

CHARLOTTESVILLE ALBEMARLE COUNTY

VA250



OVERVIEW



- What is VA250?
 - Statewide commission leading commemorative efforts in VA
 - Brand of the semiquincentennial in VA
- How did CACVB get involved?
 - Resolutions by City, County, Town of Scottsville
- Why do we support this work?
 - Aligns with destination development and tourism assets
- What are statewide priorities & opportunities?
 - Engaging people with history and promoting civic participation
 - Commemorative partners, exhibits, marketing
- What have we accomplished so far?
 - Local committee, VA250 grants, Founding Footprints
- What are local opportunities & milestones for programming?
 - Monticello, Highland, UVA, and more

CHARLOTTESVILLE
ALBEMARLE COUNTY
VA★250

WHAT IS VA250?



- Tasked with planning and promoting Virginia's role in 250th anniversary of American independence
- Statewide organization established in 2020
- Leader among state commissions
- Includes Commission members appointed by Governor + staff who support day to day efforts
 - Monticello & Virginia Humanities serve on Commission
 - UVA serves on African American Advisory Council
 - Monacan Nation serves on Tribal Nations Leadership Advisory Council
 - Monticello & UVA serve on Education Committee
- America. Made in Virginia.
 - Looking at history leading up to + during Revolution
 - Revolutionary ideas since
 - Hoping to share lesser-known stories
 - Will remain active through 2031

**CHARLOTTESVILLE
ALBEMARLE COUNTY
VA★250**

250th anniversary = semiquincentennial
= ½ of 5 x 100 years

250th anniversary = sestercentennial
= ½ of 500 years

250th anniversary = quartermillennial
= ¼ of 1000 years

HOW DID CACVB GET INVOLVED?



**RESOLUTION TO FORM THE VIRGINIA AMERICAN REVOLUTION
250 COMMISSION
AND DESIGNATE THE CHARLOTTESVILLE-ALBEMARLE CONVENTION AND
VISITOR'S BUREAU'S
EXECUTIVE DIRECTOR TO OVERSEE THE COMMISSION'S EFFORTS**

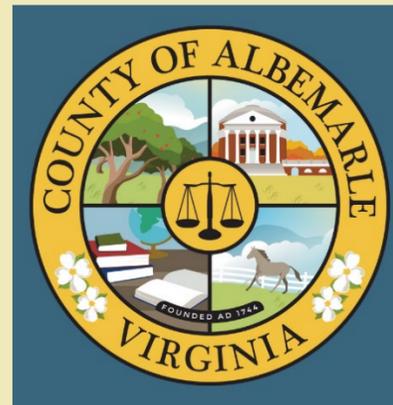
WHEREAS, the County of Albemarle will form a local Virginia American Revolution 250 Commission (VA250) to prepare for and commemorate the 250th anniversary of Virginia's participation in American independence;

WHEREAS, the committee will plan and coordinate programs occurring within the locality and communicate regularly with VA250;

NOW, THEREFORE, BE IT RESOLVED that the Albemarle County Board of Supervisors designates the Charlottesville-Albemarle Convention and Visitor's Bureau (CACVB) Executive Director to serve as the local liaison to the Commission and to form the VA250 Committee on behalf of the County.

I, Claudette K. Borgersen, do hereby certify that the foregoing is a true, correct copy of a Resolution adopted by the Board of Supervisors of Albemarle County, Virginia, by a vote of five to zero, as recorded below, a regular meeting held on January 11, 2023.


Clerk, County Board of Supervisors



OPPORTUNITIES VIA VA250: <https://VA250.org/>



- **Website:** Community landing page, places to visit listings and calendar of events
- **Exhibits:** Mobile History Museum experiences and pop-up exhibits through partnership with Virginia Museum of History and Culture
- **Marketing and Public Relations:** Social media and partnership with Cardinal News
- **Funding:** Grants and wholesale merchandise
- **General Support and Collaboration:** Office hours, regional meet-ups, and Common Cause to All Conference

VA250 COMMISSION PRIORITIES



- America. Made in Virginia
 - Virginia's history belongs to everyone
 - Encourage civic engagement!
- Amplifying brand via social media
 - @VARevolution250, #VA250
- Getting more people involved
 - Commemorative Partner Program
 - Grant programs
 - Teacher resources
- Mobile Museum
 - "Out of Many, One"
 - Current museums will run through 2027, possibly 2031
- Collaborative Programming for 2026
 - The Voice, The Pen, The Sword
 - Look for calls to action for July 3 - 5

WHAT WE'VE ACCOMPLISHED SO FAR



Regularly convene local meetings and provide guidance for partners



Attend statewide meetings and office hours
Connect local partners with VA250



Awarded VTC VA250 Market Leverage Program grant
Provided letters of support for partners' applications



Secured Mobile Museum for 2025 and 2026



Founding Footprints podcast and related itineraries

LOCAL COMMITTEE



- Foster ideas for programming and encourage partnerships
- Plan and coordinate programs that engage residents and visitors with the 250th
 - Celebrate
 - Commemorate
 - Explore
- 100+ people from 25+ organizations

EXAMPLES: VA250 PLACES TO VISIT AND LOCAL EVENTS



AMERICA MADE IN VIRGINIA | VA250

ABOUT EVENTS & MORE PROGRAMS EDUCATION COMMUNITY DONATE SHOP

Location
ALL

The history of the Revolution can be felt everywhere in Virginia, from the mountains to the beaches. Learn about the American Revolution and Independence and how Virginia helped shape our nation at these attractions and museums.

Category
ALL

Notice an historical site or museum in Virginia missing? [Click here](#) to add a location to this listing.

James River Batteau Company
Albemarle County
James River Batteau Company offers one-of-a kind river experiences that get you out on the water in style! Take a step back in time, as you are invited aboard their 18th century replica James River Batteau for a River Tour, Sunset Cruise, or Private ... [Read More](#)



Jefferson School African American Heritage Center
City of Charlottesville
Located in Charlottesville's historic Jefferson School City Center, the Jefferson School African American Heritage Center features a permanent historical exhibit, a rotating contemporary art gallery, and a robust calendar of events, all of which comb... [Read More](#)



AMERICA MADE IN VIRGINIA | VA250

ABOUT EVENTS & MORE PROGRAMS EDUCATION COMMUNITY DONATE SHOP

Location
ALL

Commemoration related events are already happening throughout Virginia and can be found in the listing below. If you would like VA250 to include events not currently listed here, please [click here](#) to submit your event.

Category
ALL

Start Date
mm/dd/yyyy

End Date
mm/dd/yyyy

Founding Friends, Founding Foes Tour
May 23, 2025 - December 31, 2025
Albemarle County
Offered daily at 12:30 p.m. and 4 p.m. Pricing: Adults, \$42; Children 12-18, \$13; Children 5-11, \$4; Children under 5, Free On July 4, 1826, Thomas Jefferson and John Adams died on the fiftieth anniversary of the Declaration of Independence. ... [Read More](#)



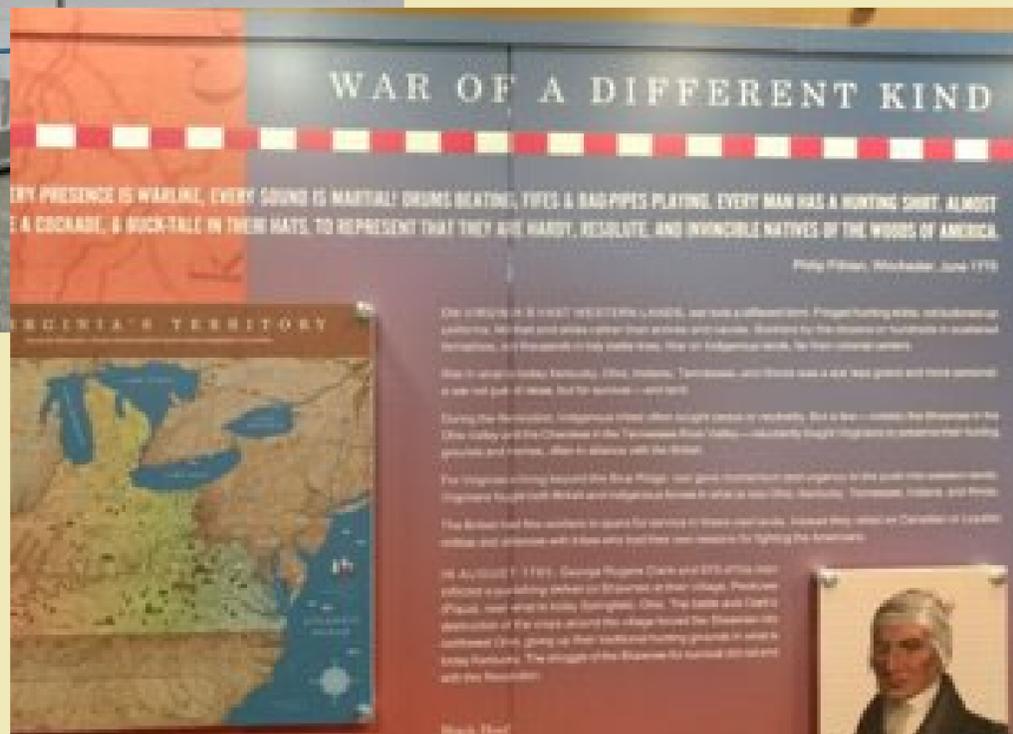
Finally Remembered: The Black Patriots of Central Virginia Exhibit
September 20, 2025 - January 31, 2026
City of Charlottesville
The exhibition honors the African American Men and Women who served in the Revolutionary War. Through rare documents, profiles, military records, and historical interpretation, it restores the visibility of those whose courage helped shape the ... [Read More](#)



MOBILE MUSEUM AND OTHER EXHIBITS



Photos from the mobile museum at Highland



- James Monroe's Highland hosted in 2025
 - July 31 – August 2, during Albemarle County Fair
 - 625 attendees
 - Including two County supervisors, City Mayor, and Congressman John McGuire
 - Coverage by CBS19 and NBC29
- Sites secured for 2026
 - Monticello – Founders Day programming
 - Partnership with Downtown Mall
 - Highland – Albemarle County Fair
- Requirements
 - 100' x 150' of flat, outdoor space
 - Approval of locality, if not state agency
 - \$2M+ liability insurance
- Virginia Museum of History & Culture traveling exhibits
 - Give Me Liberty @ Highland and JMRL Northside
 - We The People @ JMRL Northside
 - Looking for partners for other exhibits

What is Founding Footprints?



PODCAST

- 10 interview-style episodes led by public historian
- Each episode runs 20 – 30 minutes and originally aired between June and December 2025
- Lives on Virginia Audio Collective and is available through multiple listening platforms
- Lives online: <https://www.visitcharlottesville.org/things-to-do/history-museums/founding-footprints/>

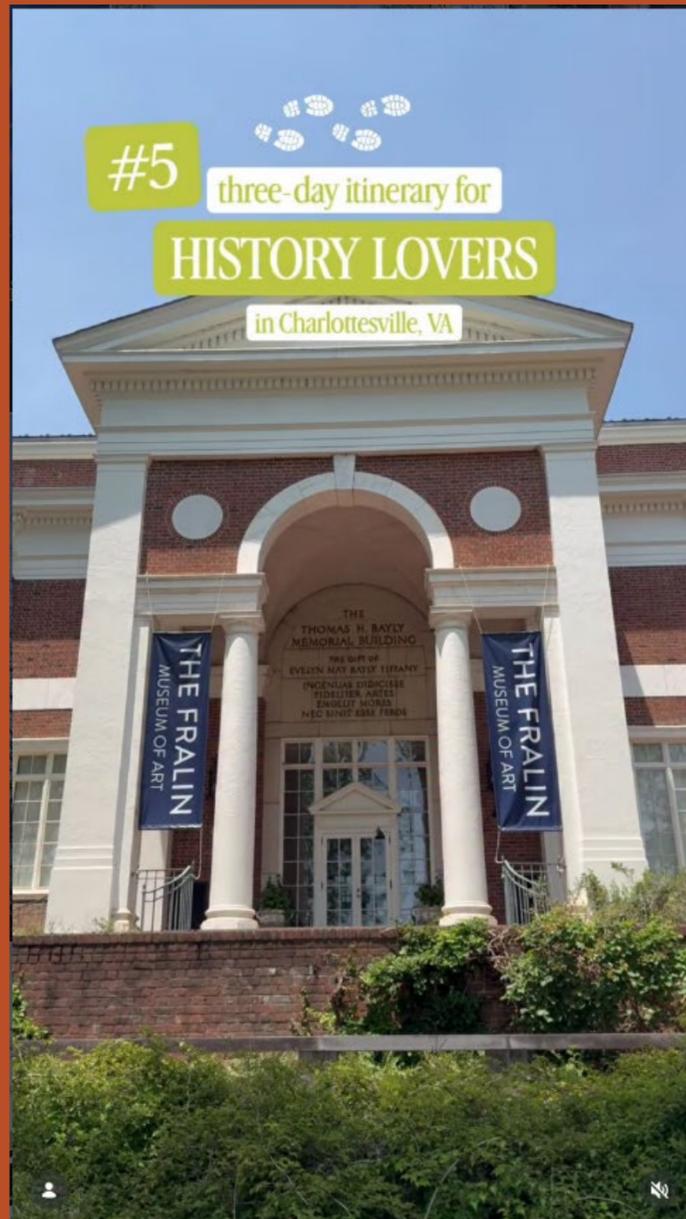
ITINERARIES

- 10 itineraries – one for each interview – that highlight lesser-known, local stories of history and culture
- Each itinerary encourages in-person exploration over 2.5 – 3 days
- Can be found at VisitCharlottesville.org

SOCIAL MEDIA

- Facebook and Instagram posts that provide condensed versions of itineraries and direct people to learn more
- Posts allow for quick sharing among partners and consumers via their preferred platforms
- FB @charlottesvillevirginia IG @charlottesvilleva FB and IG @VARevolution250

What is Founding Footprints?



charlottesvilleva and 2 others
JIM • Chill Afternoon Near the Mekong

charlottesvilleva This year marks the 250th anniversary of the United States — let's celebrate by learning! Here's a three-day itinerary to help you explore lesser-known history surrounding education & civil rights in the area

— Day One: Find Community —

- @MarieBetteCafe or @PetiteMarieBette
- Tour @CvilleJeffSchool
- Get creative at @theArtBarCville
- Dinner at @Stellas_Cuisine

★ *BONUS* Participate in @prolyfyckruncrew's Liberation & Freedom Day Reparations Walk/Run

— Day Two: Learn About Trailblazers —

- Coffee at @ShenandoahJoe
- Visit the Swanson v. UVA Marker at @JMRLib
- Lunch at @EthosWineandTea
- Take a self-guided 'History of Women on Grounds' tour at @UVA
- Dinner at @FigBistroUVA

★ *BONUS* Attend the @IndieShortFilmFest (3/20-22) or @VAFilmFest (10/21-25)

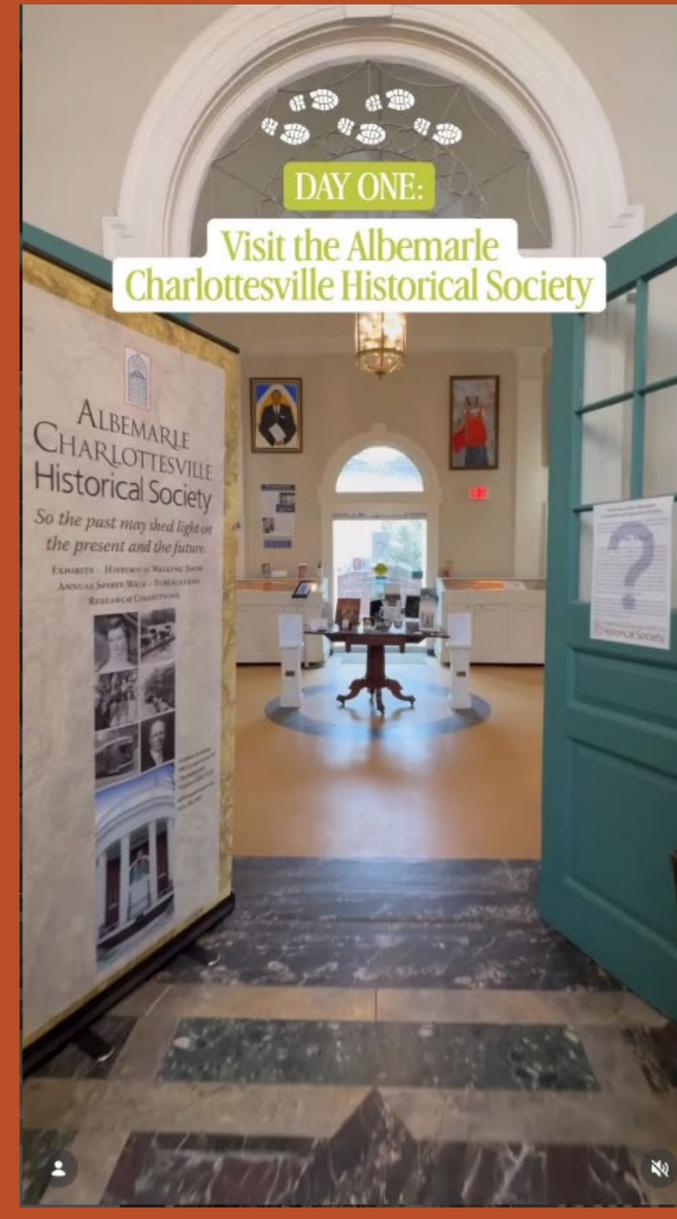
— Day Three: Art as Civic Engagement —

- Visit the @FralinMuseumUVA
- Lunch at @Botanical.Fare (vegan)
- Visit @SecondStreetGallery
- Visit the @KlugeRuhe
- Dinner at @CafeFrankCville

★ *BONUS* Enjoy modern and contemporary art at @lydmgallery

Liked by monticellowinetrail and 120 others
February 17

Add a comment... Post



charlottesvilleva and 2 others
ABBA • Fernando

charlottesvilleva Happy 250th America!

This year marks the 250th anniversary of the United States — let's celebrate by learning! Here's EPISODE THREE of our Founding Footprints' itineraries to help you explore

— Day One: History in Plain Sight —

- Visit the @achistsoc's Research Library
- Shop, dine, and explore the Downtown Mall
- Walk around local cemeteries (Maplewood, Daughters of Zion, UVA)
- Dinner at @tavernandgrocery (its building was built in 1820 and is one of the last standing in the historic, predominantly Black 'Vinegar Hill' neighborhood)

★ *BONUS* @achistsoc Spring Tours begin in April but they host special events year-round! Also check out the @rarebookschool

— Day Two: We Are Family —

- Explore 'Getting Word' at @TJMonticello, an oral history project that collects, records, and preserves the family histories of those enslaved there.
- Visit family-owned @EastwoodFarmandWinery
- Visit the Memorial to Enslaved Laborers at @UVA
- Dine family-owned (@ARPSteakhouse, @Hanallc2022, @Monsoon_Siam)

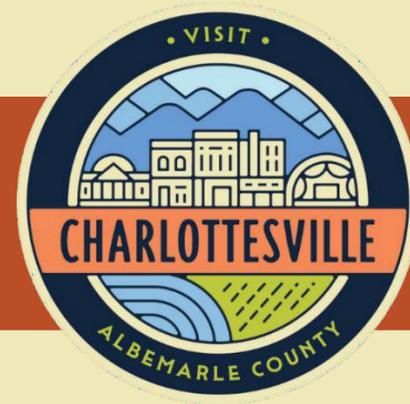
— Day Three: Pieces of the Puzzle —

- @CumbreBakery coffee + breakfast
- @UnlockedHistory Escape Rooms
- Explore the @CharlottesvilleAleTrail with a Scavenger Hunt/Puzzle Crawl by @Cville_Puzzle
- Enjoy @triviawithOlivia (now on Wednesdays at

Liked by charlottesvillealetrail and 161 others
January 22

Add a comment... Post

Who Was Involved?



- Benjamin Bernard, PhD
 - Executive Producer and Public Historian
- Sage Tanguay and Ben Larsen
 - Audio Producers at WTJU 91.1 FM
- 10 Interviewees
 - Represented 3 museums, 3 culinary partners, 1 historian, 1 cultural site, 1 historic experience, and 1 accommodation
- Carla Mullen
 - Project Management and Connector at CACVB
- Sabrina Combs, Amanda Vierrether, and Anna Whitlow
 - Social Media and Marketing at CACVB
- Albemarle Charlottesville Historical Society and Amtrak Virginia
 - Partners on grant and flyer
 - Partners willing to assist as needed



How Did We Do It?



FUNDING:

CACVB committed \$10,000 and applied for VA250 matching grant through Virginia Tourism Corporation

PODCAST:

- CACVB identified stories and recruited partners
- Executive Producer led interviews and provided insightful commentary within scripts
- Audio Producers edited interviews, assigned titles/descriptions, and posted to Pinecast
- Interviewees shared their stories and enthusiasm

KEY TAKEAWAYS:

- Be flexible – interviews were recorded on site, in studio, and virtually
- Let the interview inform the script
- CACVB and Producers approved final product before posting each episode
- 1 – 1.5 hours of interview = 20+ minute episode

How Did We Do It?



ONLINE PRESENCE:

CACVB provided space for Founding Footprints content on our website and through our social media channels

ITINERARIES and SOCIAL MEDIA:

- CACVB identifies secondary stories and partners and writes itineraries
- Graphic designer created logo and flyer
- CACVB produces Facebook and Instagram posts
- Each itinerary receives 3 posts across FB and IG

KEY TAKEAWAYS:

- Highlight places and people who define your community/site, even if connection to 250th isn't immediately obvious
- Be real – use real-life visuals in social posts to inspire visitation
- Experiment with stills and reels
- Collabs = success

Successes



SHARE LOCAL HISTORY as of March 2026

- # of total listens: 1000 listens / Episode with most listens:

“From Tobacco Fields to Richmond Markets: James River Batteau Company”

- # of partners featured in podcast: 10

- # of partners featured in itineraries: 170

- # of total views of itineraries: 2,440

- Itinerary with most views:

“Explore Lesser-Known History: Transportation and Commerce”

- Average time on itinerary: 4.75 minutes

- # of total shares: 247 / # of total saves: 168

- # of total comments: 69

- # of total impressions: 187,622

- Most shared post: Episode 2 had 74 shares*



COURTESY OF JUSTIN WILSON PHOTOGRAPHY

Successes



DEEPEN RELATIONSHIPS

- With WTJU and key local partners
- With statewide partners like Amtrak Virginia

LEARN MORE

- CACVB staff members developed new skills
- Podcast and itineraries serve as test case that can be replicated or adapted

INCREASE PROMOTIONAL ASSETS

- Value-added product for tour operators
- Ideas for story pitches

Challenges



FUNDING

- State's delay in funding condensed the time we had to complete interviews and affected who was available and how interviews were recorded
- Delay also limited how much we could share in advance with partners and the public

CAPACITY

- Itineraries and social media were time-consuming to produce
- Project identified a need for high quality photos and videos related to local historic sites and experiences

GRASSROOTS EFFORTS

- Founding Footprints flyer need to be repurposed by partners
- Semi-quincentennial is only gaining attention now

PODCAST Itinerary

Founding Footprints

Tracing America's Journey in Charlottesville & Albemarle County

Listen to the Founding Footprints podcast here

Scan for an itinerary to explore places and experiences related to this podcast

10 Episodes

with historian **Dr. Benjamin Bernard**

VA250 and WTJU 91.1 FM present Founding Footprints, a podcast tracing the legacy of the Revolutionary era in Charlottesville and Albemarle County, Virginia.

Listen as we explore the history and culture of the region, reflecting on the 250 years since the American Revolution.

Then make plans to Follow the Footprints with suggested itineraries – one for each episode!

PARTNER PROJECTS: MONTICELLO, HIGHLAND & UVA



- Monticello
 - New Tours, Feast of Reason, and Culinary Diplomacy
 - Civic Season and July 4 + Declaration Book Club
 - Updates to exhibit galleries
- Highland
 - New exhibit and 50th anniversary
- Both
 - Virginia 250 Passport Program
 - Special merchandise
 - Partnered with Lafayette 200 in 2024/2025
 - Part of Virginia's History Road Trip
- UVA
 - Programming to engage students
 - Co-curricular events and activities for public



UPCOMING PARTNER PROJECTS



-  Centennial Celebrations: Jefferson School African American Heritage Center
-  Voices of Virginia: Charlottesville Ballet
Together in Song: Oratorio Society of Virginia
-  2026 C'Ville Puzzle Hunt: WTJU and Puzzled Bee
-  Revolutions: Virginia Festival of the Book
Courage: Tom Tom Festival
-  Jefferson in Southern France exhibit: Fralin Museum of Art

HOW TO MOVE FORWARD



- Continue to highlight local history sites, activities, and events
 - Including historical aspects of our culinary scene
- Continue to honor local milestones and anniversaries
- Continue to encourage collaborative and clever programming
 - Monticello has taken the lead on statewide passport program
 - ACHS has taken lead on local grant program
- When possible, leverage VA250 and VTC priorities
- Build capacity to sustain existing organizations
- Inspire new leaders and organizations to strengthen economic and social health of community

**CHARLOTTESVILLE
ALBEMARLE COUNTY**
VA 250

HOW YOU CAN HELP



CHARLOTTESVILLE ALBEMARLE COUNTY VA 250

- Encourage partners to share stories and projects with CACVB
 - Direct interested partners to VA250@visitcharlottesville.org
- Stay informed
 - Check out our online resources
 - Attend local committee meeting
 - Sign up for statewide newsletter
 - <https://va250.org/newsletter/>
- Get excited and find your passion
 - Follow Founding Footprints
 - Participate in programming
 - Attend events
 - 2026 is just the beginning!