

Spring 2024: VTC-VA250 Marketing Leverage Grant Recommendations (Round 4)

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

Recommended

1. Clarke County Historical Association

- **Marketing program name:** *Colonial Kids Day*
- **Amount of award:** \$1,450
- **Amount of match from recipient:** \$1,614
- **Number of partners:** 3 (Clarke County Tourism [DMO]; Perry Engineering; Locke Store)
- **Description:** This year marks the 8th year of the Clarke County Historical Association's annual history event, Colonial Kids 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 children learn about everyday life in 18th century Virginia. Activities such as scavenger hunts, kids games, craft making, colonial toy making, seamstressing, grain grinding, blacksmithing, colonial cooking, and more are held all day for children of all ages to experience. Many of these activities are hands-on, which allows children to create a piece of history for themselves while learning about the Revolutionary period.

2. Portsmouth VA250

- **Marketing program name:** *Road to Revolution in Portsmouth*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (City of Portsmouth Tourism [DMO]; History Alive, LLC; Civil War Trails, Inc.)
- **Description:** Portsmouth VA250 is seeking funding for product development of its Road to Revolution program. The city is seeking funding for six interpretive signs and a Road to Revolution Audio Tour. The six signs will include information on:
 - Benedict Arnold's American Headquarters in Portsmouth during the British occupation of 1781
 - General Cornwallis's American headquarters in Portsmouth and the African-American spy who provided false information that led to the decision to travel to Yorktown for the last battle of the war.
 - William "Billy" Flora's livery. A free black and patriot, he is most commonly called the hero of Great Bridge for his role in the 1775 battle.
 - Trinity Church – the sign's focus is on the bell (same but now restored) that rang at the end of the Revolutionary War as well as the Revolutionary war heroes buried in the churchyard cemetery.
 - Ferry Crossing House (house is gone but sign placed on the site). The Ethiopian Regiment was formed in Portsmouth and traveled across the

river to participate in many local skirmishes. This sign would tell the story of the regiment and the impact black soldiers had on the war.

- The Agnew House – General Charles Lee led the Patriot Forces that burned this Tory home to the foundations as an example to colonists still loyal to the king. The current structure is built on the original foundation. This location offers an opportunity to tell the story of loyalists and possibly the Queen's Rangers who were in Portsmouth during the 1781 British occupation of Portsmouth.

3. Watermen's Museum

- **Marketing program name:** *Yorktown Tea Party*
- **Amount of award:** \$5,000 **CONTINGENT UPON REVISED APPLICATION**
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 2 (York County Tourism [DMO]; 1781 Foundation)
- **Description:** November 7, 2024 marks the anniversary of the Yorktown Tea Party. The Watermen's Museum, working in close collaboration with the York County 250th Anniversary Committee, will present a six-month program focusing on the events of 1774, leading up to a weeklong program of events and educational programs from November 4 – 12 to commemorate the Yorktown Tea Party and its importance to the history of Virginia and the Founding of the United States. The Museum will conduct nine participatory lecture programs focused on the 1774 Resolves and Articles of Association and how they affected different parts of colonial society. It will also present a traveling tourism exhibit focusing on the Virginia Resolves and the Yorktown Tea Party, including components from the multi-state Tea Party Anniversary workgroup.

4. Preservation Virginia

- **Marketing program name:** *250th Commemoration at Patrick Henry's Scotchtown*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$33,000
- **Number of partners:** 4 (Richmond Region Tourism; Center of the Universe Brewing Company; St. John's Church Foundation; Henry Clay Inn)
- **Description:** March 2025 marks the 250th anniversary of Patrick Henry's "Give Me Liberty" speech, which he wrote while living at Scotchtown in Hanover County. Owned and operated by the nonprofit Preservation Virginia, staff are planning a new exhibition, focus tours, and special events related to Patrick Henry's role in our country's founding. The new exhibition will replace the current exhibition on display and reexamine the 1771 to 1778 period when the Henrys lived at Scotchtown.

Liberty is the theme of the new exhibition of Patrick Henry's home life, his politics, and his role as a revolutionary. Visitors will have an opportunity to consider the contradictions of Henry within these contexts and draw their conclusions. Just three weeks prior to giving such a famous speech, Henry's wife, Sarah Shelton, died, leaving six children. During the difficult time of Sarah's illness and in the years after her death,

Patrick Henry's, daughter, sisters, and mother took over the care of his household to allow Henry the opportunity to keep pursuing the cause of liberty.

As a centerpiece for the new exhibit, we recently acquired a 1773 Quaker copy of a letter written by Henry that contained his personal views on slavery. It was so important to the Quaker's "noble effort to abolish slavery" that it was copied and shared throughout the community. This document will be featured in the new exhibition, as well as the discoveries made through new research and information the local descendant community has provided on the enslaved individuals who lived and labored at Scotchtown.

In addition to the exhibit, we're partnering with Historic St. John's Church on an interactive living history event featuring Patrick Henry and his entourage "riding" on horseback from Scotchtown to St. John's, where he delivered his famous speech. We're also planning a new play at Scotchtown and are increasing offerings at our spring and fall festivals at the site.

5. Halifax County VA 250 Committee

- **Marketing program name:** *Crossing Time: Bridging History with Modern Marketing*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,700
- **Number of partners:** 3 (Halifax County Tourism; Town of Halifax; Town of South Boston)
- **Description:** The Crossing of the Dan has been hailed as a turning point in the American Revolution and is considered one of the most masterful military maneuvers of all time; however, it is an often overlooked and underappreciated aspect of the war. The Halifax County VA 250 Committee seeks to change this by adding three interpretive signs, creating a website, and printing brochures to create a broader picture of this military feat and better advertise its significance to visitors and locals alike.

If awarded this grant money, it will be used for the creation of three interpretive signs. One sign will be placed at Boyd's Ferry, site of the Crossing of the Dan monument, to replace a sign at that location that has fallen into disrepair. A second sign will be placed at Irvine's Ferry, where Greene and the bulk of his troops escaped the British over the Dan, which is currently unmarked on the Tobacco Heritage Trail. Lastly, a sign will be placed on the Banister River (currently unmarked) at an existing wayside and canoe/kayak launch, where Greene and his men crossed north to encamp at the old Halifax Courthouse to rest, resupply, and prepare to pursue General Cornwallis in North Carolina, recrossing the Dan after a week-long stay. These three signs serve as an opportunity to explore our community and stand on the ground where history was made while exploring recreational activities along the region's greenways and blueways.

6. Virginia MOCA

- **Marketing program name:** *Made in VA: Inaugural Biennial*
- **Amount of award:** \$8,850

- **Amount of match from recipient:** \$18,000
- **Number of partners:** 3 (Virginia Beach Convention & Visitors Bureau; ViBe Creative District; Something in the Water Festival)
- **Description:** Since 1994, Virginia MOCA has celebrated the extraordinary talent of Virginia artists through its annual juried exhibition. Nearly 30 years later, this favorite tradition continues to thrive and evolve together with the immense creative talent found across the Commonwealth. Starting in 2024, Made in VA will transition to a biennial event featuring artwork created by Virginia artists in the preceding two years.

Virginia MOCA will dedicate an expanded gallery space to the juried exhibition (approx. 5,500 sq. ft.), enabling the Museum to showcase a wider range of artistic voices and visions. This expansion will also mean more prizes and professional opportunities for participating artists. As in 1994, Made in VA Biennial reflects the Museum's commitment to enriching and supporting the artistic communities in our region. Accompanying public programs will include exhibition tours; talks with Heather Hakimzadeh, Senior Curator, and participating artists; and panel discussions. Artists will also lead master classes and workshops targeted to kids, teens, or adults which provide hands-on explorations of a variety of artmaking techniques.

Funding Summary

Grant Cycle	Local Committee	Award Amount	Matching Funds
Round 1: Spring 2023 (3 recipients, 9 partners)	Culpeper, Louisa, Yorktown	\$ 20,500	\$ 24,000
Round 2: Summer 2023 (9 recipients, 27 partners)	Hampton, Staunton, Prince Edward., Culpeper, Alexandria, Nottoway, Danville/Pittsylvania, Clarke, Northampton	\$ 74,600	\$ 84,807
Round 3: Fall 2023 (7 recipients, 21 partners)	Charles City, York, Hanover, Salem, Northern Neck, Gloucester, Warren,	\$ 60,525	\$ 77,122
Round 4: Spring 2024 (6 recipients, 18 partners)	Clarke, Portsmouth, Watermen’s Museum, Preservation Virginia, Halifax, MOCA	\$45,300	\$78,380
	CUMULATIVE GRANT FUNDING	\$ 200,925	\$ 264,309

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.