

Winter 2023/2024: VTC-VA250 Marketing Leverage Grant Recommendations (Round 3)

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

Recommended for full funding

1. Charles City County 250 Committee

- **Marketing program name:** *Interpretive Signage Program*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Charles City County Tourism [DMO], Charles City County Boleman History CenterChickahominy Indian Tribe)
- **Description:** The Charles City County VA250 Committee's grant application is for replacing wayside signs located at the Historic Courthouse, The old Ruthville High School, and in front of the County Government Building. These signs highlight essential events in the Commonwealth and our County's role in the Revolutionary War and the Civil War.

2. York County 250th Anniversary Commemoration Committee

- **Marketing program name:** *Yorktown 250*
- **Amount of award:** \$2450.00
- **Amount of match from recipient:** \$2450.00
- **Number of partners:** 3 (The York County Department of Economic and Tourism Development [DMO], 1781 Foundation, Watermen's Museum)
- **Description:** The Yorktown 250 project is a series of programs designed to promote the 250th anniversary events that will be occurring in York County. The Yorktown 250th Commemoration Committee (YCC) , a collaborative group of community and educational partners has developed a series of nine public events that focus on cultural elements of the American Revolution and promote the 250th anniversary spotlight events. These events are designed to showcase the regional historic attractions market Yorktown and Virginia as a year round history tourism destination. The first event is on April 13, York County History Day. This town-wide timeline event focuses on the 1781 Queens Rangers raid. The second event is the Yorktown Pirate Invasion with components that stress the 1774 boycotts and the development of the Virginia State Navy. The third event is The 1774 Militia Muster on June 8,9 which focuses on the beginning of Lord Dunmore's Virginia campaign in 1775. This tourism build up event promotes the 250th event for 2025. The fourth event on July 13 is the 250th anniversary of the writing of the

Yorktown Resolves in 1774. This event will also be featured in a six program lecture series with regional historical societies and include a traveling exhibit. The fifth event is the anniversary of the 1781 British Occupation of Yorktown on Aug 3 and will include living history and experiential educational programming. The sixth event is on September 21,22. The Before the Siege is a multi faceted look at life in the British fortification of Yorktown in 1781 and will include African American and civilian refugee stations. The seventh event is the Yorktown Folk Festival which will highlight 18th century music and dance as well as Virginia Indian and other cultural dance demonstrations on September 21,22. Program eight is Yorktown Victory Weekend on Oct 18 – 20 which marks the end of the 1781 siege. This national and international marketing event will also mark the 200th anniversary of General Lafayette's 1824 tour. He attended the anniversary event on Oct 18-20 in that year and the activities that he engaged in while here will be re-created as part of the annual Surrender Day schedule. The ninth event is the 250th Anniversary of the Yorktown Tea Party that occurred on Nov 7, 1774. The 250th Anniversary event will be a week long national and international tourism event beginning on November 4th and ending on November 10th. It will include the Yorktown Tea Festival five day public lecture series, evening band and colonial dance performances, and the Yorktown Tea Party educational guided tour program for public , private, and home school students. The Yorktown 250 project includes the development of a traveling tourism exhibit that will be presented at the nine regional public events. It will include the presentation of a traveling performance on the history of the tax boycotts, the establishment of the Boycott Associations and freedoms of assembly for all as set forth in the Virginia Bill of Rights. The project will also include video recordings of educational lecture presentations that will be made available to Regional and State Destination Marketing Organizations and be used within the regional school systems to promote local history. The educational components and ongoing events will continue to be used to support the 250th anniversary events for 2025 – 2031 and to promote local, regional, national and international tourism for the Chesapeake Bay region and the state of Virginia.

3. Hanover County VA250 Commission

- **Marketing program name:** *Virginia's First Frontier*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Ashland/Hanover (DMO), Hanover Education Foundation, Historic Polegreen Church Foundation)
- **Description:** Who knew ? Pre-revolutionary Virginia was an influential cultural and financial colony, filled with thought leaders – visionaries – of what could be. The local Commission is undertaking that interpretive challenge, developing marketing strategies to increase awareness and interest, to find and speak to visitor exploration, to build ambassadors, to secure different interpretations and perspectives, and to extend that challenge beyond a 250th anniversary 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. City of Salem

- **Marketing program name:** *History in SALEM-Life on the Frontier*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$18,500.00
- **Number of partners:** 3 (Salem City (DMO), Salem Museum, Salem Roanoke Chamber of Commerce)
- **Description:** Life on the Virginia Frontier in the 1700s Colonial Living History Day: Heroes and Homemakers The Salem Museum will take visitors back to the Colonial era with a full day of living history. Costumed historians in Colonial-era clothing will bring history to life—especially fun and educational for kids and families. Colonial living historians from the Fincastle Company will bring weapons, tools, and other objects from western Virginia’s frontier days to demonstrate the professions, trades and crafts that were essential in the era. Members of the group will share stories about the men and women who built a life on Virginia’s frontier and who are remembered for their heroic deeds. The Fincastle Company is a group of dedicated living historians who portray both military and civilian roles during the time of the American War of Independence. They conduct extensive research into the clothing and equipment of the era in order to be as accurate to the period as possible. The group performs living history displays at various historical sites across the mid-Atlantic region. They specifically portray the Fincastle/Montgomery County Militia which was an actual unit from Southwestern Virginia that served in the American Revolution. Costumed interpreters (pending availability) include a bullet maker, a spinner, a blacksmith, a lace weaver, an herbalist with Colonial-era remedies, a leather worker, a lamp maker, a musician, and a seamstress hand-sewing a colonial dress, among others. Re-enactors in uniform will set up Revolutionary War encampments, both American and British, to demonstrate what soldiers endured in their fight for Independence. Children can play games and with some of the toys that children played in those simpler times. The Salem Museum includes exhibits about two of the area’s Colonial heroes, Colonel William Fleming and General Andrew Lewis. Fleming’s battle sword from the French and Indian War is featured. Fleming was a noted physician and statesman. Lewis is remembered for leading his troops to victory in the French and Indian War and Dunmore’s War. He also drove Lord Dunmore—the last British Governor—out of Virginia just days after the signing of the Declaration of Independence.

5. NNK 250 Coalition

- **Marketing program name:** *NNK250 Commemorates: The Power of Place*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,022.20
- **Number of partners:** 3 (Northern Neck Tourism Commission [DMO], Stratford Hall, Historic Christ Church Foundation)

- **Description:** This program would market and advertise the kick-off event in the multi-year commemoration of the 250th anniversary of the American Revolution in the Northern Neck. A region-wide initiative covering the 5 counties of the Northern Neck National Heritage Area, King George, Lancaster, Northumberland, Richmond and Westmoreland, the NNK250 theme for 2024 is "the power of place." An annual Speaker Series has been planned, starting in February 2024 and continuing through June 2024, to be repeated every year of the NNK250 commemoration, to discuss intricate themes based on the specific geography of the Northern Neck, and the how patterns of settlement by indigenous communities, English settlers, and African descendant populations, influence our lives today in the Northern Neck. The NNK250 program will market this signature speaker series, site-based speakers at local museums, historic sites, and libraries, and an academic symposium planned for the Fall, focusing on the indigenous tribes of the area. Itineraries will be developed and marketed in conjunction with lodging sites such as Stratford Hall, to encourage overnight visitation to the heritageinterested traveler within a three-hour drive of the Northern Neck

6. Gloucester VA250 Committee

- **Marketing program name:** *Gloucester VA250 Website & KickOff*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Gloucester Parks, Recreation and Tourism [DMO], Gloucester Historical Society of Virginia, Gloucester Museum Foundation)
- **Description:** The funds requested, along with the required match, will be utilized to create a dedicated Gloucester VA250 website, as well as promote upcoming events through 2024. Over the course of the next several years, Gloucester will begin to commemorate certain events of importance to the American Revolution. One such event will likely be a Battle of the Hook reenactment. Gloucester County previously held two such events in 2008 and 2013. Given the large draw for these reenactments, along with the national attention on America's 250th, the Gloucester VA250 Committee has decided that a standalone website for commemorative events is necessary. This will prevent information from getting lost in the County's tourism or events pages. Gloucester County Parks, Recreation & Tourism is the official DMO for Gloucester, and is also where the Gloucester VA250 Committee will be administered. Gloucester VA250 Committee has tentatively identified events through 2031 that will be listed on this website and marketed individually as well as alongside regional events.

7. Warren County VA250 Revolutionary Commemoration Committee

- **Marketing program name:** *Warren County Revolutionary War Commemoration Memorial*
- **Amount of award:** \$8075

- **Amount of match from recipient:** \$16,150
- **Number of partners:** 3 (Warren County Tourism, Warren Board of Supervisors, Sons of the American Revolution)
- **Description:** Virginia's History is America's story and the Warren County VA250 Revolutionary War Commemoration Committee would like to place a memorial to those individuals from Warren County who served in the American Revolution. The project will be centered around a new granite bench engraved with the names of those individuals. With the bench as the focal point, it will be surrounded by brick pavers for accessibility. An existing pedestal and plaque will be relocated to the site in addition to a new plaque commemorating the County's namesake, Dr. Joseph Warren.

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
Round 3: Winter 2023/2024 (7 recipients)	Charles City County, York, Hanover, Salem, Northern Neck, Gloucester, Warren	\$60,525	\$ 77,120
	CUMULATIVE GRANT FUNDING	\$ 155,625	\$ 185,927
	Remaining fund balance after awards	\$	

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

Updated April 8, 2024

- Funding approved for Road to Revolution interpretive markers must adhere to all requirements of that program