

Virginia American Revolution 250 Commission

2023 Annual Report



I. Background

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, keeping the same powers and duties (2023 Acts, cc. 655, 656). 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:

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- c. Creation and publication of historical documents and studies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

Commission Members

The Honorable Terry L. Austin, Chair, *Virginia House of Delegates*

The Honorable Mamie E. Locke, Vice Chair, *Senate of Virginia*

Chief Stephen R. Adkins, *Chickahominy Indian Tribe*

Edward H. Baine, *Dominion Energy Virginia*

Diane Bechamps, *Virginia Tourism Corporation*

Jean Ann Bolling, *Mechanicsville VA*

Jamie O. Bosket, *Virginia Museum of History and Culture*

Gretchen Bulova, *Office of Historic Alexandria*

Gloria Marrero Chambers, *Jamestown-Yorktown Foundation Board of Trustees*

Christy S. Coleman, *Jamestown-Yorktown Foundation*

H. Benson Dendy III, *Chairman Emeritus, Jamestown-Yorktown Foundation*
David Duncan, *American Battlefield Trust*
Clifford B. Fleet, *Colonial Williamsburg Foundation*
The Honorable Hyland F. “Buddy” Fowler, Jr., *Virginia House of Delegates*
Sue Gerdelman, *Jamestown-Yorktown Foundation Board of Trustees*
The Honorable Aimee R. Guidera, *Secretary of Education*
Peter Hedlund, *Virginia Humanities*
Kathy Jordan, *Library of Virginia*
Julie Langan, *Department of Historic Resources*
The Honorable Elizabeth McClanahan, *Former Justice, Supreme Court of Virginia*
Eric Monday, *Virginia Bar Association*
The Honorable Thomas K. Norment, Jr., *Senate of Virginia*
The Honorable Kenneth R. Plum, *Virginia House of Delegates*
Katherine A. Rowe, *William & Mary*
Chief Anne Richardson, *Rappahannock Tribe*
Jackie Stone, *McGuire Woods LLP*
Scott M. Stroh III, *Gunston Hall*
*Dr. Douglas Bradburn, *Mount Vernon*
*Dr. Jane Kamensky, *Monticello*
*Jerri Marr, *Colonial National Historical Park*
*Participating at the request of the Chair

Staff

Cheryl Wilson, *Executive Director*
Elizabeth Mancano, *Deputy Director*
Katherine Dabney, *Development Associate*
Patrick Daughtry, *Director of Major Gifts*
Randy Flood, *Chief Education Officer*
Mike Frontiero, *Chief Communications Officer*
Trevor Grimm, *Digital Media and Brand Director*
Jessica Kilgo, *Chief Financial Officer*
Susan Nolan, *Director of Institutional Giving*
Brian Shaw, *Chief Development Strategist*
Korin Taddei, *Executive Assistant*

Commission Meetings

The full Commission held four meetings during the 2023 interim. Advisory workgroups were established, including:

- African American Advisory Council, which, led by Senator Mamie Locke, held its inaugural meeting in January 2024

- Tribal Leaders Advisory Council that will begin meeting in late January 2024 (chaired by Chief Steve Adkins)
- Marketing workgroup that meets quarterly (headed by Diane Bechamps, Virginia Tourism Corporation)
- Education workgroup (led by Secretary Aimee Guidera), convening teachers and educators.
- Museums and historic homes will convene later in 2024, to collaborate and share planning efforts.

Meeting agendas and minutes can be found at: va250.org/meetings.

II. Summary of 2023 Activities

Reflecting on the year, VA250 has seen a monumental shift from the initial planning stages last year to a remarkable burst of activity and success in 2023. Key achievements of the year include:

National 250th anniversary event: Virginia proudly hosted the nation’s first successful event marking the semiquincentennial, hosting 250th planners from across the nation in a collaboration and partnership, “A Common Cause to All: A Convening of States on the 250th Anniversary of the Committees of Correspondence.”

Local committees in each locality: Demonstrating remarkable statewide engagement, almost every locality in Virginia has formed a Local VA250 Committee. This widespread participation showcases the collective effort and enthusiasm towards this historic milestone.

Massive Media Reach: Our initiatives have captured widespread attention, achieving a remarkable 460 million media impressions. This expansive reach underscores the statewide and national interest in Virginia’s unique historical narrative.

Launch of State Capitol Exhibition: A major highlight was the grand opening of a specially curated exhibition at the State Capitol, bringing VA250 to thousands of visitors.

Inspirational Goals and Vision: VA250 has outlined goals and a vision that not only resonate with our communities but also inspire them. These objectives serve as a guiding light for our ongoing and future activities.

Robust Planning for the Future: The Commission has laid down robust plans for the coming years, ensuring that our journey towards commemorating Virginia’s key role in the formation of our nation continues with vigor and purpose.

Public-private partnerships: Corporate and philanthropic partners have stepped forward to join the state in ensuring that Virginia’s inspirational 250th commemoration leads the nation. Dominion Energy made a leadership investment of \$1 million in the VA250 commemoration, and civic-minded businesses across the Commonwealth have joined in that leadership role, demonstrating dedicated support for their communities, state, employees, and customers.

III. Vision, goals, and statewide engagement

Virginia's semiquincentennial is not simply about our past. How we commemorate our founding also impacts our present and our future. This is why VA250 has chosen "*To Form a More Perfect Union*" as its theme. Our founders knew there was more work required 250 years ago, and work remains to be done.

Our overarching goals are:

- to **educate** Virginians, including our students, about our history, our founding ideals and our system of government;
- to **engage** every community and all regions in events that tell a complete story; and
- to **inspire** Virginians to commit to the values inherent in American citizenship

Virginia's History is America's Story. This is more than a tagline on marketing collateral.

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. The famous speeches, critical debates and major events that led to the movement for independence and sparked a revolution happened here. The Fincastle Resolutions, the Bill of Rights, the Declaration of Independence, and the Constitution were all written by Virginians.

Call to Action

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."

Commemoration Architecture

In addition to our nine signature events throughout 2024, 2025 and 2026; our programming throughout the Commonwealth in each community; and our mobile museum programs; we will have annual themes with specific programming.

2024: A CELEBRATION OF HUMAN FREEDOM AND THE ROLE OF OUR FOUNDERS

Being men of their times, our founders were slaveholders and did not believe the rights they espoused applied to anyone other than white, male property owners. Nevertheless, the words and leadership of Thomas Jefferson, George Mason, James Madison, and George Washington changed the world forever and have inspired every movement for liberty, dignity, and equality everywhere and ever since. As we design and build programming, we are grateful for the engagement of Mt. Vernon, Gunston Hall, Montpelier and Monticello as well as the descendent communities.

2025: A CELEBRATION OF OUR ROLE IN THE WORLD

Ambassadors from democracies around the world will gather at Mt. Vernon to reflect on how the American story has inspired their nations.

2026: A CELEBRATION OF CITIZENSHIP

At naturalization ceremonies across the Commonwealth, Americans will join our newest citizens by considering the rights and responsibilities of citizenship and being invited to raise their right hand to also recommit to the oath of citizenship on July 4, 2026.

In short, Virginia's 250th commemoration will be meaningful to all Virginians, and will be a commemoration that reflects each Virginian, and resonates with civic pride and hope for the future.

IV. “A Common Cause to All: A Convening of States on the 250th Anniversary of the Call for Committees of Correspondence

The nation's first 250th program was held in Colonial Williamsburg on March 10-12, 2023, hosted by the VA250 Commission and Colonial Williamsburg Foundation, in partnership with the Virginia Museum of History and Culture and Jamestown-Yorktown Foundation.

During this first gathering of states to plan for 250th anniversary of American independence, planners from **34 states** and more than **50 Virginia localities** gathered in Williamsburg for a weekend of collaboration, cooperation, and education.

Mirroring the Committees of Correspondence, through which colonies began to communicate and unify action, *A Common Cause to All* catapulted Virginia into a national leadership role for the semiquincentennial, convening planners, seeking partnerships, and sharing information. The event was overwhelmingly well-received, with a chorus of requests for the continuation of such convenings each year.

The **nearly 300 attendees** engaged in presentation of the latest data on what Americans are looking for in the 250th, networking opportunities, and inspiration provided by the commission and its partners, The Colonial Williamsburg Foundation, the Virginia Museum of History and Culture and the Jamestown-Yorktown Foundation.

Culminating the weekend, an emotion-packed Closing Ceremony was held on the steps of the Raleigh Tavern, where Thomas Jefferson, Patrick Henry, and other members of Virginia's Committee of Correspondence met, 250 years earlier. Delegates unanimously adopted a Resolution of the States Gathered in Partnership, pledging to join in a new common cause – for all Americans to unite in reflection, celebration, and aspiration as we continue our national journey together.

At the request of all, this highly acclaimed program will continue in 2024 (March 18-20) and 2025.

See summary of “A Common Cause to All” in Appendix A.

V. Media, communications, and marketing

Raising awareness of the coming 250th was key to outreach and engagement endeavors in 2023. To that end, VA250 leaders and staff held meetings to engage key stakeholders and partners, meeting with the congressional delegation and French embassy, among others. In addition, several regional meetings were held in with business leaders across the state, and local committee representatives attended “Local VA250 Roundtable” meetings in Botetourt, Richmond, and Alexandria, in addition to convening virtually on a periodic basis.

Staff had a presence at a number of high-profile events, including On the Square, the Virginia Women’s Conference, and the VA-1 Governor’s Tourism Summit.

Digital report: The website (VA250.org) continues to grow and users clearly respond to the dynamic search capability, particularly engaging with the interactive Places to Visit and Statewide Calendar of Events. To date, 262 events have been added to the website, and more than 70 localities have responded to the call to “tell your local story,” resulting in a plethora of new information. Reach and engagement also continues to increase across social media channels.

Media report: VA250 joined with Cardinal News to tell the under-known stories of Virginia’s role in the march to independence. The highly engaging series, *Cardinal 250*, will run monthly articles through 2026, diving into Virginia’s key role in the formation of our nation. The series may be expanded through additional web resources and podcasts, and consideration is being given to publishing a compilation of the articles at the conclusion of the multi-year series.

Total media impressions for the year were 460 million (as compared with 3.35 million in the previous year. Awareness and coverage of VA250 saw significant growth in March 2023, when mentions (primarily from “A Common Cause to All”) spiked to 169 articles. May saw an uptick again to 53 mentions (primarily from Carly Fiorina being chosen as National Honorary Chair), followed by 41 mentions in November, and 46 in December (primarily from using the Boston Tea Party anniversary to get attention for the Yorktown Tea Party). The upward trend is a positive sign that awareness can be built over time with concerted efforts.

See Appendix B for VA250 2023 Digital Report and Appendix C for 2023 Media Report.

VI. Grants to support statewide 250th initiatives

Grants to support local VA250 programs began in earnest in 2023. The Commission offers three grant funding streams, with awards requiring a 1:1 ratio by the locality:

1. **VTC – VA250 Marketing Leverage Grants:** Two rounds of grants were held in 2023. Twelve localities received VA250 grants, cumulatively awarding \$95,100 to local committees, which was matched by \$108,807, resulting in \$203,907 for marketing of events throughout the Commonwealth.
2. **Virginia Humanities – VA250 Grants:** The first round of VH-VA250 grants awarded \$116,351 to 13 local committees, which was matched by \$142,523, resulting in \$259,874

for programs, exhibitions, and events throughout the Commonwealth.

3. **Virginia Commission for the Arts – VA250** grants open in January and will award up to \$4,500 per recipient to support arts related to the commemoration.

See Appendix D for complete list of grants approved by the Commission in 2023.

VII. Looking Ahead to 2024

A number of large-scale programs will be held in 2023, including the launch of the VA250 Mobile Museum Experience, a vibrant July 4 program at the State Capitol, the 250th anniversary of the Yorktown Tea Party, the 200th anniversary of Lafayette’s Grand Tour, the second iteration of “A Common Cause to All” and hundreds of programs across the state.

As we conclude an eventful 2023, it is clear that Virginia is not just participating in the commemoration of America's 250th; it is leading it. Our actions and achievements have firmly positioned the Commonwealth as a national leader in this historic observance. We move forward with the conviction that Virginia's history IS America's story. This belief will continue to drive our efforts as we usher in another year of meaningful commemorations and celebrations.

Staff contact:

Cheryl Wilson, Executive Director
Virginia American Revolution 250 Commission
cwilson@va250.virginia.gov
VA250.org



A Common Cause to All - A Convening of States on the 250th Anniversary of the Call for Committees of Correspondence

March 10-12, 2023

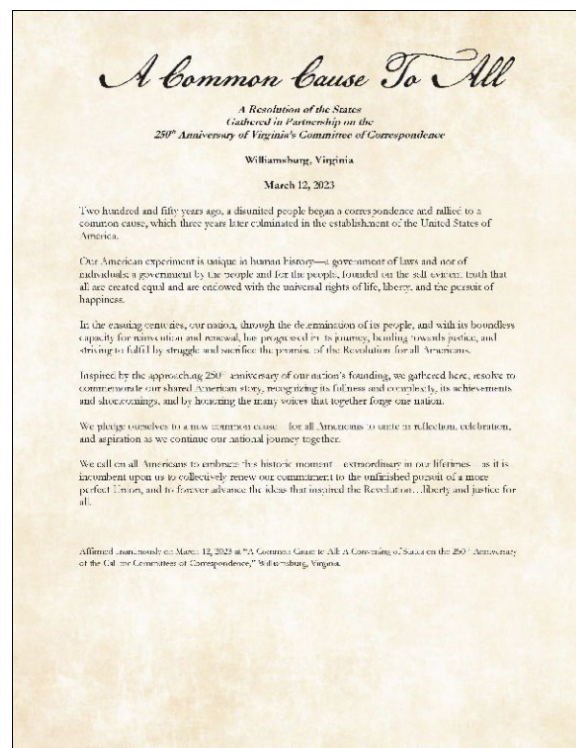
About the Signature Conference

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Jefferson, Patrick Henry, and other members of Virginia's Committee of Correspondence met, 250 years earlier. Delegates unanimously adopted a Resolution of the States Gathered in Partnership, pledging to join in a new common cause – for all Americans to unite in reflection, celebration, and aspiration as we continue our national journey together.



"...a common cause to all... to produce a unity of action; and for this purpose that a committee of correspondence in each colony would be the best instrument for intercommunication; and that their first measure would probably be, to propose a meeting of deputies from every colony, at some central place, who should be charged with the direction of the measures which should be taken by all."

- Thomas Jefferson

Presentations, Distinguished Guests and Speakers included:

Friday Keynote Speaker



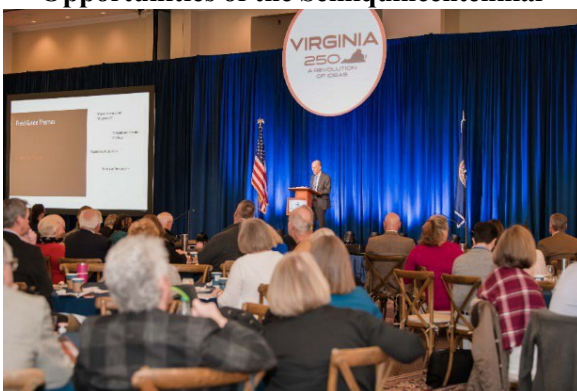
Carly Fiorina, Chair
The Colonial Williamsburg Foundation

Saturday Keynote Speaker



Bill Whitaker
60 Minutes Correspondent

Opportunities of the Semiquincentennial



John Dichtl, President & CEO, AASLH

Saturday Featured Remarks



Stacy Schiff, Pulitzer Prize-winning Author

Americans, Our History, and the 250th



Susie Wilkening, President of Wilkening Consulting

Special Remarks



Justice Anthony Kennedy
United States Supreme Court Justice, Retired

More in Common: Navigating the Perceived Political Divide



Matt Williams, Managing Director and Chief Growth Officer of Brand Federation

Panel Discussion: Creating a Meaningful Commemoration for all Americans



Christy Coleman, Jamestown-Yorktown Foundation; Valerie Paley, New York Historical Society; Nat Scheidley, Revolutionary Spaces; Scott Stephenson, Museum of the American Revolution; Noelle Trent, National Civil Rights Museum; Barbara Hamm Lee, Moderator

Revolutionary Road Trips with Darley



Darley Newman,
Emmy Award-winning PBS Travel Host

VA250 Overview, Plans and Support to Local Committees



Cheryl Wilson,
VA250 Executive Director

By the numbers...

Guests traveled from 34 states and more than 51 localities across Virginia, staying in hotels and enjoying restaurants throughout the Historic Triangle. News coverage including articles from TIME Magazine and the Wall Street Journal, broadcast spots and blogs appeared in 15 media outlets. Social media impressions were nearly 11,000 and website interaction saw an increase of 54% for the event.

THE VIRGINIA GAZETTE

WEDNESDAY, MARCH 15, 2023 | Serving Williamsburg, James City & York since 1736

\$2.50

Planning America's 250th birthday

Colonial Williamsburg is gearing up for a multistate celebration in 2026

By Nina Wilkerson
staff writer

WILLIAMSBURG — More than two centuries after Virginia took one of the first steps toward revolution, people gathered on Duke of Gloucester Street on Monday to commemorate the occasion.

The event was the celebration of "A Common Cause to All," a weekend hosted by the VA250 Commission and Colonial Williamsburg to launch multistate planning efforts for commemorating America's 250th anniversary in 2026.

Monday marked the 250th anniversary

of Virginia's resolution establishing its Committee of Correspondence, a critical moment in the journey that led to the United States declaring independence in 1776. The committee established communication between the colonies, setting them under a common cause for the first time.

Speaking to a crowd that included representatives from around the country, The Colonial Williamsburg Foundation's Rust Smith, portraying Thomas Jefferson, stood on the porch of the Raleigh Tavern and called for moment "repentance," "penitence" and "redemption."

"On March 12, 1773, we have decided that no longer are we sitting disparate and illiterate within our individual geographic boundaries, but rather we have found ourselves united amongst our common



The Colonial Williamsburg Foundation will offer Smith, portraying Thomas Jefferson, speaks to an audience of approximately 300 conference participants from 34 states attending a Common Cause to All's nationwide planning event. Historic Colonial Williamsburg in support of America's upcoming 250th anniversary in 2026.

Turn to Celebrations, Page 7

What people are saying

"[During the fireworks], I not only thought about the magnitude of our mutual endeavor, but I realized how appreciated I felt. This weekend reminded me why our work matters, and I felt personally moved and inspired."



This was the best conference I've ever attended. Thank you. Hats off to planners, CW staff, sponsors etc. You made Virginia look great!!!!
Virginia

"Proud to be from Virginia, the state that is clearly ahead of all others as well as the national effort"
Virginia



"Over-the-top inspirational. Encouraging Virginia to 'dream big, then go bigger' for the 250th, the event showed how to commemorate the anniversary of the Committees of Correspondence for the group to bounce from to create compelling 250th events and experiences in our own localities and regions."
Virginia



"This was an amazing opportunity to gather with so many states and discuss our shared challenges and opportunities. We are so grateful for VA250 planning and hosting this meeting. It felt like a real jump-start to collaboration, something not as easily achieved via virtual meetings."
North Carolina



"I believe this will be remembered as a watershed moment in the nation's preparation for the 250th. Kudos to Virginia."
Pennsylvania

A Closer Look at Numbers

Social Media Impact

Social Platform	Facebook	Instagram	Twitter	LinkedIn	Total
Reach/Impressions	5,997	551	2,319	974	9,841
Engagement	645	131	91	179	1,046
Follows from Mar 1 - 23	+61	+ 80	+ 23	+ 31	
Reach% 28 Day Summary	+41%	+267%	+14.4%	+3,133.3%	

Website Impact – 28 Day Summary (Mar 23)

VA250 Website Common Cause Event Page	Users	Views
	+ 36%	+ 34%
	+ 50%	+ 54%

In the Media

March 27, 2023 – The Wall Street Journal – Jess Bravin
Commission Planning America's 250th Anniversary Attempts Reset

March 23, 2023 – TIME Magazine – Carly Fiorina
Finding Our Common Cause for America's 250th Birthday

March 27, 2023 – American Association for State and Local History Blog – John Dichtl
A Common Cause to All

March 18, 2023 - Revolutionary NY 250
A Common Cause for All: A Convening of States on the 250th Anniversary of the call for Committees of Correspondence
A Signature Event of the Virginia American Revolution 250 Commission

March 14, 2023 - Virginia Gazette - Sian Wilkerson
Gearing up for America's 250th birthday, Colonial Williamsburg honors critical first step

March 12, 2023 - 13 News Now
Organizers gather in Williamsburg to begin planning for America's 250th anniversary

March 12, 2023 - Richmond Times-Dispatch - Sean Jones
 March 13, 2023 – The Roanoke Times
 March 14, 2023 – The Free Lance-Star
 March 14, 2023 – The News Virginian
 March 20, 2023 – Arizona Daily Star
 March 20, 2023 – Omaha World-Herald
 March 20, 2023 – Journal Gazette & Times-Courier
Leaders from across U.S. converge on Williamsburg to plan nation's 250th celebration

March 9, 2023 - Travel Courier - Ian Stalker
Virginia is ready to mark an American milestone

March 9, 2023 - 13 News Now
Historians, planners, leaders to gather in Williamsburg to plan nation's 250th anniversary celebration

February 20, 2023 – Peninsula Chronicle – Barrett Baker
Virginia Is Leading The Way For The Nation's Quarter Millennial Birthday

March 8, 2023 – WY Daily
VA250, Colonial Williamsburg Foundation to Host Nation's First Planning Event for America's 250th



Actions Speak Louder

Dominion Energy Donation Media Coverage



March 28 – Virginia Star

Dominion Energy Donates \$1 Million to Virginia 250

March 18 – SWVA Today - Sporter

Corporate donation supports statewide programs for America's 250th anniversary

March 15 – Fluvanna Review

Commission Announces \$1 million donation to celebrate nation's 250th anniversary

March 14 – Augusta Free Press – Crystal Graham

\$1 million donation to support education programs related to nation's 250th anniversary

March 13 – Wavy TV 10

Dominion Power donates \$1 million to Virginia 250 Commission

March 13 – The Dinwiddie Monitor

Virginia 250 Commission Announces \$1 Million Leadership Donation from Dominion Energy to Fuel Virginia's Commemoration of the Nation's 250th Anniversary

March 13 – The Prince George Journal

Virginia 250 Commission Announces \$1 Million Leadership Donation from Dominion Energy to Fuel Virginia's Commemoration of the Nation's 250th Anniversary

VA250 2023 Digital Report

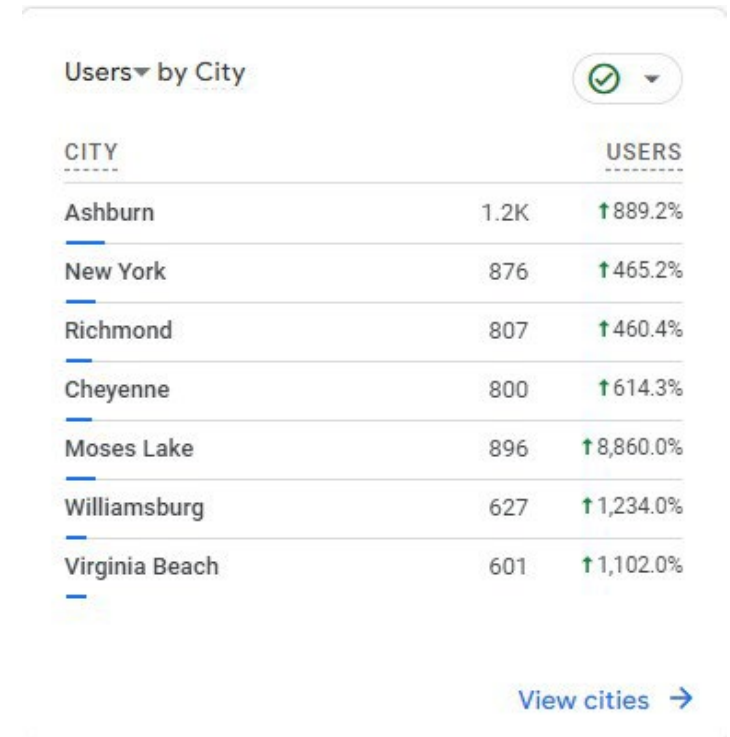
Website

	2023	2022	Change
Users (How many individuals have visited)	20,755	2,368	+776.48%
Events (How many times an interaction has happened)	203,787	24,138	+744.26%
Engagement Time (Length of visit)	2 min 7 sec	1 min 51 sec	+14.2%

Top Pages

	Views (Every single view of the page)	Users (How many individuals have been to the page)	Engagement Time (Length of visit to page)
1. Home Page	15,427	8,514	42 sec
2. Local Events	5,148	3,068	1 min 20 sec
3. Local Committees	4,116	2,443	1 min 27 sec
4. About	4,101	2,653	42 sec
5. Places To Visit	2,346	1,177	1 min 11 sec

User Geographics



We do not meet the minimum threshold of time to measure audience demographics such as gender or age

Acquisition

Sessions▼ by Session default channel group▼



SESSION DEFAULT CHANNEL GRO...

SESSIONS

Organic Search	4.6K	↑24.7%
Direct	4K	↑45.2%
Referral	632	↑94.5%
Organic Social	351	↓7.9%
Unassigned	161	↓32.1%
Email	0	↓100.0%
Organic Video	0	↓100.0%

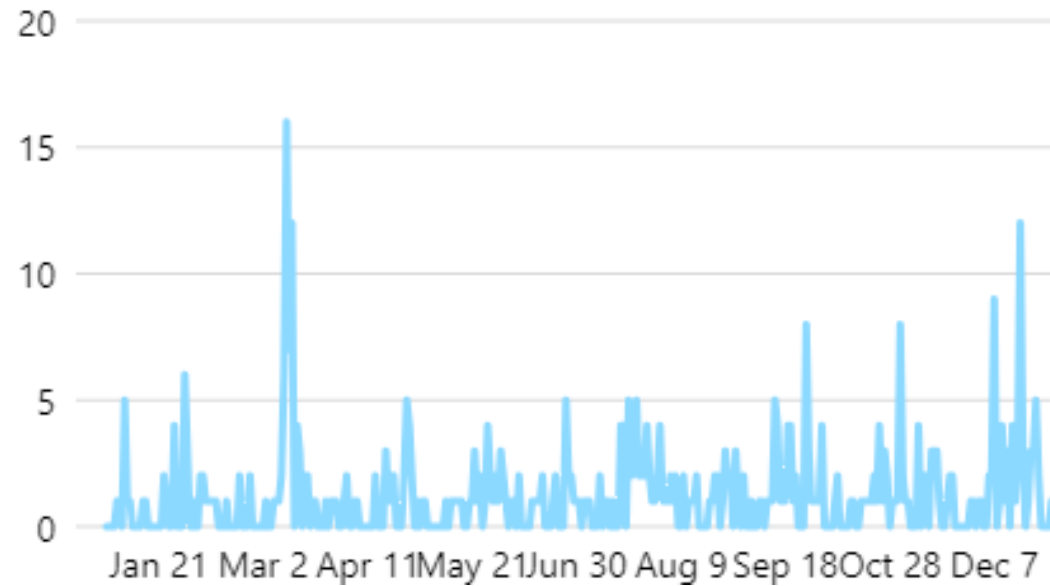
Social Media - Facebook

	2023	2022	Change
Likes	576	114	+462
Reach (How many people have seen the post)	35,793	2,487	+33,306
Engagement (How many have liked, commented, or shared)	5,525	661	+4,591
Engagement Rate (Engagement divided by Reach)	14.67%	26.58%	-11.90%
Link Clicks	744	41	703

Facebook Follower Growth

Facebook Page new likes ⓘ

446 ↑ 294.7%



Top Posts - Facebook

1

Virginia American Revolution 250 Commemoration - VA250 is in Charlottesville. ...
Published by Trevor Grimm · July 26, 2023 ·

Charlottesville is full of amazing experiences including wineries, museums, and of course, the historical sites such as [James Monroe's Highland](#), [Michie Tavern Ca. 1784](#), and [Thomas Jefferson's Monticello](#). See the link below to learn more.

And click here to see even more throughout Virginia: <https://va250.org/placestovisit/>

Experience [Charlottesville](#) #VA250 #america250va [Virginia is for Lovers](#) #virginiaisforlovers #virginiaisforhistorylovers



365ATLANTATRAVELER.COM
21+ Outstanding Things To do in Charlottesville VA
Whether your fascination with Charlottesville, Virginia is based on its historical significance, its ...

Reach	Impressions	Interactions	Link Clicks
6,925	7,147	36	272

2

Virginia American Revolution 250 Commemoration - VA250 ...
Published by Mike Frontiero · December 22, 2023 at 8:17 AM ·

Our National Honorary Chair [Carly Fiorina](#) reflects on why America's 250th anniversary commemoration is so crucial.



RICHMOND.COM
Carly Fiorina: Connecting history with present inspires healing and recommitment [Learn more](#)

Reach	Impressions	Interactions	Link Clicks
3,477	4,438	48	113

Top Posts - Facebook

3

Virginia American Revolution 250 Commemoration - VA250 is in Wythe County, Virginia. ...

Published by Trevor Grimm · September 26, 2023 ·

Wythe County's VA250 local committee has been hard at work creating their plans for education outreach and programs to mark anniversary dates, such as the Fincastle Resolutions in January 2025.

Wythe County Tourism, Wythe County VA, Wythe Piv Virginia

#VA250 #virginiaisforlovers #virginiaforhistorylovers #America250 #america250va



Reach	Impressions	Interactions	Link Clicks
2,068	2,371	19	3

4

Virginia American Revolution 250 Commemoration - VA250 ...

Published by Trevor Grimm · November 8, 2023 ·

This Veterans Day weekend, many museums and historical sites are offering FREE or discounted admission, tours, merchandise and more to U.S. military service members. These include but are not limited to:

George Washington's Mount Vernon (pictured)

James Monroe's Highland

Colonial Williamsburg

James Madison's Montpelier

Click here for more events surrounding this weekend: <https://va250.org/localevents/>

#VA250 #VeteransDay #america250va #virginiaforhistorylovers



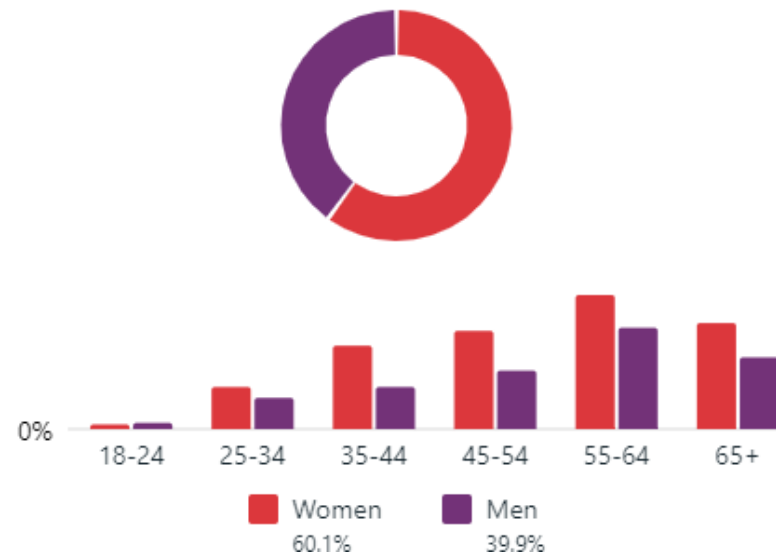
Reach	Impressions	Interactions	Link Clicks
1,353	1,531	36	4

Facebook Audience

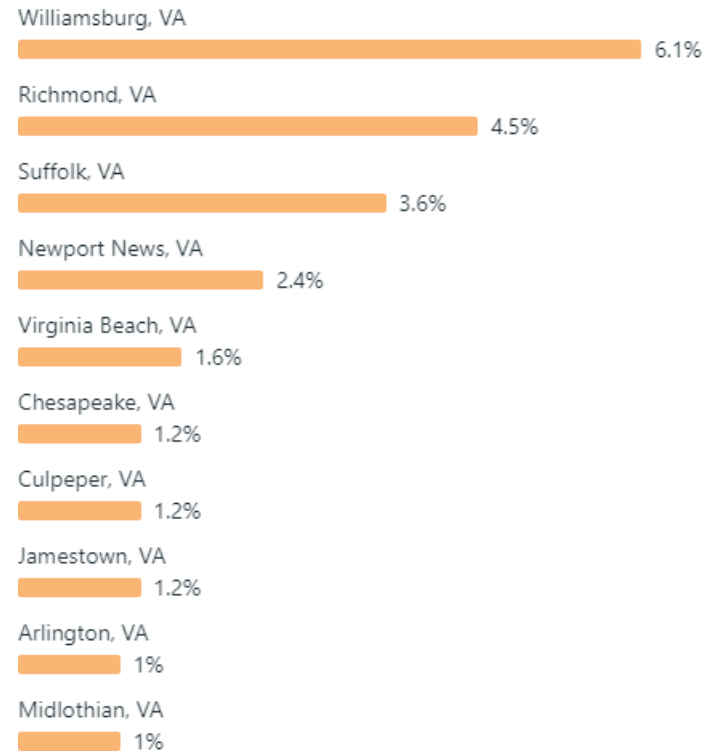
Facebook followers ⓘ

576

Age & gender ⓘ



Top cities



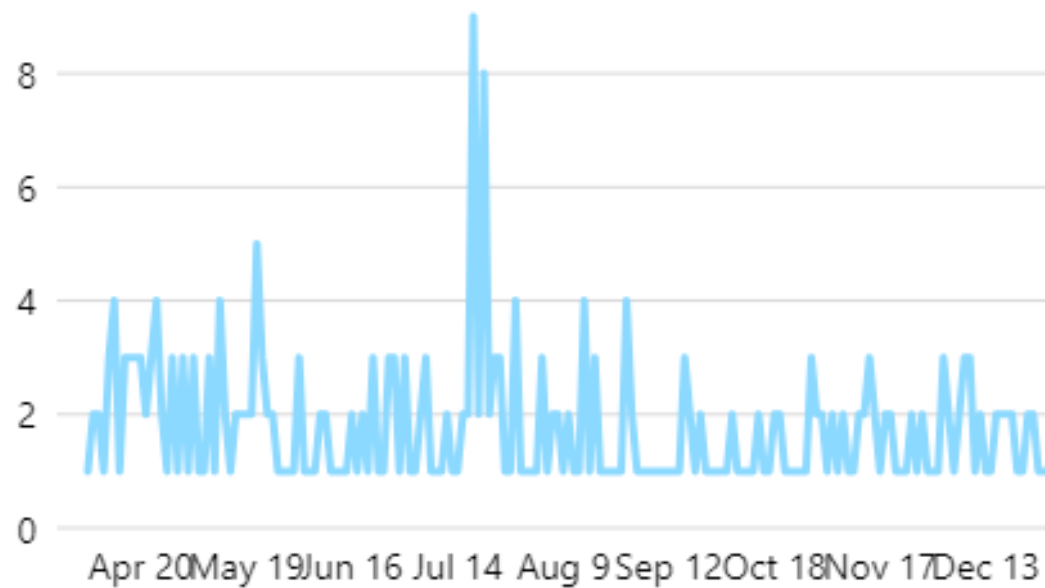
Social Media - Instagram

	2023	2022	Change
Followers	477	82	+395
Reach	1,877	145	+1,732

Instagram Follower Growth

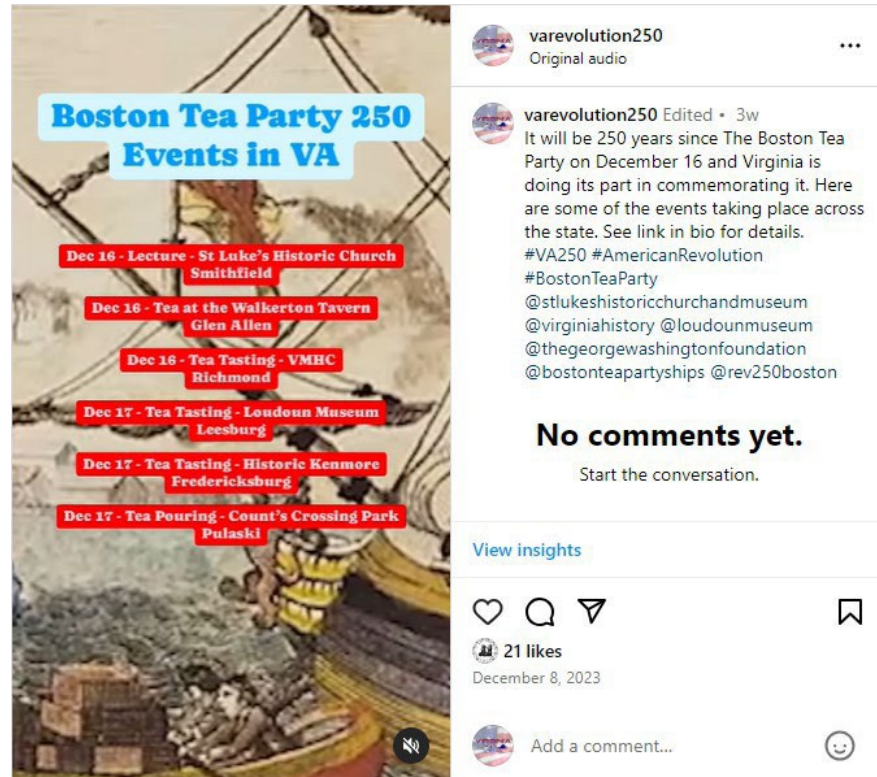
New Instagram followers ⓘ

325 –



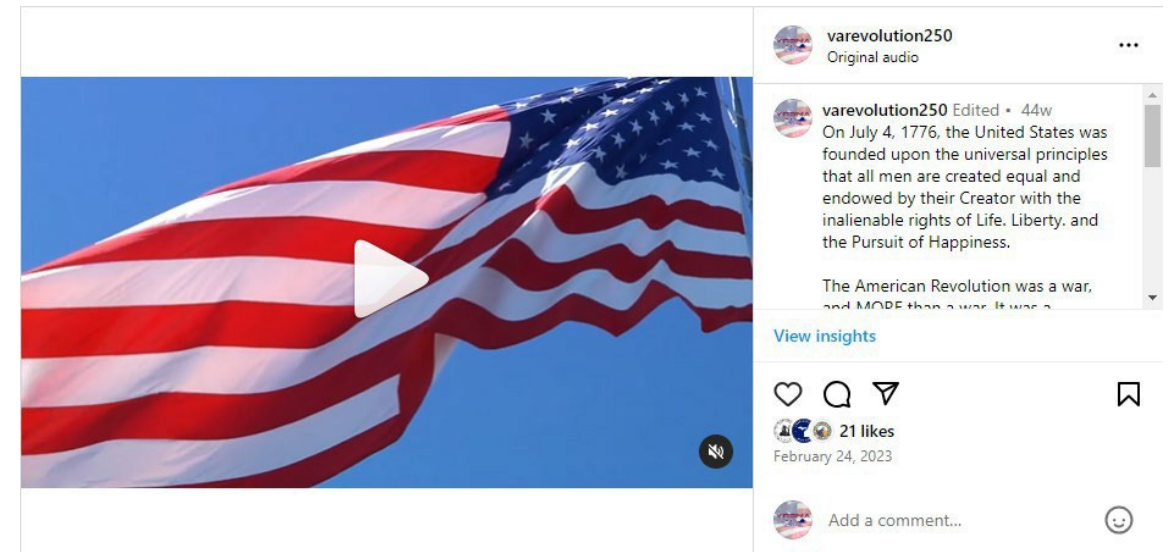
Top Posts - Instagram

1



Reach	Impressions	Interactions	Views
419	477	24	636

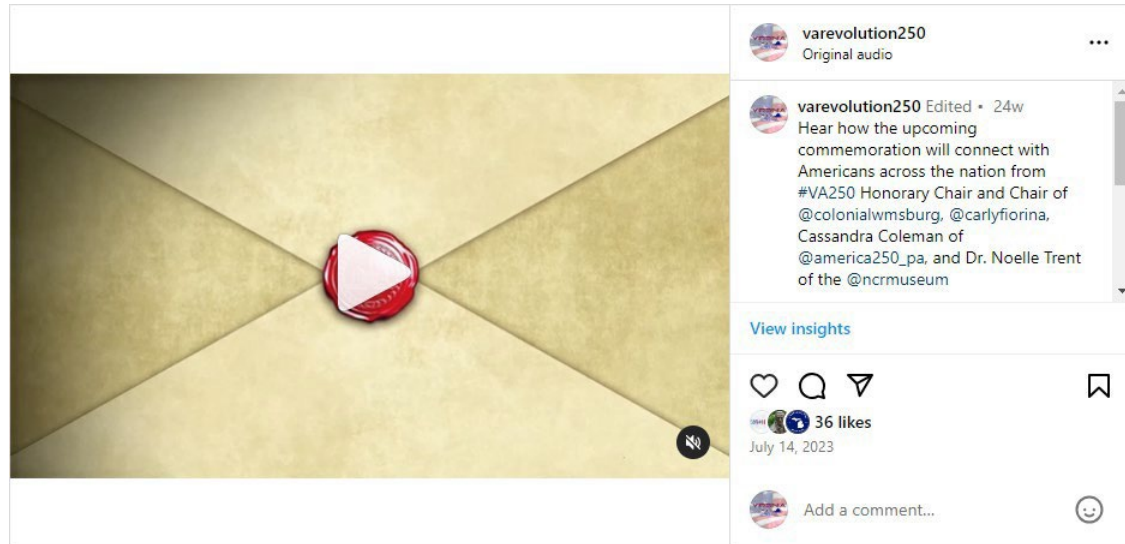
2



Reach	Impressions	Interactions	Views
362	434	29	416

Top Posts - Instagram

3



Reach	Impressions	Interactions	Views
342	402	45	411

4



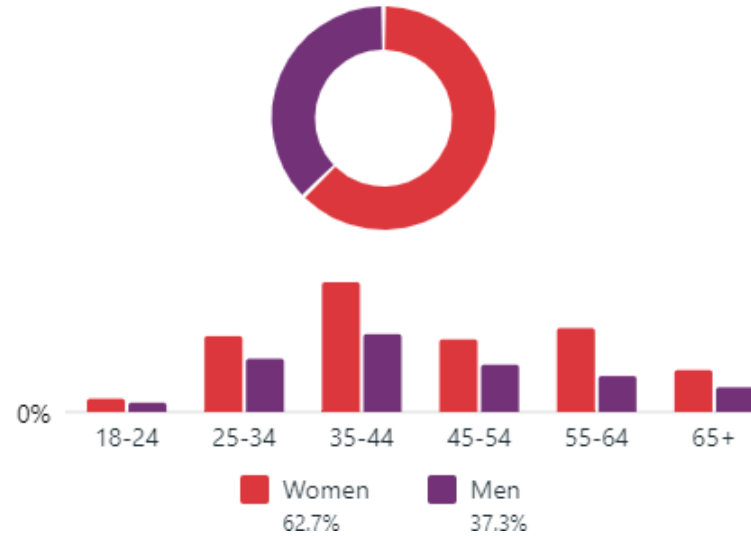
Reach	Impressions	Interactions	Views
281	310	29	309

Instagram Audience

Instagram followers ⓘ

477

Age & gender ⓘ



Top cities

Richmond, VA



Williamsburg, VA



Virginia Beach, VA



Midlothian, VA



Newport News, VA



Social Media – X (Twitter)

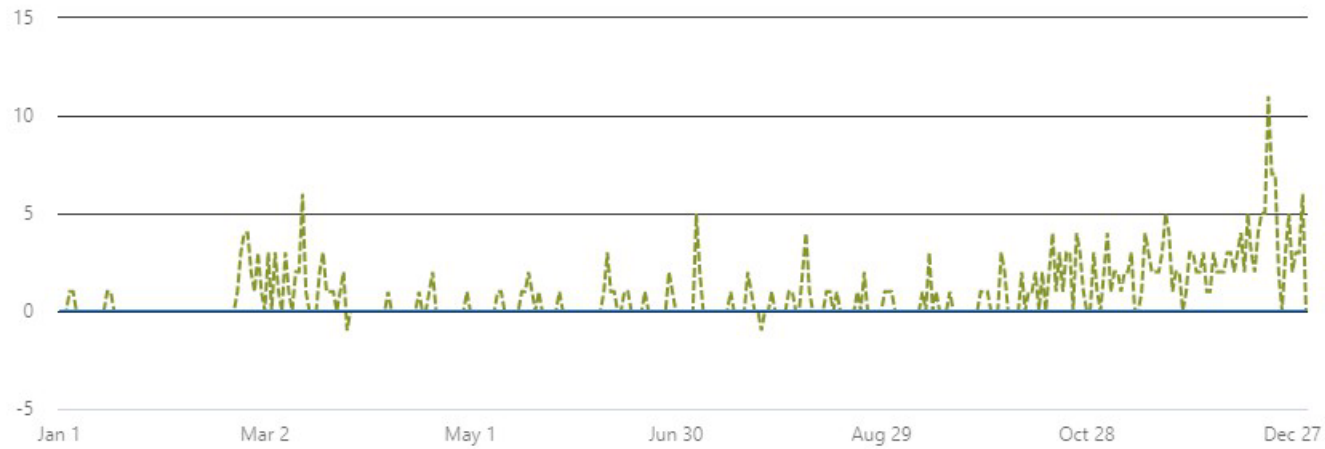
	2023	2022	Change
Followers	188	70	+118
Impressions	31,780	1,397	+30,383

Social Media – LinkedIn

	2023	2022	Change
Followers	364	32	+332
Impressions	20,227	671	+19,556
Page Views	956	101	+855

LinkedIn Audience

Follower metrics ?



✓ — Sponsored

0

✓ - - - Organic

327

Follower demographics ?

Location ▼

Greater Richmond Region · 83 (22.8%)

Hampton Roads, Virginia Metropolitan Area · 79 (21.7%)

Washington DC-Baltimore Area · 56 (15.4%)

New York City Metropolitan Area · 12 (3.3%)

Greater Charlottesville Area · 12 (3.3%)

Greater Philadelphia · 7 (1.9%)

Los Angeles Metropolitan Area · 4 (1.1%)

Harrisonburg-Staunton-Waynesboro Area · 3 (< 1%)

Danville · 3 (< 1%)

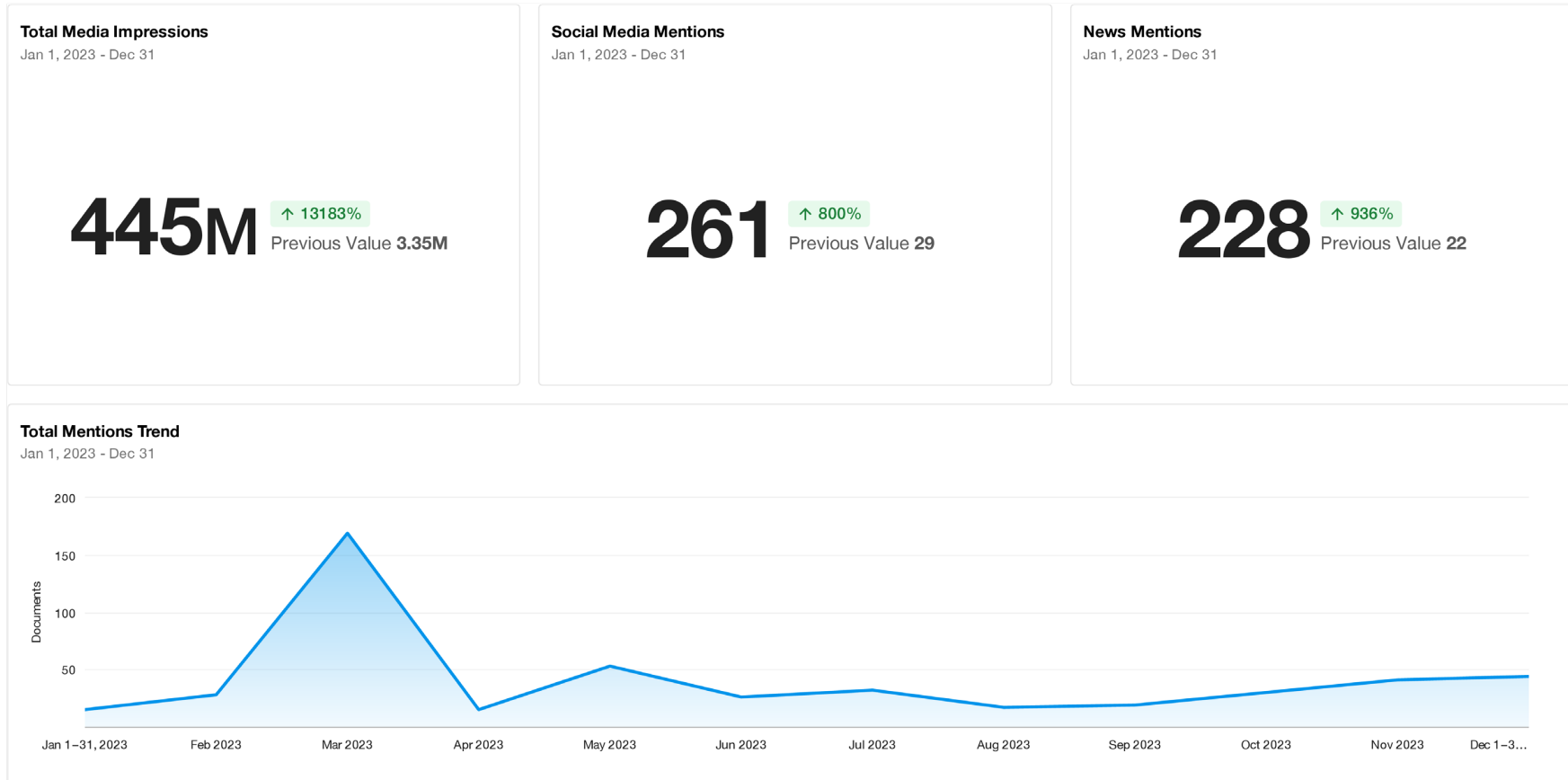
Dallas-Fort Worth Metroplex · 3 (< 1%)

Email – Top Emails Sent

Typical good CTR
is 2 – 5%

	Recipients	Open	Open Rate	Clicks	Click Through Rate
1. Dec 2023 Newsletter	2700	925	34%	244	8.97%
2. America's 250 th Needs Business	2700	906	33.5%	147	5.44%
3. Aug 2023 Newsletter	1900	880	45.8%	316	16.5%
4. News Release – Yorktown Tea Party	2500	840	32.6%	56	2.17%
5. Untold Revolution (Cardinal News 250)	2400	828	33.3%	164	6.59%

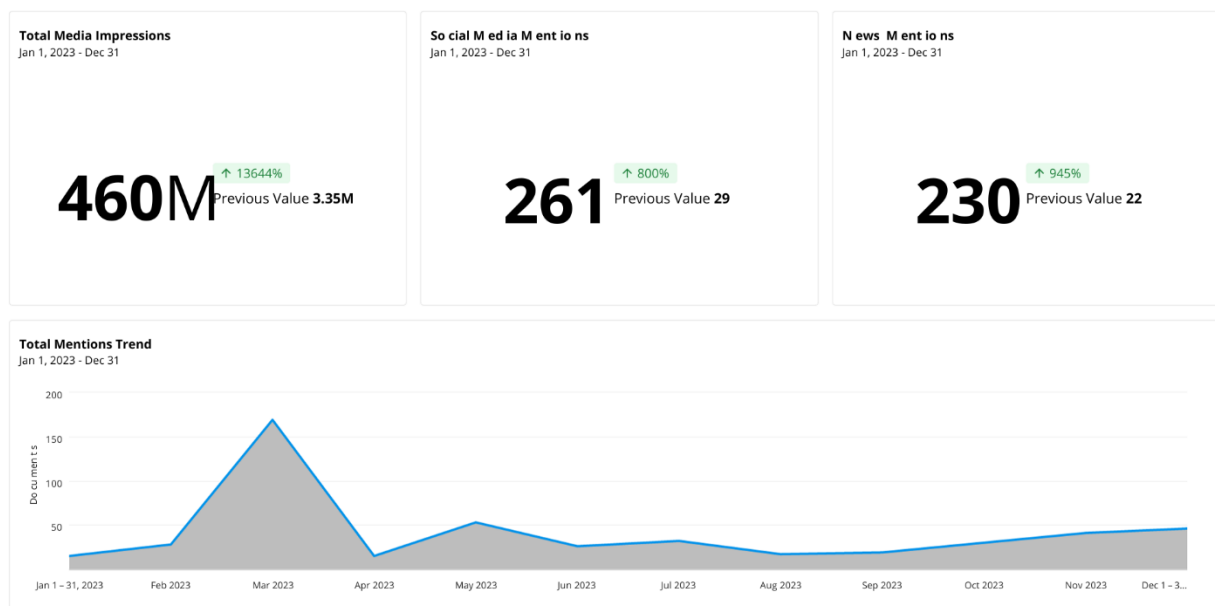
Media Impressions & Mentions



VA250 Media Highlights

January 1 – December 31, 2023

Total media impressions: 460 million (up 13,644%)



Analysis

Awareness and coverage of VA250 saw significant growth in March 2023, when mentions (primarily from “A Common Cause to All”) spiked to 169 articles. May saw an uptick again to 53 mentions (primarily from Carly Fiorina being chosen as National Honorary Chair), followed by 41 mentions in November, and 46 in December (primarily from using the Boston Tea Party anniversary to get attention for the Yorktown Tea Party). The upward trend is a positive sign that awareness can be built over time with concerted efforts.

Selected News Highlights

[Dominion Power donates \\$1 million to Virginia 250 Commission](#)

WAVY-TV10

March 13

Impressions: 1.9 million

The Virginia 250 Commission has announced a \$1 million donation from the Dominion Energy Charitable Foundation in support of statewide programs commemorating the 250th anniversary of American independence and Virginia’s key role in achieving it.

[Leaders meet in Williamsburg to plan nation's 250th anniversary celebrations](#)

Richmond Times-Dispatch

March 20

Impressions: 76.9 million (syndicated)

On March 11, 1773, Virginia leaders gathered inside Williamsburg's Raleigh Tavern to consult on the need for each of the colonies to work out a resolution that would later be approved by colonies along the eastern coast of the modern day United States, paving the way for unified colonies that would later fight for their independence from England.

[Upcoming Alexandria and American birthday celebrations could bring more tall ships](#)

ALXNow

May 24

Impressions: 73,400

Some of the bigger celebrations are a little further off on the horizon. Two years later, 2026, is the 250th anniversary of the United States of America. Virginia is also hosting a similar birthday celebration called Virginia 250.

[Fiorina to head Virginia's effort to plan nation's 250th birthday](#)

Washington Post

May 8

Impressions: 20 million

The Virginia American Revolution 250 Commission will announce Monday that former business executive and politician Carly Fiorina will serve as honorary chairperson of the state's planning for several years' worth of events.

[VA250 Commission names Carly Fiorina national honorary chairperson of the board](#)

Yahoo! News

May 23

Impressions: 58.9 million

With the celebrations surrounding the 250th anniversary of the nation's founding fast-approaching, the Virginia American Revolution 250 Commission named Carly Fiorina Virginia's national honorary chairperson of the commission's board.

[New signage, research at Hanover County's Scotchtown site to tell more about Patrick Henry](#)

Richmond Times-Dispatch

July 21

Impressions: 604,700 (syndicated)

"Virginia is leading this national commemoration because Virginia is the crucible of the nation and the very fabric from which it was created," said Cheryl Wilson, executive director for Virginia 250. "The goal is telling all sides, multiple perspectives as stories, somewhere that everyone can see themselves."

Business leader Fiorina talks about leadership, sharing America's story

The Virginian-Pilot

November 3

Impressions: 732,000

Fiorina, chair of The Colonial Williamsburg Foundation's Board of Trustees, is also national honorary chair of the VA250 Commission, an organization that is heading up the 250th anniversary celebration of the founding of the United States in 2026. She spoke about her personal experience as a female leader as well as what it will take to lead the nation into the future as its milestone birthday approaches.

No taxation without representation: 250 years since Boston Tea Party

Culpeper Star-Exponent

December 14

Impressions: 77,200

"This is a time to reflect on the rich stories that shaped our democracy, and one such story is the Yorktown Tea Party. While the Boston Tea Party is familiar to most, many Virginians remain oblivious to the powerful act of resistance that unfolded in their own backyard. Understanding the Yorktown Tea Party allows us to gain a deeper understanding of our shared history and appreciate the diverse voices that helped pave the way for American independence," according to a release from Mike Frontiero, spokesman, VA250 Commission.

Pulaski County 250th Committee reenacts the American Revolution

WDBJ7

December 15

Impressions: 902,000

Take a trip back in time with the Pulaski County 250th of the American Revolution Committee on Sunday, December 17th at 3 p.m. The committee is hosting a reenactment of the tea party called "The Peak Creek Tea Party" which will feature tea being thrown into Peak Creek that flows through Pulaski.

Celebrating Virginia's lesser-known tea party

Axios

December 15

Impressions: 15.3 million

In the lead-up to the United States' 250th birthday party (save the date: July 4, 2026), the group tasked with organizing Virginia's celebration is working to raise recognition of the (tea party) in Yorktown.

Not to be overshadowed by Boston, Yorktown is planning its own tea party anniversary

The Virginian-Pilot
December 16
Impressions: 688,000

“It’s all a narrative that continues,” said Cheryl Wilson, executive director of the VA250 Commission. “Of course, the nation thinks of the 250th as July 4, 2026 — the Declaration of Independence — and that’s key, but there are so many moments that led up to (that). And it’s all a narrative that leads us to: the founding fathers, the founding ideals, those founding words that not only were written then, but continue to form our journey towards a more perfect union.”

The Boston Tea Party Turns 250 and Raises 21st-Century Questions

The New York Times
December 16
Impressions: 138 million

Some across the country are keen to emphasize that Boston was hardly the only town riled up about tea in the 1770s. A pamphlet produced by Virginia’s 250th committee lists some 17 tea-related actions in seven states (including a 1774 “Yorktown Tea Party”).

Carly Fiorina: Connecting history with present inspires healing and recommitment

Richmond Times-Dispatch
December 22
Impressions: 766,000

As we gather across Virginia, whether at Sunday dinners or community events, one thing invariably connects us: our shared history. We instinctively understand that a deep understanding of our past is vital to our present and future. This inherent need to connect with our roots is precisely why Virginia’s 250th anniversary celebration is so crucial.

CARDINAL NEWS 250 SERIES

Get ready for the nation’s 250th birthday. Del. Austin leads the planning in Virginia.

Cardinal News
August 16
Impressions: 162,000

Austin says his first goal in overseeing the Virginia American Revolution 250 Commission is to make sure that Virginia puts on a celebration worthy of its role in the events of the American Revolution. “We can lead the nation,” he says. Another important goal, though, is to make sure that the 250th celebration isn’t simply limited to telling the story of rich white guys in Williamsburg, something we’re ideally more aware of now than we were in 1976. “We’ve got to properly represent all of Virginia,” he says.

‘The only way to convince people that this is everybody’s story is to tell the whole story’

Cardinal News

October 13

Impressions: 162,000

Carly Fiorina, the former Hewlett-Packard CEO, is honorary chair of Virginia's commission that is planning celebrations of the 250th anniversary of the nation's birth.

[Proclamation Line of 1763 became a focus of anti-British resentment in Virginia](#)

Cardinal News

November 14

Impressions: 162,000

After the French and Indian War, King George III drew a line along the Appalachians and forbade settlement west of that. This became one of the sparks that lit the fuse for American independence.

[Dispatch from 1763: King's proclamation has united often opposing factions in Virginia](#)

Cardinal News

November 14

Impressions: 162,000

Here's what political commentary on the Proclamation of 1763 might have sounded like.

[Colonial Virginia was divided in many ways. Food was the great uniter.](#)

Cardinal News

December 12

Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

[‘A time to pray and a time to fight’](#)

Cardinal News

December 12

Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

[Dispatch from 1763: Despite cries of ‘treason!’ Hanover County jury delivers rebuke to the church — and the crown](#)

Cardinal News
December 12
Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

Thanks to you, Cardinal News doubled its staff in 2023

Cardinal News
December 26
Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Thanks to a grant from the Virginia American Revolution 250 Commission, Cardinal has embarked on a three-year project called Cardinal 250 where each month we present some little-known aspect of Virginia's role in those historic events. While our coverage area remains Southwest and Southside, the Cardinal 250 project will deal with historical events across the state. We have a special page and a monthly newsletter where we are collecting that reporting.

Spring 2023: VTC-VA250 Marketing Leverage Grant Recommendations (Round 1)

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

Recommended for full funding

1. Culpeper VA 250 Committee

- **Marketing program name:** *Culpeper VA 250 Branding*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$13,500
- **Number of partners:** 3 (Culpeper Tourism and Economic Development [DMO], Museum of Culpeper History, Historic Germanna)
- **Description:** Design and build Culpeper VA250 website, featuring stories, galleries, calendar, recordings, media information. The Culpeper VA250 branding program is focused on developing the assets necessary to communicate, inspire, and inform visitors on programming, special events, exhibits, historical sites, and artifacts as we come together to celebrate our complex history.

2. Louisa County

- **Marketing program name:** *Jack Jouett Trail*
- **Amount of award:** \$9,000
- **Amount of match from recipient:** \$9,000
- **Number of partners:** 3 (Louisa County Parks, Recreation, and Tourism [DMO], Louisa County Historical Society, Louisa County Chamber of Commerce)
- **Description:** Create a trail with interpretive signs marking Jouett's path. Nicknamed the "Paul Revere of the South," Jack Jouett made a dangerous 40-mile ride from Cuckoo Tavern in Louisa County to Monicello with news that the British were on their way to capture members of Virginia's government, including Thomas Jefferson.

3. Yorktown 250th Anniversary Commemoration Committee

- **Marketing program name:** *A Question of Religious Freedom: The 1773 Baptist Preacher Trials*

- **Amount of award:** \$1,500
- **Amount of match from recipient:** \$1,500
- **Number of partners:** 3 (York County [DMO], Watermen's Museum, 1781 Foundation)
- **Description:** Lecture/dramatic education program at the Watermen's Museum, panel exhibit, and historical pamphlet on the 1773 Baptist Preacher trials that occurred on June 4, 1773 at Chesterfield Courthouse. Achibald Cary was the magistrate presiding over the case of John Weatherford, with Patrick Henry serving as defense attorney. The multiple arrests and jail sentences between 1771 and 1773 caught the attention of all the colonies and helped fuel dissent against the crown. Preachers from many colonies and cultural communities traveled to Virginia to take part in the protest for religious freedom.

Summer 2023: VTC-VA250 Marketing Leverage Grant Recommendations (Round 2)

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

Recommended for full funding

4. Hampton VA 250 Committee

- **Marketing program name:** *Hampton Mobile Tours and Tickets Fall Promotion Campaign*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Hampton Convention and Visitor Bureau [DMO], Hampton History Museum, Hampton University Museum)
- **Description:** Celebrate the history and uniqueness of Hampton, Virginia with an invigorating series of mobile tours and tickets. Users can explore significant Hampton sites that have established this city as a foundational location representing our nation's freedom and the diverse, multicultural stories of Virginians from all walks of life. From the story of Hampton's legacy as the oldest continuous English-speaking settlement to the establishment of Aberdeen Gardens, the only remaining, in-tact New Deal Settlement Community built for African Americans, these mobile tours and tickets connect users with Virginia history from its colonial era to the present day.

5. Staunton VA250

- **Marketing program name:** *Road to Revolution Augusta County*
- **Amount of award:** \$3,000
- **Amount of match from recipient:** \$3,000
- **Number of partners:** 3 (City of Staunton Tourism [DMO], Frontier Culture Museum of Virginia, Greater Augusta Regional Tourism)
- **Description:** The Staunton 250th Committee is seeking financial support for the installation of two signs commemorating the Road to Revolution in the Staunton, Augusta, and Waynesboro region. These signs will be strategically placed at Rockfish Gap, marking the entrance to Augusta County from the east, and within the City of Staunton. Their purpose is to attract visitors to our area, encouraging them to explore and support our local businesses. The initiative has garnered support from the Destination Marketing Organizations (DMOs) of all three localities, and various organizations in the area who will contribute financially, conduct research, and assist with marketing efforts.

6. Prince Edward County

- **Marketing program name:** *Celebrating Virginia's History: A Look at Prince Edward County*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Virginia's Heartland Regional Visitor Center [DMO], Hampden-Sydney College, Longwood University)
- **Description:** Starting with the Revolutionary War and continuing to the present day, the local VA250 committee will create an engaging multimedia display about Virginia history through the context of Prince Edward County and the Crossroads Region. The display will bring Virginia history and local history together. It will also highlight key historical points from the region such as the naming of the county after King George III and Queen Charlotte's son Prince Edward; Thomas Jefferson's son's ownership of a large amount of land which later became Israel Hill, a free Black community; Patrick Henry's home in neighboring Charlotte County and his speeches/gatherings in neighboring Cumberland County; the events that led to the Civil War; and civil rights in education. The display will even address more recent history and progress (massive resistance, integration, and first minorities to represent county); history from local Virginia State Parks (High Bridge Trail, Sailor's Creek Battlefield, Twin Lakes); and famous Farmville natives.

7. Culpeper VA250

- **Marketing program name:** *Culpeper VA250 Storytelling*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$11,800

- **Number of partners:** 3 (Culpeper Tourism and Economic Development [DMO], The Museum of Culpeper History, Historic Germanna)
- **Description:** The Culpeper VA 250 Storytelling program is focused on developing the marketing and promotional assets necessary to communicate, inspire and inform visitors on Culpeper VA 250 special events, exhibits, historical sites and artifacts as we come together to celebrate our complex history. This grant will provide the funds necessary to market and advertise the exhibits, tours and events, thus driving visitation from both out-of-state and in-state markets, increasing Virginia's economic impact while elevating Virginia's leadership and visibility on the national stage as our nation comes together to commemorate our collective history

8. Alexandria 250

- **Marketing program name:** *Alexandria250 Interpretive Markers*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$11,050
- **Number of partners:** 3 (Visit Alexandria [DMO], George Mason's Gunston Hall, American Friends of Lafayette)
- **Description:** As part of this commemoration, the fabrication and installation of two interpretive markers is planned. One marker will commemorate the signing of the Fairfax Resolves on July 18, 1774 and the other will commemorate the October 16, 1824 visit of General Marquis de Lafayette in Alexandria.

9. Nottoway Road to the Revolution

- **Marketing program name:** *Nottoway Road to the Revolution*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$17,350
- **Number of partners:** 3 (Downtown Blackstone [DMO], Crewe Boutique Inn, Nottoway County Historical Association)
- **Description:** We will be providing extensive signage throughout the County, sharing points of interest and major incidents that occurred during the fight for the thirteen (13) Colonies' independence from Great Britain. There will be signs with maps showing where famous Revolutionary Officers resided and their biographies. There will be signs highlighting local participation (African American, Sappony Indian, Women and French Huguenots). Local educational and living history events will be organized to commemorate the local contributions to the Guilford Courthouse Campaign and Peter Francisco's Fight with Tarleton's Legion (which occurred in present-day Nottoway).

10. Danville & Pittsylvania County Road to Revolution Heritage Trail

- **Marketing program name:** *Danville & Pittsylvania County Road to Revolution Heritage Trail*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000
- **Number of partners:** 3 (Visit SoSi – Danville Office of Economic Development and Tourism [DMO], City of Danville, Our History Matters)
- **Description:** The program goals for the Danville & Pittsylvania County Road to Revolution Heritage Trail program is as follows: Research and identify three/four Revolutionary War historical sites in both city and county. Create interpretive signs, to include directional signs, for each site. Market the sites on the Road to Revolution Heritage Trail website www.roadtorevolution.com, as well as on the VA250 website www.va250.org and on the newly created Visit SoSi tourism site for Danville & Pittsylvania County, www.VisitSoSi.com.

11. Clarke County

- **Marketing program name:** *Heritage Day*
- **Amount of award:** \$1,600
- **Amount of match from recipient:** \$1,607
- **Number of partners:** 3 (Department of Economic Development and Tourism [DMO], Buttonwood Wealth, J. Douglas Moler Insurance)
- **Description:** This year marks the 12th year of Clarke County Historical Association's annual history event, Heritage Day. This event, hosted at the historic Burwell-Morgan Mill, brings in over two dozen history organizations and historic craft makers to provide a family-friendly experience as they learn about everyday life in 18th century Virginia. Activities such as cider pressing, grain grinding, blacksmithing, Colonial cooking, scavenger hunts, and more are held all day for people of all ages to experience. This event is free and open to the public. When Heritage Day first began 12 years ago, attendance was small and consisted primarily of people local to Clarke County. Since then, word of mouth and expanded marketing efforts have helped to increase visitation. With VA250th and VTC funding, we look to expand our marketing reach to an even wider geographical range.

12. Northampton 250

- **Marketing program name:** *Revolutionary Shore: A VA250 Driving Tour of Northampton County*
- **Amount of award:** \$10,000
- **Amount of match from recipient:** \$10,000

- **Number of partners:** 3 (Eastern Shore of Virginia Tourism Commission [DMO}, Cape Charles Main Street, Cape Charles Museum and Welcome Center)
- **Description:** Northampton County visitors will dive into America’s story of Independence with the VA250 Northampton County digital driving tour. Visitors will retrace the historic stagecoach route using the STQRY free downloadable app and a map and QR code in the Eastern Shore of Virginia Tourism’s printed and online Activity Guide. The design of the tour will draw people off the Route 13 East Coast Corridor to visit museums, stay overnight in coastal towns, explore local cuisine, travel scenic byways, and enjoy area recreation and shopping experiences. The tour will boost tourism to towns with lower foot-traffic, such as Exmore, Nassawadox, and Oyster. The grant project will partner with local tourism organizations to make use of existing distribution systems and infrastructure. The Northampton driving tour will help Virginia250 tell its maritime story.

Funding Summary: VTC-VA250 grants

Grant Cycle	Local Committee Recipients	Award Amount	Matching Funds
Round 1: Spring 2023 (3 recipients)	Culpeper, Louisa, Yorktown	\$ 20,500	\$ 24,000
Round 2: Summer 2023 (9 recipients)	Hampton, Staunton, Prince Edward, Culpeper, Alexandria, Nottoway, Danville & Pittsylvania, Clarke, Northampton	\$74,600	\$84,807
	CUMULATIVE GRANT FUNDING	\$ 95,100	\$ 108,807
	Remaining balance after awards	\$ 4,900	

Fall 2023: VH-VA250 Grant Recommendations (Round 1)

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

Recommended for full funding

1. Great Bridge Battlefield and Waterways History Foundation

- **Program name:** *Expressions of Liberty*
- **VA250 Local Committee -** *Chesapeake*
- **Amount of award:** \$4,700.00
- **Amount of match from recipient:** \$5,012.85
- **Number of partners:** 0

Description: Three retractable panels for use as an exhibit that will give voice to multicultural Revolutionary War era persons in Hampton Roads whose stories are often overlooked and who illustrate the social paradoxes and complexities of the definition of “Expressions of Freedom”. Special emphasis will be given to the Royal Ethiopian Regiment, as the Great Bridge battlefield has been listed in the National Park Service’s “Report to Congress on the historic preservation of Revolutionary War and War of 1812 Sites in the United States” (September 2007) and as a "Principal Site of Interest known to be associated with the participation of black soldiers or auxiliaries in Lord Dunmore’s Ethiopian Regiment”.

2. Patrick Henry Memorial Foundation

- **Program name:** *Commemorating the 250th at Red Hill*
- **VA250 Local Committee –** *Charlotte County*
- **Amount of award:** \$10,000.00
- **Amount of match from recipient:** \$15,103.98
- **Number of partners:** 3 – *Preservation Virginia, Robert Russa Moton Museum, Patrick Henry’s Scotchtown*

Description: Funds from the VA250 Commission will fund two distinct programs to serve the community and unite Patrick Henry’s Red Hill to the historical themes of VA250. The first project is the creation of three online exhibitions on a Google Arts and Culture platform using digital images of historic objects in the Red Hill collections.

Exhibition #1

- Title: *“Abolish this lamentable evil”*: Governor Patrick Henry’s efforts to end slavery
- Objects:
 - 18th century flax hackle
 - Patrick Henry’s silver caster set
 - Patrick Henry’s silver saltcellars
 - Historical images of the Governor’s Palace, Williamsburg
 - *Official Letters of the Governors of Virginia*, 1926

Exhibition #2

- Title: *Patrick Henry’s Scotchtown*
- Objects:
 - Painting of Scotchtown’s buildings
 - 18th century tobacco planting peg
 - Mutual assurance map of Scotchtown
 - Historical images of Scotchtown

Exhibition #3

- Title: *Liberty, Death, or Slavery?*
- Objects:
 - Patrick Henry’s paper cutter
 - “Liberty or death” stamp, first issue, 1961
 - Fragment of wood from St. John’s Church, Richmond, VA
 - Program from a reenactment of Henry’s “Liberty or death” speech, 1936
 - *The Orations of Demosthenes*, 1770

This project analyzes, interprets, and amplifies the life of Patrick Henry during the American Revolution through visual storytelling. From delivering his Stamp Act Resolves in 1765 to his “Give me liberty or give me death!” speech in 1775, Henry’s critical role in the Revolution is clear.

The second project is in-person programming in a special collaboration between Patrick Henry’s Red Hill and the Robert Russa Moton Museum. In partnership with the Moton Museum in Farmville, Red Hill will create and offer a public program that honors the many contributions that Virginia’s Southside Black communities have made to the fight for citizenship and equity throughout the Commonwealth and the nation’s history. Patrick Henry’s last home and burial site known as Red Hill is a 1000-acre historical site in Brookneal, VA. Henry was best known for his “Give me liberty or give me death” speech. Visitors to Red Hill can explore the complexities of the man who made this declaration and fought for freedom yet kept people enslaved to serve his family and the property.

3. Wilderness Road Regional Museum

- **Program name:** *Appalachian American Revolution: A Summer Experience for Southwest Virginian 4th and 5th Graders*
- **VA250 Local Committees –** *Wythe, Montgomery, Blacksburg, Christiansburg, Pulaski, Giles*
- **Amount of award:** \$9,730.00
- **Amount of match from recipient:** \$14,345.00
- **Number of partners:** 5 – *Wythe County VA250 Committee, Floyd Virginia Tourism, Giles County VA250 Committee, Blacksburg-Christiansburg-Montgomery Regional Tourism, Pulaski County VA250 Committee*

Description: Planners will coordinate with cultural heritage sites across Southwest Virginia to build a single, place-based curriculum and artistic celebration for the region's 4th- and 5th-grade public and homeschooled students. This program would complement the goals of Virginia250 by (1) promoting visitation to historic sites, (2) promoting education about the ideals of the American Revolution and its contemporary relevance, and (3) commemorating the wide array of communities that define Virginia. Held in 2024, it will further emphasize 1774 anniversaries in the region occurring during the proposed grant period, including the Fincastle Resolutions and Dunmore's War. Through key themes reflecting the latest in Revolutionary War scholarship, our program follows diverse peoples in students' home region in the years preceding and following the signing of the Declaration of Independence. It will culminate in a region-wide art and poetry contest for 4th- and 5th-grade students and a rotating exhibit centering the themes from the program reflecting American history, their region, and in their own lives.

4. Northern Neck Tourism Commission

- **Program name:** *Northern Neck 250 Speaker Series 2024: The Power of Place* **VA250 Local Committees –** *Northern Neck Regional Committee*
- **Amount of award:** \$9,625.00
- **Amount of match from recipient:** \$13,505.00
- **Number of partners:** 5 – *University of Mary Washington, Historic Christ Church, Rice's Hotel/Hughletts Tavern, Rappahannock Community College, George Washington Birthplace National Monument*

Description: With passage of a resolution from all five counties, the NNK250 Coalition is a regional effort, creating a Signature Speaker Series as one of several special events to commemorate the 250th anniversary of the American Revolution. Running February to June each year from 2024 through 2027, the Series will be held in a different Northern Neck county each month. Themes will vary by year and are aimed at connecting audiences with the Northern Neck's unique history, diverse people, and

compelling stories. Themes have been developed for all 4 years of the NNK250 commemoration to provide common points of inspiration for all NNK250 programming and activities:

- **2024:** Power of Place
- **2025:** We the People
- **2026:** American Experiment
- **2027:** Preservation & Commemoration

The 2024 theme is Power of Place: The Northern Neck is a powerfully historic place, home to sites and stories essential to our American story. The 250th commemoration is an opportunity to reexamine our ideas about these sites and stories in the context of both the natural and built environment.

5. Prince William County Office of Historic Preservation

- **Program name:** *Prince William County and the American Revolution exhibit design* **VA250 Local Committees – Prince William County**
- **Amount of award:** \$4,950.00
- **Amount of match from recipient:** \$4,950.00
- **Number of partners:** 3 – *Prince William County Historical Commission, Historic Dumfries Virginia, Col. William Grayson Chapter of the Virginia Society*

Description: Williams Ordinary is in historic Dumfries, Virginia along the trace of historic King's Highway, now known as Route 1. Originally thought to be constructed in the 1760s, historians now know that the building was constructed circa 1785. A large commercial building, it served as an ordinary tavern, which was a combination of a hotel and restaurant. To entice travelers to stop and to showcase the owner's wealth, the front of the building is made just of the short end of bricks. Known as an all-header façade, it is one of only a handful of examples in North America. The building is listed on the Virginia Landmarks Register and National Register of Historic Places.

In anticipation of the 250th anniversary of the American Revolution, PWC has determined that the permanent exhibit will be about the County's Revolutionary War experience. In the past year PWC has created the Revolutionary War History Trail that connects visitors with the famed campaigns and lesser-known sites of the Revolutionary War by exploring 12 sites within the Prince William & Manassas area. Currently there is no one site that interprets the entire Revolutionary War experience within the county. The Williams Ordinary exhibit is designed to remedy this. New local land uses and developments in the immediate Dumfries area are projected to increase visitation to the area. This reason, combined with Dumfries' historic role as political center in colonial Prince William County, makes the permanent exhibit at Williams Ordinary a natural fit.

PWC has worked with Quatrefoil, an exhibit design firm based in Maryland, to provide an estimate of designing a permanent exhibit in the approximate 300 square foot gallery space. The design includes up to ten graphic panels, one artifact label, dimensional elevations, graphic production schedule and specification, one design review/approval step, and a final graphic design and reader proofs.

6. Loudoun Heritage Farm Museum

- **Program name:** *"General Cleveland" and the 1775 Loudoun Tenant Revolt*
- **VA250 Local Committees** – *Loudoun County*
- **Amount of award:** \$3,950.00
- **Amount of match from recipient:** \$4,000.00
- **Number of partners:** 1 – *Loudoun County Historic Records Division*

Description: The Loudoun Heritage Farm Museum and Loudoun County Historic Records Division will use the funds to present an exhibition about the lives of Loudoun's revolutionary tenant farmers. The exhibition will feature 18th century farming tools and equipment, and government records related to the 1775 Loudoun tenant revolt. Visitors will learn about the often-difficult life of poor farmers in the 18th century and how they fit into the narrative of the Revolution. Though not enslaved, they found themselves living uncomfortable between freedom and servitude. The ideals of the Revolution shed light on this paradox and led the farmers to assert collective power against the perceived economic tyranny of Virginia's wealthy elites.

The installation will reuse a semi-permanent 12'x12' exhibition structure, so the cost of this project consists primarily of mounting and displaying artifacts and historic documents, and printing and mounting text panels to the exhibit structure. Further costs support printing the exhibit text on scrolling panels that can travel throughout the county free of charge.

7. Towne of Wytheville Department of Museums

- **Program name:** *The Revolutionary Roots of Southwest Virginia*
- **VA250 Local Committees** – *Pulaski County*
- **Amount of award:** \$10,000.00
- **Amount of match from recipient:** \$10,000.00
- **Number of partners:** 1 – *Wythe County Historical Society*

Description:

An exhibit to present the ways in which this region played a pivotal role in the American Revolution. The Fincastle Resolution of 1775 echoed the same sentiment as the declaration of Independence; both striving for political liberties. Local leaders such as William Campbell and Walter Crockett and their Virginian Overmountain men defeated British officer Patrick Ferguson and his Tory forces at the Battle of Kings Mountain in 1780. This exhibit will focus on the events that took place locally and the locals whose actions had an impact globally.

- Educational programs
 - In service programs at the schools and on-site field trips to the homestead museum site focusing on students in Wythe, Pulaski, and Smyth counties.
- Events
 - Reenactment of the Fincastle Resolution
 - Revolutionary war, Overmountain men reenacting camp life as part of our educational programs for students and the public.

8. George Mason University

- **Program name:** *Worlds Turned Upside Down Podcast*
- **VA250 Local Committees** – *Fairfax County*
- **Amount of award:** \$10,000.00
- **Amount of match from recipient:** \$10,000.00
- **Number of partners:** 0

Description:

Funding will assist in production of seasons one and two of *Worlds Turned Upside Down*, a narrative documentary podcast series about the history of the American Revolution. Hosted and written by Dr. Jim Ambuske, the series draws on contributions from an international cast of leading experts to explore the conflict through the lives of British Americans, Indigenous nations, enslaved Africans and African Americans, Europeans, and other peoples who experienced it as a transatlantic crisis and imperial civil war. We know the story of the Thirteen Colonies; now it is time for audiences to learn the rest.

As we prepare to observe the 250th Anniversary of the American Revolution, the podcast *Worlds Turned Upside Down* strives to meet the public's demand for histories of the American Revolution while challenging their assumptions about it. The Revolution may have given birth to a new nation, but for the people who lived through it, the revolutionary era upended their lives in ways they could never have imagined. The series forgets that we know how the story ends and explores contingent moments to show how the crisis that engulfed the Atlantic world in the late eighteenth century inspired people to question their loyalties, challenge authority, seek freedom, and resist revolutionary change.

9. The Virginia Quilt Museum

- **Program name:** *Stitching Together History: 250 Quilts Commemorating the Commonwealth of Virginia*
- **VA250 Local Committees** – *Harrisonburg*
- **Amount of award:** \$9,948.85
- **Amount of match from recipient:** \$21,202.00
- **Number of partners:** 0

Description: *Stitching Together History: 250 Quilts Commemorating the Commonwealth of Virginia.* The final outputs of this project will be an exhibition and book, both in 2026, featuring 250 quilts that tell the history of the Commonwealth of Virginia through four themes. Quilts will be based around adaptations of four of the themes put forth by the American Association for State and Local History (AASLH) for the 250th to create a cohesive and inclusive project. Those four themes are: Unfinished Revolutions, We the People, Power of Place, and Virginia Experiments. Quilters from across the United States will be invited to submit an entry to the project, quilts will be selected by an advisory committee based on both content and technical skill level. Along with the exhibition and book, VQM will offer programming around both the creation of the quilts and the exhibition starting in the fall of 2023 and lasting through 2026. Programming will be both virtual and in person across the state. Additionally, this project will include an artist-in-residence during the run of the exhibition to create a final quilt encapsulating all four themes to act as a capstone for the project.

The significance of this project comes from asking the public to think critically about the history of Virginia, how it relates to the themes of the project, and to create art that represents a part of that history. Together the 250 quilts selected for the exhibition and book will tell an inclusive story of the Commonwealth of Virginia that reflects how the challenges of the American Revolution and the promises of the Declaration of Independence have influenced Virginia throughout history.

10. Youth Virginia Regiment

- **Program name:** *Lafayette 2024: Return to Portsmouth*
- **VA250 Local Committees** – *Portsmouth*
- **Amount of award:** \$10,000.00
- **Amount of match from recipient:** \$12,100.00
- **Number of partners:** 5, *American Friends of Lafayette, Fort Nelson DAR, Portsmouth Masonic Lodges, Elizabeth River Garden Club, History Alive*

Description: The event is a weeklong celebration of all that Lafayette meant to America and to its revolutionary idea of Freedom for All. The Portsmouth VA250 committee serves a predominately African American population. Lafayette, and in

particular his relationship with James Fayette, could serve a pivotal role in getting ALL our citizens excited about VA250 and its goal of using our nation's 250th anniversary to celebrate A Revolution of Ideas. *Lafayette 2024: Return to Portsmouth* programs and events planned for Oct. 19-25, 2024, seek to educate our citizenry and especially the emerging generation about the Revolutionary War, with the stories of enslaved and free blacks intact, as well as the contributions of other groups often underrepresented in the telling of our shared history.

A WEEK OF PROGRAMMING: *Lafayette Day* on Oct. 19, will include Lafayette-themed programs and activities at the library, museums, and Olde Towne Portsmouth Farmers Market. Museum programming will continue throughout the week. On Oct. 22, our city will celebrate Lafayette's arrival in Norfolk with Bonfires on the Bay, a re-creation of the 42 bonfires Portsmouth lit to welcome "The Nation's Guest". *Lafayette Day on Oct. 19* will include Lafayette-themed programs and activities at the library, museums, and Olde Towne Portsmouth Farmers Market. Museum programming will continue throughout the week. On Oct. 22, our city will celebrate Lafayette's arrival to Norfolk with Bonfires on the Bay, a re-creation of the 42 bonfires Portsmouth lit to welcome "The Nation's Guest". Programming will also include a week in school classrooms and a week of hands-on learning through living history. The event will culminate with a reenactment of Lafayette's arrival in Portsmouth. VA250 funds are requested to produce period uniforms.

11. Saint John's Church Foundation

- **Program name:** *Liberty or Death Reenactment*
- **VA250 Local Committees** – *Richmond*
- **Amount of award:** \$10,000.00
- **Amount of match from recipient:** \$22,500.00
- **Number of partners:** 1, *Virginia American Revolution 250th Commission*

Description: Nine professional actors in 1700's costumes bring to life the debates that occurred at Historic St. John's Church on March 23, 1775, culminating in Patrick Henry's immortal "Give me liberty or give me death!" speech. Patrick Henry's words of liberty or death became a rallying cry, and they are invoked around the world even today.

The 250th anniversary of Patrick Henry's speech will occur on March 23, 2025. The nation's eyes will be on St. John's when our organization delivers a series of reenactments commemorating the anniversary.

Funding for this request will be used to outfit our cast with new costumes, including wigs and shoes. Many of our actors' costumes are more than 15 years old. Funds would ensure that our cast not only has new costumes for the 250th anniversary but following the big day as we continue to attract new audiences who want to learn about the important historic events that happened at Historic St. John's Church, the oldest church in the City of Richmond and a National Historic Landmark.

12. The French and Indian War Foundation

- **Program name:** *From Surveyor to Patriot: The Story of George Washington & Fort Loudoun*
- **VA250 Local Committees** – *Winchester*
- **Amount of award:** \$8,448.00
- **Amount of match from recipient:** \$9,404.00
- **Number of partners:** 2, *Clarke County Historical Association, Winchester-Frederick County Historical Society*

Description: Because Washington spent so much time in Winchester early in his career, historians over the years have researched his experiences and written books to share the history. We have some research available on the FIWF website; Mount Vernon has some research on their website; and the Winchester-Frederick County Historical Society has some on theirs, too, since they manage the George Washington's Office Museum

However, none of this research is centralized in an online location for audiences to read, explore, and understand. Because of this deficiency, the only people who are finding and using this research are largely historians and other researchers. This project wants to change this limited access by combining existing research along with historical documents and images and building an online exhibit that shares this small but mighty story with the general public.

The increasing popularity of the digital humanities field has underscored the need for an online exhibit that shares the story of George Washington in Winchester, the construction of Fort Loudoun, the French & Indian War in the Shenandoah Valley, and how all these things tied into the American Revolution. It is a quintessential story of cause and effect and teaches the importance of understanding the greater historical context. The American Revolution was not a single event, and there was not just one thing that motivated the colonists to fight. History is complicated, but by using digital tools, we are able to make history a little less complicated by breaking down events and weaving in primary sources that allow for end users to interact and engage with a story. The online exhibit will share the stories from the soldiers and prisoners so that audiences can connect with the fort's link to the Revolutionary War personally.

13. Fairfield Foundation

- **Program name:** *George Washington Drank Here: A Revolutionary Tavern in King William County*
- **VA250 Local Committees** – *King William*
- **Amount of award:** \$5,000.00
- **Amount of match from recipient:** \$5,000.00
- **Number of partners:** 4, *King William County VA250 Committee, King William County Historical Society, Middle Peninsula Chapter of the Archeological Society of Virginia, King William County Historic and Architectural Review Board*

Description: Funds are requested to research and report on the dynamic and diverse Revolutionary War-era artifact assemblage associated with Quarles' Tavern at King William County Courthouse. The tavern served as a way station for travelers commuting to and from Williamsburg, including George Washington, while also operating as the county's de facto meeting place for every sector of King William society. Content will be used to enhance interpretation and visitor materials at the King William County Museum for the nation's anniversary and will be available for anticipated interpretive signage, presentations to community groups, and web-based exhibits supported by the King William County Historical Society and King William County.

14. Fredericksburg Area Museum and Cultural Center

- **Program name:** *Lafayette's World: Revolutionary Ideals and the Limits of Freedom*
- **VA250 Local Committees** – *Fredericksburg*
- **Amount of award:** \$10,000.00
- **Amount of match from recipient:** \$41,300.00
- **Number of partners:** 5, *Germanna Community College, University of Mary Washington, James Monroe Museum and Memorial Library, Fredericksburg Lafayette Bicentennial Commemoration Committee, Central Rappahannock Heritage Center*

Description: To launch the city of Fredericksburg's larger commemoration of the 250 years since the official founding of the United States of America, the Fredericksburg Area Museum (FAM) will offer *Lafayette's World: Revolutionary Ideals and the Limits of Freedom*. Conceived to coincide with the 200th anniversary of the Marquis de Lafayette's Grand Tour of the United States, FAM will present *Lafayette's World* on the third floor in historic Council Chambers. The exhibit will commemorate Lafayette's visit to Fredericksburg in November 1824, utilizing the famed Frenchmen to expand on larger themes of revolution, slavery, and abolition. Visitors will leave the exhibition with some understanding of Lafayette's role in the Revolutionary War, diverse participation in the war effort, Lafayette's Grand Tour of the US, including his visit to Fredericksburg, and those left out of early conceptions of American democracy. FAM humbly requests \$10,000 from Virginia Humanities VA 250th to fund the exhibit design, branding, and graphic design of the physical and digital exhibits.

Funding Summary

Grant Cycle	Local Committee Recipients	Award Amount	Matching Funds
Round 1: Fall 2023 (13 recipients)	Chesapeake, Charlotte, Wythe, Floyd/Giles/Montgomery/ Pulaski, Northern Neck regional, Prince William, Loudoun, Pulaski, Fairfax County, Harrisonburg, Portsmouth, Richmond, Winchester, King William, Fredericksburg	\$ 116,351	\$142,522.83
	CUMULATIVE GRANT FUNDING	\$ 116,351	\$ 142,522.83
	Remaining balance after awards	\$ 0	