

## **Fall 2025: VTC-VA250 Marketing Leverage Grant Recommendations (Round 7 Final Round)**

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

### **Overall Program Summary:**

**Total funding from VA250 Commission: \$700,000**

**Rounds: 7**

**Applications: 92**

**Awards: 91**

**Total Awards: Round 1-6 \$455,932 + Round 7 \$244,040 = \$699,972**

**Total Match: Round 1-6 \$639,216 + Round 7 \$495,936 = \$1.135M**

**Amount Remaining in Fund: \$28**

### **Summary Round 7:**

**Applications: 38**

**Awards: 38**

**Recommended Awards: \$244,040**

**Total Match: \$496,936**

### **Round 7 Details**

1.

- **Marketing program name:** *Jamestown Yorktown Foundation*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$30,243
- **Number of partners:** 2; Mount Vernon and Virginia Museum of History and Culture
- **Description:** Marketing support for the statewide Passport program with a focus on driving visitation to Virginia museums and destinations from Baltimore, Philadelphia, and Raleigh Durham target markets.

2.

- **Marketing program name:** *Colonial Williamsburg*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$14,550
- **Number of partners:** 2; Mount Vernon and Virginia Museum of History and Culture
- **Description:** Marketing support for the statewide Passport program with a focus on driving visitation to Virginia museums using existing social media channels to target museum visitor profiles across the mid-Atlantic region.

3.

- **Marketing program name:** *York County Economic Development and Tourism*
- **Amount of award:** \$3,300
- **Amount of match from recipient:** \$4,220
- **Number of partners:** 2; Visit Williamsburg and Jamestown Yorktown Foundation
- **Description:** Marketing to promote October visitation to the historic triangle for Yorktown Victory Day events and includes geofenced target marketing using social media and streaming using Longwoods 2023 History Travel Profile.

4.

- **Marketing program name:** *Nelson County*
- **Amount of award:** \$3,160
- **Amount of match from recipient:** \$4,000
- **Number of partners:** 2; Blue Mountain Brewery and Dickie Brothers Orchard
- **Description:** Activating agritourism and craft beverage tourism against the backdrop of “Founding Foragers” connecting Revolutionary War history with provisioning of the Continental Army. Includes 25 interpretive signs at select agritourism and craft beverage attractions as well social media campaign launching the initiative. Program includes substantial support from the Cabell Family Foundation and kicks off with a focus at Oakland Museum of the family’s significant contributions to provisioning the army.

5.

- **Marketing program name:** *Salem VA250 Committee & Salem Tourism*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$15,695
- **Number of partners:** 2; Virginia’s Blue Ridge and Salem Historic Society

- **Description:** Visitor marketing for Salem’s VA250 events at Salem Museum and the Salem Fair; new interpretive exhibits and events surrounding the removal of Lord Dunmore from the colony and the Battle of Gwynn’s Island.

6.

- **Marketing program name:** *Visit Norfolk*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$24,300
- **Number of partners:** 2; Norfolk Waterside and Virginia Arts Festival
- **Description:** Marketing for Arts and cultural events featuring African American history at Attucks theater names after Crispus Attucks, a former enslaved person, who escaped to Massachusetts and lost his life and was to first to fall at Boston Massacre. Includes social media, streaming, and print media to History Enthusiasts and African American target audiences.

7.

- **Marketing program name:** *Highland County Local 250 Committee*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$21,139
- **Number of partners:** 2; Highland Historical Association and Highland County Fair Association
- **Description:** Visitor targeted marketing for Highland County VA250 events including the 2026 Highland Maple Festival featuring interpretive themes of “ From the Frontier Forward” that focuses on westward expansion, frontier culture and civis, and provisioning the Continental Army includes social media and print marketing targeted gateway visitor centers couth to Charlotte, Northern Carolina.

8.

- **Marketing program name:** *Albemarle Charlottesville Historical Society*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Unlocked History and Virginia Passenger Rail Authority
- **Description:** Historic focused puzzle crawl and visitor marketing of the activities using social media, e-news, Google, and welcome centers. Puzzle crawl will be permanent activity in the region driving visitation and promoting history throughout the commemorative years.

9.

- **Marketing program name:** *Smyth County Tourism Association*
- **Amount of award:** \$4,300
- **Amount of match from recipient:** \$7,503
- **Number of partners:** 2; Settlers Museum of Southwest Virginia and Smyth County Museum & Historical Society
- **Description:** Visitor focused marketing campaign using social media, story blogs, and digital media to drive visitation to Smyth County's museums interpreting the region's role in the Revolutionary War, westward expansion, and frontier life.

10.

- **Marketing program name:** *Thomas Jefferson Foundation*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$22,500
- **Number of partners:** 2; Mount Vernon and Virginia Museum of History and Culture
- **Description:** Visitor marketing is support of the Passport program using social media and digital media to drive visitors to museum sites listed in the passport. Includes creation of a dedicated landing page.

11.

- **Marketing program name:** *Culpeper Department of Tourism*
- **Amount of award:** \$4,740
- **Amount of match from recipient:** \$6,000
- **Number of partners:** 2; Westpark Gardens and Historic Germanna
- **Description:** Culinary focused events with VA250 Founders theme that activates local historic sites, Culpeper historic district, and restaurants to drive visitors to the region. Includes digital marketing targeting D.C., Philadelphia, and Baltimore.

12.

- **Marketing program name:** *Shenandoah County*
- **Amount of award:** \$7,505
- **Amount of match from recipient:** \$27,500
- **Number of partners:** 2; Shenandoah County Library and Inn at Narrow Passage
- **Description:** Visitor marketing focused on 8 months of VA250 focused events in the Shenandoah Valley including American history showcase, Shenandoah County Heritage Day; Edinburg Old time Festival; and more all with a focus on the region's role in the American Revolution and American traditions. Includes social media, digital media and print media and a commemorative rack card.

13.

- **Marketing program name:** *Northern Neck Planning District Commission*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$17,495
- **Number of partners:** 2
- **Description:** Visitor marketing focused on “The American Experiment”, a speaker series, and a weekend of events titled “Discovery Symposium.” These are shoulder season events designed to drive visitation in the off-season to support small businesses, restaurants, and museums against the backdrop of the VA250 commemoration. Visitor marketing includes print media, social media, and radio targeting local and regional travelers.

14.

- **Marketing program name:** *City of Richmond Parks and Recreation*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Friends of Forest View and Descendants Council
- **Description:** Focused on untold African American history, the project includes interpretive signage, QR code linked educational content, and partnerships among descendant groups. Includes visitor marketing on social media, creation of digital landing page, printed rack cards, and digital ad campaign targeting North Carolina, Maryland, and the D.C. area.

15.

- **Marketing program name:** *King and Queen County*
- **Amount of award:** \$3,950
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 2 Dragon Run Brewery and Courthouse Tavern Museum
- **Description:** Activates local brewery for a King and Queen County VA250 commemorative blend to be released in mid-May 2026 with a kick off event that includes breweries, restaurants, museums, and artisans. An emerging tourism destination, King and Queen County will use print media and social media to target prospective event attendees who engage in family and educational travel.

16.

- **Marketing program name:** *Virginia Highlands Festival*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$24,183

- **Number of partners:** 2; Washington County and William King Museum of Arts
- **Description:** Program features “Threads of Time” themed arts and cultural events interpreting Revolutionary history through workshops, exhibits, and events. Visitor marketing includes print media, social media, and radio targeting North Carolina, South Carolina, Tennessee, Georgia, Kentucky, and West Virginia with a focused on history, culinary, and arts enthusiasts.

17.

- **Marketing program name:** *Clarke County Historical Association*
- **Amount of award:** \$2,200
- **Amount of match from recipient:** \$3,150
- **Number of partners:** 2; Perry Engineering and Locke Store
- **Description:** Colonial Kids Day events interpreting history with a variety of activities. Targeted visitor marketing using social media, print and radio. Regional targets include Winchester, Warrant County, and West Virginia drive markets.

18.

- **Marketing program name:** *Arlington Historical Society/VA 250 Committee*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Arlington Historical Society and Arlington CVB
- **Description:** Visitor marketing for Arlington HistoryFest 250. Includes visitor marketing using digital and print media for the 90 days preceding the event. Application also includes acquisition of high quality photography and video to be used throughout the commemoration years to promote visitation against the backdrop of history.

19.

- **Marketing program name:** *Coastal Virginia Tourism Alliance*
- **Amount of award:** \$1,975
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 2; Smithfield/Isle of Wight Tourism and Eastern Shore of Virginia Tourism
- **Description:** Itinerary focused marketing around Sail250 events to drive overnight visitation to the coastal region’s museums, historic sites, hotels, restaurants, and attractions. Includes social and digital marketing featuring multi-city itineraries and activities.

20.

- **Marketing program name:** *1781 Foundation*
- **Amount of award:** \$2,500
- **Amount of match from recipient:** \$3,200
- **Number of partners:** 2; W3R and Yorktown Commemoration Committee
- **Description:** Creation of Virginia Constitution Traveling Exhibit to be hosted at six public events, six public lectures, six school venues, including six tourism destination events. Also includes creation of digital videos with educational content designed to drive visitors to events in the region.

21.

- **Marketing program name:** *Brethren and Mennonite Heritage Center.*
- **Amount of award:** \$5,800
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Massanutten Regional Library and Rockingham County
- **Description:** Promotion of new exhibit “Weavers of Faith” and interpretive signage as part of Heritage Festival highlighting the pacifism and peacekeeping role of Mennonites in the American Revolution. Marketing includes rack cards.

22.

- **Marketing program name:** *Bristol Regional Tourism Marketing Corp*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; City of Bristol and Believe in Bristol
- **Description:** Marketing a variety of events interpreting the region’s role in the founding of America including arts and cultural initiative in partnership with the Birthplace of Country Music museum. Marketing includes print, social, and digital billboards targeting Virginia, Tennessee, North Carolina, West Virginia and Kentucky.

23.

- **Marketing program name:** *Town of Abingdon*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$28,488
- **Number of partners:** 2; Abingdon CVB and Barter Theater
- **Description:** Visitor marketing of the LibertyFest events that activates Abingdon downtown including The Martha, Barter Theater, restaurants, and small businesses in the event footprint. Occurring in September, this is a great off-season tourism

driver. Visitor marketing includes social media, print media, digital media and website landing page targeting North Carolina, New York, and Pennsylvania based on VTC's History Visitor Profile.

24.

- **Marketing program name:** *Gloucester County Parks and Recreation*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Main Street Preservation Trust and Brent and Becky's Bulbs
- **Description:** Visitor marketing for VA250 themed events and Road to Revolution signage. Visitor marketing includes social media, digital media and print media targeting North Carolina.

25.

- **Marketing program name:** *Franklin County Board of Supervisors*
- **Amount of award:** \$3,950
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 2
- **Description:** Visitor marketing for the Frankling County VA250 initiative "Pioneer Spirit: Discovering Freedom in Virginia's Shining Gem" and includes social media and digital media targeting travelers in the D.C., Raleigh Durham, Greensboro, Winston-Salem and Charlotte target markets.

26.

- **Marketing program name:** *Montgomery County*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Montgomery Museum and Art & History and Montgomery Chamber of Commerce
- **Description:** Visitor marketing for the VA250 initiative "Revolution to Revolutionary: Trail Guide" designed to drive visitors to Montgomery County's historic and cultural landmarks through printed trail guides distributed in various target areas.



27.

- **Marketing program name:** *Birthplace of Country Music*
- **Amount of award:** \$3,950
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 2; The Crooked Road and Theatre Bristol
- **Description:** Visitor marketing for “Songs of the Revolution” initiative using digital marketing, social media, and radio to drive visitors to Bristol’s museums and attractions. Includes various radio segments and interviews with performers about music and historical themes.

28.

- **Marketing program name:** *Charles City County*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Bowman Center and Charles City EDA
- **Description:** Includes a documentary project “Charles City’s Unfinished Revolution” that will create photography and B roll to be used for visitor marketing. Focused on the area’s history from revolution to civil rights, it include print media, digital media, and social media targeting DC, Baltimore, and Raleigh.

29.

- **Marketing program name:** *Pulaski County*
- **Amount of award:** \$3,950
- **Amount of match from recipient:** \$5,000
- **Number of partners:** 2; Belle Hampton Legacy Center and Pulaski County Tourism
- **Description:** Project includes activating the “Mural Mosaic” program and driving visitation to that exhibit once completed. Mosaic will include Virginia is for History Lovers tile and VA250 Commission logo tile. Visitor marketing includes social media, digital media, and print media to target Richmond, Lynchburg, and Charlotte, NC.

30.

- **Marketing program name:** *Essex County Museum and Historical Society*
- **Amount of award:** \$3,360
- **Amount of match from recipient:** \$3,160

- **Number of partners:** 2; Essex EDA and 1710 Tavern
- **Description:** Interpretive signs/plaques interpreting Essex's role in the Stamp Act protests and includes marketing a variety of history themed exhibits and events in 2026. Visitor marketing includes creation and distribution of a walking tour map and using social media and digital marketing to drive visitation to the County.

31.

- **Marketing program name:** *Academy Center for the Arts*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,335
- **Number of partners:** 2; Charlottesville Ballet and Lynchburg Symphony Orchestra
- **Description:** A series of cultural events featuring the music of John Phillips Sousa and activating that Charlottesville Ballet, Lynchburg Orchestra; and Opera on the James bringing a history theme to three 2026 cultural arts performances. Visitor marketing includes digital media, billboards, TV, print and social media. Program also features commemorative playbills.

32.

- **Marketing program name:** *Town of Onancock*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Shore History and The Onancock School
- **Description:** Visitor marketing piggybacking on Sail250 events in collaboration with Daughters of the American Revolution using print, digital, and social media to target Delaware and DC markets.

33.

- **Marketing program name:** *Hampton Convention & Visitor Bureau*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$11,817
- **Number of partners:** 2; Hampton History Museum and Fort Monroe Authority
- **Description:** Visitor marketing against the backdrop of Hampton's marketing campaign "Navigating Freedom" focused on history and historical attractions in the city. Marketing includes print, digital, and radio targeting Baltimore, Charlotte, and Raleigh.

34.

- **Marketing program name:** *Visit Alexandria*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$39,500
- **Number of partners:** 2; Alexandria Hotel Association and Virginia Passenger Rail Authority
- **Description:** Robust VA250 marketing revolving around the Fairfax Resolves and Alexandria's role in the nation's founding. Visitor marketing targeting New York, Philadelphia, Baltimore, and Raleigh includes the promotion of travel packages using social media and digital media targeting key drive markets and history, culinary, and eclectic explorer travel profiles.

35.

- **Marketing program name:** *Town of Ashland*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Ashland and Preservation Virginia
- **Description:** Comprehensive VA250 programmatic marketing of the "Revolution Reimagined" initiative focus on driving visitation from Philadelphia and Washington D.C. with a focus on historic sites throughout Hanover County including Courthouse Square, Scotchtown, and the Tavern.

36.

- **Marketing program name:** *Virginia Quilt Museum*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$11,706
- **Number of partners:** 2; Rocktown History and Norwood Shank
- **Description:** Visitor marketing promotion of the Commemorative American Quilts: Stitching our Heritage events and include social media, digital media, radio and print marketing targeted artisan, quilters, and sewing focused target market to drive exhibit visitation.

37.

- **Marketing program name:** *Eastern Shore of Virginia Tourism Commission*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$29,475
- **Number of partners:** 2; Chincoteague Island Museum and Saxis Island Museum

- **Description:** Comprehensive marketing plan promoting “Revolutionary Fare” driving tour activating museum visitation, restaurant visitation and small town visitation up and down Virginia’s Eastern Shore. Visitor marketing includes digital media, influencer marketing, and print media including a new driving tour rack card.

38.

- **Marketing program name:** *Virginia Museum of Fine Arts*
- **Amount of award:** \$7,900
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 2; Linden Row Hotel and City of Leesburg
- **Description:** Comprehensive visitor marketing to drive visitors to three VA250 themed exhibits (Kaphar and Stearns; Virginia As America; and Historical Thinking with Art) and including print media and social media targeting regional history and art enthusiasts. Will include development of a partner toolkit to travel industry with Artmobile promoting visitation to Richmond and Virginia.