

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.

Funding Summary

Grant Cycle	Local Committee	Award Amount	Matching Funds
Round 1: Spring 2023 (3 recipients)	Culpeper, Louisa, Yorktown	\$ 20,500	\$ 24,000
	CUMULATIVE GRANT FUNDING	\$ 20,500	\$ 24,000
	Remaining fund balance after awards	\$79,500	

Reminders

- These are reimbursable grants, requiring receipts and expenditure reporting
- Program requires a minimum of three partners
- Local committee must have a resolution of support from governing body
- Letter of support from local Destination Marketing Organization [DMO] is required
- Cross-promotional marketing of VA250.org and Virginia.org is required in all funded projects
- Funding approved for Road to Revolution interpretive markers must adhere to all requirements of that program