



AMERICA MADE IN VIRGINIA

VA250

Full Commission Meeting
January 8, 2026

Development Report

Ben Dendy, President, Virginia Commemorations, Inc.



Advisory Council Updates

Ben Dendy, President, Virginia Commemorations, Inc.

VTC-VA250 Tourism Marketing Grant Recommendations (RD 7)

Staci Martin, Grant Director, Virginia Tourism Corporation

Virginia Tourism Corporation

VA250 Grant Program

- Managed by Virginia Tourism Corporation
- Designed to drive visitation to exhibits, events, destinations
- Programs must connect with VA250 Themes and include visitor marketing
- Programs must incorporate Virginia is for History Lovers/Virginia is for Lovers and the VA250 Commission Logo

Round 7 (Final Round)

Award Recommendations

Applications Received: **38**

Applications Awarded: **38**

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

Match: **\$496,936**

Total of \$740,976 focused on visitor marketing against the backdrop of VA250 through July 2027.

Round 7 Highlights

Creative Connections to History

Agritourism: Founding Foragers

Multiple applications focused on agritourism, farming, and provisioning of the Continental Army.

Includes applications from **Nelson County**, **Highland County**, **Shenandoah County**.

Arts & Culture: Music, Exhibits & Performances

Multiple applications incorporating historic themes and music into exhibits and performances.

Norfolk: Attucks Theater and African American cultural themes including Crispus Attucks role in Boston Massacre

VMFA: Three different history focused exhibits

Events: Lectures & Festivals

Multiple applications focused on driving visitation through history themed events and lectures.

Northern Neck: Discovery Symposium

Washington County: LibertyFest activating Main Street and Barter Theater.

Overall Program Information

Total Funding from VA250: **\$700,00**

Rounds: **7**

Applications Funded: **91**

Total Awards: **\$699,972**

Total Match: **\$1.134M**





Final Reporting

- Programs in spend down until mid-2027
- Final reports and final accounting to be provided to VA250 Commission in late 2027/early 2028
- Continued opportunities to apply to other VTC grants through 2031



Update: Give Me Liberty: Virginia and the Forging of a Nation

Jamie Bosket, Virginia Museum of History & Culture
Christy Coleman, Jamestown-Yorktown Foundation

At VMHC

Exhibition Period: **Mar 22, 2025–Jan 4, 2026**

Total Visitors: **~110,000**

Traveling Version

- Richmond International Airport Exhibition Period: July 4, 2025–July 4, 2026
- Richmond International Airport Total Visitors (as of Jan 2026): ~2.75M
- Total Venues (past, present, and future): 60
- List of venues in Commission Board packet

Publication

- Number of catalog copies printed: 2,000



Program Updates

Cheryl Wilson

Chapter 1: 2025 Year End Review

- Cover here
- News coming from Cheryl to sync photos
- Common Cause
- Commemorative Partners
- Passport
- VA250 Quiz
- etc

Chapter 1: **2025 Year End Review**

A Common Cause to All



Chapter 1: 2025 Year End Review

250th anniversary of the Fincastle Resolutions



Chapter 1: 2025 Year End Review

Virginia 250 Mobile Museum Launch



Chapter 1: 2025 Year End Review

Patrick Henry's "Give Me Liberty" Speech



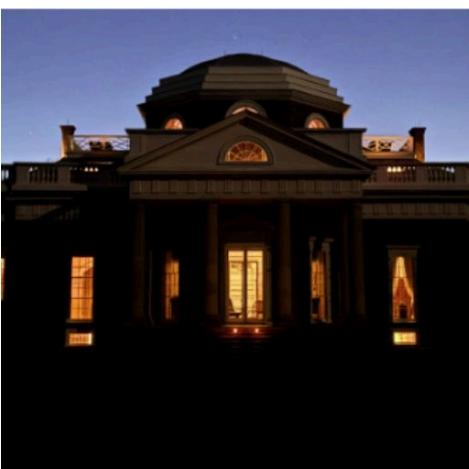
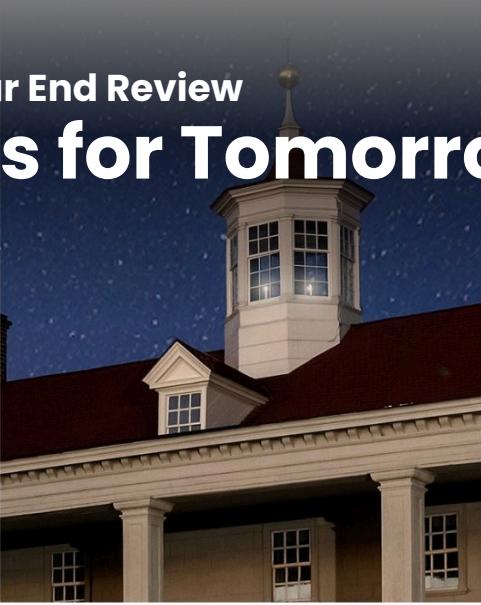
Chapter 1: **2025 Year End Review**

“The American Revolution” Film Premier



Chapter 1: **2025 Year End Review**

Two Lights for Tomorrow



Chapter 1: **2025 Year End Review**

“Fourth at the Fort”





Chapter 1: **2025 Year End Review**

“Fourth at the Fort”

Chapter 1: 2025 Year End Review

“Fourth at the Fort”



Chapter 1: **2025 Year End Review**

“Fourth at the Fort”



Highlights of the Year



Total Followers

On all social media platforms

22,750

5,395 in 2024



Total Engagement

noted limitations in calculating on X and Threads

641,017+

Total Reach

estimated

46.19+ million

Link Clicks

noted limitations on stats from Youtube, X, and Threads

393,922+

Chapter 1: **2025 Year End Review**

"Fourth at the Fort"



Chapter 1: **2025 Year End Review**

“Fourth at the Fort”



Chapter 1: **2025 Year End Review**

“Fourth at the Fort”



Chapter 1: **2025 Year End Review**

Army, Navy & Marine Corps 250 Anniversaries



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Chapter 1: **2025 Year End Review**

Army, Navy & Marine Corps 250 Anniversaries



Chapter 1: 2025 Year End Review



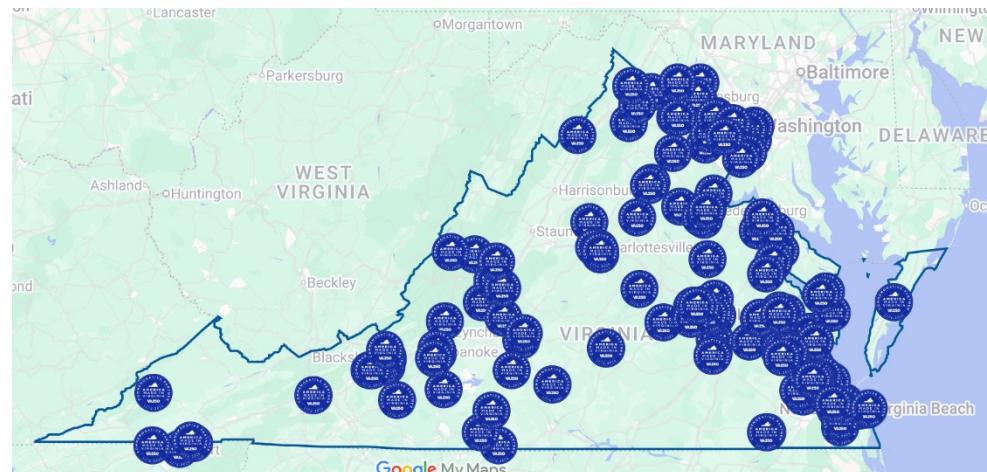


Chapter 1: 2025 Year End Review

Commemorative Partners

Commemorative Partners: **382**

(reference Kat's slides from 1/5/26 and map from website)



Chapter 1: 2025 Year End Review

Statewide Engagement



Culper Coffee
Revolutionary Roast



James River Chocolate Co.
Blue Ridge Bark



Williamsburg Winery
250th Commemorative
Collection

Chapter 1: 2025 Year End Review

Statewide Engagement



Vienna, VA Holiday Ornament



Roanoke Holiday Lights Tour



Montgomery County License Plates

Chapter 1: 2025 Year End Review

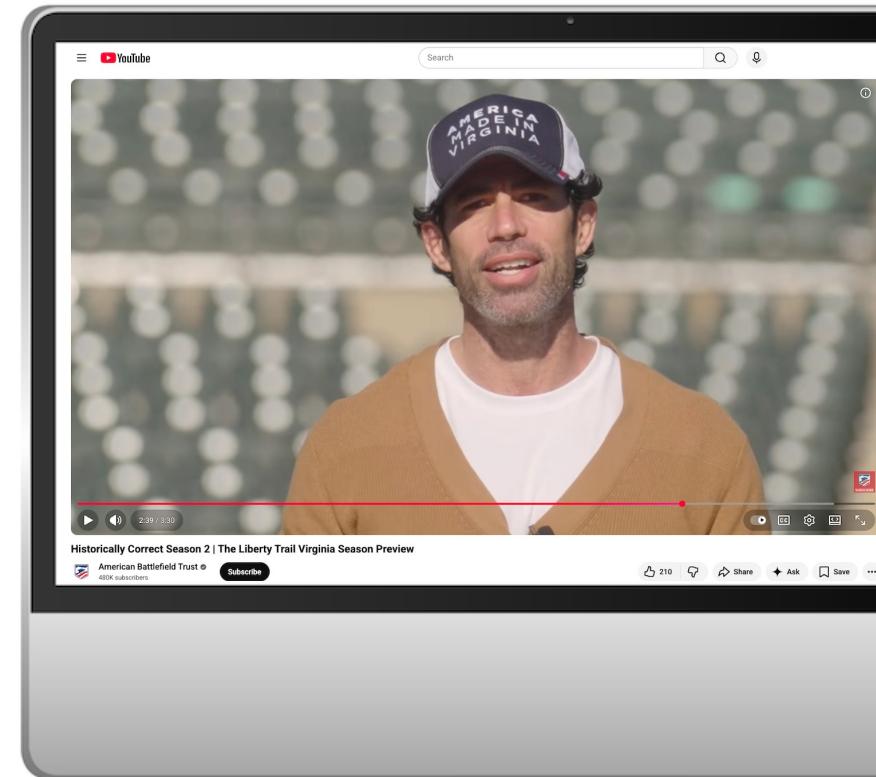
VA250 Passport



Chapter 1: 2025 Year End Review

“Historically Correct” with Nicholas Ferroni

- **Four (4)** “How well do you know” series videos + trailer
- Promoted on The American Battlefield Trust YouTube page with **480K subscribers**
- Showcasing Green Spring, Scotchtown, Norfolk, Williamsburg and Richmond
- **186,700K views** of these five videos



Chapter 1: **2025 Year End Review**

Chapter 2: America Made in Virginia Signature Events

Events Slated in 2026: **12**

Events Q1-Q2: **8**



Chapter 2: America Made in Virginia Signature Events

Q1-Q2 Events (continued)



Honoring Indigenous Peoples: A Tribal Nations Celebration at Jamestown Settlement

April 25, 2026

Jamestown-Yorktown Foundation



From Pen to Paper: Thomas Jefferson and the Drafting 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

Chapter 2: America Made in Virginia Signature Events

Q1-Q2 Events (continued)



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

Chapter 2: America Made in Virginia Signature Events

Q1-Q2 Events (continued)



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



Juneteenth

June 2026

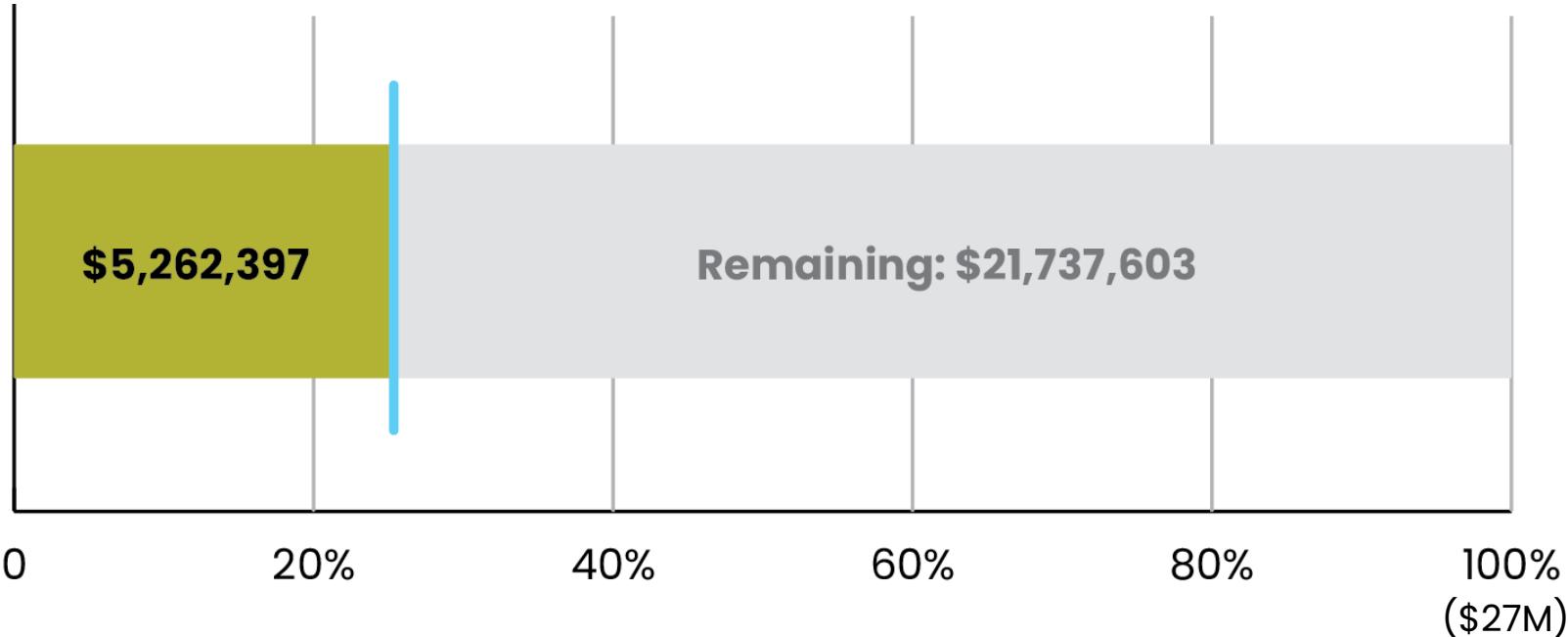
Events occurring statewide

Chapter 3: Mobile Museum



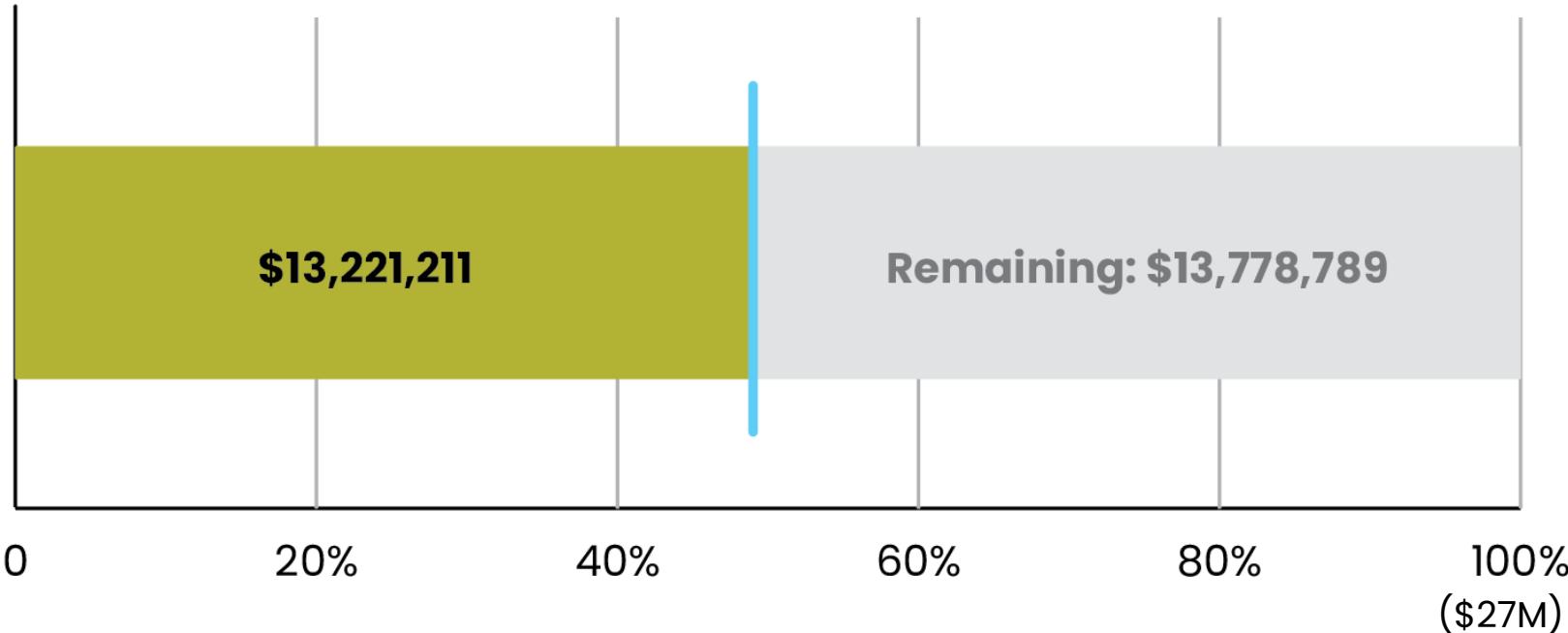
Chapter 4: Budget Review

Budget Utilization (2021 through **July 1, 2025**)



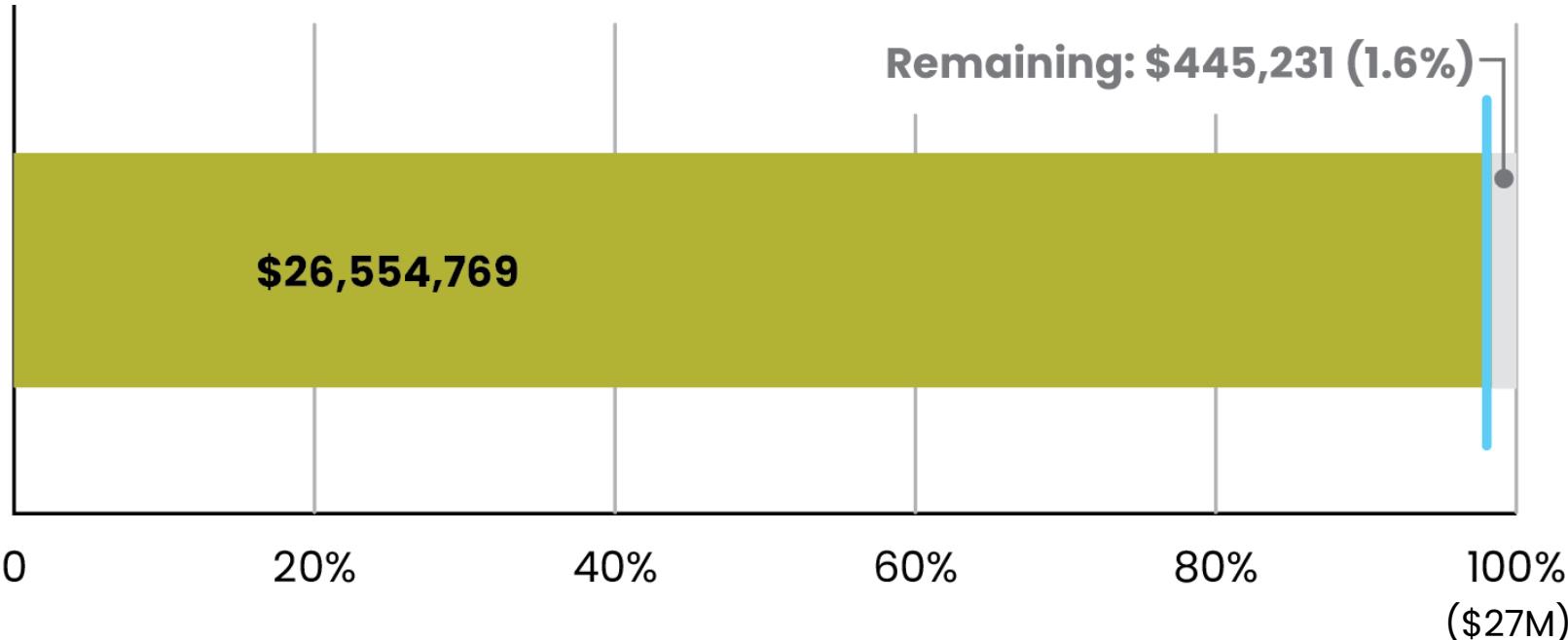
Chapter 4: Budget Review

Budget Utilization (2021 through **Dec 31, 2025**)



Chapter 4: Budget Review

Projected Remaining Funds (by end of *FY27*)



Proposed 2026 Full Commission Meeting Dates



Proposed 2026 Full Commission Meeting Dates:

- Tuesday, April 21, 2026, 10:00 am
- Tuesday, July 21, 2026, 10:00 am
- Tuesday, October 20, 2026, 10:00 am
- Thursday, January 7, 2027, 10:00 am



America.
Made in Virginia.