

VA 250



The Colonial Williamsburg Foundation



VTC

PARTNERSHIP
MARKETING VA250
Grant Program

VTC Grants Presentation

OVERALL PROGRAM FOCUS:

- **OVERNIGHT TRAVEL, OUT-OF-REGION TRAVEL, OUT OF STATE VISITORS**
- Assist Virginia communities in their efforts to commemorate the 250th anniversary, through a tourism lens by creating robust visitor experiences and visitation opportunities
- Encouraging and stimulating investment by **combined efforts of local, regional, and statewide entities** for Virginia 250 cultural marketing initiatives
- Marketing Virginia as a **year-round travel destination** for individuals and groups
- Marketing the **historical and cultural attractions of Virginia** to international travelers

VIRGINIA IS FOR LO♥ERS™

LAYER YOUR MARKETING USING OUR FUNDING PROGRAMS

- Tourism marketing often gives potential visitors **first glance** at a particular destination or product.
- Look at **Go USA Connected TV** videos; think about what they are promoting to international visitors.
- Follow **VTC channels** and **Leisure 360 buy ups** for ideas on marketing, content, and design.
- Monitor your **regional partners** and layer in with their initiatives.
- Carry that message into **your marketing** to promote your region and your business.

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Open until April 5

VA250 GRANTS

- **AMERICA'S 250TH 2026-2031**
- **MARKETING PROGRAMS & DESTINATIONS**
- **CONNECTING TO ANY PERIOD OF AMERICAN HISTORY & CULTURE**
- **ONLY OFFICIAL VA250 CERTIFIED COMMUNITY COMMITTEES**
- **OPEN 2X PER YEAR THROUGH 2026**
- **ADDITIONAL ROUNDS 2027-2031 TBD**

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Spring 2024 Grant Round

- Apply through online application portal at VATC.org/grants
- Application period open from **March 5, 2024 – April 4, 2024)**
- Must include **3 financial partners** in your application and **a support letter from the local DMO**
- Applicants' scoring will be determined by **a variety of factors**. Incomplete and low scoring applications will not be funded.
- Applicants may apply for up to **\$10,000 with a 1:1 cash match required, to be distributed on a reimbursement basis. Economic Development District applicant location qualifies for in-kind match.**
- **Eligible expense include interpretive markers, marketing of events related to 250, print materials, placement of advertisements, website development, and more**

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LET'S WORK TOGETHER!

REACH OUT TO THE DESTINATION DEVELOPMENT TEAM

REACH OUT TO THE GRANTS TEAM

FUNDING PROGRAMS OVERVIEW: [VATC.ORG/GRANTS](https://vatc.org/grants)

QUESTIONS?

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VA250 American Revolution Grants





Our Mission

- Virginia Humanities connects people and ideas to explore the human experience.
- Our grants support projects that explore the stories of Virginia—its history, people, communities, and cultural traditions—as well as issues and questions that impact the lives of Virginians in the present day.

Virginia Humanities Grants



- Rapid Grants: quarterly awards up to \$5,000
- Regular Grants: twice per year up to \$10,000
- Sponsorships: monthly up to \$2,000
- VA250 Grants: Annually up to \$10,000


About the VA250 Grants



- Projects focused on content related to the American Revolution and its legacy
- Applicants should work with their local VA250 Committees
- Awards up to \$10,000
- A 1:1 match is required
- Grants are managed as subawards through the University of Virginia



Eligibility

- Non-profits established as 501(c)(3) by the Internal Revenue Service
 - 501(c)(3) institutions of higher education
 - Other not-for-profit organizations as designated by the IRS
 - Tribal nations recognized by the State of Virginia and/or the United States federal government.
- 



Some VA250 Grant Recipients

2023-2024

- Town of Wytheville Department of Museums
 - Prince William County Office of Historic Preservation
 - Northern Neck Tourism Commission
 - Loudoun Heritage Farm Museum
 - Youth Virginia Regiment
 - Virginia Quilt Museum
 - Great Bridge Battlefield and Waterways History Foundation
- 

For VA250 Grantees

- Decisions will be made by the VA250 Commission
- One application per local committee per cycle
- Applicants may have also apply for Rapid and Regular grants at the same time
- Grant recipients use the VA250 and VH logos
- A final report with outcomes, no. of participants, and evaluation of the program's reach and success



250
NNK
NORTHERN NECK

	Dr. Barbara Heath University of Tennessee	University of Mary Washington Dahlgren Campus 4224 University Drive, King George, VA
	Dr. Steve Harris-Scott George Mason University	<u>March 10, 2024</u> <i>A Place Apart: Bound Labor in Virginia's Upper Northern Neck 1645-1702</i> Historic Christ Church 420 Christ Church Road, Weems, VA
	Dr. Julie King St. Mary's College	<u>April 14, 2024</u> <i>Finding Leedstown: What Archaeology Reveals about this Remarkable Place</i> Rice's Hotel/Hughlett's Tavern 73 Monument Place, Heathsville, VA
	Chief Anne Richardson Rappahannock Tribe	<u>May 5, 2024</u> <i>Indigenous Perspectives on the Northern Neck and Power of Place</i> The Lodge at Cat Point Creek 2570 Newland Road, Warsaw, VA

Next Application Cycle

Applications open March 15

Applications due May 15

Go to virginiahumanities.org/grants to apply



Thank You!



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American Battlefield Protection Program (ABPP)

The National Park Service American Battlefield Protection Program assists citizens, public and private institutions, and governments in planning, interpreting, and protecting sites where historic battles were fought on American soil during the armed conflicts that shaped the growth and development of the United States.

Legislative Authorities: 54 U.S.C. §§ 308101-5



*Summer Tanager at Vicksburg National Military Park
(Image courtesy of: NPS)*



Funding Opportunities

	Preservation Planning Grant	Battlefield Land Acquisition Grant	Battlefield Interpretation Grant	Battlefield Restoration Grant
<u>Project Site:</u>	Sites of armed conflict on American soil	Select Rev War, War of 1812, & Civil War	Select Rev War, War of 1812, & Civil War	Select Rev War, War of 1812, & Civil War
<u>Eligible Applicant:</u>	Tribal, state/local governments, and Nonprofits	State/local governments	Tribal, state/local governments, and Nonprofits	Tribal, state/local governments, and Nonprofits
<u>Project Activities:</u>	Research, planning, outreach & educational activities	Land & preservation easement acquisitions	Scoping & implementation for interpretation	Scoping & implementation for preservation, rehabilitation & restoration
<u>Funding Requirements:</u>	No match required	Match required	Match required	Match required

Cultural Resources, Partnerships, and Science

Add Your Sub Directorate Battlefield Protection Program



Funding Opportunities continued...

	Preservation Planning Grant	Battlefield Land Acquisition Grant	Battlefield Interpretation Grant	Battlefield Restoration Grant
<u>Funding Available*:</u>	\$1,198,000	\$17,400,000	\$1,000,000	\$1,000,000
<u>Project Funding:</u>	Up to \$200,000	No actual limit. Guide is up to \$2,000,000	Scoping up to \$50,000; Implementation up to \$200,000	Scoping up to \$100,000; Implementation up to \$500,000
<u>NOFO Schedule:</u>	Open in December Due mid March	Open and reviewed throughout the year	Open in March Due mid June	Open in January Due mid May
<u>Award Announcement:</u>	Late June	Anytime	Late September	Late August

* Subject to annual Congressional Appropriation



Historic Preservation Fund (HPF) Competitive Grant Programs

- African American Civil Rights (AACR)
- Historic Black Colleges and Universities
- History of Equal Rights (HER)
- Underrepresented Communities (URC)
- Tribal Heritage Grants (THG)
- Save America's Treasures (SAT)
- Paul Bruhn Historic Revitalization Grants
- Semiquincentennial



Semiquincentennial Grants

- “Restore and **Preserve** sites and structures **listed** in the National Register of Historic Places that commemorate the founding of the nation.”
- Eligible applicants include states, tribes, local governments, and non-profits
- Preference for state owned properties
- Sites prior to December 31, 1800 (first contested election in US)
- No match required
 - FY2021-2023 \$10 million
 - FY2024 \$ 7 million
- FY2024 Applications available Winter 2024



**Historic Preservation Fund (HPF)
Competitive Grant Programs**

[go.nps.gov/grants](https://www.nps.gov/grants)

American Battlefield Protection Program (ABPP)

abpp@nps.gov

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State Historic Preservation Office Grant Opportunities

Blake McDonald
Survey & Grants Specialist
Virginia Department of Historic Resources

March 20, 2024

DHR Grant Funds



Threatened Sites Program

Funds for emergency excavation of sites endangered by erosion, impending development, or vandalism. 50K annually distributed in <10K amounts.



Cemetery & Graves Funds

Funds for the care and maintenance of historical African American cemeteries or Revolutionary War graves. \$5 per eligible grave.



Cost Share Survey & Planning

Funds to support locality-driven preservation planning projects, often surveys and/or nominations. Matching funds strongly encouraged. 54K annually.



Certified Local Government

Funds for CLG communities equaling 10% of DHR's HPF allotment for preservation planning/bricks & mortar rehab projects. 30% match strongly encouraged. 144K in 2023.

DHR Grant Funds



Community Outreach

Funds for survey and planning projects in underrepresented communities. 50K annually distributed in <10K amounts. Grant application process still under construction.



Tribal Outreach

Funds for survey and planning projects in Virginia tribes. 50K annually distributed in <10K amounts. Grant application process still under construction.



Maritime Heritage

NPS funds to support the preservation and conservation of collections, properties, and objects associated with underrepresented histories related to maritime trade. Anticipate 3-5 projects ranging in size from \$10,000-\$150,000.



Virginia Battlefield Preservation Fund

Funds distributed by DHR to private nonprofits for the permanent protection of Virginia battlefields associated with Revolutionary War, War of 1812, and Civil War. Requires perpetual easement held by DHR.



Virginia Black, Indigenous, and People of Color (BIPOC) Grant Program

- \$4,000,000 fund with additional million in current state budget
- Granting \$50,000 - \$1,000,000 per project over several applications rounds
- Supports acquisition, protection, and rehabilitation of historic places and archaeological sites of significance associated with BIPOC communities
- Eligible applicants include non-profits, state and federally recognized tribes, and local governments



Semiquincentennial Capital Improvements Grant Program

Item 371 #14c: This amendment provides \$20.0 million the first year from the general fund for the Department of Historic Resources to establish a matching grant program for capital improvements at historic sites and history museums expected to see increased visitation related to the Commonwealth's semiquincentennial celebrations. The amendment also establishes the minimum matching requirement for grantees at one-third of the amount awarded, and it allows both historical sites and history museums to be eligible to receive grant awards.

<https://www.dhr.virginia.gov/programs/grants-funding-opportunities/>

DHR Grants & Funding

DHR administers several grant opportunities that provide financial and technical assistance to support the preservation and protection of historic resources in Virginia. In addition to grant programs managed by DHR, there are several additional grant programs available for preservation projects through other federal, state, and private entities that are linked. **DHR currently does not have any grant programs available for rehabilitation or construction on private property.**

✉ Caitlin Sylvester

grants@dhr.virginia.gov

[READ MORE](#)



Grants



GRANT

Virginia's Maritime Heritage Subgrant Program



GRANT

Paul Bruhn Historic Revitalization Grants Program- Appalachian Southwest Virginia

grants@dhr.virginia.gov



Virginia Museum of History & Culture Commonwealth History Fund

- Granting up to \$400,000 annually and about 2 million in first five years
- Supports a range of preservation activities including building rehab, research, publications, acquisition, and conservation of artifacts
- Eligible applicants include non-profits, state and federally recognized tribes, and local governments
- Application cycle will restart in fall 2024

Thank you!

Blake McDonald

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VA 250



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VIRGINIA250 GRANT OPPORTUNITIES





MISSION

To invest in the
arts in the
Commonwealth
of Virginia.

Up to \$5,000 | non-matching

Overview

The Virginia Commission for the Arts in partnership with the Virginia American Revolution 250 Commission (VA250), is thrilled to unveil the VA250 Impact Grant.

This initiative is set to fund dynamic arts programs that spark a “Revolution of Ideas,” celebrating the 250th Anniversary of the American Revolution and the enduring spirit of innovation that founded our nation.

Up to \$5,000 | non-matching

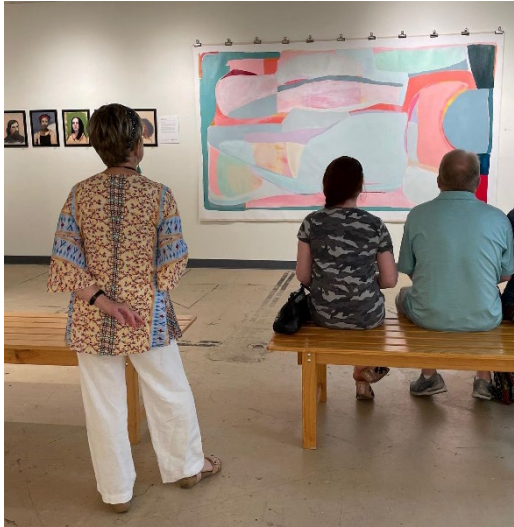
Description

VA250 Impact Grants provide one-time programmatic support for new and innovative art-based programs or services that explore the themes of “Revolution of Ideas”, capture stories that commemorate the Revolutionary War, and demonstrate the impact of revolutionary ideas on our world today.



How do we
spark a
Revolution of
ideas?!

INNOVATIVE + COLLABORATIVE ART ACTIVITIES



visual arts exhibitions



music concerts



film and documentary screenings



theatre performances



dance premieres



literary and spoken word events

INNOVATIVE + COLLABORATIVE ART ACTIVITIES



commissions of new works of art



arts education programs



public art installations



murals



multimedia works



interactive workshops



Touring Artist Roster

Performances across the Commonwealth



Teaching Artist Roster

Participatory Residencies, Workshops,
and Professional Development

Eligible Applicants

This grant program is open to Virginia units of local and tribal government, public educational institutions, public libraries, and departments of parks and recreation.

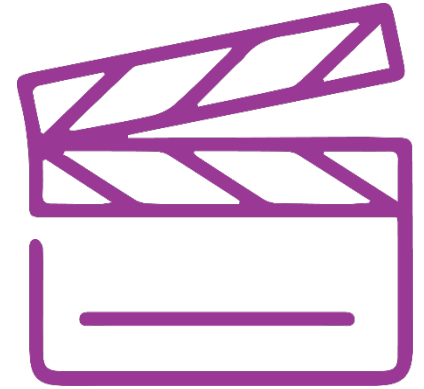
Eligible Activities

VA250 Impact Grants provide support a wide range of in-person, public arts-related activities focused on content related to the American Revolution and the theme of "Revolution of Ideas" taking place between July 1, 2024 - June 30, 2025.

Eligible Expenses

- Artist / Speaker / Educator Fees
- Marketing and Promotion of the Program
- Materials / Supplies / Equipment Fees
- Venue Rental

Deadline: April 1, 2024



Criteria for Evaluation:

- **Relevance to Theme** (20 points): The extent to which the proposed project relates to the commemoration of the American Revolution and the theme of "Revolution of Ideas"
- **Artistic Experience** (10 points): The extent to which the applicant demonstrates a committed effort to provide its audience/community an innovative, impactful, and quality artistic experience related to the American Revolution and the theme of "Revolution of Ideas."
- **Community Engagement and Accessibility** (10 points): The extent to which the program is accessible to a diverse audience, including people with disabilities.
- **Program Management** (10 Points): The extent to which the applicant can demonstrate sound project management, budgeting, promotion, and evaluation.



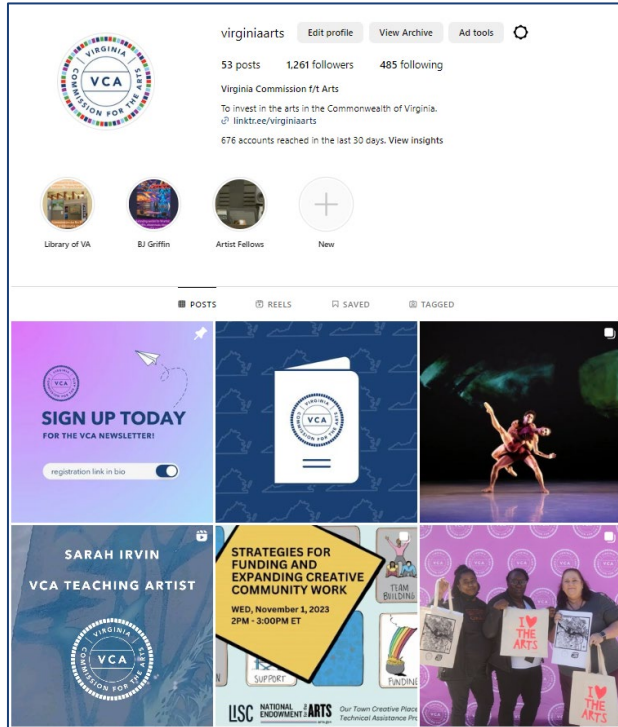
Review and Payment Process: Applications are reviewed by VCA staff and a statewide Advisory Panel. Recommendations are approved by the Commission board in Mid-June 2024. If awarded, grants are paid in full upon receipt of a Final Report.



The Virginia Commission for the Arts does not fund:

- Activities restricted to an organization's membership.
 - Expenses related to parties, receptions, fundraising events/benefits, etc.
 - Endowments or capital campaigns.
 - Activities that are primarily religious in purpose.
 - College or university-based projects that are part of a required course or curriculum, that do not involve and serve a significant non-student population, or that are for activities that are otherwise available in the community.
 - Fines and penalties, bad debt costs, or deficit reduction.
 - Arts activities / programs that have already started or otherwise occurred.
 - Activities or programs that take place outside Virginia.
 - Vocal, dance and musical ensembles that perform primarily pop, Broadway, or barbershop music, or that focus primarily on competitions.
- Lobbying** | No part of a Virginia Commission for the Arts grant shall be used for any activity intended to influence a member of Congress or the General Assembly, to favor or oppose any legislation.

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www.vca.virginia.gov

Be bold

Be innovative

Be dynamic

Be creative





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