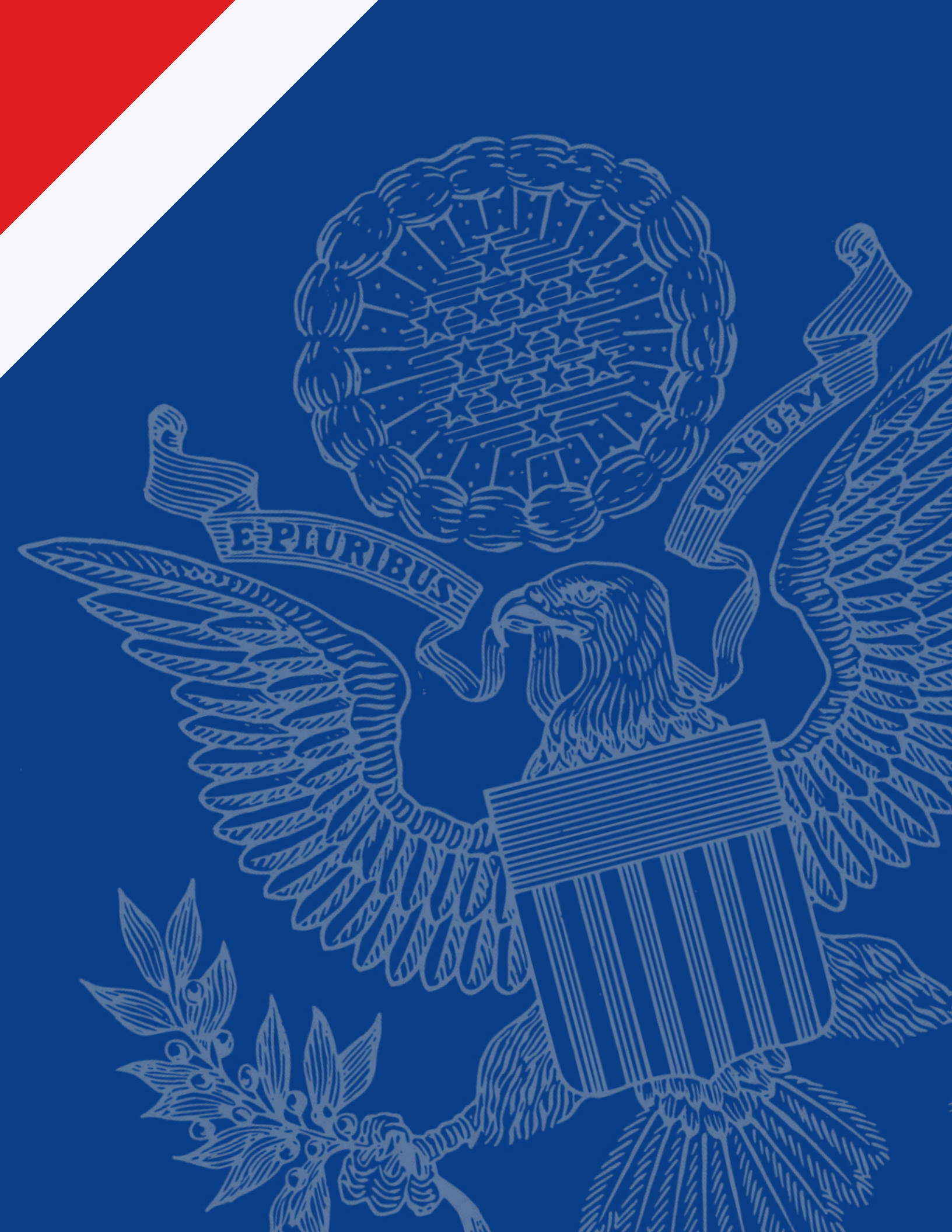


AMERICA
MADE IN
VIRGINIA

VA250

2025 YEAR END REVIEW







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ABOUT: THE VIRGINIA AMERICAN REVOLUTION 250 COMMISSION

VA250 was created by the General Assembly for the purpose of commemorating the 250th anniversary of the American Revolution, the Revolutionary War, and the independence of the United States (2020 Acts, c. 914).

A statutory change in 2023 situated the Commission within the legislative branch, retaining the same powers and duties (2023 Acts, cc. 655, 656) and extended its sunset to 2032. Primary among those are the formulation and implementation of a program for the inclusive observance of the 250th anniversary of the independence of the United States and the Revolutionary War in Virginia, including:

- Civic, cultural, and historical education and scholarship concerning the ideals of the American Revolution and their contemporary relevance.
- Visitation of museums and historic sites, including battlefields.
- Creation and publication of historical documents and studies.
- Cooperation with agencies responsible for the preservation or restoration of historic sites, buildings, art, and artifacts.
- Establishment of exhibitions and interpretive and wayfinding signage.
- Arrangement of appropriate public ceremonies.
- Comprehensive marketing and tourism campaign encompassing CY 2025 through 2026.
- General dissemination of public information regarding Virginia's involvement in the American Revolution and its legacy today.

COMMISSION MEMBERS

COMMISSION MEMBERS AND LEADERS, INCLUDING NEW MEMBERS APPOINTED IN 2025, ARE BELOW:

The Honorable Terry L. Austin
The Honorable Mamie E. Locke
Carly Fiorina
H. Benson Dendy III
Cheryl Wilson

VA250 Chair, Virginia House of Delegates
VA250 Vice Chair, Senate of Virginia
VA250 National Honorary Chair
President, Virginia Commemorations, Inc.
VA250 Executive Director

The Honorable Alex Q. Askew
Chief Stephen R. Adkins
Edward H. Baine
Jean Ann Bolling
Jamie O. Bosket
Dr. Douglas Bradburn
Gretchen Bulova
Gloria Marrero Chambers
Dennis Clark
Christy S. Coleman
David Duncan
Clifford B. Fleet
Sue Gerdelman
The Honorable Aimee R. Guidera
Peter Hedlund
Mark Ingrao
Dr. Jane Kamensky
The Honorable Paul E. Krizek
Julie Langan
Jerri Marr
The Honorable Elizabeth McClanahan
Rita McClenny
The Honorable Ryan T. McDougale
Eric Monday
The Honorable Thomas K. Norment
The Honorable Kenneth R. Plum
Alyson Ramsey
Katherine A. Rowe
Chief Anne Richardson
Jackie Stone

Virginia House of Delegates
Chickahominy Indian Tribe
Dominion Energy Virginia
Mechanicsville, VA
Virginia Museum of History and Culture
The Mount Vernon Ladies' Association
Office of Historic Alexandria
Jamestown-Yorktown Foundation Board of Trustees
Library of Virginia
Jamestown-Yorktown Foundation
American Battlefield Trust
Colonial Williamsburg Foundation
Jamestown-Yorktown Foundation Board of Trustees
Secretary of Education
Virginia Humanities
George Mason's Gunston Hall
Thomas Jefferson's Monticello
Virginia House of Delegates
Department of Historic Resources
Colonial National Historic Park
Former Justice, Supreme Court of Virginia
Virginia Tourism Corporation
Member, Senate of Virginia
Virginia Bar Association
Former Member, Senate of Virginia
Former Member, Virginia House of Delegates
Thomas Jefferson's Poplar Forest
The College of William and Mary
Rappahannock Tribe
McGuireWoods LLP

COMMISSION MEETINGS

In addition to the full Commission, several advisory bodies have been raised to expand the voice of the Commission.

The full listing of VA250 entities is below; agendas, minutes, and materials for each meeting can be found at [VA250.org/meetings](https://va250.org/meetings).

VA250 Full Commission and Executive Committee

Delegate Terry Austin, Chair

- Full Commission: April 8, 2025 (GAB, Richmond)
- Full Commission: October 21, 2025 (GAB, Richmond)
- Full Commission: January 8, 2026 (PHB, Richmond)

African American Advisory Council

Senator Mamie Locke, Chair

- March 31, 2025 (Virtual)
- June 10, 2025 (Fort Monroe)
- August 19, 2025 (GAB, Richmond)

Education Steering Committee

Secretary Aimee Guidera, Chair

- March 15, 2025 (Virtual)
- November 29, 2025 (PHB, Richmond)

Tribal Nations Leadership Council

Chief Stephen Adkins, Chair

- April 30, 2025 (Virtual)
- August 5, 2025 (Virtual)

Local Committee Meetings

- January 14, 2025 (Virtual)
- February 11, 2025 (Virtual)
- March 11, 2025 (Virtual)
- April 15, 2025 (Virtual)
- May 20, 2025 (GAB, Richmond)
- June 10, 2025 (Virtual)
- July 8, 2025 (Virtual)
- August 12, 2025 (Virtual)
- September 9, 2025 (VMHC, Richmond)
- October 14, 2025 (Virtual)



LETTER FROM OUR EXECUTIVE DIRECTOR



Members of the General Assembly, Governor, Partners, and Friends,

On behalf of the American Revolution 250 Commission (VA250), it is my privilege to submit the attached 2025 Annual Report. This has been a year of remarkable achievement, with a rapid pace and an ambitious scope of work that continues to set the pace for the nation's semiquincentennial. Every locality in Virginia is involved, and thousands of corporate partners, businesses, and nonprofits stand with VA250. It is truly a statewide commemoration that invites, and includes, all Virginians.

We began 2025 with pride and purpose, inviting the nation to explore *America. Made in Virginia* and were laying the groundwork for a major national milestone: the 250th anniversary of the Fincastle Resolutions.

At that event, held in Roanoke on a cold January morning, we were commemorating an extraordinary declaration—the first instance that found colonists declaring that liberty was not merely a goal, but it was a cause worth dying for.

At that same Fincastle event in January 2025, we launched the Virginia 250 Mobile Museum. In just twelve months, demand for that museum has been so great—so widespread across the Commonwealth—that we have built a second one. It is the cornerstone of community events and schools eagerly await its arrival. The two mobile museums will travel the Commonwealth through 2027, one focused on Southwest, Southside, and the Shenandoah Valley, the second on Central Virginia, Northern Virginia, and Hampton Roads areas.

In addition to touring the Commonwealth, the content of the Mobile Museum has been digitized by Google, making the content accessible worldwide. In collaboration with Lee Enterprises, one of the most popular interactives, “How Well Do You Know Your Country?,” has been recast as an online quiz, challenging us with many of the same questions from the citizenship test and school Standards of Learning tests.

We then commemorated Patrick Henry’s “Give Me Liberty” speech at St. John’s Church—in the place where it happened, 250 years later, to the day and the moment. The nation joined, with more than 3,500 people watching the livestream. The program and its lessons were so powerful that there is now a teaching curriculum specifically centered around the webcast. The nation’s first major exhibition of the semiquincentennial opened, “Give Me Liberty: Virginia and the Forging of a Nation.” Joining the curating and storytelling powers of the Virginia Museum of History and Culture and the Jamestown-Yorktown Foundation, the exhibition has been received with great acclaim, spawning traveling panels and digital resources.

We convened the nation’s 250th planners together for a final time, in a joint endeavor that echoed Thomas Jefferson’s words —“A Common Cause to All.” Other states, as well as the national semiquincentennial effort, look to Virginia for leadership, for substance, and for inspiration. And Virginia does what it has always done at pivotal times in our history: it leads.

We gathered on the Palace Green, and sitting on the ground where history was made, we joined with Ken Burns to give the world a glimpse of his monumental new work, “The American Revolution.” We did it again later in the year on the Yorktown battlefield, and at Mount Vernon, each time experiencing the intensity in the power of place. (continued...)

But we did not stop there.

On the anniversary of Paul Revere's ride, we invited Virginians—and the nation—to take part in a simple but powerful act of remembrance: Two Lights for Tomorrow, placing two lights in their windows to recall the famous signal from the Old North Church. Working in concert with other states, we invited the nation to remember that history is the ongoing story of making tomorrow better for others. Lights shone across the nation on April 18, 2025. . . in courthouses, farmhouses, on waterfronts, and in high rises. When all was done, that invitation resulted in more than 1.5 billion posts, shares, likes, comments, and participants across social media. What began as a symbolic gesture became a national moment of unity of purpose. It brought us together.

That same spirit of unity carried into our Fourth of July commemoration at Fort Monroe, where we invited Virginians to experience Independence Day not just as a celebration of freedom, but as an expression of community and belonging. Once again, the response was strong and resonant. The VA250 Fourth at the Fort became the largest gathering in Fort Monroe's history—more than 24,000 people came together that day.

The words spoken there still echo—from Dr. Anthony Parent, from Chief Atkins, Senator Locke, Carly Fiorina, from the voices of children; to the Semiquincentennial Pledge, memorably delivered and now forever preserved. More than 2,500 people joined us live by webcast, and since that day, several thousand more have accessed the archived recording. It lives. It endures.

We joined with Virginia's military leaders—the Virginia Military Institute, the Virginia War Memorial, the Secretary of Defense and Veterans Affairs—to honor the 250th anniversary of the US Army, Navy, and Marine Corps.

And there is much more—Commemorative Partners, VA250 Passport, grant awards, and thousands of events.

This is an incredible journey that involves millions of people. Through 2031, we have pledged to tell both the known and unknown stories of Virginians with honesty, depth, and unity—and to illuminate Virginia's essential role in securing our independence.

VA250 is creating a legacy.

It matters.

It is making a difference.

We are not simply planning a commemoration.

We are inviting people to a shared national moment.

America. Made in Virginia



Cheryl Wilson

Executive Director, VA250

MISSION STATEMENT



AMERICA. MADE IN VIRGINIA.

Virginia has always been the crucible of our nation, from our founding to the present day. The first colonists arrived in Virginia. The first encounters with Indigenous peoples occurred here. The first ships carrying the enslaved landed here. The first representative government was formed here. Famous speeches, critical debates, and major events that led to the movement for independence and sparked a revolution all happened in Virginia. The Fincastle Resolutions, the Bill of Rights, the Declaration of Independence, and the Constitution, every key founding document, were all written by Virginians.

Our founders understood their work was only the beginning of building a great nation. They structured our government to empower us to repair our faults. Let us appreciate our role as citizens to continue that work and recommit to do our part to form a more perfect union.

VA250 is a key national leader in the semiquincentennial commemoration, driving innovative programming, fostering collaboration across communities, and setting a benchmark for meaningful, inclusive, and transformative observances nationwide. Looking to 2026 and beyond, there is even greater opportunity to celebrate our shared heritage and inspire future generations.

SUMMARY OF ACTIVITIES



134

LOCAL COMMITTEES
ACTIVE



4.8 BILLION

MEDIA
IMPRESSIONS



365+

COMMEMORATIVE
PARTNERS



27,312

MOBILE MUSEUM
VISITORS



155

2026 MOBILE MUSEUM
APPLICATIONS



52

SCHOOL VISITS TO
THE MOBILE MUSEUM



\$935,164

AWARDED IN GRANTS



2,600+

EVENTS ADDED TO
VA250 WEBSITE



17

SIGNATURE AND
SPONSORED EVENTS

Virginia has emerged as a national leader in planning, coordination, and execution of Semiquincentennial efforts. Through the work of the Virginia American Revolution 250 Commission, the Commonwealth has set a standard for how states can thoughtfully prepare for this once-in-a-generation anniversary, balancing statewide coordination with strong local participation and national collaboration.

AMERICA'S BIRTHPLACE & THE SEMIQUINCENTENNIAL



Virginia stands at the heart of the American Revolution and the nation's founding story. From the first calls for resistance to British rule to the articulation of revolutionary ideals that shaped a new nation, Virginia's people, places, and leaders were central to the founding and securing of a new nation. Virginians played decisive roles in leadership on the battlefield, political thought in legislative chambers, and developing of enduring democratic principles everywhere.

As the Commonwealth commemorates the 250th anniversary of the American Revolution, Virginia's responsibility extends beyond merely celebrating the Fourth of July. The Semiquincentennial presents an opportunity to reflect on the complexity of the nation's founding, to elevate voices and stories historically overlooked, and to connect the ideals of the 18th century to the lived experiences of Americans today. Virginia's approach to this commemoration emphasizes historical integrity and meaningful public engagement, ensuring that the past informs our understanding of the present.

Through coordinated statewide planning and broad national collaboration, Virginia is translating this responsibility into action. By supporting local communities, engaging educators and students, fostering public-private partnerships, and delivering innovative programs such as the Mobile Museum Experience, the Commonwealth is ensuring that the Semiquincentennial is not confined to textbooks or ceremonial moments alone. Instead, Virginia is creating opportunities for Americans of all backgrounds to encounter the Revolution as a living story, one that continues to shape civic life, democratic participation, and the ongoing pursuit of a more perfect union.



MOBILE MUSEUM EXPERIENCE

The VA250 Mobile Museum launched on January 18, 2025 and demonstrated its extraordinary reach and impact throughout Virginia, welcoming **27,312 visitors across 55 stops during 46 weeks** on the road. Of these, **18,727 were members of the general public**, while **8,658 were students**, including visits to **52 schools**, with nearly half of those located in **underserved communities** emphasizing the program's commitment to accessibility and educational equity. The exhibit's appeal extended far beyond Virginia, drawing travelers from **35 states and 7 countries**, and establishing the Mobile Museum as one of the Commonwealth's most effective tools for statewide and national engagement for the Semiquincentennial.

2025 RECAP



In 2025, the Mobile Museum hosted **27,312 visitors**, including **8,658 students and 18,727 adults**, reflecting a balanced and intentional approach to reaching both students and the general public. The exhibit resonated well with visitors from beyond Virginia's borders, welcoming **visitors from 35 states and 7 countries**, underscoring its role as both a statewide and nationally relevant platform for engaging audiences with Virginia's central role in the American Revolution.

The success of the Mobile Museum has generated extraordinary demand. As the Commission looks ahead to 2026, interest in hosting the Mobile Museum remains exceptionally strong, with 155 applications submitted by organizations across Virginia and several other states seeking to bring the experience to their communities. This unprecedented level of interest reflects the program's effectiveness, visibility, and reputation as a meaningful and accessible tool for education, engagement, and inspiration.

To meet this growing demand and expand the program's reach, a second Mobile Museum unit was constructed, positioning VA250 to significantly increase the number of communities, schools, and regions served during the Semiquincentennial. With two units on the road, the Mobile Museum Experience is poised to play an even more central role in ensuring that all Virginians have opportunities to connect with the people, ideas, and events that shaped the nation.

As VA250 enters the pivotal anniversary year, the Mobile Museum stands as a cornerstone of the Commission's statewide strategy, bringing Virginia's history to communities across the Commonwealth.



2025 SCHEDULE

Event Name:	Start Date	End Date	Locality
Fincastle Resolutions 250	1/18/2025	1/24/2025	City of Roanoke
Sealston Elementary School	2/6/2025	2/7/2025	King George
E.W. Wyatt Middle School	2/9/2025	2/11/2025	Greensville
Jacox Elementary School	2/13/2025	2/13/2025	City of Norfolk
George Washington's Mount Vernon	2/21/2025	2/26/2025	Fairfax County
Louisa County Middle School	3/7/2025	3/7/2025	Louisa County
William Wetsel Middle School	3/18/2025	3/19/2025	Madison
A Common Cause To All 2025	3/24/2025	3/26/2025	City of Williamsburg
Gloucester Museum of History	4/3/2025	4/6/2025	Gloucester County
Hamilton Holmes Middle School	4/9/2025	4/9/2025	King William
King William County Courthouse	4/12/2025	4/12/2025	King William
Frontier Culture Museum of Virginia	4/15/2025	4/17/2025	City of Staunton
Cople Elementary School	4/29/2025	4/29/2025	Westmoreland
Patrick Henry Building	5/2/2025	5/2/2025	City of Richmond
New Kent 250	5/4/2025	5/4/2025	New Kent
Touch-A-Truck	5/10/2025	5/10/2025	Loudoun County
Isle of Wight County Museum	5/18/2025	5/18/2025	Smithfield/Isle of Wight County
Danville Museum of Fine Arts & History	5/20/2025	5/22/2025	City of Danville
Kilmarnock "Hands-on-History"	5/28/2025	5/28/2025	Northumberland & Lancaster County
Yorktown250: Beginning of Lord Dunmore's Campaign	6/6/2025	6/8/2025	York County
Fort Eustis - Army 250 Celebration	6/13/2025	6/13/2025	Newport News

2025 SCHEDULE

Event Name:	Start Date	End Date	Locality
America Made in Virginia: Fourth At The Fort (Fort Monroe)	7/4/2025	7/4/2025	City of Hampton
Vienna's Month of Amendments Commemoration	7/10/2025	7/13/2025	Fairfax County
Madison County Fair	7/16/2025	7/19/2025	Madison County
Virginia Highlands Festival	7/25/2025	7/29/2025	Washington County
James Monroe's Highland	7/31/2025	8/2/2025	Albemarle County
Street Scene in Covington	8/8/2025	8/10/2025	City of Covington
NASCAR Race Weekend	8/15/2025	8/16/2025	City of Richmond
Third Thursday Summer Concert Series (Culpeper)	8/18/2025	8/21/2025	Culpeper County
Pamplin Historic Park	8/23/2025	8/24/2025	Dinwiddie County
Chesterfield County Fair	8/27/2025	8/29/2025	Chesterfield County
George Mason's Gunston Hall	8/31/2025	9/2/2025	Fairfax County
Estes Employee Appreciation	9/4/2025	9/4/2025	City of Richmond
Robert Russa Moton Museum	9/12/2025	9/13/2025	Prince Edward County
Hanover Museum for History & Culture	9/15/2025	9/18/2025	Hanover County
Historic Endview	9/19/2025	9/21/2025	Newport News
ESVA Agricultural Fair	10/3/2025	10/4/2025	Northampton
Virginia Welcome Center at New Church	10/6/2025	10/8/2025	Accomack

2025 SCHEDULE

Event Name:	Start Date	End Date	Locality
Volvo Family Day	10/11/2025	10/11/2025	Pulaski County
Virginia Museum of History and Culture	10/13/2025	10/16/2025	City of Richmond
Patrick County Apple Dumpling Festival	10/18/2025	10/18/2025	Patrick County
Manassas Museum	10/20/2025	10/22/2025	City of Manassas
Rippon Lodge	10/23/2025	10/25/2025	Prince William County
Corn Harvest Cheroenhaka (Nottoway) Tribe Powwow	10/31/2025	11/2/2025	Southampton County
Loudoun Heritage Farm Museum	11/5/2025	11/8/2025	Loudoun County
Historic Smithfield	11/14/2025	11/15/2025	Montgomery County
Battle of Great Bridge Re-Enactment	12/6/2025	12/7/2025	City of Chesapeake
Jamestown-Yorktown Foundation	12/10/2025	12/12/2025	York County



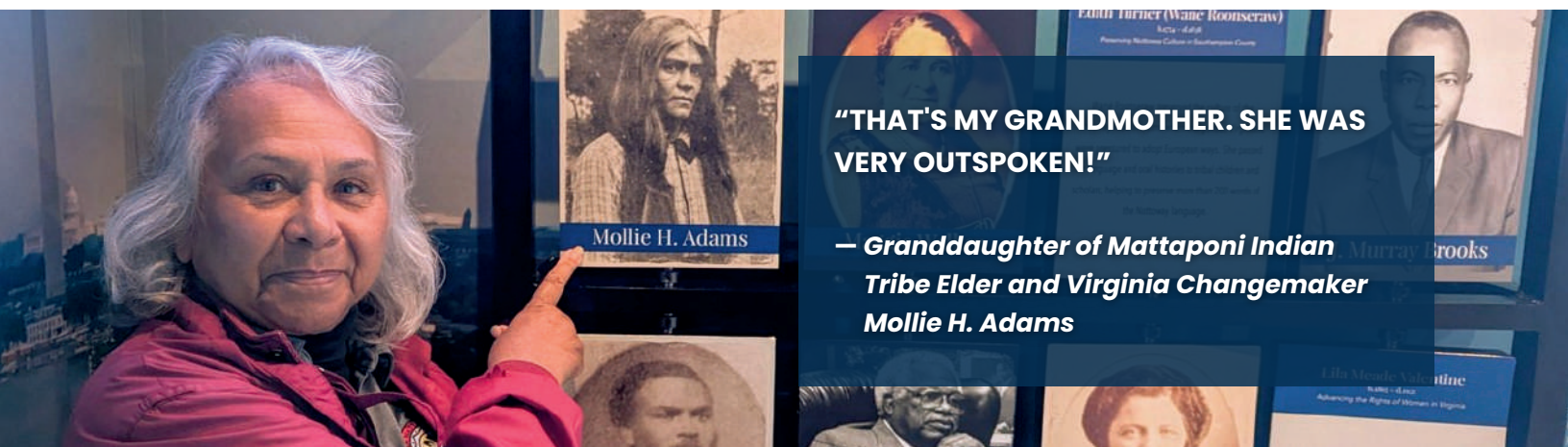
VOLVO DONATION

On October 10, 2025, Volvo Trucks North America generously donated a top-of-the-line 2025 Volvo VNL 860 tractor to support the operation of the VA250 Mobile Museum Experience. Built at Volvo's New River Valley Plant in Pulaski County, the truck underscores the Commonwealth's continued industrial strength and its connection to the innovation and engineering that drive modern America.

This contribution significantly enhances the Mobile Museum's statewide mobility, reliability, and operational capacity, ensuring that the program can safely and efficiently reach communities across Virginia while reflecting the same spirit of excellence and endurance that has defined the nation for 250 years.



COMMUNITY FEEDBACK



MOBILE MUSEUM EXPERIENCE

PHOTO GALLERY





2025 SIGNATURE EVENTS



250TH ANNIVERSARY OF PATRICK HENRY'S SPEECH

On March 23, 2025, VA250 and St. John's Church brought history alive with a series of reenactments in the very spot where this pivotal moment unfolded. The program featured keynote addresses from VA250 National Honorary Chair **Carly Fiorina** and filmmaker **Ken Burns**, marking his first public appearance to promote his newest and highly anticipated documentary PBS documentary series "The American Revolution" which premiered on November 16, 2025.

OVERVIEW

At the Second Virginia Convention, held within the hallowed walls of St. John's Church in Richmond, Patrick Henry ignited the flames of revolution with his legendary speech. His words galvanized the Virginia delegation, leading to a resolution that committed Virginia to prepare for the possibility of war.

250 years later, on March 23, 2025, VA250 and St. John's Church commemorated the signatory moment with a series of reenactments in the very spot where this pivotal moment unfolded. The event was livestreamed and is now archived on the VA250 website.



MARKETING METRICS

IN-PERSON



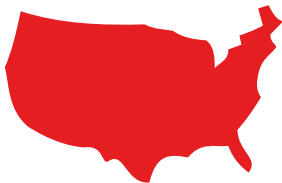
985
IN ATTENDANCE
at St. John's Church

LIVESTREAM



9,989 Impressions
3,514 Total Views
3,154 VA250.org & Vimeo
360 YouTube

TOP STATES DURING LIVESTREAM



- | | | |
|-----------------|------------------|--------------------|
| 1. Virginia | 4. Georgia | 7. Maryland |
| 2. New York | 5. Massachusetts | 8. Washington D.C. |
| 3. Pennsylvania | 6. Illinois | |

SOCIAL MEDIA IMPACT

March 23, 2025

Social Platform	Facebook	Instagram	LinkedIn
Reach/Impressions	21,727	3,140	670
Engagement	1,322	444	103
Follows (on March 23, 2025)	+89	+76	+6

WEBSITE IMPACT

March 23, 2025

Social Platform	Users	Views
VA250 Website	4,771 4,251 NEW	12,089
Patrick Henry 250 th Page	1,771	2,598

MARKETING METRICS

EARNED MEDIA COVERAGE

National Media

- Associated Press
- Fox News
- The American Conservative
- CBS Evening News
- Washington Post
- NPR
- Politico
- National Geographic
- The Daily Mail
- Yahoo! News
- MSN.com

State/Local Media

- Richmond Times-Dispatch
- Cardinal News
- Axios Richmond
- Richmond Magazine
- WWBT-TV
- WRIC-TV
- WVTF-FM
- The Richmonder
- Richmond Free-Press

1+ BILLION
MEDIA IMPRESSIONS





A COMMON CAUSE TO ALL

State planners of the 250th commemoration convened at The Williamsburg Lodge for the third and final time for A Common Cause To All, produced by VA250 and Colonial Williamsburg. With planners from 40 states and 61 Virginia localities, this event was the largest ever. The 2025 convening of A Common Cause to All was a springboard towards 2026, featuring a group of inspiring speakers and panelists that provided leadership, encouragement, and motivation for 250th planners across the nation.



A COMMON CAUSE TO ALL **OVERVIEW**

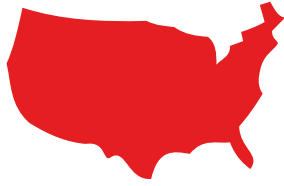
At a pivotal time in America's history, and with its 250th anniversary barely a year away, nearly 600 scholarly, cultural, and civic leaders converged on the grounds of Colonial Williamsburg to prepare for the nation's commemorations in 2026.

Representatives from **40 states and 61 Virginia localities**, representing **more than 100 cultural institutions**, gathered in Williamsburg on March 24-26 for the largest-ever "A Common Cause To All" annual planning event. Hosted by The Colonial Williamsburg Foundation and VA250, the three-day convening brought prominent historians, writers and filmmakers together with museum and civic leaders to guide their commemorative planning for the Semiquincentennial.

Renowned filmmaker Ken Burns previewed his long-awaited documentary, "The American Revolution," presented for the first time ever before an enthusiastic crowd of **4,000 people** on a large outdoor screen in Colonial Williamsburg's Historic Area. The nearly 30-minute preview included scenes filmed in Virginia's colonial capital.

MARKETING METRICS

CONFERENCE ATTENDANCE



587
REGISTERED

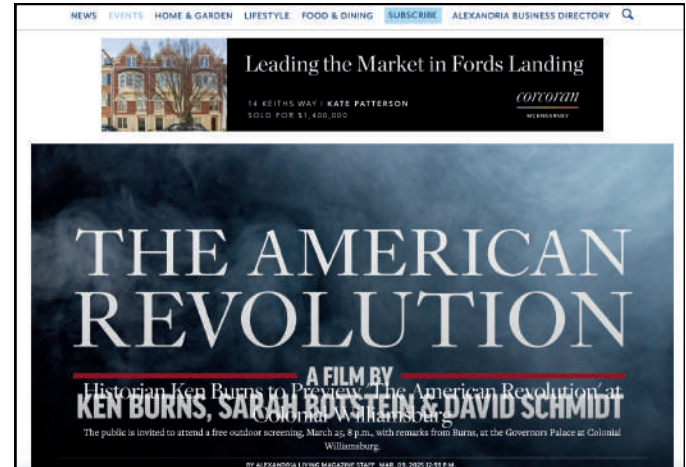
40
STATES

60
VA LOCALITIES

KEN BURNS'S DOCUMENTARY PREVIEW ATTENDANCE



4,626
REGISTERED



QUOTES

*"I'd like to especially thank VA250 for generously inviting those of us who came in from across the country for the convening. I left this week with a **deeper sense of purpose for the programs and exhibitions we'll be doing** at The Henry Ford in Dearborn, Michigan as part of our America 250 commemoration."*

— Michigan

*"It has broadened my thinking about the Revolution and the 250th commemoration as a discussion about **the past and FUTURE of this country.**"*

— Virginia



*"**So many ideas have come out of this convening, and so many partnerships have arisen.** I'm so grateful for these opportunities. I hope this gathering continues in some way after 2026, as mentioned several times during this year's conference, even if a registration cost is involved going forward."*

— North Carolina



*"A Common Cause to All was **vital in the renewal of our team's spirits and a great place to continue to brainstorm** and perfect our plans."*

— Georgia

*"The energy of being in a room full of individuals that are not only passionate about our country's but preserving and **sharing that history was electric.** Additionally, CW has done a fantastic job with the event over the last three years."*

— Virginia





TWO LIGHTS FOR TOMORROW

Two Lights for Tomorrow is a national effort marking the opening of the United States' Semiquincentennial commemoration. Inspired by Paul Revere's overnight ride of April 18–19, 1775, the initiative emerged from multi-state collaboration at A Common Cause to All in Williamsburg, led by Kevin Hampton, formerly of Wisconsin 250, now of VA250. By re-invoking the symbolism of a guiding light that once signaled the approach of revolution, Two Lights for Tomorrow invites Americans everywhere to reflect on the shared foundations of the nation and the collective responsibility of citizenship.

The initiative encourages individuals, communities, and institutions across the country to display two lights as a visible expression of unity and remembrance. Whether in homes, public spaces, or government buildings, the act serves as a reminder that the American story is rooted in cooperation and common purpose, and that the work of strengthening the nation continues across generations.

OVERVIEW

Two Lights for Tomorrow uses the imagery of that shining light 250 years ago as a uniting call to action today for our fellow citizens, no matter where they are, to commemorate and remind ourselves that our history is about working together for a better tomorrow.

At its heart it is a call across the country, in homes, local communities, and statehouses alike, for two lights to be displayed to remind us all of the importance to come together to form a more perfect union.

Everyone was able to participate by simply displaying two lights in their homes, visitor centers, cultural, historical, and community sites, and in government buildings to raise awareness and commemorate our constant endeavor as a nation to work together for a better tomorrow.



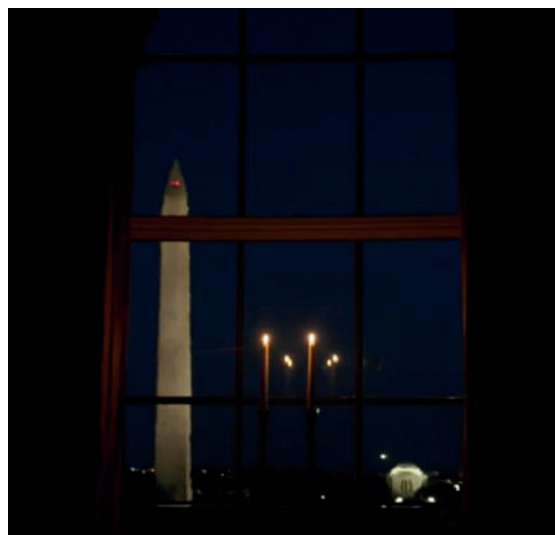
MARKETING METRICS

**OVER 100,000
PARTICIPANTS
ACROSS THE NATION**

**ALL 50 STATES + D.C.
REPRESENTED**

Participants included:

- The White House
- Virginia Executive Mansion
- C-Span
- NASA
- Ronald Reagan Minutemen Missile State Historic Site
- Arizona State Capitol
- Ohio Statehouse
- Idaho State Capitol
- Wisconsin State Capitol
- Colonial Williamsburg Capitol
- Kentucky Museum
- Salem City Hall
- Patrick Henry's Red Hill
- Lincoln Plaza
- Florida Historic Capitol Museum
- Hawaii County Building
- Colorado State Capitol
- Rochambeau Farm
- Jimmy Carter Presidential Library and Museum
- Wisconsin Veterans Museum
- George Washington's Mount Vernon
- Thomas Jefferson's Monticello
- James Madison's Montpelier
- Museum of the American Revolution
- Princeton Public Library
- ...And Thousands More

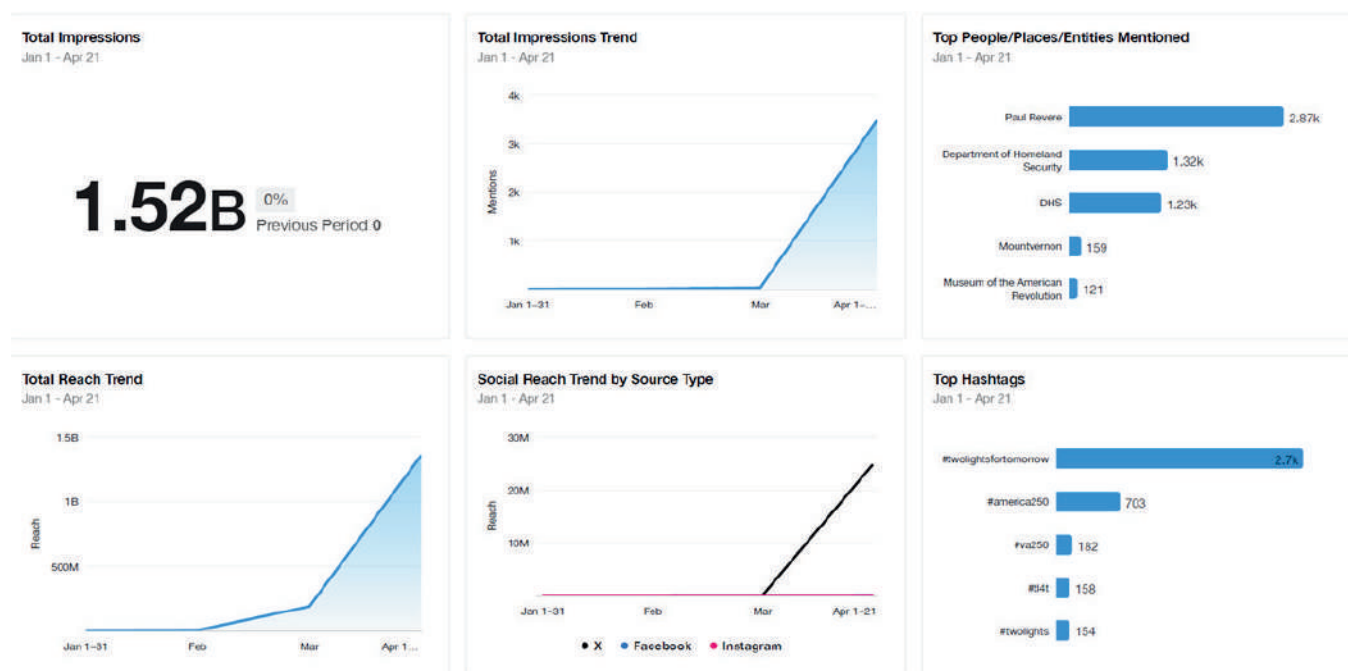


MARKETING METRICS

SOCIAL MEDIA IMPACT

April 1 - 21, 2025

Social Platform	Facebook	Instagram	LinkedIn
Reach/Impressions	82,424	32,140	14,115
Engagement	10,640	6,000	1,258
Follows	+707	+316	+99



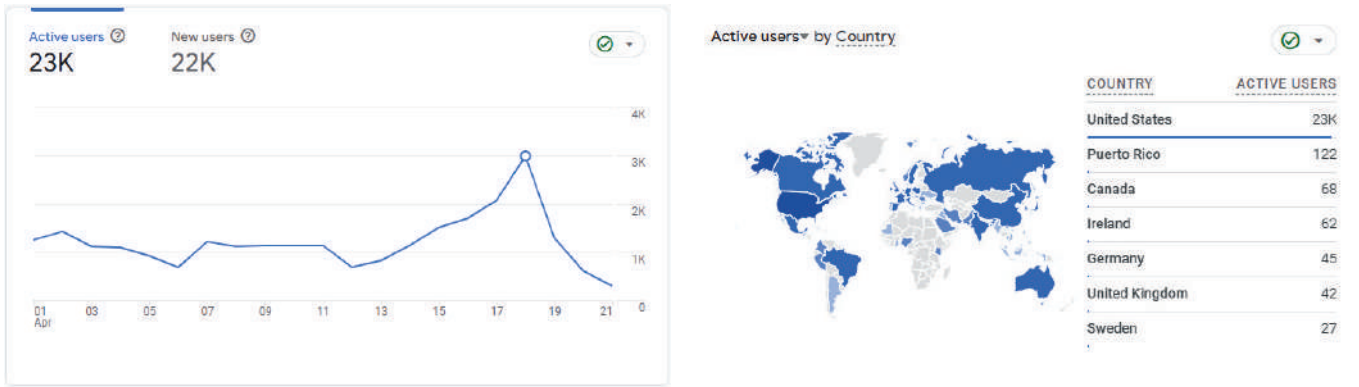
TWO LIGHTS FOR TOMORROW

MARKETING METRICS

WEBSITE IMPACT

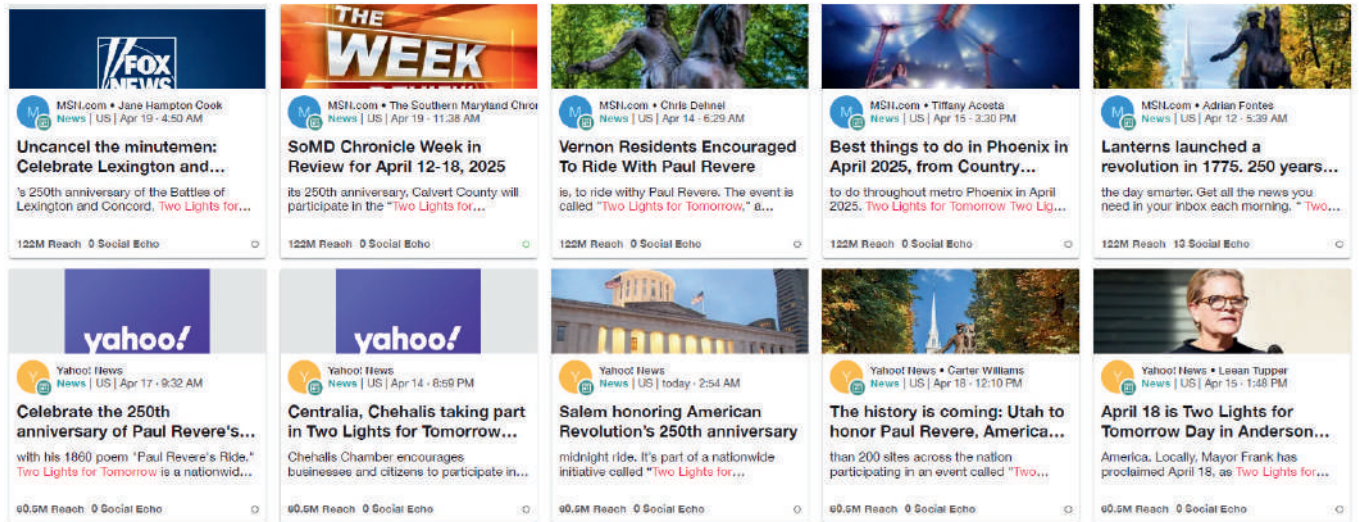
April 1 - 21, 2025

Social Platform	Users	Views
VA250.org	23,164 22,000 NEW	50,496
Two Lights for Tomorrow Page	12,230	19,143
VA250 Homepage	3,661	5,336



Top Mentions by Reach

Jan 1 - Apr 21



TWO LIGHTS FOR TOMORROW

ORGANIC SOCIAL MEDIA POSTS



New York State Office of General Services and Visit the New York State Capitol and Empire State Plaza — with America250.
2 days ago · 🌐

On April 18, 1775, Paul Revere rode to Lexington, warning of the British approach. Behind him, the Old North Church tower shone, "two if by sea."

Tonight, we light for a special tribute as part of "Two Lights for Tomorrow," launching the nationwide celebration of America's 250th birthday.

Honoring Paul Revere's legendary midnight ride, two Agency Buildings at the Plaza will glow white, symbolizing the lanterns in Boston's Old North Church. The rest of the Plaza and the New York State Capitol will be bathed in deep blue light, creating a dramatic and meaningful contrast.

At the Capitol, two lanterns glow in the windows facing West Capitol Park, connecting the past to the present in this powerful commemoration.

📖 Learn more about @America250: america250.org/event/two-lights-for-tomorrow-5/
📅 View the full Plaza Lights calendar: on.ny.gov/PlazaLights





auburnmaine 5d

Two Lights for Tomorrow is a nationwide initiative to celebrate America's 250th birthday and everyone can participate.

This Friday, April 18, display two lights to commemorate Paul Revere's famous ride where he signaled by lantern what route the British soldiers were coming: one if by land, two if by sea.

There isn't a specific kind of light or location to participate so join us as we display two lights to celebrate America.

9 likes

5 days ago

Add a comment...



Visit Yorktown
a day ago · 🌐

THANK YOU! 🙏🙏

Two Lights for Tomorrow was a celebration of the 250th anniversary of Paul Revere's midnight ride but at its core it was much more than that. It was a celebration of neighbor helping neighbor.

We'd like to thank our neighbors — the more than 20 public buildings and countless villagers — who celebrated with us. There were laughs and hugs on Main Street, excitement as visitors posed for pictures, and an overall sense of unity. As we move closer to July 4, 2026, we invite you to join us. The party is just getting started in Yorktown! HUZZAH!!!! 🇺🇸

#twolightsfortomorrow #america250 #va250 #yorktownva #paulrevere #israelbissell #neighbor #unity #visityorktown VA250 - American Revolution 250 Commission | York County, Virginia





moorevilleal 2d

Mooreville Participates in "Two Lights for Tomorrow Day"

250 years ago, on the evening of April 18, 1775, Paul Revere and William Dawes set out on a daring midnight ride to alert the countryside that the British were coming. Their journey became a symbol of courage, unity, and the American spirit.

Henry Wadsworth Longfellow captured that spirit in his famous line: "One if by land, and two if by sea." That signal has come to represent vigilance and perseverance in the face of adversity.

Today, April 19, 2025, Mooreville proudly joins Governor Kay Ivey and

46 likes

2 days ago

Add a comment...





vbhistorymuseums 2d

We've joined @varevolution250 - American Revolution 250 Commission for "Two Lights For Tomorrow: A Nationwide Call to Action" to commemorate the 250th anniversary of Paul Revere's ride and the signal that warned of the British advance. On April 18-19, citizens across the United States are encouraged to display two lights in the windows of homes, statehouses, and local communities.

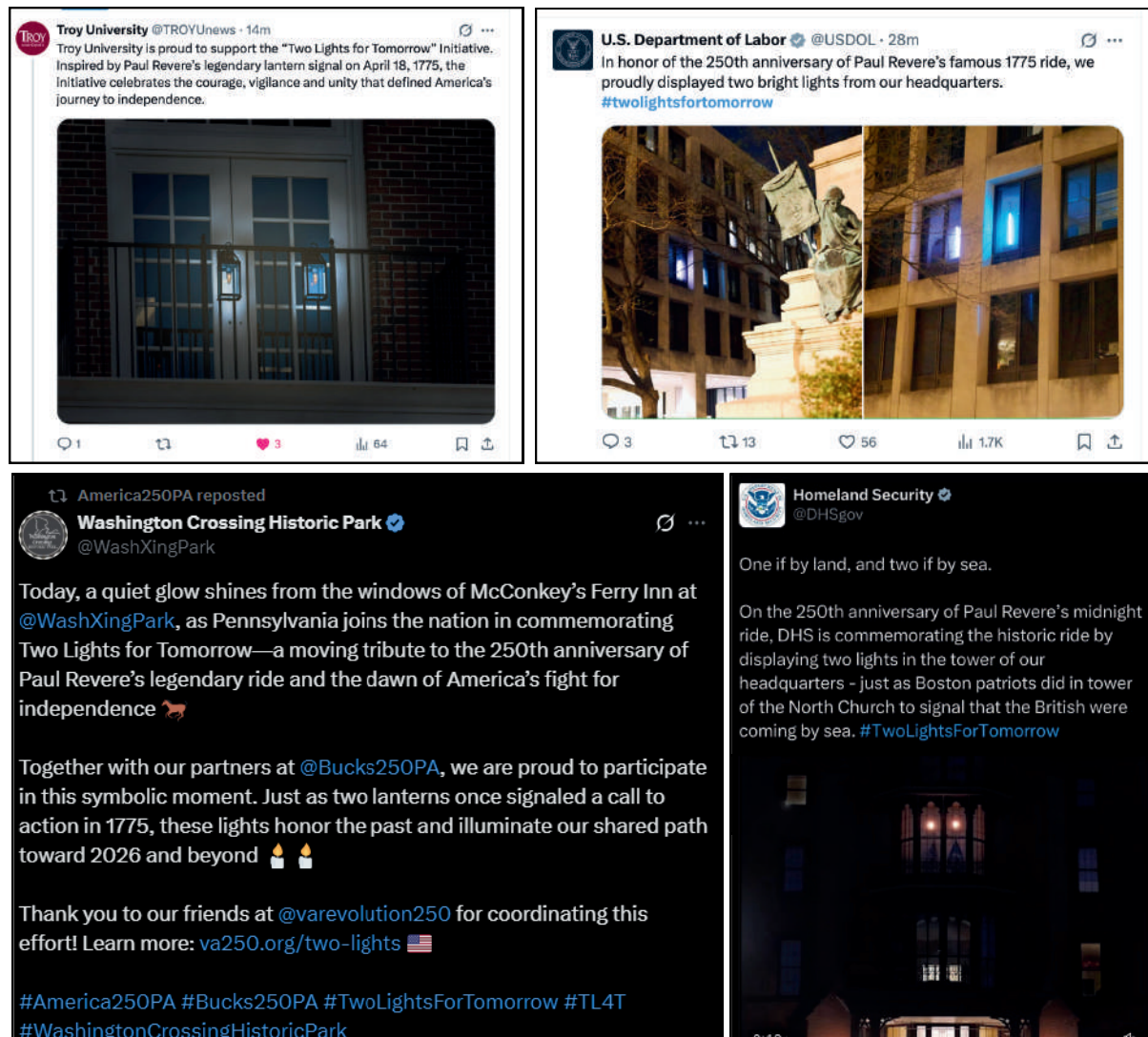
ORGANIC SOCIAL MEDIA POSTS

"Thank you to you and your team for organizing Two Lights for Tomorrow. In Historic Yorktown, it definitely achieved a sense of unity and excitement! On Friday evening, Main Street was busy with visitors taking photos and neighbors greeting each other. There were hugs, laughter, and handshakes. We even had families place lights on the graves of veterans. The initiative was so well-received that the villagers have asked that it become a tradition in Yorktown!"

— York County, VA

"The excitement generated by Two Lights was absolutely phenomenal! We felt it here in Delaware, which was the first 250th initiative that really engaged members of the public and helped to spread the word about next year. It was incredibly heartening to see all the lights up and down our little state and to see how communities and groups took the idea and ran with it. But equally, it was so powerful to feel connected to this national undertaking, to realize that we, in our own small way, were contributing to the groundswell of enthusiasm across the country. Thank you so much for your leadership on this, for sharing a creative idea and working so diligently to provide us all with the tools that we needed to make this a success. I am just absolutely overwhelmed and so rejuvenated by the positivity and the connectivity that came out of Two Lights. Thank you both so much—and I hope you got a very good night's sleep when it was all over."

— Delaware



TWO LIGHTS FOR TOMORROW

PHOTO GALLERY





FOURTH AT THE FORT

From the ideas that inspired it to the battlefields that decided it, there is simply no America without Virginia. To celebrate the start of our Nation's Semiquincentennial, Virginia went all in. On July 4, 2025, VA250, alongside The Fort Monroe Authority, the Hampton VA250 Local Committee, and the National Park Service, hosted Fourth at the Fort, an all-day Independence Day event like no other.

The deeply historical Fort Monroe location set the stage for a powerful and family friendly event that welcomed over **24,000 attendees** from **43 Virginia localities** and **15 states!**

The day was chock-full of wonderful moments. From the Naturalization Ceremony that welcomed nearly 100 new citizens, to the all-day 'Out of Many, One' Festival that truly had something for everyone and every taste, to the culmination of the day's events with the Grand Ceremony and fireworks show.

NATURALIZATION CEREMONY

The celebration began with a moving tribute to our nation's ideals during the Naturalization Ceremony. A civic milestone honoring nearly 100 new U.S. citizens from around the world. The ceremony opened with an Eagle Staff Posting and Flag Song, led with reverence by members of Virginia's Tribal Nations and the Lone Eagle Singers, grounding the ceremony in indigenous tradition. Tribal culture and leadership were prominent during the ceremony at the Algernourne Oak- a tree that has witnessed over 500 years of Virginia's history. During the Call of Countries, the new citizens were recognized for their journey to citizenship.

Speaking on the meaning of the moment was Scott Martin, Executive Director of the Fort Monroe Authority; Alison McNealy, Norfolk Field Office Director for USCIS; Attorney General of Virginia, Jason S. Miyares; Cheryl Wilson, Executive Director of VA250, and Governor of Virginia Glenn Youngkin.



'OUT OF MANY, ONE' FESTIVAL

Kicking off the year leading to America's 250th birthday at Fort Monroe, known as "Freedom's Fortress", had special significance. On the very land where the first enslaved Africans arrived in 1619 and where the Civil War's "Contraband of War" decision set the stage for the Emancipation Proclamation, we gathered to honor the past and look to the future.

The afternoon activities had something for everyone—with a panel discussion featuring Dr. Anthony Parent, Jr., energizing drum performances, exhibits from museums and cultural organizations including the VA250 Mobile Museum Experience, and the best of local food trucks, and craft beer from across Virginia. The Lone Eagle Singers and Dancers presented traditional dances and invited spectators to participate in a community round dance.



'FREE TO DREAM' GRAND CEREMONY



Set against the backdrop of history at Fort Monroe, the Free to Dream Grand Ceremony wove together music, movement, spoken word, and reflection.

The program opened with powerful patriotic performances with a percussion tribute titled the "Heartbeat of Freedom" that featured the musical traditions of Indigenous drums, West African rhythms, and 18th century colonial marches. Two new musical works debuted included "Made in Virginia" and "A More Perfect Union," marking a historic and meaningful opening to the celebration.

This ceremony also included a flyover by the U.S. Air Force, reading of excerpts of the Declaration of Independence by Virginia student leaders, and a Sister Cities salute from Hampton's sister city in Malanje, Angola.

Speakers included Master of Ceremonies, Geoff Bennett, co-anchor of PBS NewsHour; Cheryl Wilson, Executive Director of VA250; Virginia Senator Mamie E. Locke, Vice Chair of VA250; Dr. Anthony Parent, and Mayor of Hampton Jimmy Gray. Keynote speaker and VA250 National Honorary Chair, Carly Fiorina reminded the crowd that the Semiquincentennial movement is about reconnection to our shared history and was a call to reflect, remember, and rise to the promise of a more perfect union.

The evening closed with a dazzling drone and fireworks show synchronized to an original score by the U.S. Air Force Heritage of America Band.

ATTENDANCE



ATTENDANCE:

- **24,000** in attendance
- **43 Virginia Localities**
- **15 States** (Arizona, California, Colorado, Delaware, Florida, Illinois, Indiana, Maryland, Massachusetts, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia)
- **3,824 online registrations**
- **2,511 Grand Ceremony livestream viewers**

FOURTH AT THE FORT

MARKETING METRICS

SOCIAL MEDIA IMPACT

June 27 - July 7, 2025

Social Platform	Facebook	Instagram	LinkedIn	Twitter/X
Total Views	1,593,677	109,300		
Total Reach/Impressions	667,911	33,875	10,924	NA
Total Engagement	14,774	4,312	618	NA
Follows (on July 8, 2025)	+ 1,264	+ 217	+ 30	+ 878
Organic Views	187,789	95,438		
Organic Reach	58,531	26,438		

SOCIAL MEDIA ADVERTISING

June 27 - July 7, 2025

Ad	Views	Reach	Post Engagements	Amount Spent	Amount Spent Per Person
Ad # 1 (June 4 - 26)	41,965	17,558	585	\$158.39	\$0.27
Ad #2 (June 27 - July 4)	557,028	247,069	7,642	\$2,586.53	\$0.35

SOCIAL FEEDBACK

2025/07/05 00:05

The best firework show and best way to celebrate our independence. Thank you from the Welch family



2025/07/06 08:01

Thank you for marvelous and memorable 4th! Truly enjoyed the total experience. Well done



“The drone show and fireworks show, combined with the Langley AF Band, were fantastic!”

“Well worth the drive down”

“wow you guys did an amazing fourth at Fort Monroe. It was safe clean and still amazed free! thank you guys we had a blast it was the best fourth thank you thank you to you and staff”

“The event was phenomenal”

“The fireworks show was the best I’ve seen - and I’m 58 years old!”



freemanstore_museum Love this. Can't wait to have the 250 Mobile Museum in our town this week!

3d 2 likes Reply

“I appreciate the strong focus on historical aspects.”



morgainemary Oh the stories this quilt will tell! Can't wait to see it!!!! Representation rocks!!!

21h 2 likes Reply

“Was extremely impressed with the drone show and fireworks display. Traffic coming and leaving was well organized.”

FOURTH AT THE FORT

PHOTO GALLERY



OTHER SIGNATURE EVENTS IN 2025



**SALUTE TO SOUTHWEST VIRGINIA:
FINCASTLE RESOLUTIONS 250TH ANNIVERSARY
JANUARY 18, 2025**



**GIVE ME LIBERTY EXHIBIT OPENING
MARCH 22, 2025**



**VIRGINIA INTERNATIONAL TATTOO
APRIL 24 - 25, 2025**



**JUNETEENTH CELEBRATION
JUNE 15, 2025**

OTHER SIGNATURE EVENTS IN 2025



ARMY 250
JUNE 14, 2025



TO SUPPORT AND DEFEND: VA250
CONSTITUTION DAY EVENT
SEPTEMBER 17, 2025



NAVY 250
OCTOBER 13, 2025



MARINE 250
NOVEMBER 7, 2025



AMERICA. MADE IN VIRGINIA.

EVENT SERIES



Honoring Indigenous Peoples: A Tribal Nations Celebration at Colonial Williamsburg

Saturday, April 25, 2026
Colonial Williamsburg



Pen to Paper: The Civic Gospel of the Declaration of Independence

Saturday, May 2, 2026
Thomas Jefferson's Monticello



The Flame of Revolution: 250th Anniversary of the 5th Virginia Convention

Friday, May 15, 2026 - Saturday, May 16, 2026
Colonial Williamsburg



Virginia Resolved: A Commemoration of Independence: 250th Anniversary of the Lee Resolution for Independence

Sunday, June 7, 2026
Stratford Hall



In the Eyes of the World: Celebrating 250 Years of American Independence

Thursday, June 11, 2026
George Washington's Mount Vernon



Freedom Flows on the Potomac: Celebrating 250 Years of the Virginia Declaration of Rights

Friday, June 12, 2026 - Sunday, June 14, 2026
George Mason's Gunston Hall & Old Town Alexandria



Sail250® Virginia: Goodwill Tour with International Fleet of Tall Ships

Friday, June 12 - Sunday, June 14, 2026
Yorktown, Hampton, Richmond, Onancock, Smithfield, & Alexandria

Friday, June 19 - Tuesday, June 23, 2026
Cape Charles, Chesapeake, Portsmouth, Norfolk



AMERICA. MADE IN VIRGINIA.

EVENT SERIES



Juneteenth

June 2026

Events occurring statewide



America. Made in Virginia. 250 Years of Forming a More Perfect Union

Saturday, July 4, 2026

Naturalization Ceremony
& Governor's Address

VA250 Grand Ceremony:
July 4 Telecast
Colonial Williamsburg



African Landing Day Commemoration

August 2026

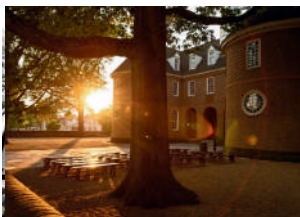
Fort Monroe



The Turn of the Tide of Success: Kings Mountain

Saturday, October 3 - Sunday, October 4, 2026

Barter Theatre



250th Anniversary of the First Virginia General Assembly Meeting

Wednesday, October 7, 2026

Colonial Capital, Colonial Williamsburg



250th Anniversary of the Historic First Baptist Church

Friday, October 9, 2026

Nassau Street, Colonial Williamsburg

AFRICAN AMERICAN ADVISORY COUNCIL



AAAC 2025 Summary

- Provided advisory guidance to VA250 leadership on inclusive commemoration, narrative integrity, and community engagement.
- Supported coordination across key observance moments including Juneteenth, African Landing Day, Independence Day (July 4), and related heritage months.
- Advanced descendant-centered and community-informed perspectives within statewide planning conversations.
- Contributed to alignment discussions across state, regional, and local partners.
- Helped surface risks related to messaging, symbolism, and partner coordination to support proactive stewardship.
- Engaged historians, cultural leaders, and advisors to strengthen historical grounding and public education.
- Reinforced the role of AAAC as a trusted advisory body focused on meaning, context, and long-term impact rather than event production.

2025 AAAC Meetings:

- March 31, 2025
- June 10, 2025
- August 19, 2025

EVENTS & ENGAGEMENT

Fourth at the Fort:

AAAC Chair, The Honorable Senator Mamie Locke provided remarks along with VA250 leadership and special guest Dr. Anthony Parent. The full day of programming included a naturalization ceremony, community conversation, fashion show, and book signing addressing themes and significance identified by the AAAC.

Strategic Communications Activation:

The 400 Years of African American History Commission awarded the Fort Monroe Foundation with \$75K to support communications and engagement in partnership with VA250, FMF, and the Djimon Hounsou Foundation. The purpose is to engage communities in history and places illuminating the African American experience during the American Revolution, and to promote health and wellness through athletic activities in the places where history happened. Marketing will align the work of Share More Stories led by James Warren with staff, partners, and additional consultants.

A second Mobile Museum was authorized; and will follow DOE Superintendent Regions and focus on underserved communities. With the recommendation for equitable school access and regional historical focus.

Community Engagement:

September 27th was the 4th annual coming together in Richmond, VA as the Djimon Hounsou Foundation, and a network of over 30 partners joined one another in diversity and unity for Run Richmond 1619. Run Richmond 1619 seeks to make America healthy in more ways than one, as communities run, walk, and gather in remembrance, connection, and healing among the state capitals historic and natural treasures. More than 200 of the 2224 participants joined team VA250 Collective Journey, a community of descendant families and leaders determined to engage, educate, and inspire the nation as we commemorate the 250th anniversary of the American Revolution. The Djimon Hounsou Foundation thanks: Delegate Deloris McQuinn, Senator Mamie Locke, Mayor Danny Avula, Ms. Shakia Gullette Warren, Executive Director of the Black History Museum of Virginia, and VA250.

Special Presentations to the AAAC in 2025:

- Gaylene Kanoyton – Celebrate Health – Juneteenth
- Bill Schermerhorn VA250 Sr. Advisor Events – A Call to the Youth of Virginia: In Celebration of our Nation's 249th Birthday.
- Melinda Gainer – American Music Collective
- Max Plank – Run Richmond 1619
- Paula Mann-Agnew – Amistad Discovery
- Michael Legato – Lives of Meaning

MEMBERS

ADVISORY COUNCIL PARTICIPANTS:

The Honorable Mamie E. Locke	<i>Chair, Senate of Virginia</i>
Dr. Edward L. Ayers	<i>University of Richmond</i>
The Honorable Martin Brown	<i>Chief Diversity Officer, Commonwealth of Virginia</i>
Eric W. Claville	<i>Norfolk State University</i>
Alicia O. Cohen	<i>Loudoun VA250</i>
The Honorable Winsome Earle-Sears	<i>Lieutenant Governor of Virginia</i>
The Honorable S. Bernard Goodwyn	<i>Chief Justice, Supreme Court of Virginia</i>
Connie Matthews Harshaw	<i>Let Freedom Ring Foundation, First Baptist Church</i>
Dr. Maureen Elgersman Lee	<i>Lab Director, William & Mary Bray School</i>
Professor Ervin Jordan	<i>University of Virginia</i>
Reverend William Lee	<i>Loudoun Avenue Christian Church</i>
Patrice Lewis	<i>Gentry Locke Attorneys</i>
The Honorable L. Louise Lucas	<i>President pro tempore, Senate of Virginia</i>
Rita McClenny	<i>Virginia Tourism Corporation</i>
The Honorable Delores McQuinn	<i>Virginia House of Delegates</i>
Dr. Cassandra Newby-Alexander	<i>Norfolk State University</i>
Felix Sarfo-Kantanka, Jr.	<i>Dominion Energy</i>
Phyllis Terrell	<i>Fort Monroe</i>
Dr. Vanessa Thaxton-Ward	<i>Hampton University Museum</i>
The Honorable Luke Torian	<i>Virginia House of Delegates</i>
Cainan Townsend	<i>Robert Russa Moton Museum</i>
James Warren	<i>JMI/Share More Stories</i>
Dr. Gregory Washington	<i>George Mason University</i>
Major General Cedric T. Wins	<i>Virginia Military Institute</i>

TRIBAL NATIONS LEADERSHIP ADVISORY COUNCIL



COUNCIL PRESENCE AT TRIBAL AND INDIGENOUS EVENTS

Throughout 2025, the Virginia250 Commission Tribal Nations Leadership Advisory Council maintained an active presence at numerous Tribal and Indigenous events across the Commonwealth, strengthening relationships and supporting cultural visibility. These events included:

- Rising Sun Pow Wow, hosted by the City of Virginia Beach and the Nansemond Indian Nation
- Upper Mattaponi Tribe 36th Annual Pow Wow (May 24–25, 2025)
- Monacan Indian Nation 32nd Annual Pow Wow (May 31–June 1, 2025)
- Mattaponi Tribe 27th Annual Pow Wow (June 21, 2025)
- Cheroenhaka (Nottoway) Indian Tribe 35th Annual Green Corn Pow Wow (July 5, 2025)
- Nansemond Indian Nation 37th Annual Pow Wow (August 16–17, 2025)
- Nottoway Indian Tribe Pow Wow (September 20–21, 2025)
- Chickahominy Indian Tribe 43rd Annual Pow Wow (September 27–28, 2025)
- Rappahannock Tribe Indian Pow Wow (October 11–12, 2025)
- Richmond Indigenous Peoples' Day at Powhatan Hill (November 16, 2025)
- Pocahontas Reframed Film Festival (November 20–23, 2025)

ENGAGEMENT AND OUTREACH

Reggie Tupponce, Senior Advisor to the Tribal Nations Leadership Advisory Council, represented the Virginia250 Commission at both the Virginia Sovereign Nation Conference and the Virginia Tribal Education Consortium Conference. At these gatherings, he engaged with Native and non-Native participants to share information about the Virginia250 Commission's mission, upcoming events, and opportunities for collaboration, helping to broaden understanding and strengthen partnerships.

2026 TRIBAL SIGNATURE EVENT

Planning is underway for the 2026 Tribal Signature Event, scheduled for April 24–25, 2026, in Jamestown, Virginia. An in-person meeting of the VA250 Tribal Nations Leadership Advisory Council is planned for early January 2026 to provide updates to Tribal leaders and to receive guidance and input as planning for the Signature Event continues.

MEMBERS

ADVISORY COUNCIL PARTICIPANTS:

Chief Stephen R. Adkins	<i>Chickahominy Indian Tribe</i>
Chief Frank Adams	<i>Upper Mattaponi Tribe of Virginia</i>
Chief Lynette Allston	<i>Nottoway Indian Tribe of Virginia</i>
Chief Keith Anderson	<i>Nansemond Indian Tribe</i>
Chief Kevin Brown	<i>Pamunkey Indian Tribe</i>
Chief Walt “Red Hawk” Brown	<i>Cheroenhaka (Nottoway) Indian Tribe</i>
Chief Charles “Bootsie” Bullock	<i>Patawomeck Indian Tribe of VA</i>
Chief Mark Custalow	<i>Mattaponi Indian Tribe</i>
Chief Joanne Howard	<i>Chickahominy Indian Tribe Eastern Division</i>
Assistant Chief Mark Fortune	<i>Rappahannock Tribe of Virginia</i>
Chief Anne Richardson	<i>Rappahannock Tribe of Virginia</i>
Chief Diane Shields	<i>Monocan Indian Tribe</i>
Edward DuBois Ragan, Ph.D.	<i>Tribe Historian, Rappahannock Tribe of Virginia</i>

EDUCATION PROGRAMS

The Expressions of Freedom contest was created in partnership with the Office of the Governor, Virginia Department of Education, and the VA250 Commission to engage students in this historic moment and to explore the enduring meaning of freedom. Grounded in the principles of the Declaration of Independence, students were invited to reflect on a simple yet powerful question: *What does freedom mean to you?* The responses were as diverse as Virginia itself. This collection of student work showcases powerful expressions of identity, hope, and civic purpose. Each submission reflects a personal and evolving understanding of freedom, shaped by the past and imagined for the future.



Reading Revolution Week in Virginia, October 13-17, 2025, leading up to Yorktown Victory Day (October 19, 2025), was the week designated for the Reading Revolution to encourage volunteers to read to students about the people, places, and events of the Revolutionary era, freedom and democracy, the Constitution, or civic principles that founded this great nation.



The National Civics Bee® is an annual competition that inspires young Americans to engage in civics and contribute to their communities. The National Civics Bee is a nonpartisan initiative of the U.S. Chamber of Commerce Foundation to enhance civic literacy, skills, and participation. Middle school students from public, private, charter, and homeschools are invited to apply to the 2026 National Civics Bee by submitting an essay with ideas about improving their communities.



GRANTS



The VA250 Tourism Marketing Program, created in partnership between the VA250 Commission and the Virginia Tourism Corporation (VTC) is designed to support, promote, and market programming, events, and interpretive signage against the backdrop of the 250th commemoration. Virginia communities are encouraged to begin planning and preparations for statewide commemorations in the coming years. Programs must support the mission of the VA250 Commission and drive visitation to Virginia destinations.

TOTAL FUNDS AWARDED: \$699,972
GRANTS AWARDED: 15



Virginia Humanities and VA250 have joined together to provide grants that will fund content development, exhibit design, and other humanities-related programs to localities. Projects should be focused on content on the American Revolution and applicants should work with their local VA250 Committees.

TOTAL FUNDS AWARDED: \$282,528.80
GRANTS AWARDED: 31



In partnership with the Virginia American Revolution 250 Commission (VA250) and the National Endowment for the Arts (NEA), the Virginia Commission for the Arts' FY26 VA250 Impact Grant offers one-time, non-matching support for new visual and performing arts projects that celebrate our founding stories, highlight diverse perspectives, and demonstrate how Revolutionary ideas continue to influence modern life. These creative endeavors will engage Virginians and affirm the Commonwealth's pivotal place in shaping and commemorating our nation's 250-year journey.

TOTAL FUNDS AWARDED: \$95,382
GRANTS AWARDED: 20

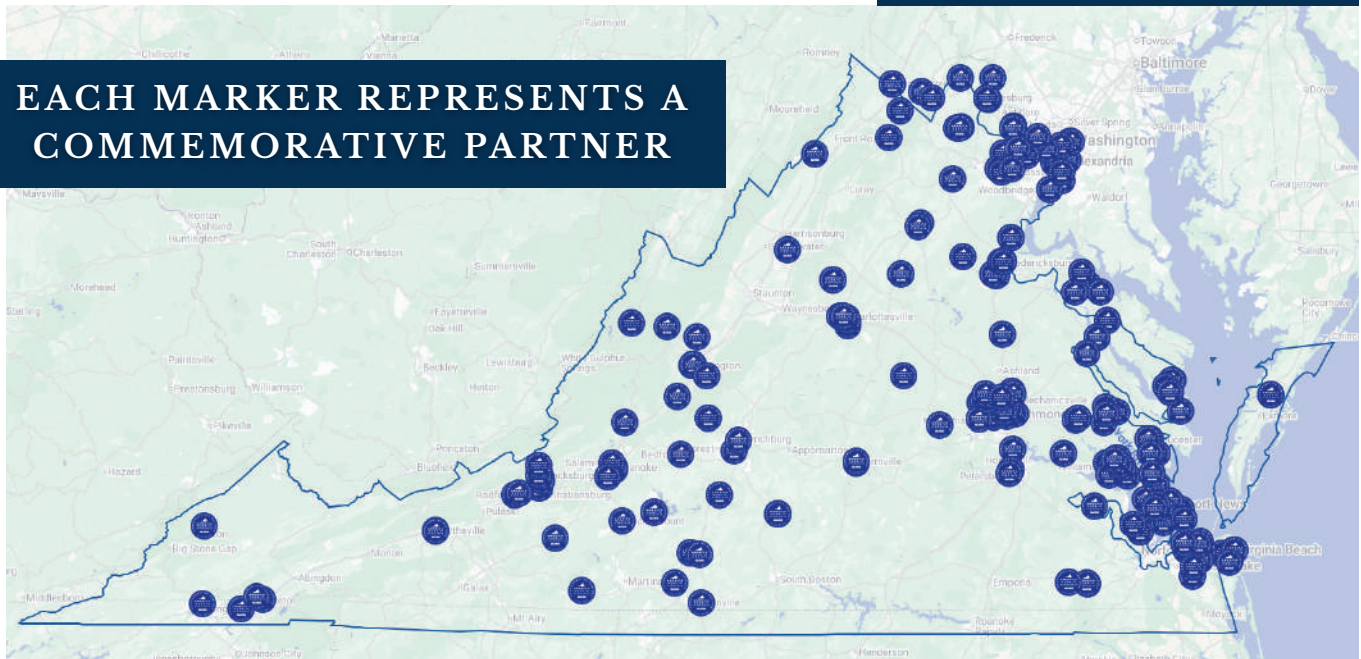
COMMEMORATIVE PARTNERS

Throughout 2025, VA250 began collaboration with **362** commemorative partners representing a broad cross-section of Virginia's civic, cultural, educational, nonprofit, and private-sector communities. These partners ranged from major historic sites, universities, and statewide institutions to local governments, museums, small businesses, chambers of commerce, garden clubs, and community organizations, each playing a vital role in bringing the Semiquincentennial to life across the Commonwealth. Together, these partnerships expanded public engagement, amplified local stories, and ensured that the commemoration reflected the full geographic and cultural diversity of Virginia.

FOR A FULL LIST
OF COMMEMORATIVE
PARTNERS:



EACH MARKER REPRESENTS A
COMMEMORATIVE PARTNER



The following commemorative partners are recognized for their scale, diversity, and statewide or national visibility, reflecting the breadth of organizations engaged in the Semiquincentennial:

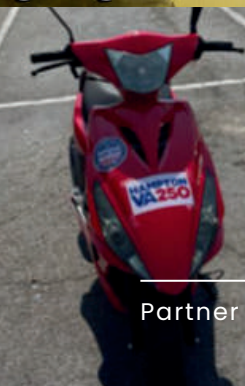
- American Battlefield Trust
- Virginia Wineries Association
- Virginia Spirits
- American Civil War Museum
- Virginia Department of Forestry
- Preservation Virginia
- Chateau Morrisette
- Robert Russa Moton Museum
- UVA Karsh Institute of Democracy
- Culper Coffee Company
- Smith Mountain Lake Regional Commerce
- Richmond Ballet
- Gelati Celesti
- Altria Group
- Dominion Energy
- Walmart
- Huntington Ingalls Industries
- Hitachi Energy
- The Garden Club of Virginia
- Squabble State Hard Cider & Spirits

COMMEMORATIVE PARTNERS



- **362 Total Commemorative Partners to date**
- New partners include non profit organizations, small businesses, Virginia state agencies, local chambers of commerce, garden clubs, large and small associations across the state.
- Our Commemorative Partner Program **fosters a unified message** across the Commonwealth. VA250 Partners are using our brand guidelines, digital assets, logos and messaging.
 - (a few examples: commemorative coffees, chocolate, holiday ornaments, wines, VA250 license plates, VA250 logo displayed in local holiday light tour.)
- This effort to serve as a clearinghouse for the collection and dissemination of commemorative activities and programs across the state will culminate in a sustained period of reflection through 2026 and beyond.

PARNTER HIGHLIGHTS



VA250 ACROSS THE COMMONWEALTH

House Joint Resolution 84

Encouraging public institutions of higher education in Virginia to display the VA250 Logo on all men's and women's athletic uniforms for the 2025-2026 academic year.

Agreed to by the House of Delegates, Feb. 6, 2024
Agreed to by the Senate, Feb. 27, 2024






CO-BRANDING OPPORTUNITIES

Commemorative Partners can design co-branded merchandise for VA250 approval.

This collaborative marketing campaign approach will result in consistent messaging across the Commonwealth for the duration of the 250th Commemoration.



AMERICA. MADE IN VIRGINIA TOOLKIT

Logo	Application	Use
	Use the white marquee version for ad and poster layouts with darker background images (for example, over cloudy gray sky).	Ads and poster layouts
	Use the blue marquee version for ad and poster layouts with lighter background images (for example, over light blue sky).	Ads and poster layouts
	Use the VA250 pairing versions in email signatures and in digital ads where space is limited.	Email signatures and digital ads

Use this copy on your website or in press releases to explain the purpose of our Partnership and inspire others to get involved.

Long	[YOUR ORGANIZATION] is proud to be a Commemorative Partner of VA250—the Virginia American Revolution 250 Commission. Of the thirteen original colonies, none played as fundamental a role as Virginia in the formation of our country. From the ideas that inspired it, to the battlefields that decided it, there is simply no America without it. As we mark 250 years of independence, now is the perfect time for you to reconnect with your country in the place that made it possible. Please join us at VA250.org .
Medium	[YOUR ORGANIZATION] is proud to be a Commemorative Partner of VA250—the Virginia American Revolution 250 Commission. From the ideas that inspired it, to the battlefields that decided it, there is simply no America without Virginia. As we mark 250 years of independence, now is the perfect time to reconnect with your country in the place that made it possible. Please join us at VA250.org .

Logo Library

 Download	 Download	 Download	 Download
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LIST OF COMMEMORATIVE PARTNERS

- 1781 Brewing Co.
- 434 Studios
- 7 Dogs Brewpub
- Adelaide Rose, LLC
- Albemarle Charlottesville Historical Society
- American Battlefield Trust
- American Civil War Museum
- American Tapestry
- Amherst County Chamber of Commerce
- An Occasion for the Arts
- Annapolis Pillow Co
- Anne Spencer House & Garden Museum, Inc.
- Appalachian Power
- Area 2 Farms
- Arlington Convention and Visitors Service
- Avoca Museum
- Barns of Rose Hill
- Bath County
- Beach Ambassadors Inc
- Bear and Blue Trivia
- Bedford Area Chamber of Commerce
- Bedford Area Welcome Center
- Best Williamsburg Tours
- Billsburg Brewery
- Birdsong Corporation
- Black Women United for Action
- Blacksburg - Christiansburg - Montgomery County Regional Tourism
- Blackstone Chamber of Commerce
- Blair Todd State Farm
- Blue Ridge Institute & Museum (BRIM)
- Board Room Brewing Company
- Botetourt County Libraries
- Burton Knowledge Services
- Cape Charles Main Street
- Capital Chips LLC
- Carilion Clinic
- Caroline County Economic Development & Tourism
- Carroll's Automotive
- Celebrate Fairfax
- Chamber of Commerce of Smyth County Inc
- Charles City County, Virginia
- Charlottesville Albemarle Convention & Visitors Bureau
- Chateau Morrisette
- Cheroenhaka (Nottoway) Indian Tribe
- Christopher Newport University
- City of Chesapeake, Virginia
- City of Colonial Heights
- City of Franklin, Virginia
- City of Salem Tourism
- Clarke County Historical Association
- Coastal Virginia Tourism Alliance
- Columbia Gas Company
- Conquest Publishing LLC
- Cook Foundation - Fine Arts Museum of Gloucester
- CoStar Group, Inc.
- Council of Independent Colleges in Virginia, Inc.
- County of Patrick
- County of Warren
- Craig County
- Craig250
- Culpeper Chamber of Commerce
- Culpeper Committee VA250
- Culper Coffee Company
- Danville Museum of Fine Arts and History
- Darden Publishing
- Daughters of the American Revolution - Winchester-Loudoun Chapter
- Decipher Brewing
- Deltaville Maritime Museum
- Department of Parks and Recreation, City of Newport News, Virginia
- DiscoverDanville
- Djimon Hounsou Foundation
- Dominion Energy
- Dragon Run Brewing
- DroneUp
- Eagle's Eye Creative
- Eastern Shore of Virginia Tourism Commission

LIST OF COMMEMORATIVE PARTNERS

- Eastwood Winery
- Echo Valley Micro Resort
- Echoes, the Manassas Museum Store
- EFA Heritage Business Financing LLC
- Elevate Leadership, LLC
- Elk Island Winery
- Ember, The Jewish Mother's Deli, Water Street Grille, Riverwalk Restaurant, and Waypoint Seafood & Grill
- EMERGING CONSULTANTS & COACHING
- Essex County EDA
- Estes Express Lines
- ESVA Chamber of Commerce
- Etudes Ballet School
- Eventis Media News Service
- Fairfax County 250th Commssion
- Fairfield Foundation
- Fauquier Chamber of Commerce
- Fifty-Third Winery and Vineyards
- Fika Coffee & Tea
- Fine Signs & Graphics, Inc.
- Fleming's Engraving
- Floyd County Chamber of Commerce
- Floyd Tourism
- Fort Monroe Authority
- Franklin County NAACP
- Franklin County, Virginia
- Fraser Wood Elements
- Frédéric de Berthier de Grandry
- Fredericksburg Model-A Car Tours, LLC
- Freedom Alliance
- Garden Club of Virginia
- Gauthier Vineyard
- Gearharts Fine Chocolates
- Gelati Celesti
- Gentry Locke Attorneys
- George Mason University
- George Mason University Athletics
- George Washington Masonic National Memorial
- Gloucester Main Street
- Gloucester Parks, Recreation & Tourism | Visit Gloucester, VA
- Grand Lodge AF&AM Of Virginia
- Grand Lodge of Virginia, A.F. & A.M.
- Great Outdoor Provision Co.
- Greater Augusta Regional Chamber of Commerce
- Greater Williamsburg Chamber of Commerce
- Gunston Hall
- Hampton Roads Water Services
- Hampton Roads Winery
- Handmade History LLC
- Hanover Chamber of Commerce
- Hanover County Economic Development
- Happy Birthday America
- Hark Vineyards
- Henrico County Public Library
- Henrico County Recreation & Parks
- Heroes of History
- Highland County Chamber of Commerce
- Historic Christ Church & Museum
- Historic Masonic Theatre
- Historic St. Luke's Church & Museum
- Historical Society of Washington County Virginia
- Historical Society of West Point
- History Walks FXBG
- Hitachi Energy
- Humble Store
- Huntington Ingalls Industries
- I Bourbon
- I Shine For You Auto Detailing
- Impressions In Print, Inc
- Ingleside Vineyards
- Inn at Warner Hall
- Institute for Democratic Empowerment and Pluralism, Virginia Commonwealth University
- Isle of Wight County Museum
- James City County Parks & Recreation
- James Madison Museum
- James Madison University
- James Monroe Memorial Foundation
- James Monroe's Highland
- Jamestown-Yorktown Foundation
- JBR Vineyards LLC

LIST OF COMMEMORATIVE PARTNERS

- Jefferson School African American Heritage Center
- JMI
- Karsh Institute of Democracy
- KDSL Holdings LLC dba Blue Ridge Abbey Bed and Breakfast
- Keep Virginia Beautiful
- Killianware.com
- Kilmarnock Inn LLC
- King William County VA250
- Kingsmill Resort
- Krista Harrell
- Land Rover Alexandria
- Lark Brewing Co.
- League of Roanoke Artists
- Lee Enterprises Inc
- Lee-Fendall House Museum & Garden
- Let's Talk Lipstick
- Lewis Ginter Botanical Garden
- Lexington & the Rockbridge Area Tourism
- Liberty University History Department
- Literacy InterActives, Inc.
- Loco Lion
- Long Long Weekend LLC
- Long Way Brewing
- Longwood University
- Lost Barrel Brewing
- Loudoun County Brewers Association
- Loudoun Heritage Farm Museum
- Loudoun Museum
- Louisa County Chamber of Commerce
- Louisa County Historical Society
- Love Ridge Mountain Lodging
- Makco, Inc.
- Mathews VA250
- Megan McElrath, Capital to Coast Realty
- Menokin Foundation
- Mobjack Coffee Roasters
- Montgomery County Chamber of Commerce
- Monticello Inn and Cottage LLC
- Mount Vernon
- Mount Vernon Springfield Chamber of Commerce
- Mt Defiance Cidery and Distillery
- Musik Engineering Advisors
- Nacho Average Brewpub LLC
- National Institute of American History & Democracy at William & Mary
- National Museum of the United States Army
- National Park Service
- Nations Tax Expert
- Natural Bridge State Park
- New Kent Parks and Recreation
- NobleReach Foundation
- Norfolk Airport Authority
- Norfolk State University
- Old Dominion University
- Onward NRV
- Oozlefinch Beers & Blending
- Orange County Chamber of Commerce
- Otter Hill Apiary
- Paint 'n Fun Ceramics
- Paradise Springs Winery
- Parmund Cellars
- Patrick Henry's Red Hill
- Photography By Beth Preston LLC
- Precarious Beer Project
- Preservation Virginia
- Prince Edward County
- Radford University
- Radford University Athletics
- Random Row Brewing Company
- Realtec Community Services
- Redhill - Patrick Henry National Memorial
- Reynolds Homestead / Virginia Tech
- Richmond Ballet
- Richmond Philharmonic Orchestra
- Riverview Inn
- Roanoke City Public Schools
- Roanoke County
- Robert Russa Moton Museum
- Rockbridge Historical Society
- Roots & Jones
- Sail Yorktown
- Salem Museum

LIST OF COMMEMORATIVE PARTNERS

- Salem Museum and Historical Society
- Scarlett Williams, LLC
- Segal Leadership Global
- Sentara Health
- Share More Stories
- Slover Library Foundation
- Sly Clyde Ciderworks
- Smith Mountain Lake Regional Chamber of Commerce Executive Director
- SML Gives Inc
- Southern Elegance Films
- Southern Revere Cellars LLC
- Southern Virginia University
- Spirits Museum
- Spotsylvania County Museum
- Springfield Baptist Church of Carterton Virginia
- Squabble State Farms
- St Luke's Historic Church & Museum
- St. George Brewing Company
- Stafford County, Virginia
- State Council of Higher Education for Virginia
- Stratford Hall
- Strawberry Street Event Concessions
- Straws LLC
- Stuart Hill Bed and Breakfast
- Susan Constant Committee of the National Society of Colonial Dames in Virginia
- Swover Creek Farms Farm Brewery
- Synapse Business Systems Inc
- Tephra Institute of Contemporary Art
- The 1776 Foundation
- The Breeden Company
- The Bringing Eliza Home Project
- The Burg Box
- The Colonial Williamsburg Foundation
- The Cultural Roots Society
- The George Washington Masonic National Memorial Association
- The Hendricks Group
- The Miller Group
- The Old House Agent- Daniel Shew
- The Omni Homestead Resort & Spa
- The Original Ghost Tours
- The Power of One LLC
- The Winery at Bull Run
- Thomas Jefferson Foundation
- Thomas Jefferson's Monticello
- Town of Chatham
- Town of Colonial Beach
- Town of Independence VA
- Town of Kilmarnock VA
- Town of Leesburg Department of Economic Development
- Town of Middleburg
- Town of Mount Jackson
- Town of Vienna
- Town of West Point
- Town of Wytheville Department of Museums
- TowneBank
- Tradition Brewing Company
- Trump Collective LLC
- Twisted Oak Farm Brewery
- Two Sierra Woodworks LLC
- Two Sierra Works
- University of Virginia
- University of Mary Washington
- University of Virginia at Wise
- Untangled Souls
- Vaiden Inn
- Valley Road Vineyards LC
- Veramar Vineyard
- Vienna Community Band
- Virginia Arts Festival
- Virginia Association of Secondary School Principals, Inc.
- Virginia Auto Dealers Association
- Virginia CEOs
- Virginia Commonwealth University
- Virginia Craft Brewers Guild
- Virginia Department of Forestry
- Virginia Department of Historic Resources
- Virginia Diner
- Virginia Foothills Distillery & Co
- Virginia Israel Advisory Board
- Virginia Military Institute

LIST OF COMMEMORATIVE PARTNERS

- Virginia Museum of Contemporary Art
- Virginia Passenger Rail Authority-
Amtrak Virginia
- Virginia State University
- Virginia Symphony Orchestra
- Virginia Tech
- Virginia Tourism Corporation
- Virginia Wine Board
- VirginiaSpirits.org
- Visit Alexandria
- Visit Fairfax
- Visit Tappahannock
- Visit Williamsburg
- Visitloudoun.org
- Visitsosi.com
- Vista Graphics
- VMI Athletics
- Volvo Penta North America
- Walmart
- Washington Heritage Museums
- Waygone Brewery
- Wayne Drumheller
- West Point Chamber of Commerce
- Westmoreland County
- Whimsical Expeditions LLC
- White Oak Lavender Farm
- WhiteLodging.com
- Wilderness Road Regional Museum
- Williamsburg Winery
- William & Mary Law School
- William & Mary University
- William & Mary Athletics & Sponsorships
- Williamsburg Beer Festival hosted by
the Howard Hanna Children's Free Care
Fund
- Williamsburg Jewelers
- Williamsburg Premium Outlets
- Williamsburg REALTORS
- WILLING WARRIORS
- Winchester Ciderworks
- Wind Vineyards
- Women in Government Relations (WGR)
- Wytheville Training School Cultural
Center
- York County Public Affairs
- YorkPoint Digital
- Yorktown & Co
- Yorktown Flower Shoppe INC

VA250 REACH & ENGAGEMENT

**48
BILLION**

MEDIA IMPRESSIONS

938,000+

WEBSITE VISITORS

28,000+

EMAIL SUBSCRIBERS

2,600+

STATEWIDE EVENTS ON
WEBSITE

**3.5
BILLION**

TOTAL REACH

9,539.04%

INCREASE IN SOCIAL
MEDIA IMPRESSIONS YOY

22,750+

TOTAL SOCIAL
MEDIA FOLLOWERS

**1.3
MILLION**

PAGE VIEWS ON
WEBSITE

148,800+

ORGANIC SEARCHES
FOR VA250

641,017+

**SOCIAL
ENGAGEMENT**

Active interactions—
not passive views

**46.1
MILLION+**

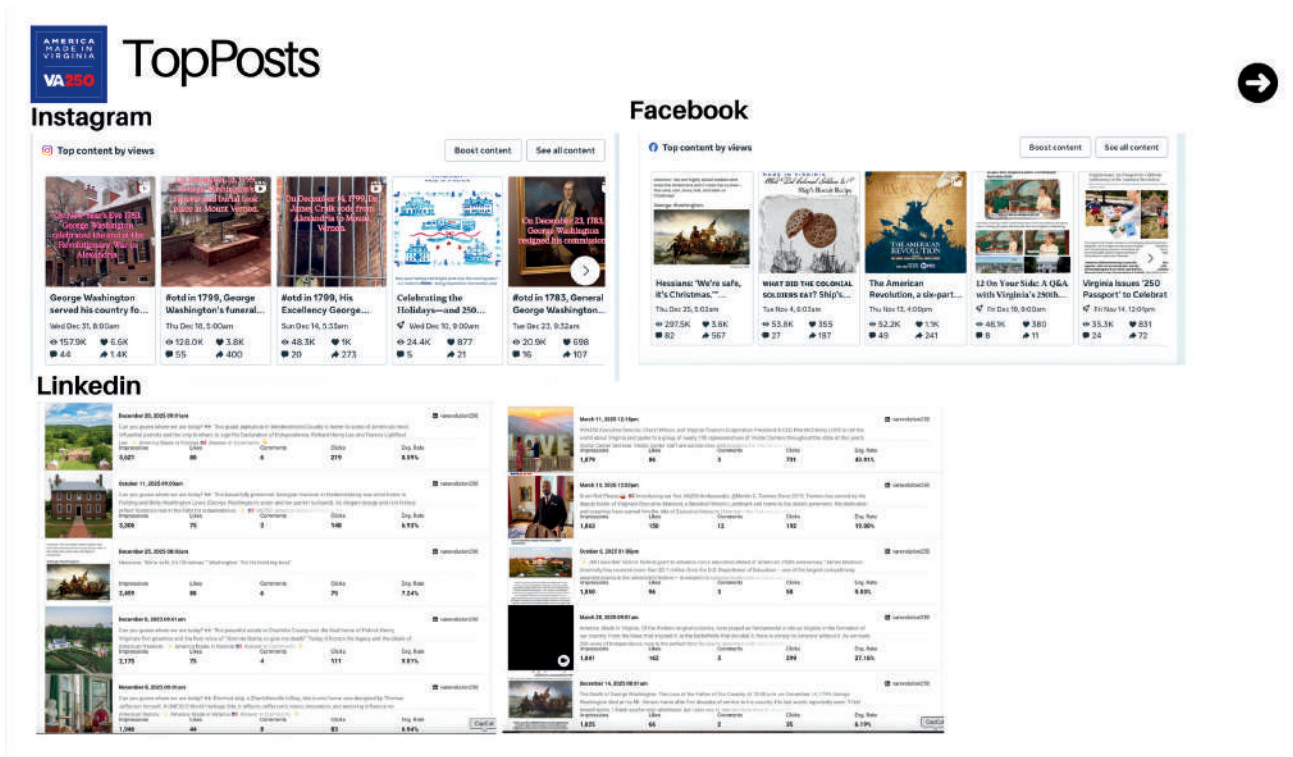
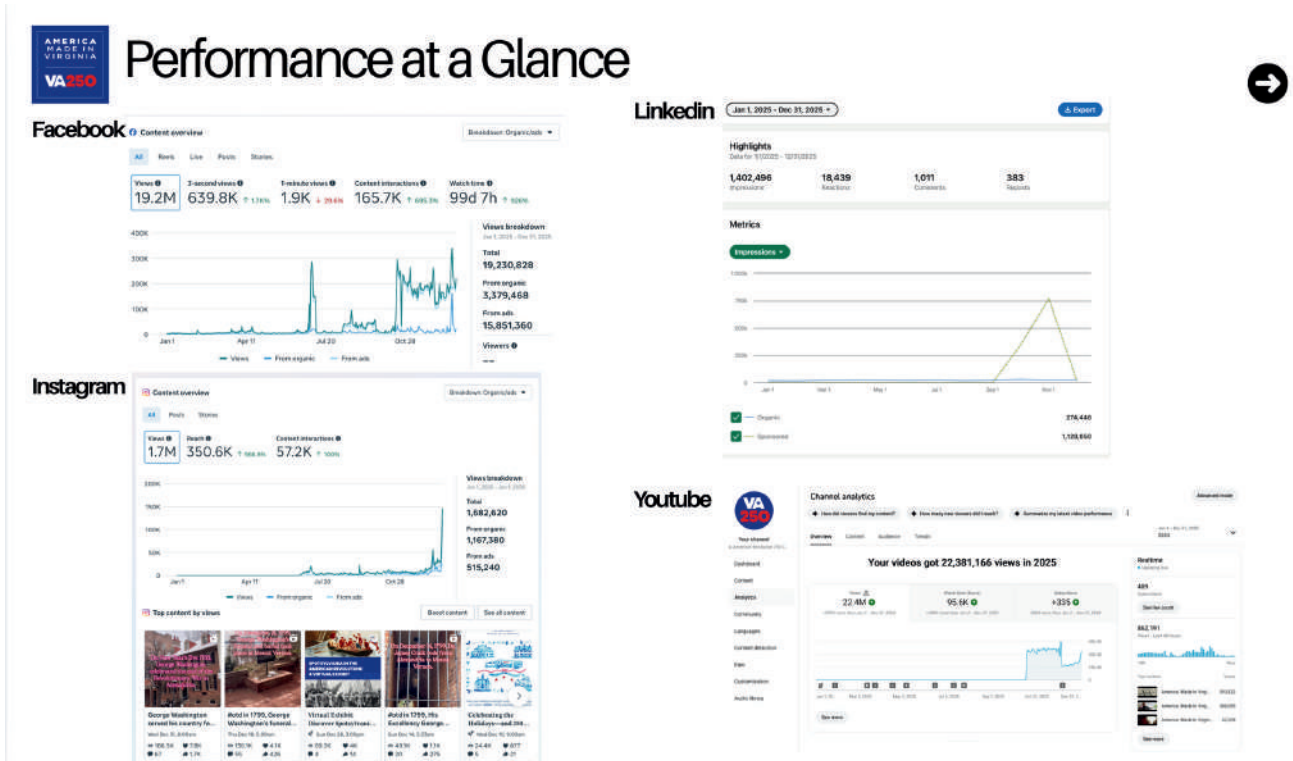
**SOCIAL MEDIA
IMPRESSIONS**

Across YouTube,
Facebook, Instagram, X,
LinkedIn, and Threads

In 2025, VA250 achieved unprecedented visibility and engagement across Virginia and beyond. Through a strategic blend of paid, earned, and owned media, the Commission elevated awareness of America's 250th commemoration, inspired participation across communities, and positioned Virginia as a national leader in the Semiquincentennial. Sustained media coverage, high-performing digital content, and strong audience engagement translated awareness into action—driving traffic, participation, and partner activation statewide. Together, these efforts established a powerful foundation for continued growth.

MARKETING METRICS

VA250 SOCIAL PERFORMANCE



MARKETING METRICS

VA250

In 2025, VA250’s communications and social media efforts delivered exceptional results across all major digital platforms, outperforming typical engagement benchmarks for public history and state-level initiatives. Collectively, VA250’s digital channels generated 46.19 million impressions, demonstrating sustained visibility at both the state and national levels.

Audience growth remained strong, with 22,750 total followers across platforms and 17,355 new followers added in 2025 alone, reflecting continued organic growth driven by original content, timely storytelling, and event-based amplification. Engagement levels were particularly notable, with more than 641,000 total interactions, signaling not just reach, but active participation with VA250 content.

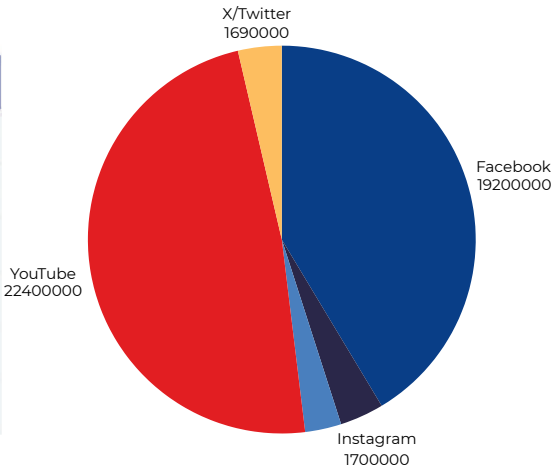
Digital efforts also translated into measurable action. VA250 content generated nearly 394,000 link clicks, directing users to educational resources, event information, and partner initiatives, an indicator of effective calls to action and audience conversion.

Platform performance revealed a balanced, strategic mix: Facebook and YouTube served as the primary reach engines, while Instagram and X produced high engagement relative to audience size. Together, these results underscore the effectiveness of VA250’s internal communications team in delivering high-impact, cost-efficient digital outreach that supports the Commission’s statewide mission and long-term commemorative goals.



	Followers	Reach	Engagement	Likes	Link Clicks
Facebook	10,779	19,200,000	165,700		368,700
Instagram	5085	1,700,000	350,600	57,200	7,000
X	2760	1,690,000	10,678 -	-	-
LinkedIn	3277	1,402,496	18,439 -	-	18,222
YouTube	409	22,400,000	95,600 -	-	-
Threads	440 -	-	-	-	-

Reach per Channel:



Highlights of the Year



Total Followers

On all social media platforms

22,750

5,395 in 2024

Total Reach

estimated

46.19+ million

Total Engagement

noted limitations in calculating on X and Threads

641,017+

Link Clicks

noted limitations on platform YouTube, X, and Threads

393,922+

PAID ADVERTISING TOPLINES**\$1.5M**

Total Spend

**\$1.03**

Cost per Click

**\$5.21**

Cost per Lead

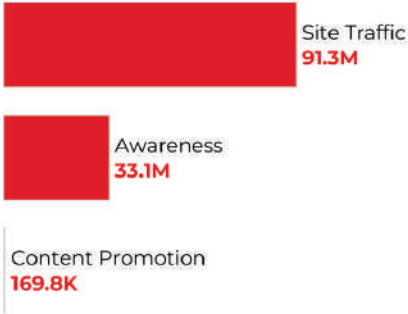
Stagwell's work for VA250 delivers a statewide, high-reach paid engagement campaign designed to ensure Virginians consistently see, recognize, and interact with the Commonwealth's 250th anniversary celebration. Through an integrated mix of television, digital video, social platforms, Google Search, out-of-home, radio, influencer partnerships, and direct digital engagement, the campaign is generating millions of impressions across Virginia and driving sustained traffic to visit.va250.org and its regional microsites.

This approach is intentionally built to scale: each phase builds on the last, expanding awareness into familiarity, familiarity into engagement, and engagement into participation. Rather than treating channels or tactics in isolation, the program functions as a connected system—meeting people where they already consume media and reinforcing VA250's presence across time, geography, and platforms.

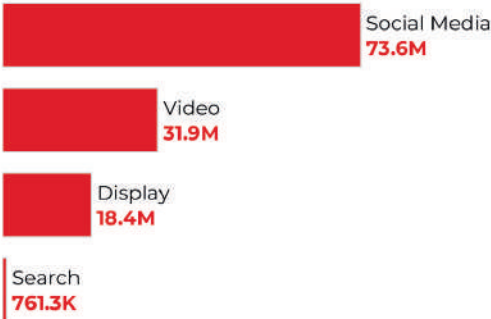
Paid media directs audiences to regional landing pages, which serve as engagement hubs—not simply sign-up pages. These pages are designed to highlight nearby events, mobile museum stops, and commemorative programming, encouraging Virginians to explore what is happening in their communities and return as new events are added. Email and SMS sign-ups are offered as a way for individuals to stay informed locally, but the primary role of these pages is to focus attention on key events, deepen interest, and support participation statewide.

 **124.6M**
IMPRESSIONS

BY GOAL



BY AD-TYPE



 **851.4K**
CLICKS

BY GOAL

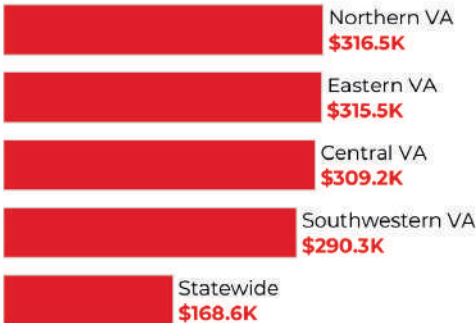


BY AD-TYPE

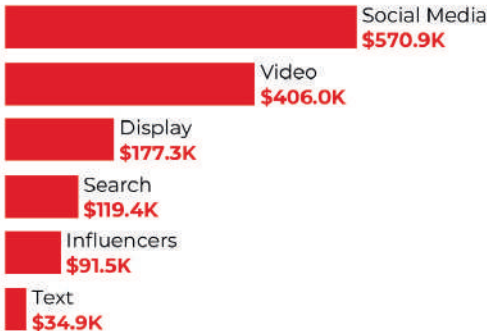


 **\$1.4M**
SPEND

BY REGION



BY AD-TYPE



79,690
SENDS



425,288
TEXTS



+2M
LISTENERS

All data below is from October 15, 2025 to January 6, 2026

EMAILS

The VA250 email program is performing strongly, with engagement improving as the program has shifted to a fully opt-in, intent-driven model under Stagwell’s management. Since December 1, Stagwell has strengthened the program in two important ways. First, we established a more consistent and predictable email cadence, which has increased familiarity, improved engagement, and reinforced email as a reliable communication channel for VA250. Second, we began recruiting new subscribers exclusively through targeted paid advertising focused on high-interest Virginians who actively chose to sign up after engaging with VA250 content.

As a result, subscribers acquired since Stagwell assumed management are **engaging with content at nearly 20% higher rates** than legacy audiences, while **unsubscribe volume is nearly 97% lower**. Together, these changes have increased overall engagement, improved list quality over time, and positioned email as an increasingly effective tool for sustaining awareness, deepening interest, and supporting event participation as the campaign continues to scale toward peak activation.

TOTAL NUMBER OF EMAILS

28,381

- 24,216 contacts imported from previous campaigns.
- 4,165 contacts added through Stagwell’s targeted paid campaigns, delivering a higher-quality, more engaged audience compared to earlier list growth.

EMAILS BY REGION

Northern Virginia	1,002	Southwestern Virginia	568
Eastern Virginia	1,020	Undesignated	25,050
Central Virginia	741		

The campaign follows a deliberate three-phase structure:

Phase 1 (October–December): Awareness and Credibility.

The initial phase established broad awareness of VA250 and introduced the scope and significance of the statewide commemoration. Media investments prioritized reach and efficiency, generating strong statewide impressions and high volumes of site traffic while building early engagement with regional content. This phase laid the foundation for all subsequent engagement by ensuring VA250 became recognizable and credible across the Commonwealth.

Phase 2 (January–February): Visibility and Engagement.

The current phase builds directly on that foundation by maintaining visibility while increasing engagement. Media placements emphasize message frequency, regional relevance, and retargeting—ensuring Virginians who have already encountered VA250 continue to see timely and locally meaningful content. Website traffic remains strong as users return to explore new events and programming as they are announced.

Phase 3 (March–July): Activation and Participation.

As the campaign approaches July 4, the focus will shift to driving action. Messaging will increasingly highlight specific events, milestones, and stories, supported by timely reminders and regional prompts designed to translate awareness and interest into attendance, visits, and participation across Virginia.

Across all phases, performance is monitored daily and optimized in real time to ensure efficient delivery and sustained statewide impact. Core performance indicators—including Click-Through Rate (CTR), Cost per Click (CPC), and Cost per Lead (CPL)—are evaluated in the context of each channel's role within the broader engagement strategy, with the overarching goal of keeping VA250 highly visible, widely recognized, and meaningfully connected to communities throughout the Commonwealth.

How often do people in these different lists get emails?

Subscribers receive emails weekly or bi-weekly, depending on event timing and announcements. During weeks without major announcements, engagement-focused emails are sent to keep the audience active and maintain momentum without overloading inboxes.

How many get emails from the mass / to everyone, plus the DMA campaign?
28,381 contacts**What are the open and click-through rates?**

The email program is performing strongly. Across the full audience of 28,381 subscribers, emails consistently generate high open and click-through rates with exceptionally low unsubscribe rates. **Average open rates are just over 30%**, with many sends reaching well into the 40% range, and **unsubscribe rates overall remain low around 0.3–0.5%**, showing the content is relevant and not fatiguing the audience.

Stagwell's acquired audience opens emails ~18% more often, clicks ~18% more, and unsubscribes nearly 97% less than VA250's imported list.

Email performance is monitored on an ongoing basis with engagement, clicks, and unsubscribe rates trends reviewed regularly so messaging, frequency, and targeting can be adjusted in real time.

What's the engagement like as people get more than one email?

Engagement has consistently increased as people receive more emails. Early sends saw engagement around 20%, while the most recent sends are reaching nearly 40% engagement. This upward trend shows the audience is warming over time and becoming more responsive, not tuning out.

This performance shows that Stagwell's targeting is reaching Virginians who are genuinely interested in VA250 and is resulting in a higher-quality audience that continues to engage over time rather than disengage after initial contact.

STAGWELL

Since the landing pages Stagwell built are primarily email sign up conversion based, what happens when the subscriber gets a couple and keeps going back to that same experience?

Paid media drives audiences to regional landing pages that act as engagement hubs and not just sign-up pages. These pages highlight nearby events, mobile museum stops, and commemorative programming, encouraging Virginians to explore what's happening in their communities and return as new events are added. Email and SMS sign-ups allow individuals to stay informed locally, while ongoing communications guide them to the main VA250 website, event pages, and partner sites to support continued participation statewide.

PAID ADVERTISING

TOTAL SPEND TO-DATE

\$1.5M in total

TOTAL CLICK / CTR

951.5K clicks in total

TOTAL EMAIL ACQUISITION FROM THESE EFFORTS

3,228 total contacts

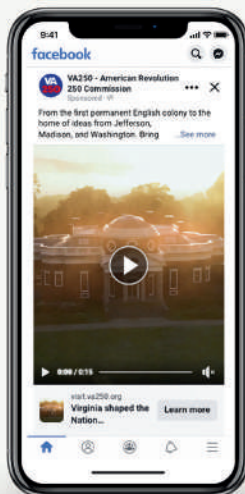
TOTAL COMMENTS / SAMPLES OF HOW STAGWELL IS ENGAGING WITH COMMENTS

→ Management of organic socials is currently out of Stagwell's scope. We monitor actions on our paid advertising, but we do not have commenting settings enabled (i.e., no comment or filtering settings).

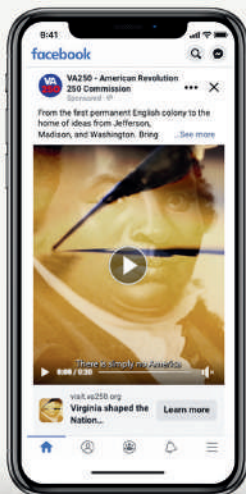
BOOSTED POSTS

Each week, Stagwell has selected two organic posts from VA250's Meta, X, or LinkedIn accounts to "boost" for a one-week period. These boosted posts have significantly increased engagement across platforms, including a median of 2,000% increase in engagement on Facebook, more than 15,000% on Instagram, and a notable uptick in likes and shares on LinkedIn.

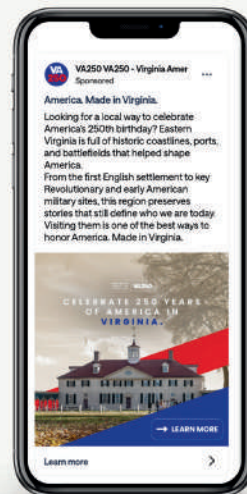
Paid Social and Advertising



Facebook



X



Nextdoor



TikTok

SMS / TEXT MESSAGING

TOTAL NUMBER OF CONTACTS IN DATABASE

411,171 contacts

TOTAL TEXTS SENT

425,288 messages

NUMBER OF SENDS

One

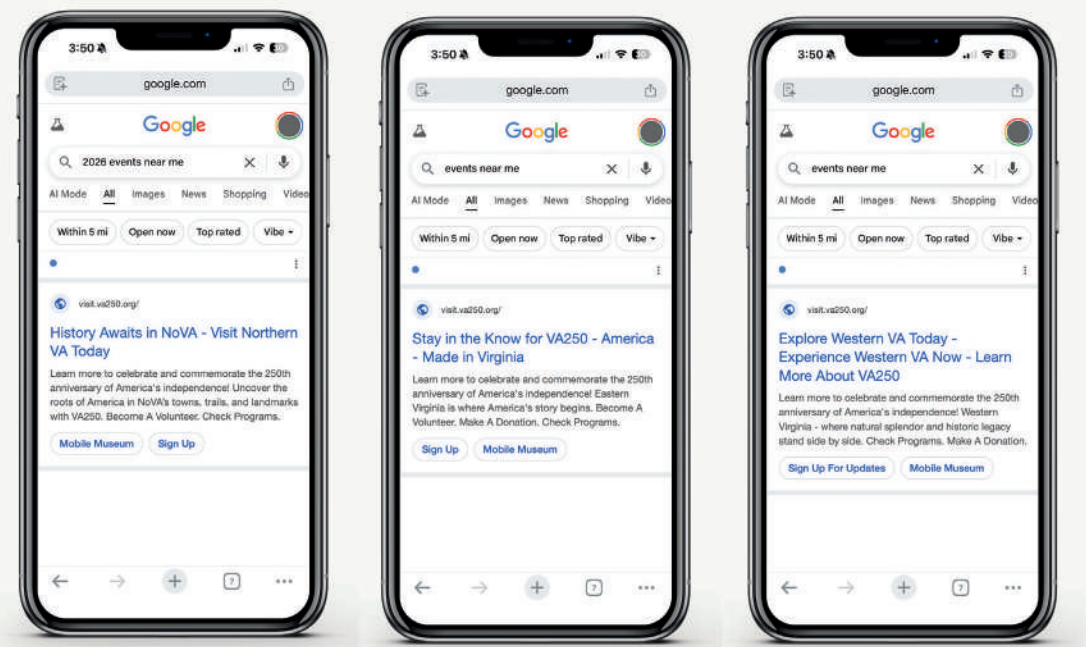
How many texts does the average person get per week / month?

Our strategy moving forward is each event will include three text messages: one sent two weeks prior to the event, one sent one week prior, and one sent two days before the event.

Are these messages DMA focused?

Yes, messages will be region-focused to maximize relevance, notify recipients of events in their area, and help reduce opt-outs.

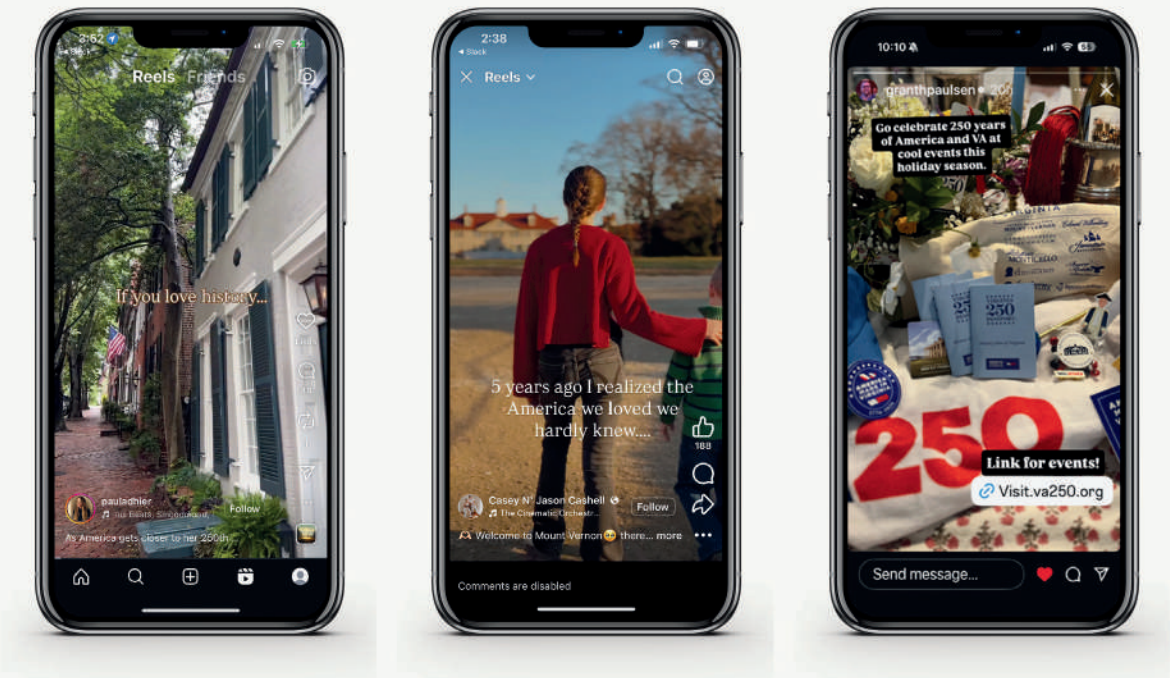
Google Search Ads



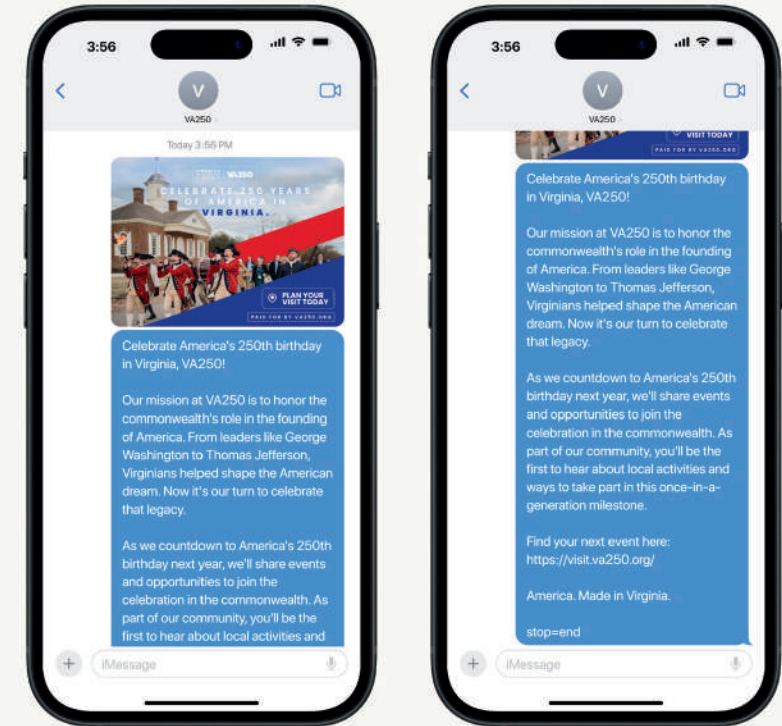
Boosted Posts



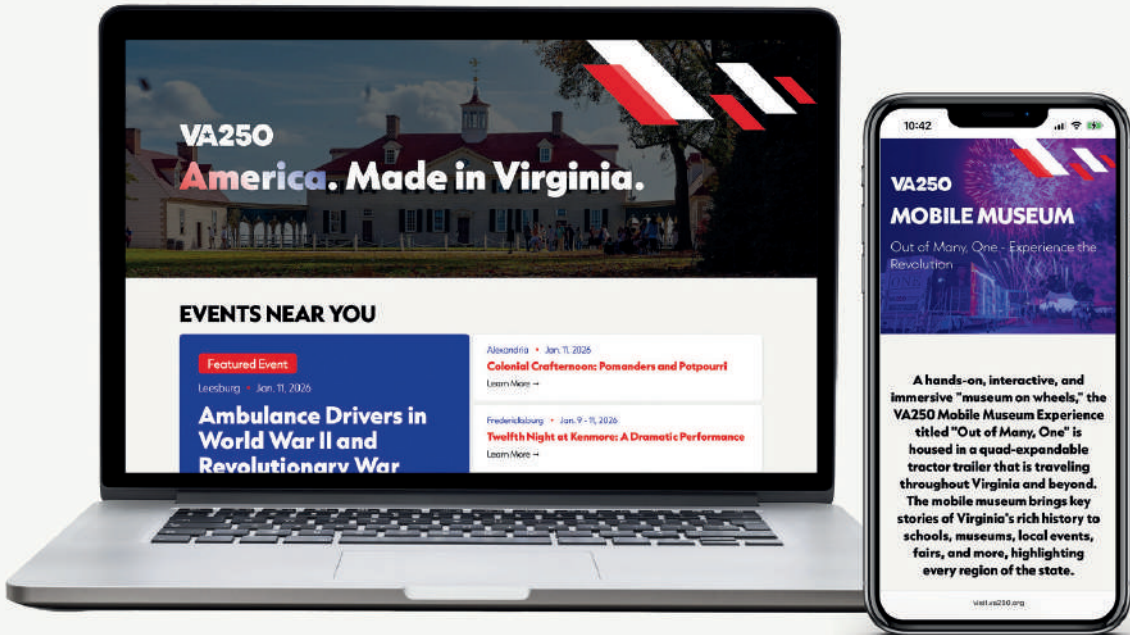
Influencers



Text Messaging



Landing Pages



BLACK ROCK

- Brand Launch 3/18/25 – 4/17/25; **Northern Virginia Focus**
 - Investment: \$165,822 on Cable / Live Sports / Digital
 - Goal: Use :30 ad to make potential corporate donors in NOVA aware of the VA250 effort.
 - Reached 53% of our audience at a frequency of 9.4
 - VCR (View Completion Rate) was 98%, well above the 70-80% benchmark
 - TV Quality index was 78.78 which is also above the industry standard 50-60

Example of Live Sports Commercial - Picture-in-Picture placement:

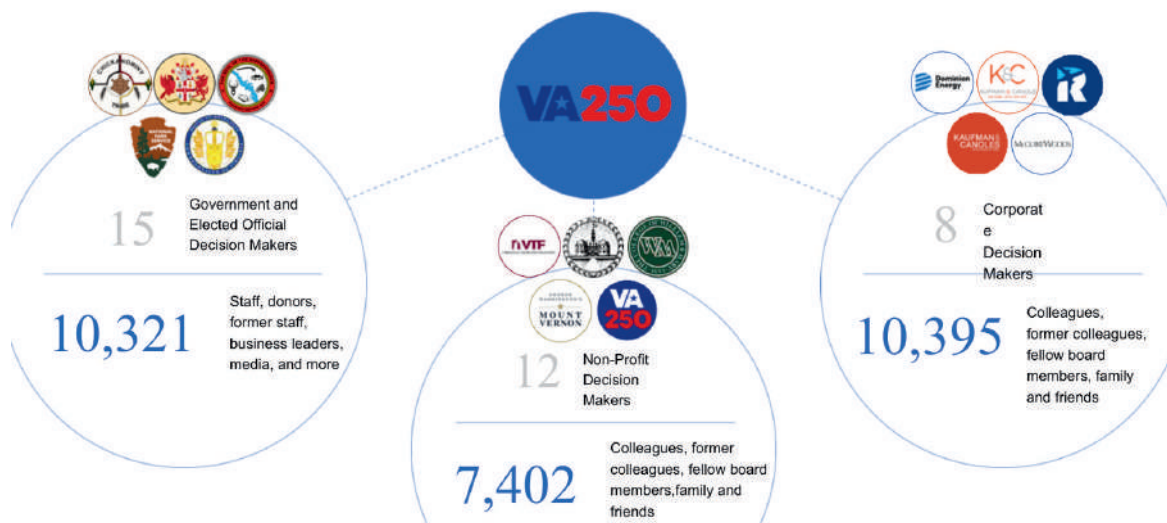


- Campaign run 8/10-9/20
 - Connected TV
 - Investment: \$227,859
 - Impressions: 9,590,011
 - Social Video
 - Investment: \$40,000
 - Impressions: 3,394,964 (number of times the video was displayed on a screen)
 - Click Through Rate: 2.29% (Above industry average. The percentage of people who clicked the ad after seeing it)
 - 57% View Through Rate (how many people started watching the video)
- Government Official Campaign: Actionable insights from Applecar
- VA250's content is driving 76% more engagement across all three audiences—government and elected official, non-profits, and corporations—compared to Applecart benchmarks from peer campaigns targeting similar decision makers.
- Engagement across all three audiences is quite comparable, with the most engaged Government audience generating just 10% higher engagement than the least engaged Corporate audience, at 1.82x and 1.65x of benchmark, respectively.

BLACK ROCK GROUP

- **Made in VA 30s** content resonated with all audience members at a higher rate than the 15s version, though both creatives performed at least **1.46x** benchmark
- Content served on **Meta** garnered the highest rate of engagement at 2.5x Applecart's engagement benchmarks. Social channels engaged audience members at a rate **151% higher** than content shown on programmatic channels.

529,923	Total number of times content was delivered to VA250's key decision makers and their close connections
5,115	Total visits to the VA250 campaign landing pages from VA250's key decision makers and their close connections.
1.76x	VA250's priority decision maker networks engaged with content at a rate 1.76x Applecart's benchmark for campaigns reaching similar decision makers and their close connections
~20x	Average number of times each of VA250's key decision makers and their close connections saw campaign content per month.



Earned Media

- Dozens of featured spots where **Carly Fiorina** spoke about VA250
 - HUD's Innovative Housing Showcase (part of the America 250 Initiative)
 - Ken Burns' documentary
 - Constitution Day
 - Citizenship Day
 - Highlighting the Yorktown Battle
 - 250 years of America's Navy and Marine Corps
 - Commemorative Passport Release

ENGLISH MAJOR, LLC

- Developed the Brand Platform, America Made In Virginia, and brought the VA250 brand to life through:
 - Engaging video to be used across all platforms (Owned + Earned)
 - AMIV Anthem Brand Videos – :60, :30, :15
 - The :30 spot has 45–98% View Through Rates when tracked through paid media
 - Mobile Museum Videos – :60, :30 (2x), :15
 - Patrick Henry Social Video
 - July Fourth 2025 Sizzle Reel
 - Designing pillar marketing materials: Folders, Presentation template, Standup banners, Truck wrap, Rack Card Brochure, etc.
 - Fourth of July 2025: Custom event branding and website development management, plus rocked the Merch Tent (LOL – don’t have to add, just made me giggle!)
 - Designed VA250 merchandise, plus launched and managed the VA250 e-commerce store and trained MME team. Below are the 2025 stats (July – December)
 - Total Products Sold: 303 orders
 - Gross Sales: \$16,187
 - Discounts given: \$1,246 (Wholesale Partners + Strategic Gifts)
 - Net Sales: \$14,934
 - \$7,639 from Mobile Museum
 - \$6,793 from E-commerce store
 - \$534 from Wholesale Partners
 - E-commerce site visitor sessions: 6,999
 - Supported ongoing acquisition and engagement efforts for Donors and Commemorative Partners through:
- Developed and managed the VA250 Online Toolkit
- 13 custom videos for Premier Commemorative Partners to play in their headquarters, share with their internal employees and external customers



HODGES PARTNERSHIP

VA250 Earned Media Coverage

In 2025, VA250's media relations efforts amplified the organization's mission to educate, engage, and inspire Virginians by securing sustained coverage of VA250 programs, events, and partnerships across the Commonwealth. Strategic outreach elevated awareness of VA250 initiatives while reinforcing the unifying message of America Made In Virginia.

- The year marked the public launch of the America Made In Virginia brand platform through a statewide media event featuring National Honorary Chair Carly Fiorina, Executive Director Cheryl Wilson, representatives from the Virginia Department of Education, and VA250 commemorative partners. This moment established a clear narrative framework that guided media engagement throughout the year.
- Earned media increased visibility and participation across VA250 initiatives. Statewide and local coverage highlighted the VA250 Mobile Museum, driving visitation in host communities and extending its reach through features in outlets such as VA Living Magazine. Media coverage also supported attendance at Virginia museums and historic sites, VA250 signature events, and community celebrations, including Fourth at the Fort.
- Media relations further elevated the collaborative efforts central to VA250's work. Coverage spotlighted partnerships with organizations such as the American Battlefield Trust and educator Nicholas Ferroni to produce a Virginia-focused season of Historically Correct.
- Earned media shined a light on the collaborative efforts between VA250 and the Virginia Department of Education to reach and inspire students. By featuring select students in news stories, particularly finalists from the Expressions of Freedom program, local newspapers and television stations brought these young Virginians' perspectives into their hometowns, reinforcing VA250's commitment to education and civic engagement.

Highlights

- The information below is pulled from Meltwater insights, Jan. 1 – Dec. 31, 2025.
- The majority of earned media reference Virginia's 250th anniversary, Mobile Museum Experience, VA250 Passport and the events and activities commemorating the milestone.
- Coverage emphasizes historical sites and museums, particularly those tied to the American Revolution and colonial history.
- Tourism and economic impact are recurring themes, including record-setting tourism spending and marketing grants aimed at boosting visitation across Virginia.

MARKETING METRICS

HODGES PARTNERSHIP

Mentions Trend of 2025

- TV and broadcast media earned the most mentions, with:
 - Aggregate earned mentions across news and blog outlets increased **310% in 2025, totaling 1.28K mentions**
 - Mentions averaged **106 per month**, marking a significant increase compared with the previous period



Reach Trend of 2025

- Total earned media reach for VA250 reached 4.88 billion, a 273% increase from 1.31 billion in 2024
- Average monthly reach rose to approximately 207 million, up 273% from 109 million in 2024



HODGES PARTNERSHIP

ARTICLES PLACEMENT & RECOGNITION



Travel and Leisure (VA + Mt Vernon)

<https://www.nytimes.com/interactive/2026/travel/places-to-travel-destinations-2026.html>

New York Times (Williamsburg)

<https://www.nytimes.com/interactive/2026/travel/places-to-travel-destinations-2026.html>



Nicholas Ferroni on NBC 12: New Season of 'Historically Correct' focuses on Virginia

<https://www.12onourside.com/video/2025/12/30/new-season-historically-correct-focuses-virginia>

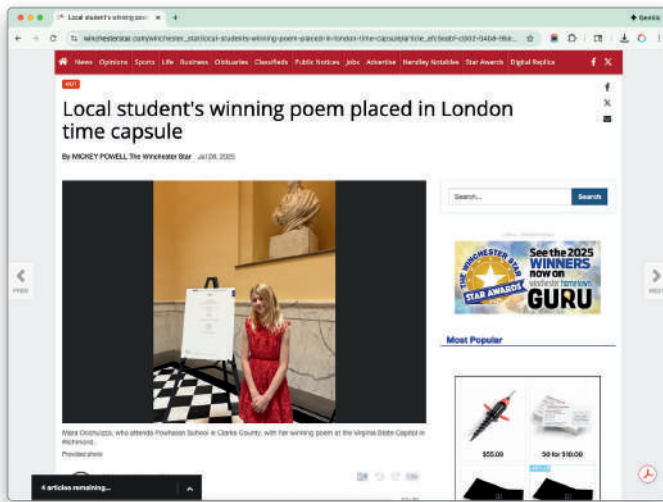


Virginia Living | What to Know About VA250's Mobile Museum

<https://virginaliving.com/culture/what-to-know-about-va250s-mobile-museum/>

HODGES PARTNERSHIP

ARTICLES PLACEMENT & RECOGNITION



The Winchester Star | Local student's winning poem placed in London time capsule

https://www.winchesterstar.com/winchester_star/local-students-winning-poem-placed-in-london-time-capsule/article_efc5eabf-d302-54b8-9be9-ea6cebe6f864.html



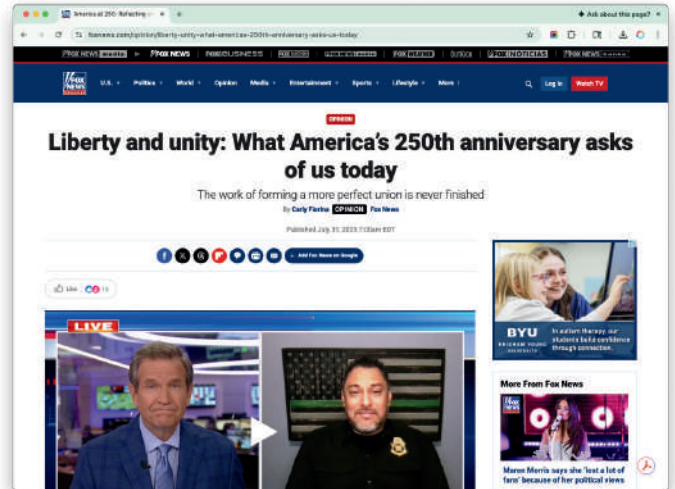
The Harrisonburg Citizen | American independence "made in Virginia" celebration kicks off

<https://hburgcitizen.com/2025/07/01/american-independence-made-in-virginia-celebration-kicks-off/>



Virginia Business | 100 People to Meet in 2026: Impact Makers

<https://virginiabusiness.com/100-people-to-meet-in-2026-impact-makers/>



FoxNews.com | Liberty and unity: What America's 250th anniversary asks of us today

<https://www.foxnews.com/opinion/liberty-unity-what-americas-250th-anniversary-asks-us-today>

MARKETING METRICS HODGES PARTNERSHIP

ARTICLES PLACEMENT & RECOGNITION (CONTINUED)

WWBT | 70 historic destinations partnering together to create the Virginia 250 Passport
<https://www.12onyourside.com/2025/11/20/70-historic-destinations-partnering-together-create-virginia-250-passport/>

Coastal Virginia Jan 2026 | | 2026 Will Be a Year to Remember Via VA 250
<https://coastalvirginiamag.com/article/2026-will-be-a-year-to-remember-via-va-250/>

Travel and Tour World | America250 Kicks Off in Philadelphia, Texas, Virginia, South Carolina, and Massachusetts
<https://www.travelandtourworld.com/news/article/america250-kicks-off-in-philadelphia-texas-virginia-south-carolina-and-massachusetts-a-year-long-national-festival-of-history-and-pride/>

Fourth at the Fort
Comprehensive broadcast coverage
<https://app.criticalmention.com/cm/report/6b5b0cc5-3b8c-4d76-aa71-a68a4a642cc5>

Daily Press / Virginian-Pilot
'Make a better life': Fort Monroe naturalization ceremony welcomes nearly 100 new citizens
<https://www.dailypress.com/2025/07/04/fort-monroe-100-new-citizens/?clearUserState=true>



SHARE MORE STORIES & JMI

- Developed a comprehensive brand narrative for VA250 to enable more cohesive, integrated communications across events, activations, programs and partners
 - Impact: this platform enables Commemoration leaders, communication partners and creative / operational staff to improve consistency of message and provide more context for our audiences to not just become aware of VA250, but to understand it, be inspired by it, and get involved with it.
- Developed an integrated messaging strategy
 - Impact: consistent messaging across channels, for use by communications partners
- Developed an owned content strategy and approach to guide channel-based execution for website, email newsletter and social
 - Impact: in support of the brand narrative, ensure that audience members who learn about VA250 through channels other than paid media have an opportunity to engage, get a sense of breadth and depth, and determine how they want to get involved.
- Developed a monthly content strategy for organic social, paid social, paid email; now executing monthly content packs for organic social, paid social and paid email.
 - Impact: ensure that messaging across channels are consistent from month-to-month; DMA-level content provides more local awareness and activation
- Developed and now launching a VA250 storytelling campaign
 - Impact: VA250 will be able to source stories from across the Commonwealth, further engaging partners, communities and the general public; insights from these stories will enhance the communications throughout the Commemorative Year and beyond; and untold stories gleaned from these efforts will shape the legacy impact of the Commemoration for years to come.
- Developed and are executing an email-based drip campaign for Commemorative Partners
 - 1,700 emails sent to total of 359 partners to date
 - 73.7% cumulative open rate
 - 4.1% cumulative click-through rate
 - 8.8% cumulative reply rate
 - Impact: more partners are engaging with VA250 toolkit and assets, activating the Commemoration in their communities and at their places of business, and helping to increase awareness at a grassroots level
- Developed an email-based drip campaign for Local Committees
 - Impact: The VA250 Local Committee Drip Campaign will activate and align local committees across the Commonwealth, equipping them with consistent tools, messaging, and prompts to amplify America's 250th commemoration at the community level. Through this campaign, VA250 will strengthen two-way engagement with local committees, expand awareness of statewide and regional events, and increase participation in partner recruitment and storytelling initiatives.

AMERICA. MADE IN VIRGINIA.

VA250 SEMIQUINCENTENNIAL PLEDGE

WE, THE PEOPLE OF THE UNITED STATES OF AMERICA,
RAISE HAND & HEART
AND MUTUALLY PLEDGE:

TO EMBRACE THE SPIRIT AND RESPONSIBILITIES OF CITIZENSHIP;
TO RENEW OUR COMMITMENT THAT ALL PEOPLE ARE CREATED EQUAL,
AND ARE ENDOWED BY THEIR CREATOR WITH CERTAIN UNALIENABLE RIGHTS:
THAT AMONG THESE ARE LIFE, LIBERTY AND THE PURSUIT OF HAPPINESS.
AND, IN RECOGNITION OF OUR NATION'S 250TH ANNIVERSARY,

WE MUTUALLY PLEDGE:
TO LEARN FROM THE PAST,
TO ENGAGE WITH THE PRESENT,
AND TO HELP INSPIRE AMERICA'S FUTURE
AS WE STRIVE TO FORM
A MORE PERFECT UNION.
AND SO WE WILL.

THIS IS OUR SEMIQUINCENTENNIAL PLEDGE.

(Recited at "Fourth at the Fort" on July 4, 2025)

VA★250



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www.va250.org