome Centers through VTC's program.

**VIFL Activation**

Uploading Photos to Widen (VTC Photo Catalog)

**Activation Details**

Louisa's DMO staff will upload images to widen VTC's catalog. Additionally, DMO staff will continue to tag VTC's social media accounts with images of Louisa County and use relevant hashtags.

**VIFL Activation**

VA250 logo on marketing materials

**Activation Details**

The Louisa County DMO will use the VA250 on its revised rack cards, on the trail section in the Visit Louisa app, and add the logo to the Visit Louisa website.

**Save and Submit**

**Acceptance of Terms**

By clicking this checkbox and submitting this form, you are confirming that all information is final.

I have read and agree to the terms and conditions of the Microbusiness Marketing Leverage Program. I understand that failure to meet the requirements in the Terms and Conditions could result in forfeiture of the award and denial of reimbursements.



## **Applicant Information**

### **Name of Official VA250 Committee**

Culpeper VA 250

### **EIN #**

546001234

### **Applicant Street Address**

803 S. Main Street  
Culpeper, Virginia 22701  
United States

### **Attach a copy of your locality's official VA250 resolution**

- [VA250\\_Town\\_of\\_Culpeper\\_Resolution-of-Support\\_081022.pdf](#)

### **Committee Contact Name**

Paige Read

### **Contact Email**

[pread@culpeperva.gov](mailto:pread@culpeperva.gov)

### **Contact Mailing Address**

803 S. Main Street  
Culpeper, Virginia 22701  
United States

### **Contact Phone Number**

(540) 272-4167

### **How much funding are you requesting?**

\$10,000.00

### **Program Focus (20 Points)**

#### **Program Name**

Culpeper VA 250 Branding

## Program Description

Culpeper VA 250 is a multiyear effort to commemorate the semiquincentennial of Culpeper, Virginia's role and stories as they relate to the 250th anniversary of the United States.

Locally, the Culpeper VA 250 committee, managed by Culpeper Tourism and Economic Development department, is leading this effort. The committee represents a coalition of public and private partners all working to create initiatives and programs that honor our first 250 plus years and inspire visitors to discover America's story here in Culpeper, Virginia.

To date the Culpeper VA 250 committee has focused on research, event, and exhibit planning. Primarily research. The committee has built a Revolutionary War Timeline (leading up to the Declaration) 1765-1776. Starting with the Culpeper Stamp Act Protest in 1765 where sixteen of twenty Culpeper County Court Justices resigned their seats in protest to the Stamp Act; to Culpeper's own Henry Pendleton and Henry Field Jr. serving the first, second and third Virginia Convention in August 1774, March 1775, and July 1775, where the authorization to form district minutemen was issued. The timeline continues through the Culpeper Minutemen's march to Williamsburg and the Battle of Great Bridge all the through the Virginia Convention instructing its delegation in Philadelphia at the Second Continental Congress to propose a resolution that called for a declaration of independence, May 16, 1776.

Our research has identified numerous stories from Culpeper's region during the Revolutionary era, including Native American, European, African, and American, both Patriot and Loyalist. Stories of civil and religious liberty. These are some of the stories we are developing into 250th Anniversary programming and events.

The Culpeper VA 250 Branding program is focused on developing the assets necessary to communicate, inspire and inform visitors on programming, special events, exhibits, historical sites and artifacts as we come together to celebrate our complex history.

### Program Start Date

01/01/2023

### Program End Date

06/30/2024

#### **How does this program inform the visitor about America's history, stories, or cultures and support the mission of the VA250 Commission?**

The Culpeper VA 250 Branding program will deliver assets and tools that tell Virginia's history, where America's story begins. You cannot tell Virginia's story without Culpeper, and you cannot tell America's story with Virginia. The Culpeper VA 250 Brand will be a platform for all stories as they directly and indirectly relate to the 250th anniversary of the United States.

VA250 is charged with commemorating and celebrating the 250th anniversary of the American Revolution, the Revolutionary War, and the independence of the United States in the Commonwealth of Virginia, one of the former colonies and future states, where much of this history took place.

The Culpeper VA 250 committee is working to deliver authentic stories of our country's momentous milestone. These stories are being developed into visitor and consumer education, museum and historical site exhibits

#### **Program Goals**

Culpeper VA 250 Branding Program Deliverables

- Design Culpeper VA 250 creative - brand, logo, style guide and content

The creative will be complimentary to both the VA250 brand and Culpeper Tourism's Rich History Creative Charm brand.

- Design and build the CulpeperVA250.com website

The website will have feature stories, user generated content galleries, special events calendar, partner and program listings, history recordings and publishing's, and opportunities for media to engage.

The website will cross promote Virginia.org, VA250.org, America250.org, along with other state and regionally specific 250th and tourism related sites (as they become available).

and special events.

The Culpeper VA 250 brand program will develop the website and tools the committee needs to inform visitors of these exhibits and events. The branding program will anchor all-future marketing, promotion and advertising efforts.

- Invest in search engine optimization for the new CulpeperVA250.com using Google Ads to establish the site as a resource for semiquincentennial activity in Culpeper and our region.

**What are the positive lasting legacies of this project?**

Historically significant anniversary's serve as catalysts to the story of mankind. There are those among us who keep the connection to history alive in everyday life, and there are those among us who merely let history and all its lessons slide by; and when historically significant anniversary's arrive, there are windows of opportunity to connect with everyone in between.

The 250th anniversary of America is an once-in-a-lifetime opportunity for all Americans and non-Americans to connect through our collective story. It is a chance to renew and strengthen the American spirit, and to inspire Americans to imagine the next 250 years of our collective story.

The Culpeper VA 250 brand and programming will be just one piece of the greater puzzle, but with each piece, each story, each connection, we have the chance to impact future actions, future generations and the hope for a future that our descendants will want to commemorate in another 250 years. By honoring our past, we can set our intentions towards an honorable future.

**Partnerships (15 Points)**

If your business is the hub, what other businesses or attractions will folks visit. Who can you partner with on marketing? These are your spokes.

**DMO Name**

Culpeper Tourism and Economic Development

**How will you partner with tourism businesses to market this program and increase overnight visitation?**

Culpeper VA 250 will produce multiyear programming and special events.

A handful of these events will be produced by tourism partners: The Museum of Culpeper History, the Burgandine House, Culpeper Baptist (the story and anniversary of religious liberty where ten Baptist preachers were imprisoned and tortured in Culpeper), Little Fork Church, and Fort Germanna to name a few.

Other events are being planned and produced by the Culpeper chapters of the Daughters of the American Revolution (DAR); the Sons of the American Revolution (SAR); the Culpeper Minutemen Chapter of VASSAR (Virginia Society of the Sons of the American Revolution), the Culpeper Library and other citizen groups and organizations.

Culpeper Tourism and Economic Development and the Culpeper VA 250 Committee is working with all groups.

We will also work with other tourism partners (lodging, dining, experiential) to develop special packages and promotions that directly support the Culpeper VA 250 special events and programming, and to convey the Culpeper VA 250 stories and programming into their operations.

We are in early conversations with some of our libation partners about developing special anniversary bottles (similar to the 50 years of love) and the Library of Congress, Packard Campus to developing special screenings of film and audio recordings that share the American 250th story.

We are also working with our annual event partners to incorporate 250th anniversary themes to their events in the coming years as we get closer to July 4, 2026.

New special events, themed annual events, new programming and series all will be advertised to Culpeper tourism's primary and secondary drive markets, increasing visitation and overnight stays.

**DMO Contact Name**

Paige Read

**DMO Contact Email**

[pread@culpeperva.gov](mailto:pread@culpeperva.gov)

**DMO Address**

803 S. Main Street  
Culpeper, Virginia 22701

**DMO Letter of Support**

- [DMOSupportLetter\\_CulpeperVA250Branding\\_VTC\\_VA250\\_TMP.pdf](#)

**Partner #1 Organization Name**

The Museum of Culpeper History

**Partner #1 Financial Commitment (min. \$250)**

\$250.00

**Partner #1 Contact Name**

**Partner #1 Contact Email**

John Christiansen

[director@culpepermuseum.com](mailto:director@culpepermuseum.com)

**Partner #1 Address**

113 S. Commerce Street  
Culpeper, Virginia 22701

**Partner #1 Letter of Support**

- [MCH-support-letter-VA250-FINAL-2.pdf](#)

**How does Partner #1 support your program?**

The Museum of Culpeper History director, John Christiansen, serves on the Culpeper VA 250 committee. The museum is also in the process of developing multiyear programming for the 250th anniversary, including but not limited to

- Culpeper's Revolution of Ideas exhibit, planned for calendar year 2024
- The Culpeper Minutemen: Legacy of Liberty exhibit, planned for October 2025 - December 2026
- Culpeper and the Road to Independence, exhibit planned for January 2026 - January 2027
- Liberty Walks, walking tours with various dates in 2026
- Culpeper's 4th of July Semiquincentennial, hands on event during Culpeper's big Semiquincentennial celebration
- Rivers of Conflict, Roads of Revolution - Culpeper and the Campaign of 1781, driving tour highlighting the 1781 Virginia campaign in Culpeper

**Partner #2 Organization Name**

Historic Germanna

**Partner #2 Financial Commitment (min. \$250)**

\$250.00

**Partner #2 Contact Email**

[jhurstwender@germanna.org](mailto:jhurstwender@germanna.org)

**Partner #2 Contact Name**

Jennifer Hurst Wender

**Partner #2 Address**

**Partner #2 Letter of Support**

2062 Germanna Hwy  
Locust Grove, Virginia 22508

- [Germanna-250th-Culpeper-FINAL-2.pdf](#)

### **How does Partner #2 support your program?**

Historic Germanna, formerly the Germanna Foundation, is supporting Culpeper VA 250 by developing content, visitor experiences and special events as they relate to the 250th anniversary.

Originally chartered in 1957, Historic Germanna, is charged to preserve the heritage of the earliest organized settlements of Germans in colonial Virginia in 1714 and 1717, augmented with additional infusions of immigrants in the 1730s and 1740s.

Research is documenting the many germanna-related individuals who served in some capacity as patriots during the Revolutionary War. We are also working together to build special programming highlighting The German Regiment: Germanna and the 8th Virginia.

Historic Germanna and their team work closely with Culpeper Tourism and the Culpeper VA 250 committee.

### **Cash Match Marketing Plan (20 Points)**

This is your match. This grant requires a 1:1 cash match. Be sure to read instructions on eligible items. Only eligible items may count as match.

<b>Select Media Type</b>	<b>Placement Dates (Month/Year)</b>	<b>Amount/Value</b>
Interpretive Signage (Road to Revolution)	September 2023	\$3,000.00

### **Description (type, demographics, reach)**

Civil War Trail (CWT) Interpretive Sign, Telling the story of the Culpeper Minutemen's role in the Revolutionary War.

The sign will be installed in Yowell Meadow Park in historic downtown Culpeper. The Culpeper Minutemen first mustered in July 1775, under a large oak tree in "Clayton's old field" later known as Catalpa Farm. The land known as Catalpa Farm would see multiple owners over the years, ultimately becoming Yowell Meadow in 1971, when the Town of Culpeper purchased the land from the estate of Frieda Q. Yowell and developed it into the modern day Yowell

Meadow Park.

Target audience - Civil War Trails, History enthusiasts, student groups, and leisure travelers (families, unattached and bucket listers).

Select Media Type	Placement Dates (Month/Year)	Amount/Value
Facebook	September 2023 - December 2024	\$500.00

**Description (type, demographics, reach)**

Boosted posts driving traffic to CulpeperVA250.com

Target audience - History enthusiasts, student groups, and leisure travelers (families, unattached and bucket listers). Men & Women 18+

Primary target markets: Washington, DC; Baltimore, MD; Philadelphia, PA; New York; Virginia

The performance metric dropdown menu does not offer open entry, so I am including performance metrics for this budget item here - Cost per view \$0.15 - Benchmark goal: 3,333 views based on \$500 budget

Select Media Type	Placement Dates (Month/Year)	Amount/Value
Google Ads	September 2023 - December 2024	\$5,000.00

**Description (type, demographics, reach)**

Search & Display Ads - to establish CulpeperVA250.com

Demographics: Men, women, unknown, 18 -65+ & unknown, not a parent, parent, unknown, all household incomes.

Affinity Audience:

Travel Buffs, Food & Dining, Lifestyle & Hobbies, News & Politics » Avid News Readers » Entertainment News Enthusiasts, Travel, Travel » Business Travelers, Travel » Travel Buffs, Travel » Travel Buffs » Family Vacationers

The performance metric dropdown menu does not offer open entry, so I am including performance metrics for this budget item here - Average cost per click \$3.00 - Benchmark goal: 1,666 clicks to total \$5,000 budget

Select Media Type	Placement Dates (Month/Year)	Amount/Value
Leisure Digital	September 2023 - December 2024	\$5,000.00

**Description (type, demographics, reach)**

Online Digital Ads - HistoryNet.com & Two (2) Print Ads with History Net

Note, the print ads are a group buy, meaning our ads will run in nine magazines:

- American History Magazine
- America's Civil War Magazine
- Aviation History Magazine
- Civil War Times Magazine
- Military History Magazine
- MHQ (Military History Quarterly) Magazine
- Vietnam Magazine

- Wild West Magazine
- World War II Magazine

Online will be banner ads  
 Print ads will be half page

**Demographics:**

Total paid circulation: 268,300 (81 percent subscription, 19 percent newsstand)  
 Total Audience: 1.2 million  
 Gender of readers: 93 percent male, 7 percent female  
 Median household income: \$101,973  
 College educated: 69 percent  
 Advanced college degree: 37 percent  
 Active military and veterans: 40 percent  
 Gender of website visitors: 60 percent male, 40 percent female"

Will incorporate VIFL and VA250 branding

Print ads are \$800 each, total print budget is \$1,600  
 Digital ads at \$3,400

- Desktop/Tablet - Run of Site - Leaderboard ad (728x90) - \$10.00 per 1,000 impressions
- Smartphone - Run of Site - Mobile Banner ad (320x50) - \$10.00 per 1,000 impressions

The performance metric dropdown menu does not offer open entry, so I am including performance metrics for this budget item here - based on cost above - benchmark goal is 340,000 impressions based on \$3,400 budget

**Cash Match Marketing Plan  
 Grand Total**

\$13,500.00

**Marketing Plan (20 Points)**

This is what you would like be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.

Select Media Type	Placement Dates (Month/Year)	Amount
Other (Digital)	May 2023 - September 2023	\$7,000.00

**Media Description**

Branding Suite for Culpeper VA 250

- Design and Execution of the Culpeper VA 250 Brand
- Logo
- Style Guide
- Social media accounts
- Digital ad suite (display ads: banner, square, leaderboard, inline rectangle, large rectangle, skyscraper, half page)
- Print ad template
- Presentation template
- Press package



Design, build and execution of the CulpeperVA250.com website:

- Feature stories
- UGC (user generated content) gallery
- special events
- partner and program listings
- interactive media listings (recordings - maps - tours)
- press room

Branding will incorporate and cross promote Virginia.org, VA250.org, America250.org, and other history/revolution related websites and programs where applicable

Select Media Type	Placement Dates (Month/Year)	Amount
Other (Digital)	January 2024, February 2024	\$3,000.00

### Media Description

Advance Travel & Tourism  
YouTube TrueView - \$1,500 per month  
January and February 2024

Demographic: (Mobile Visitor Data)

- Washington DC/Metro 38.99%
- Richmond/Petersburg 12.52%
- Charlottesville 6.66%
- Norfolk 4.91%
- Roanoke 3.65%

YouTube TrueView data

Nearly 82% of all internet traffic will be video by the end of 2022 (Cisco)

- Target viewers based on content and/or interests based on the top Experian Personas we have identified.
- Only pay for engaged views
- Primary Markets (Washington D.C., Richmond, Charlottesville, Fredericksburg)

The performance metric dropdown menu does not offer open entry, so I am including performance metrics for this budget item here - Average Cost Per Click \$0.20 - Benchmark goal: 15,000 clicks based on \$3,000 budget

### Grand Total Marketing Plan

\$10,000.00

**Does your application include interpretive signage, including Road to Revolution signage or other interpretive signage?**

Yes

**If yes, please upload draft signage text or design for review.**

- [Culpeper-Minutemen-Interpretive-Signage\\_CulpeperVA250\\_January2023.docx](#)

### Performance Measures (20 Points)

**Performance Outcome #1**

# of Website Clicks

**Performance Baseline (Now)**

0

**Performance Goal**

2500

**Performance Outcome #2**

# of Social Media Likes/Shares

**Performance Baseline (Now)**

0

**Performance Goal**

3333

**Performance Outcome #3**

# of Visitors

**Performance Baseline (Now)**

21176

**Performance Goal**

22234

**What is the sustainability plan to continue this project after the funding cycle?**

Culpeper Tourism will have full ownership of the Culpeper VA 250 brand and asset portfolio. The department will maintain the assets, updating when necessary, using the department's annual budget. When new or large-scale updates or expansion of the program are required, Culpeper Tourism will seek additional funding from Town Council and the County Board of Supervisors.

**What is the plan for implementing this project if funding is not fully awarded?**

If funding is not fully awarded the Culpeper VA 250 branding program will be placed on hold. The committee will continue our work towards developing programming, special events, educational opportunities, exhibits and promotions for the anniversary events forthcoming, however a dedicated brand and platform specifically focused on 250th anniversary history and promotion will likely not be developed.

**Bonus - VIFL Activation (5 Bonus Points)**

How will you integrate the Virginia is for Lovers brand and the VA250 brand in your marketing and advertising materials?

**VIFL Activation**

Virginia is for Lovers logo on marketing materials

**Activation Details**

- VIFL will be placed on the print ads in History Net
- Virginia.org will be linked and cross promoted on CulpeperVA250.com
- VIFL will be represented on Culpeper VA 250 social channels as well
- Culpeper VA 250 brand will activate VIFL hashtags #loveva and others

### **VIFL Activation**

Signed up for VTC PR Leads

### **Activation Details**

Culpeper Tourism actively participates in VTC press leads and requests

### **VIFL Activation**

VTC Staff Photography/Video Opportunities

### **Activation Details**

Culpeper VA 250 and Culpeper Tourism will inform VTC staff on special events worthy of photography/videography. We will also continue to share images and film with the VTC team.

### **VIFL Activation**

Uploading Photos to Widen (VTC Photo Catalog)

### **Activation Details**

Culpeper Tourism will continue to upload photos to Widen. We will make sure 250th related programming captures are also shared and uploaded.

### **VIFL Activation**

VA250 logo on marketing materials

### **Activation Details**

- VA250 will be placed on the print ads in History Net
- VA250.org will be linked and cross promoted on CulpeperVA250.com
- VA250 will be represented on Culpeper VA 250 social channels as well
- Culpeper VA 250 brand will activate VA250 hashtags #va250 and others

### **Save and Submit**

### **Acceptance of Terms**

By clicking this checkbox and submitting this form, you are confirming that all information is final.

I have read and agree to the terms and conditions of the Microbusiness Marketing Leverage Program. I understand that failure to meet the requirements in the Terms and Conditions could result in forfeiture of the award and denial of

reimbursements.