

## VA250 FY26-FY27 Proposed Funding Plan Narrative

As the recognized leader of the nation's semiquincentennial, VA250's mission is to educate, engage and inspire people across Virginia and the nation as we come together . . . in Virginia, the place where it all started.

During the semiquincentennial year, we will highlight Virginia's pivotal role in both the founding of our nation and our ongoing journey to form a more perfect union, amplifying **America. Made in Virginia** through signature programs, wide-reaching engagement efforts, and bold marketing campaigns to promote awareness and drive participation statewide.

### Financial Snapshot

**Current remaining VA250 GF appropriation: \$13,778,790** (as of 12/31/25)

**FY26 and FY27 encumbrances and projections: \$13,333,559**

**Projected remaining funds end of FY27: \$445,231**

**FY 25 expenditures** (provided for reference): \$4,209,704

### Marketing (\$7.5 million)

VA250's [marketing strategy](#) is built around two primary goals: (1) to raise awareness of America's 250th and Virginia's role in its origin and continued evolution, and (2) to drive traffic to VA250.org and encourage participation in regional events, museum visits, and commemorations throughout the Commonwealth. All messaging will reinforce the campaign's core theme—**America. Made in Virginia**—and be aligned with the broader mission to educate, engage, and inspire.

Marketing expenditures in FY26 are estimated to be \$7.5 million, providing funding for paid media, earned media, professional services, and marketing and communications staff support. Firms engaged in this work include:

- English Major (creative deliverables)
- JMI/Share More Stories (creative deliverables)
- Brand Federation (strategic direction)
- Hodges Partnership (event and MME earned media)
- Blackrock Media (national earned media)
- Stagwell (social media/websites/communication)

## Signature Programs (\$3.6 million)

In addition to hundreds of statewide local programs - more than 2,500 of which have already occurred statewide - a cohesive series of VA250 **Signature Events** will reflect the power of place, draw national attention to Virginia, and deliver on our mission to educate, engage, and inspire:

- Run Richmond 16.19 (Richmond, September 27, 2025)
- 250<sup>th</sup> anniversary of the Dunmore Proclamation (Colonial Williamsburg, November)
- Tribal Nations Leadership Signature Program (Spring 2026)
- “From Pen to Paper: Thomas Jefferson and the Drafting of the Declaration of Independence” (Monticello, May 2)
- “The Flame of Revolution: 250<sup>th</sup> anniversary of the Fifth Virginia Convention” (Colonial Williamsburg, May 15)
- “Virginia Resolved: 250<sup>th</sup> anniversary of the Lee Resolution for Independence” (Stratford Hall, June 7)
- “In the Eyes of the World: Celebrating 250 Years of American Independence: (Mount Vernon, June 11)
- 250<sup>th</sup> anniversary of the Virginia Declaration of Rights (Gunston Hall, June 12)
- Sail250 Virginia events (Alexandria, Onancock, Richmond, Yorktown, Hampton, Norfolk)
- Juneteenth events statewide
- Independence Day 2026 (Colonial Williamsburg, July 4)
- “King’s Mountain” (Barter Theater, Abingdon, October 3-4)
- 250<sup>th</sup> anniversary of the First Meeting of the Virginia General Assembly (Colonial Williamsburg, October 7)
- 250<sup>th</sup> anniversary of Historic First Baptist Church (Colonial Williamsburg, October 9)
- Library of Virginia’s *Transcribe* initiative, engaging local libraries in crowd-sourced transcription of petitions from 1776 to 1791
- Legacy project: “America. Made in Virginia” book (Cardinal News 250 articles, speeches, history highlights/individual contributions, etc.)

## Mobile Museum Experience, “Out of Many, One” (\$3.7 million)

The extraordinary public demand of the Mobile Museum will be met by deploying **two units** across the state, with the goal of making it available to each of the 362 middle schools in Virginia. In parallel, **Google** has digitized the Mobile Museum content, and **Lee Enterprises** has digitized the “*How Well Do You Know Your Country?*” citizenship quiz, making them available globally.

To maximize efficiency, to every extent possible, Mobile Museum Unit 1 will serve the Central and Eastern regions of the state, while Mobile Museum Unit 2 will serve the Southwest, Valley, and Southside regions of the state.

## East/Central

Serving the Central and Eastern regions of the state, and dividing Northern Virginia along the I-81 corridor, the East/Central region is composed of:

	<b>Total Schools (K-12)</b>	<b>Middle Schools (6/7-9; combined schools)</b>
Number of schools	1,209	229
Total students	947,157	192,926
Schools receiving Title I funding	471	42

**DOE Region 1 (Central Virginia):** Charles City, Colonial Heights, Dinwiddie, Goochland, Hanover, Henrico, Hopewell, New Kent, Petersburg, Powhatan, Prince George, City of Richmond, Surry, Sussex

**DOE Region 2 (Tidewater):** Accomack, Chesapeake, Franklin, Hampton, Isle of Wight, Newport News, Norfolk, Northampton, Poquoson, Portsmouth, Southampton, Suffolk, Virginia Beach, Williamsburg/James City County; York

**DOE Region 3 (Northern Neck):** Caroline, Essex, Fredericksburg, Gloucester, King and Queen, King George, King William, Lancaster, Mathews, Middlesex, Northumberland, Richmond County, Spotsylvania, Stafford, West Point, Westmoreland

**DOE Region 4 (Northern Virginia):** Alexandria, Arlington, Culpeper, Fairfax, Falls Church, Fauquier, Loudoun, Madison, Manassas, Manassas Park, Orange, Prince William

## West/Valley/Southside

Serving the Valley, Western, and Southside regions of the state, and dividing the Northern Virginia along the I-81 corridor, the West/Valley/Southside region is composed of:

	<b>Total Schools (K-12)</b>	<b>Middle Schools (6/7-9; combined schools)</b>
Number of schools	600	133
Total students	290,024	66,055
Schools receiving Title I funding	313	20

**DOE Region 4 (Northern Virginia):** Clarke, Frederick, Page, Rappahannock, Shenandoah, Warren, Winchester

**DOE Region 5 (Valley):** Albemarle, Amherst, Augusta, Bath, Bedford, Buena Vista, Campbell, Charlottesville, Fluvanna, Greene, Harrisonburg, Highland County, **Lexington**, Louisa, Lynchburg, Nelson, Rockbridge, Rockingham, Staunton, Waynesboro

**DOE Region 6 (Western Virginia):** Alleghany Highlands, Botetourt, Craig, Danville, Floyd, **Henry, Martinsville**, Montgomery, **Patrick County**, Pittsylvania, Roanoke, Salem

**DOE Region 7 (Southwest Virginia):** Bland, Bristol, **Buchanan**, Carroll, **Dickenson, Galax**, Giles, **Grayson, Lee**, **Norton**, Pulaski, Radford, **Russell, Scott, Smyth**, Tazewell, Washington, **Wise**, Wythe

**DOE Region 8 (Southside):** Amelia, Appomattox, **Brunswick, Buckingham, Charlotte, Cumberland, Greensville**, Hallifax, Lunenberg, **Mecklenburg**, Nottoway, **Prince Edward**

#### **Routing assumptions:**

- Keep the [8 DOE Superintendent regions](#) intact as much as possible
- Serve each middle school, providing “250 Field Day” toolkit materials
- Work through DOE and Superintendents to schedule visits; at each school location, invite elementary and high school students to attend; Community hours in the evening as coordinated with host
- Prioritize schools receiving Title I services and those in economically distressed localities/areas.
- On weekends and school holidays, visit community events (identifying through local committees and application process)
- Involve local committees, local GA delegation and commemorative partners in the locality