

Spring 2025: VTC-VA250 Marketing Leverage Grant Recommendations (Round 6)

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

Summary:

of Applications: 16 (15 awards; 1 denial)

Recommended Awards: \$139,420

Total Match: \$171,322

Details

- **Marketing program name:** *City of Salem Tourism*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$14,500
- **Number of partners:** 2 (Salem Historical Society & Salem-Roanoke Chamber of Commerce)
- **Description:** Lord Dunmore Day event, interpretive signage at historic cemetery commemoration three Black union soldier; VA250 mobile museum; and westward expansion.

- **Marketing program name:** *Virginia Museum of Natural History Foundation*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,000
 - **Number of partners:** 2 (Piedmont Arts & Basset Historical Center)
 - **Description:** Focused “Clash of Giants” Jefferson v. Buffon and Battle for America’s Natural Legacy and includes a VA250 Virginia Explorer publication; three festivals exploring natural history and Jefferson’s inquiries into the natural world in Virginia; will feature history of natural resource stewardship in new exhibits
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- **Marketing program name:** *Army Historical Foundation*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,000
 - **Number of partners:** 2 (Mount Vernon/Spring Chamber of Commerce & National Museum of the United State Army)
 - **Description:** New exhibits and events featuring the history of the Continental Army “Call to Arms: the Soldier and the Revolutionary War” will bring new artifacts on loan from England, Canada and the Americas to interpret quest for liberty, equality, and self-governance.
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- **Marketing program name:** *City of Newport News*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,265
 - **Number of partners:** 2 (Virginia War Museum Foundation & Amtrak Virginia)
 - **Description:** “The People’s Revolution” three-day event and will include a performance by “Tag, Rag and Bobtail: Women Belonging in the Army”; Lord Dunmore Proclamation; events will include those at Endview Plantation that will include K-12 field trips and family friendly re-enactments, activities, and performances on Saturday and Sunday.
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- **Marketing program name:** *Clarke County Historical Association*
 - **Amount of award:** \$1,500
 - **Amount of match from recipient:** \$1,890
 - **Number of partners:** 2 (Berryville and Perry)

- **Description:** “Colonial Kids Day” event featuring family focused activities and performances and include the Burwell-Morgan Mill and hands-on activities for event attendees; will be focused on 18th century life ways and culture.
 - **Marketing program name:** *Isle of Wight 250th*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$39,392
 - **Number of partners:** 2 (Smithfield Isle of Wight & Isle of Wight Museum)
 - **Description:** History focused driving tour initiative focused on history and culture of the Route 10 area over the last 250 years. Self-guided tour focused on historical stops throughout Smithfield and Isle of Wight.
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- **Marketing program name:** *Northampton County 250 Commission*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,000
 - **Number of partners:** 2 (Cape Charles Main Street & Cape Charles Rosenwald School)
 - **Description:** Focused on African Americans and Indigenous tribes, the program will be a bike/driving tour focused on 15 stops in Northampton County accessible by car or the developing Rail Trail that parallels Route 13. The “Landmarks Trail: A VA250 Hidden History Driving Tour of Northampton County” features stops that include Rosenwald School that is being restored.
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- **Marketing program name:** *Virginia Museum of Contemporary Art*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$15,180
 - **Number of partners:** 2 (Vibe District & Poplar and Pine Studio)
 - **Description:** Continuing Virginia MOCA’s biannual “Made in Virginia” gallery series, the 2026 event will feature Nikki Leone and the historical connections between art and commerce in Virginia. This will be the first exhibit in the new MOCA museum under construction at Virginia Wesleyan (now Batten) University and will kick off their 2026 activities.
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- **Marketing program name:** *Eastern Shore of Virginia Tourism*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$21,500

- **Number of partners:** 2 (Shore History & Island House Restaurant)
 - **Description:** This program will feature a driving tour in Accomack County called “Be Free. Revel On. A Self-Guided Driving Trail and Outdoor Adventures in Central Accomack.” Stops along the tours will include places inspired by author Kirk Mariner in his book “Off 13” and will focus on Onancock’s mercantile history; Pungoteague’s 1738 Church; the 1885 St. Paul’s AME church and the Courthouse and Debtors prison.
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- **Marketing program name:** *Taubman Museum of Art*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$11,400
 - **Number of partners:** 2 (Liberty Trust & Amtrak)
 - **Description:** Program will include four exhibitions on American and Virginia history through Art, including the Ken Bicentennial Portfolio exhibition: Freedom! Looking Backward; Looking Forward that interprets personal expression against the backdrop of themes of freedom, life, liberty and the pursuit of happiness.
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- **Marketing program name:** *York County Economic Development Sail Yorktown Festival*
 - **Amount of award:** \$8,170
 - **Amount of match from recipient:** \$8,170
 - **Number of partners:** 2 (Visit Williamsburg & Jamestown Yorktown Foundation)
 - **Description:** As an affiliate harbor for Sail250, Yorktown will promote the tall ships, colonial sloops, and other maritime history as part of the Sail 250 initiative. Focus will be on the Battle of Yorktown and its pivotal role in the surrender of the British Army in 1781.
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- **Marketing program name:** *Culpeper Department of Tourism*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,615
 - **Number of partners:** 2 (Museum of Culpeper History & Historic Germanna)
 - **Description:** Focusing on seven events in 2025 through 2026, the program includes a self-guided driving tour. Events include: Lafayette’s Bicentennial Tour, Culpeper Minutemen Exhibition; Oktoberfest at Salubria; Culpeper Minutemen History Week; Culpeper and the Road to Independence; Liberty Walks; and Culpeper’s 4th of July events.

- **Marketing program name:** *City of Harrisonburg VA250*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,000
 - **Number of partners:** 2 (Brethern and Mennonite Heritage Center & Massanutten Regional Library)
 - **Description:** The program includes creating a brochure highlighting historic sites and history in the region including historic homes, historic markers, museums, and historic sites. The program will create historic itineraries to promote during the 250th.
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- **Marketing program name:** *Cape Charles Main Street/Sail Fest Cape Charles*
 - **Amount of award:** \$9750
 - **Amount of match from recipient:** \$9,910
 - **Number of partners:** 2 (Cape Charles Town Docks & Chesapeake Properties)
 - **Description:** As an affiliate harbor, Cape Charles will promote activities around the Sail250 events and the arrival of the tall ships and sloops in Cape Charles. Program includes building out an event landing page to entice visitors in Hampton Roads to follow the ships to the Eastern Shore for a more intimate view and experience. Also includes promote Onancock's tall ships weekend June 12-14.
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- **Marketing program name:** *Virginia Museum of History and Culture*
 - **Amount of award:** \$10,000
 - **Amount of match from recipient:** \$10,000
 - **Number of partners:** 2 (Colonial Williamsburg & Mount Vernon)
 - **Description:** This is statewide initiative to create a museum passport program for VA250. The passport program may include the development of an app if they find additional funding. It is tentatively called "The 250 Commemorative Passport" and will involve a social media push, VTC Welcome Centers, and major museums and historic sites across the state.