# 2024 Year in Review



# **2024: Reach and Participation**



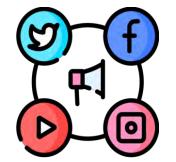
# Media impressions: 2.89 billion



Website visitors: 107,000<sup>+</sup>



Email subscribers: 19,100<sup>+</sup>



Social media followers: 5,500+



Statewide events added to website: 1,146<sup>+</sup>

## **Cumulative: Grants Awarded**



VTC-VA250 Marketing Leverage Grants **Five Rounds – 39 recipients** \$316,262 awarded \$440,874 matched



# Virginia Humanities – VA250 Grants Two rounds – 40 recipients \$223,217 awarded \$355,307 matched



Virginia Commission for the Arts **One round – 22 recipients** \$105,382 awarded; No match required

# **Brand Amplification**

#### Mount Vernon Website



"The Virginia American Revolution 250 Commission (VA250) will mark the nation's semiquincentennial by bringing Virginians together to learn more about Virginia's key role in shaping the nation, better understand the untold stories and unsung heroes that shaped our past, and inspire our ongoing work to form a more perfect union."

Visit va250.org to learn how the state of Virginia is commemorating the 250th anniversary and find upcoming events.

VISIT VA250.ORG

#### Gunston Hall Custom Logo



#### Historic Alexandria VA250 Page

HISTORIC ALEXANDRIA

Historic Alexandria (Home)

**City Museums** V Visit Other Historic Sites African American History

Alexandria Archaeology

Division

Alexandria Community **Remembrance Project** 

Alexandria Oral History Center

Archives & Records Center

**Commissions Supporting** Historic Alexandria

**Educational Resources** 

Historic Alexandria Administration

In 2026, the United States will commemorate the semiguincentennial of the Revolution. The City of Alexandria helped construct the foundation of the revolution. From the creation of the Fairfax Resolves to the hometown of George Washington, Alexandria played a unique role in the birth of our new nation and its legacies today. Museums and organizations across the city tell this story through tours, exhibitions, public art, programs, wayfinding signs, and more. Join us as we celebrate and commemorate America's Story in Alexandria.

• VA250

America250



# **Opening of the Capitol Exhibit**

10



#### January 2024



### Honorary Leadership Council Announcement





#### February 20, 2024

#### A Common Cause To All 2024



#### March 18 - 20, 2024

### A Common Cause To All 2024





#### March 18 - 20, 2024



## 311th Anniversary of the Spotswood Treaty



#### April 24, 2024

#### **Advisory Councils & Education Steering Committee**





### Independence Day at the VA State Capitol



#### July 4, 2024

## Independence Day at the VA State Capitol

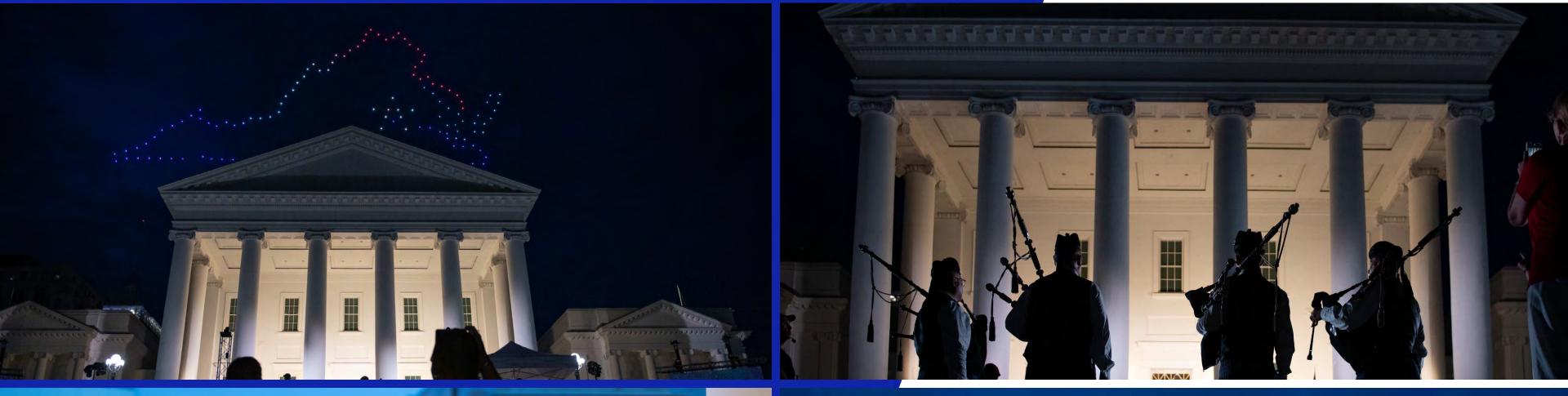




#### July 4, 2024



## Independence Day at the VA State Capitol





#### July 4, 2024

#### 250th Anniversary of the Fairfax Resolves



#### July 19, 2024

#### Williamsburg Sports and Events Center Groundbreaking





#### August 2, 2024

# African Landing Day at Fort Monroe



#### August 24, 2024

# **Regional Meetings**





#### Sept 24 – Oct 28, 2024

### Natural Bridge 250<sup>th</sup> Anniversary



#### July 5, 2024

## VA250 License Plate Launches



#### October, 2024



# **Reading Revolution We**



#### October 14 - 18, 2024

# Lafayette's Grand Tour



#### Oct. 15 - Dec. 7, 2024

# Bray School Opening Ceremony



#### November 1, 2024

# Yorktown Tea Party 250th Anniversary



#### November 7 -9, 2024

# 2025 On The Horizon



### Salute to Southwest VA: Fincastle Resolution 250



### January 18, 2025

# **Mobile Museum Launch**





#### January 18, 2025

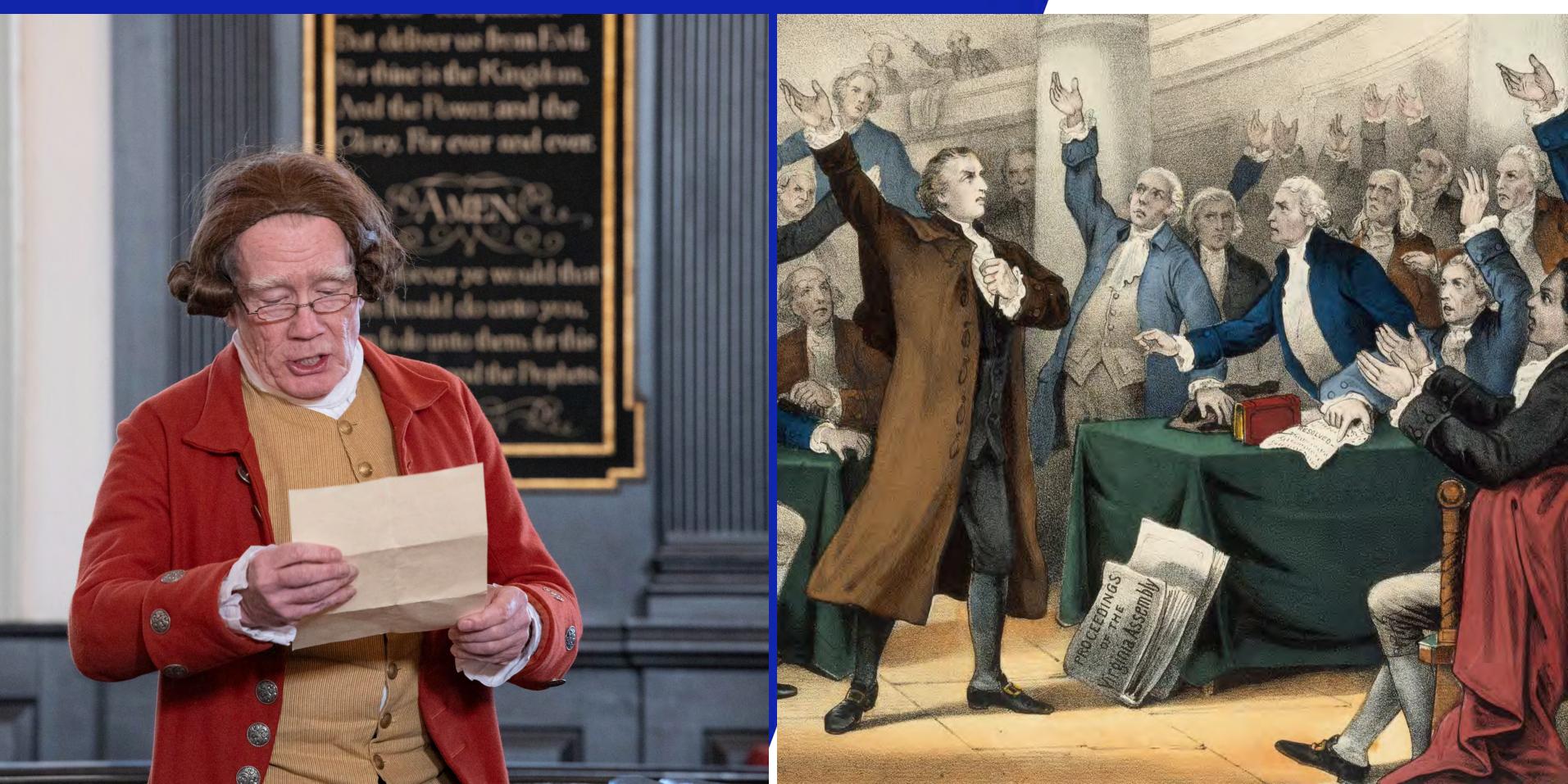
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## **Opening of "Give Me Liberty" at VMHC**



#### March 22, 2025

#### 250th Anniversary of Patrick Henry's Speech



#### March 23, 2025

# A Common Cause to All 2025



#### March 24 - 26, 2025

# **Virginia International Tattoo**

# **VIRGINIA INTERNATIONAL TATTOO**

#### **AMERICA'S INTERNATIONAL MILITARY TATTOO**

#### 2025 VIRGINIA INTERNATIONAL TATTOO

Celebrating the 250<sup>th</sup> Birthday of the U.S. Army, Navy and Marine Corps

Join a celebration 250 years in the making! On the occasion of the 250° birthday of the United States Army, Navy and Marine Corps, the 2025 Virginia International Tattoo throws a spectacular party showcasing an international cast of more than 800 civilian and military performers from seven nations. Returning favorites include Norway's spectacular Band and Drill Team of His Majesty the King's Guard, the rousing Massed Pipes and Drums from four nations and the nimble OZScot Australia Highland Dancers; and exciting new performers will travel to Norfolk to Join the celebration.

At the heart of this unforgettable performance is an emotional and grateful tribute to the armed forces who have defended our freedom for 250 years. With stirring music, heartfeit tributes to those who have served, and appearances by some very special guests, this Tattoo will remind us that as Americans, we enjoy freedoms made possible by the service and sacrifice of our fellow citizen soldiers.

THIS TATTOO IS CERTAIN TO LEAVE ITS MARK ON YOU! GET YOUR TICKETS NOW!

THURSDAY, APRIL 24, 7:30 PM FRIDAY, APRIL 25, 7:30 PM SATURDAY, APRIL 26, 7:30 PM SUNDAY, APRIL 27, 2:30 PM SCOPE ARENA, NORFOLK TICKETS START AT \$25

Presented in cooperation with North Atlantic Treaty Organization and Norfolk NATO Festival

Supported in part by the City of Norfolk

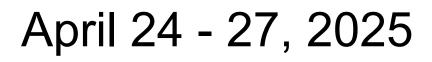
#### THE "TATTOO" TRADITION

The centuries-old tradition of Tattoo originated as a signal from drummers instructing Dutch innkeepers near military garrisons to "Doe den Tap-too" or "turn off the tap." Hearing the call "Tap-too," soldiers would return to their barracks for an evening roll call. The ensuing parade of soldiers evolved into a military marching band performance now known worldwide as "Tattoo."

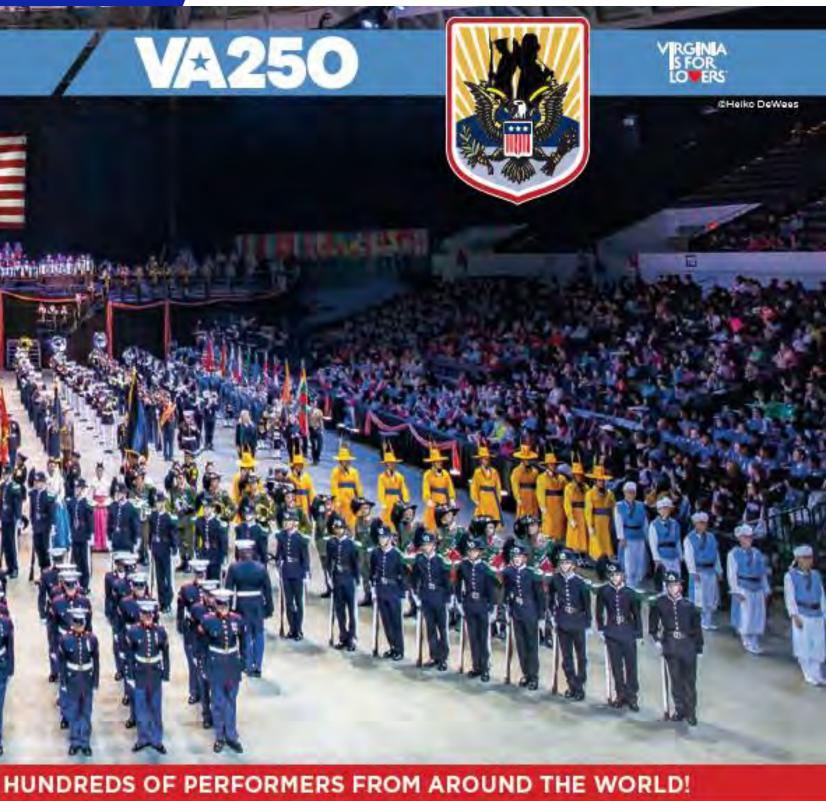








Subject to changes and additions

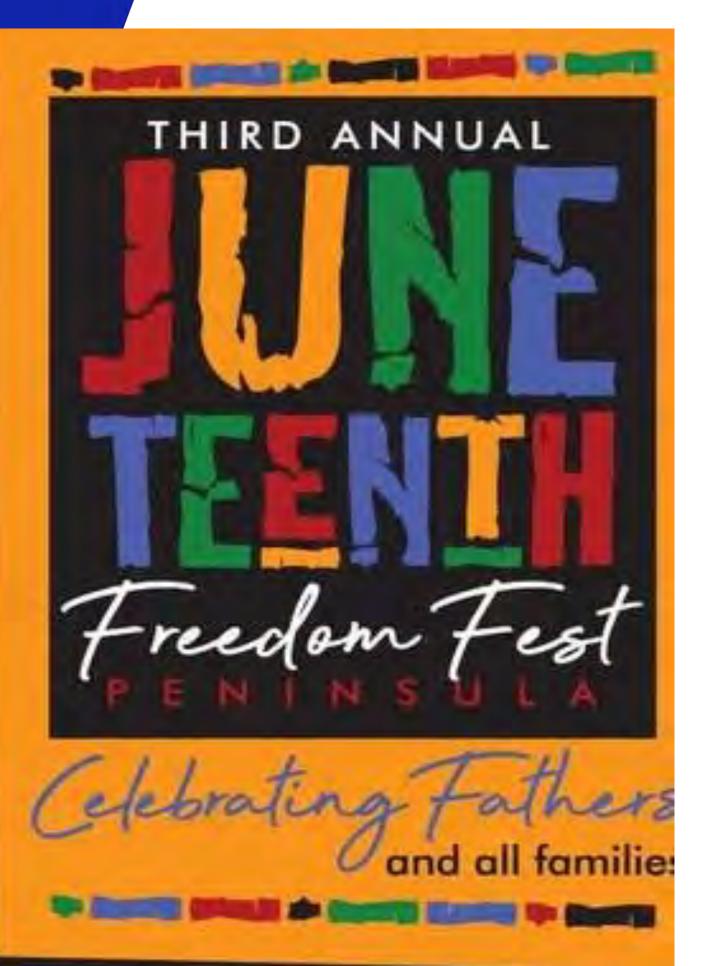


## **Juneteenth Events**



# FREEDOM FESTIVAL

#### June 19, 2025



# Independence Day Events



## July 3: Roanoke July 4: Fort Monroe

# 250th Anniversaries of Army, Navy, and Marine Corps

#### June 14, 1775

## October 13, 1775

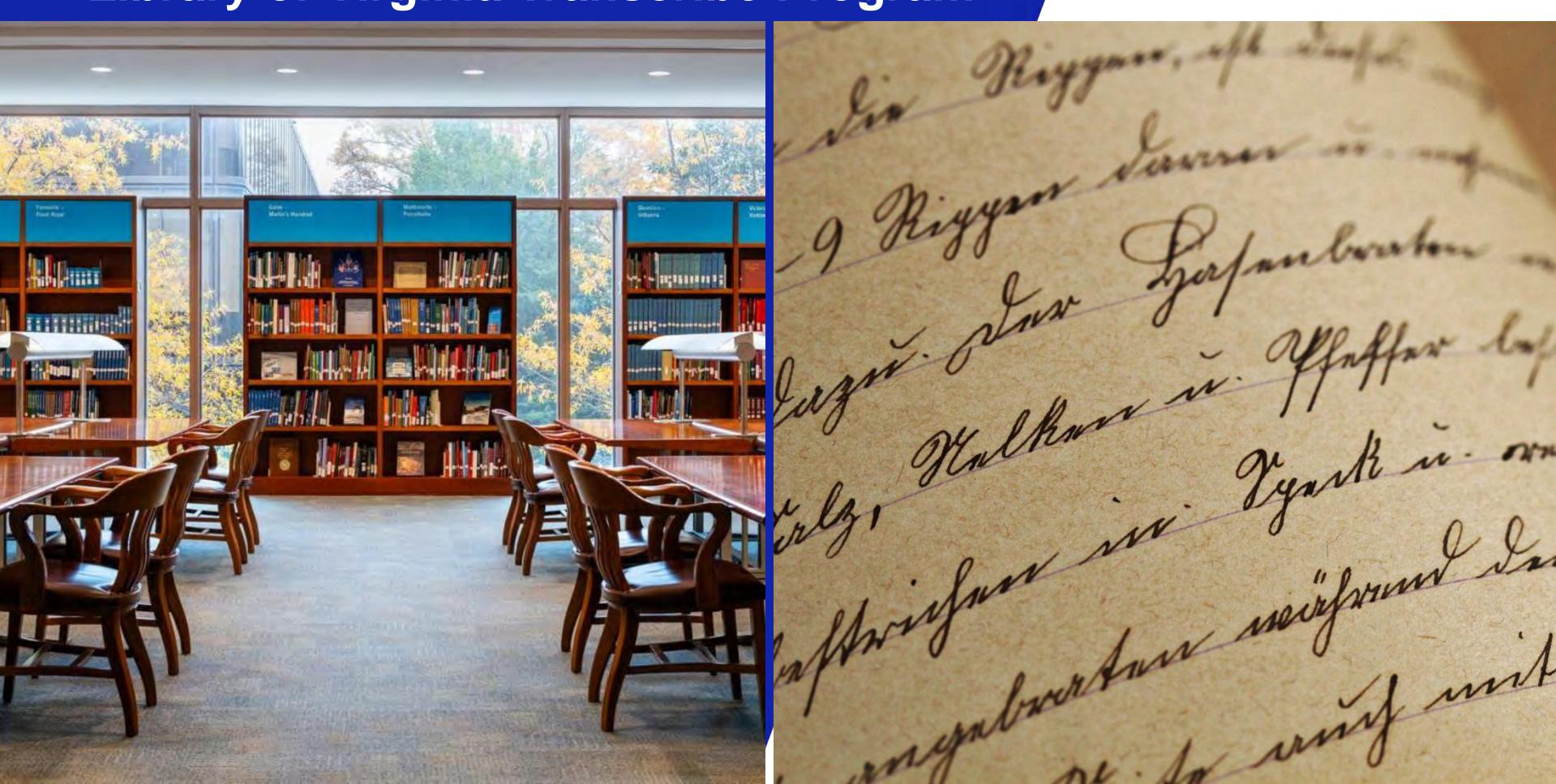




## November 10, 1775



## Library of Virginia Transcribe Program





# 

# #VA250 VA250.org



# Join the Semiquincentennial Movement





# **VA250.0RG**

# VIRGINIA'S HIST&RY IS AMERICA'S ST=RY