

## Summer 2024: VTC-VA250 Marketing Leverage Grant Recommendations (Round 5)

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

### **Summary:**

Number of applications: 13

Recommended awards: \$115,337

Total match: \$176,631

### **Details**

#### **1. Orange County Economic Development and Tourism**

- **Marketing program name:** *Elijah Craig Orange County Home*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$43,050
- **Number of partners:** 3 Orange County Economic Development and Tourism [DMO], James Madison Museum of Orange County Heritage, Historic Germanna
- **Description:** Using Storygize, Share More Stories research, and Plantinum PR, this application promotes the Elijah Craig story in Orange County and his influence on the distilling industry and includes VA250 branding of a signature cocktail, VA250 branded wine and cocktail festival, and various events at historic sites and museums.

**2. William King Museum of Art \*will need revisions on interstate sign and summary of interpretive sign text**

- **Marketing program name:** *Unleashing the Wolf*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,455
- **Number of partners:** 3 Abingdon Visitor Center [DMO], Town of Abingdon; Historical Society of Washington County
- **Description:** Focused on Daniel Boone's influence on the region, this program combines Art and History by driving visitation to small businesses via the wolf sculpture contest and program that will require participants learn about and interpret Daniel Boone's influence through artwork. The museum will integrate history into its arts mission against the backdrop of VA250 themes.

**3. Alexandria 250**

- **Marketing program name:** *George Washington Birthday Parade & Celebration*
- **Amount of award:** \$5,000
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 3 Visit Alexandria [DMO], Daughters of the American Revolution, Friendship Veteran's Fire Engine Association
- **Description:** Focused on the month of February and culmination in the three-day event commemoration George Washington's Birthday, this program drives visitation to small businesses in the Historic Alexandria footprint and encourages overnight visitation for the entire event. The month long commemoration includes a Restaurant Cherry Challenge, George Washington Tours, an intimate reception and breakfast, and a parade.

#### 4. Richlands Railroad Section Foreman's House

- **Marketing program name:** *Richlands: Rails to Renewal*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 Visit Tazewell County [DMO], Town of Richlands, Citizens for the Arts
- **Description:** This program focuses on Thomas Jefferson, rail history, and Virginia history experience that will drive visitation via overnight stays, restaurant events, the "Jeffersonian Dialogue" event, and rail history tours, interpretive signage, and events.

#### 5. Christiansburg Institute, Inc. \*museum and cultural heritage center

- **Marketing program name:** *New River 250: Resilience and Revolution*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 Montgomery County VA Regional Tourism [DMO], Historic Smithfield, More than a Fraction Foundation
- **Description:** Focused on African American history in Southwest Virginia, this program will explore the role of the African American community and cultures during the Revolutionary era. Program includes promotion of museum visitation, tours, and a short documentary.

#### 6. Culpeper VA 250

- **Marketing program name:** *Culpeper VA 250 Visual Storytelling*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$15,275
- **Number of partners:** 3 Culpeper Tourism & Visitor Center [DMO], Windmore Foundation and Stageworks, The Museum of Culpeper History
- **Description:** Building on prior applications as part of a phased plan, this program will create three video vignettes designed to drive tourism to Culpeper, the museum, and tours. The vignettes will be themed around the 1765 Resignation/Stamp Act; Religion; and Final Resolution. Once complete the videos will be shared via social media and streaming sites and promote the Visit Culpeper website and VA250 website.

## 7. Smyth County Tourism Association

- **Marketing program name:** *Smyth County and the Road to Revolution*
- **Amount of Award:** \$9,487
- **Amount of match from recipient:** \$11,851
- **Number of partners:** 3 Smyth County Tourism Association [DMO], Smyth County Public Library, Museum of Middle Appalachia
- **Description:** This itinerary based program focuses on the Fincastle Resolutions and Smyth County as the westernmost point in the colony as of 1750 and will promote visitation to the region as well as promote a history focused speaker series, part of which was funded by Virginia Dept of Humanities. The speaker series will explore Smyth County's role in the volatile pre-revolutionary period in the mid 1700s up to 1776.

## 8. Charles City County VA250 Committee *\*recommend but will need revisions in match and revision in marketing plan to include promotion of the new signage.*

- **Marketing program name:** *Union Soldier Interpretive Signage*
- **Amount of Award:** \$10,000
- **Amount of match from recipient:** \$18,400
- **Number of partners:** 3 Charles City County [DMO], Richard Bowman Center for Local History, Charity Family Foundation
- **Description:** As an emerging tourism destination and a stop of the Capital Trail, Charles City County has just created the new Market 5 retail and outdoor recreation hub and is now focused on driving tourism through their rich history. This program includes interpretive signage around a historic market as well as creation of a history-focused itinerary.

## 9. Surry County

- **Marketing program name:** *Surry County Cultural Trail: Live, Love, Learn*
- **Amount of Award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 Surry County Tourism [DMO], Chippokes State Park, Preservation Virginia
- **Description:** This program involves the creation of a self-guided driving tour focused on the area's history. Launched in May 2024, the trail will use this funding to create and install interpretive signage, create videos, and use an influencer to promote

the area's history to drive tourism to the Route 10 corridor. Trail themes include a focus on Goodman Brown, a second generation freedman who was voted into the Virginia House of Delegates in 1887, Mother Amelia Howard who established seven schools and Black churches for the emancipated population, and Chance, a Virginia Indigeneous tribal member who protected his tribe from decemation in 1633, and Dr. John Jefferson Smallwood who established a college and operated it for Black students from 1892 to 1928.

## 10. City of Salem Tourism

- **Marketing program name:** *Living History Weekend in Salem*
- **Amount of Award:** \$10,000
- **Amount of match from recipient:** \$11,750
- **Number of partners:** 3 Salem [DMO], Salem Museum, Salem-Roanoake County Chamber of Commerce
- **Description:** Focused on the history of General Andrew Lewis who helped expel Lord Dunore from the Governor's Palace in Williamsburg, the program will focus on Southwest Virginia's contributions from the Fincastle Company and Resolution to General Lewis' leadership to form a new republic. The program will feature interpretive signage, promotions, and tours culminating in a two-day event on June 8 each year that will introduce Southwest Virginia and Salem's participation in pre-revolutionary activities and calling up soldiers to join the Continental Army.

## 11. Augusta County Historic Society

- **Marketing program name:** *Augusta County History Trail*
- **Amount of Award:** \$850
- **Amount of match from recipient:** \$850
- **Number of partners:** 3 Augusta County [DMO], American Frontier Culture Museum, Staunton Military Academy/Virginia Women's Institute for Leadership Museum
- **Description:** Focused on marketing existing historical assets including monuments, signage, and museums, this program will bring renewed attention to Augusta's contribution to the Road to Revolution and through the revolutionary era into the westward expansion era. Joining all historic assets into one marketing umbrella, the program will drive tourism by creating itinerary and interest in the area's history.

## 12. Charlottesville-Albemarle VA250 Committee

- **Marketing program name:** *Local VA250 Podcast and Resources for History Lovers*
- **Amount of Award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 Charlottesville Albemarle Convention & Visitors Bureau [DMO], Virginia Passenger Rail Authority (Amtrak), Albemarle Charlottesville Historical Society
- **Description:** This program involves the creation of 10 interview style podcast episodes promoting Charlottesville-Albemarle's contribution to revolution era history into an itinerary-focused marketing initiative and also involves the promotion of the C'ville's Puzzle Hunt activity to drive visitation throughout the city and county as they engage in activities recommended by the Puzzle Hunt scavenger hunt game.

## 13. Town of Abingdon

- **Marketing program name:** *Documenting Abingdon's American history*
- **Amount of Award:** \$10,000
- **Amount of match from recipient:** \$20,000
- **Number of partners:** 3 Visit Abingdon Virginia [DMO], William King Museum of Art, Barter Theatre
- **Description:** This program creates and markets a self-guided history trail and itinerary using a visitor's mobile device to explore key historic sites across Abingdon. The content will focus on Abingdon's role in the Revolutionary War and its role in Appalachian culture. Enhanced audio and video content will drive visitation to the Town's historic sites, lodging partners, restaurants, and retail shops.

## 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.