

Summer 2023: VTC-VA250 Marketing Leverage Grant Recommendations (Round 2)

Maximum award: \$10,000 - - Requires 1:1 match from recipient

Recommended for full funding

1. Hampton VA 250 Committee

- **Marketing program name:** *Hampton Mobile Tours and Tickets Fall Promotion Campaign*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Hampton Convention and Visitor Bureau [DMO], Hampton History Museum, Hampton University Museum)
- **Description:** Celebrate the history and uniqueness of Hampton, Virginia with an invigorating series of mobile tours and tickets. Users can explore significant Hampton sites that have established this city as a foundational location representing our nation's freedom and the diverse, multicultural stories of Virginians from all walks of life. From the story of Hampton's legacy as the oldest continuous English-speaking settlement to the establishment of Aberdeen Gardens, the only remaining, in-tact New Deal Settlement Community built for African Americans, these mobile tours and tickets connect users with Virginia history from its colonial era to the present day.

2. Staunton VA250

- **Marketing program name:** *Road to Revolution Augusta County*
- **Amount of award:** \$3,000
- **Amount of match from recipient:** \$3,000
- **Number of partners:** 3 (City of Staunton Tourism [DMO], Frontier Culture Museum of Virginia, Greater Augusta Regional Tourism)
- **Description:** The Staunton 250th Committee is seeking financial support for the installation of two signs commemorating the Road to Revolution in the Staunton, Augusta, and Waynesboro region. These signs will be strategically placed at Rockfish Gap, marking the entrance to Augusta County from the east, and within the City of Staunton. Their purpose is to attract visitors

to our area, encouraging them to explore and support our local businesses. The initiative has garnered support from the Destination Marketing Organizations (DMOs) of all three localities, and various organizations in the area who will contribute financially, conduct research, and assist with marketing efforts.

3. Prince Edward County

- **Marketing program name:** *Celebrating Virginia's History: A Look at Prince Edward County*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Virginia's Heartland Regional Visitor Center [DMO], Hampden-Sydney College, Longwood University)
- **Description:** Starting with the Revolutionary War and continuing to the present day, the local VA250 committee will create an engaging multimedia display about Virginia history through the context of Prince Edward County and the Crossroads Region. The display will bring Virginia history and local history together. It will also highlight key historical points from the region such as the naming of the county after King George III and Queen Charlotte's son Prince Edward; Thomas Jefferson's son's ownership of a large amount of land which later became Israel Hill, a free Black community; Patrick Henry's home in neighboring Charlotte County and his speeches/gatherings in neighboring Cumberland County; the events that led to the Civil War; and civil rights in education. The display will even address more recent history and progress (massive resistance, integration, and first minorities to represent county); history from local Virginia State Parks (High Bridge Trail, Sailor's Creek Battlefield, Twin Lakes); and famous Farmville natives.

4. Culpeper VA250

- **Marketing program name:** *Culpeper VA250 Storytelling*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$11,800
- **Number of partners:** 3 (Culpeper Tourism and Economic Development [DMO], The Museum of Culpeper History, Historic Germanna)
- **Description:** The Culpeper VA 250 Storytelling program is focused on developing the marketing and promotional assets necessary to communicate, inspire and inform visitors on Culpeper VA 250 special events, exhibits, historical sites and artifacts as we come together to celebrate our complex history. This grant will provide the funds necessary to market and advertise the exhibits, tours and events, thus driving visitation from both out-of-state and in-state markets, increasing

Virginia's economic impact while elevating Virginia's leadership and visibility on the national stage as our nation comes together to commemorate our collective history

5. Alexandria 250

- **Marketing program name:** *Alexandria250 Interpretive Markers*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$11,050
- **Number of partners:** 3 (Visit Alexandria [DMO], George Mason's Gunston Hall, American Friends of Lafayette)
- **Description:** As part of this commemoration, the fabrication and installation of two interpretive markers is planned. One marker will commemorate the signing of the Fairfax Resolves on July 18, 1774 and the other will commemorate the October 16, 1824 visit of General Marquis de Lafayette in Alexandria.

6. Nottoway Road to the Revolution

- **Marketing program name:** *Nottoway Road to the Revolution*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$17,350
- **Number of partners:** 3 (Downtown Blackstone [DMO], Crewe Boutique Inn, Nottoway County Historical Association)
- **Description:** We will be providing extensive signage throughout the County, sharing points of interest and major incidents that occurred during the fight for the thirteen (13) Colonies' independence from Great Britain. There will be signs with maps showing where famous Revolutionary Officers resided and their biographies. There will be signs highlighting local participation (African American, Sappony Indian, Women and French Huguenots). Local educational and living history events will be organized to commemorate the local contributions to the Guilford Courthouse Campaign and Peter Francisco's Fight with Tarleton's Legion (which occurred in present-day Nottoway).

7. Danville & Pittsylvania County Road to Revolution Heritage Trail

- **Marketing program name:** *Danville & Pittsylvania County Road to Revolution Heritage Trail*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Visit SoSi – Danville Office of Economic Development and Tourism [DMO], City of Danville, Our History Matters)

- **Description:** The program goals for the Danville & Pittsylvania County Road to Revolution Heritage Trail program is as follows: Research and identify three/four Revolutionary War historical sites in both city and county. Create interpretive signs, to include directional signs, for each site. Market the sites on the Road to Revolution Heritage Trail website www.roadtorevolution.com, as well as on the VA250 website www.va250.org and on the newly created Visit SoSi tourism site for Danville & Pittsylvania County, www.VisitSoSi.com.

8. Clarke County

- **Marketing program name:** *Heritage Day*
- **Amount of award:** \$1,600
- **Amount of match from recipient:** \$1,607
- **Number of partners:** 3 (Department of Economic Development and Tourism [DMO], Buttonwood Wealth, J. Douglas Moler Insurance)
- **Description:** This year marks the 12th year of Clarke County Historical Association's annual history event, Heritage Day. This event, hosted at the historic Burwell-Morgan Mill, brings in over two dozen history organizations and historic craft makers to provide a family-friendly experience as they learn about everyday life in 18th century Virginia. Activities such as cider pressing, grain grinding, blacksmithing, Colonial cooking, scavenger hunts, and more are held all day for people of all ages to experience. This event is free and open to the public. When Heritage Day first began 12 years ago, attendance was small and consisted primarily of people local to Clarke County. Since then, word of mouth and expanded marketing efforts have helped to increase visitation. With VA250th and VTC funding, we look to expand our marketing reach to an even wider geographical range.

9. Northampton 250

- **Marketing program name:** *Revolutionary Shore: A VA250 Driving Tour of Northampton County*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Eastern Shore of Virginia Tourism Commission [DMO}, Cape Charles Main Street, Cape Charles Museum and Welcome Center)
- **Description:** Northampton County visitors will dive into America's story of Independence with the VA250 Northampton County digital driving tour. Visitors will retrace the historic stagecoach route using the STQRY free downloadable app and a map and QR code in the Eastern Shore of Virginia Tourism's printed and online Activity Guide. The design of the tour will draw people off the Route 13 East Coast Corridor to visit museums, stay overnight in coastal towns, explore local cuisine,

travel scenic byways, and enjoy area recreation and shopping experiences. The tour will boost tourism to towns with lower foot-traffic, such as Exmore, Nassawadox, and Oyster. The grant project will partner with local tourism organizations to make use of existing distribution systems and infrastructure. The Northampton driving tour will help Virginia250 tell its maritime story.

Funding Summary

Grant Cycle	Local Committee Recipients	Award Amount	Matching Funds
Round 1: Spring 2023 (3 recipients)	Culpeper, Louisa, Yorktown	\$ 20,500	\$ 24,000
Round 2: Summer 2023 (9 recipients)	Hampton, Staunton, Prince Edward, Culpeper, Alexandria, Nottoway, Danville & Pittsylvania, Clarke, Northampton	\$74,600	\$84,807
	CUMULATIVE GRANT FUNDING	\$ 95,100	\$ 108,807
	Remaining balance after awards	\$ 4,900	

Reminders

- These are reimbursable grants, requiring receipts and expenditure reporting
- Program requires a minimum of three partners
- Local committee must have a resolution of support from governing body
- Letter of support from local Destination Marketing Organization [DMO] is required
- Cross-promotional marketing of VA250.org and Virginia.org is required in all funded projects
- Funding approved for Road to Revolution interpretive markers must adhere to all requirements of that program