



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2017.** Please include this application form with electronic entry.

PROGRAM INFORMATION

County: County of Caroline, Virginia

Program Title: Tribute to our Legacy

Program Category: Community and Economic Development

CONTACT INFORMATION

Name: Kathy Beard

Title: Tourism Manager

Department: Department of Economic Development & Tourism

Complete Mailing Address: 23724 Rogers Clark Boluevard

Telephone: 804-633-4074

Website: www.visitcaroline.com

Email: kbeard@co.caroline.va.us

SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: Charles M. Culley, Jr.

Title: County Administrator

Signature: 



COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Tribute to Our Legacy

Overview – Page 1

Certified Visitor Centers – Page 2

Problem – Underutilized Visitation – Page 3

Goals – Page 4

Partnerships – Page 5

Programs – Page 6

Virginia Department of Transportation Corridor Study – Page 7

Summary – Page 8

Contacts – Page 9

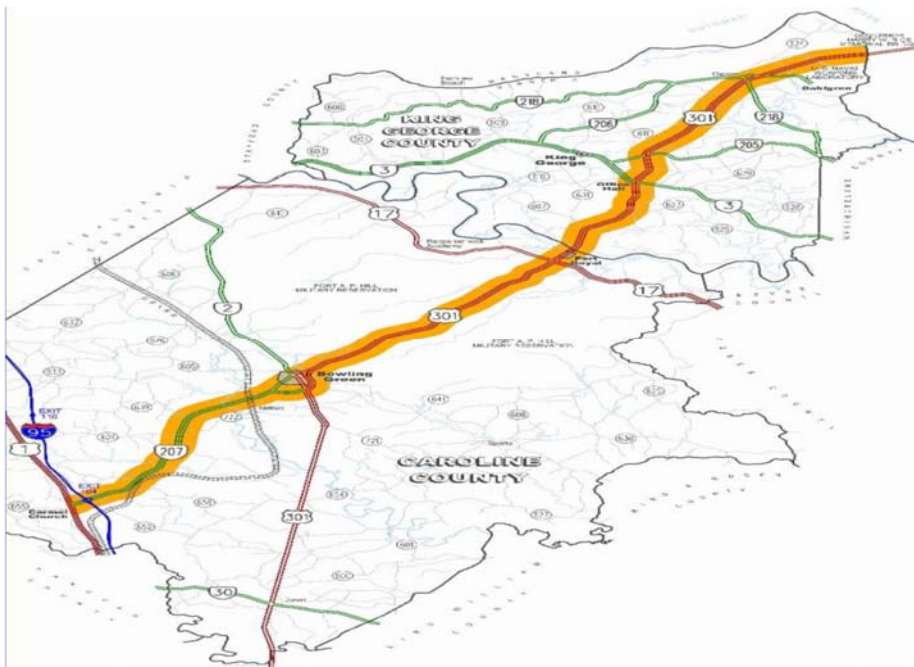


COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Overview

Caroline County is situated along the I-95 Corridor, halfway between Washington, D.C. and Richmond, Virginia. The County is very fortunate to have 2 interchanges off the Interstate that provide entrance to budding commerce and established residential areas. However, considerable clusters of history and “visitor centric” attractions are located toward the center of the county, along the U.S. Route 301 and Virginia Route 207, locally referred to as the *Corridor*.

As it happens, the Corridor begins in King George County at the Dahlgren Heritage Museum Visitor Center, located at the base of the bridge crossing the Potomac River, travels through King George to the Rappahannock River, directly through the town of Port Royal, into the town of Bowling Green, and terminates at Interstate 95, Exit 104...which just happens to be the location of Caroline County’s Visitor Center.



Virginia Department of Transportation (VDOT) has recently begun a study to determine the feasible and necessary adjustments to modify Routes 301/207 and Caroline Visitor Center statistics have shown that the traffic along the Corridor has grown significantly. Travelers stopping at the Visitor Center tell us they utilize the Corridor due to uncertain traffic congestion on the interstate, and the worsening traffic conditions approaching Northern Virginia and Washington. Visitor Center data further reveals that over a 14 month period, ending the second quarter of 2016, 6,145 Maryland residents were in the Visitor Center, having traveled the Corridor one way or the other, and most of them were returning customers to the Caroline Visitor Center.



COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

***Certified Visitor Centers Positioned at the North and South
Entrances to the Corridor***



Caroline County Visitor Center
Located I-95, Exit 104
Caroline County



Dahlgren Heritage Museum & Visitor Center
Located U.S. Route 301
King George County



COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Problem: Underutilized visitation and dwindling tourism revenues in the Historic Towns of Caroline County—Find Marketing Grant Assistance

The Virginia World War I and World War II Commemorative Commission was created by the Virginia General Assembly to plan, develop, and carry out programs and activities to commemorate the 100th anniversary of World War I and the 75th anniversary of World War II. The Caroline County Board of Supervisors opted to participate in this program in the summer of 2016. Through this participation, the County could become eligible by establishing collaborative partnerships to apply for matching grant programs through the Virginia Tourism Corporation that would assist with marketing activities for this effort.

As mentioned, the Corridor travels through King George and Caroline Counties. This Corridor borders the renowned research facility, Naval Surface Warfare Center Dahlgren Division (NSWC Dahlgren) in King George and the distinguished Army training facility, Fort A.P. Hill in Caroline. These legendary installations have well established histories dating back to the beginnings of World War II. Linking the installations, the jurisdictions, the accommodations, the cultural attractions, the Historic Towns, the dining, etc. with the scenic four-lane transportation Corridor from the Dahlgren Heritage Museum, a certified Visitor Center in King George to the Visitor Center in Caroline, also a state certified center, seemed like the answer to blending significant World War I & World War II histories with tourism related travel opportunities.

The towns of Bowling Green and Port Royal partnered with Caroline County for submittal of a matching grant application to market the Corridor, utilizing the connection to World War I and World War II while increasing visitation and revenues. The grant application from Virginia Tourism Corporation in the amount of \$4,610 was approved, thereby providing a total combination of local and state monies of approximately \$15,000 for general marketing activities.

Introducing: A Tribute to Our Legacy Project





COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Goals

Participation with the Commemoration Commission and Virginia Tourism Corporation would accomplish 3 very important things:

- 1) **Officially recognize and commemorate the sacrifices and heroic accomplishments of Caroline County residents during both World Wars;**
- 2) **Establish a cooperative with the independent towns of Bowling Green and Port Royal to create a marketing initiative that would enhance travelers using U.S. Route 301 and State Route 207 to visit the tourism attributes focused on World War I & II exhibits. The collaborative approach would include the tourism business base of King George County to offer a broader visitor experience.**
- 3) **Provide necessary data for consideration by Leadership of both Caroline and King George Counties to formalize the collaborative partnership for establishing and funding the Corridor to optimize transportation routes and business development.**

Partnerships for the Tribute to our Legacy Project include:

- 1) **Virginia World War I & World War II Commemorative Commission** created by the Virginia General Assembly to plan, develop, and carry out programs and activities to commemorate the 100th anniversary of WWI and the 75th anniversary of WWII.
- 2) **Virginia Tourism Corporation-VTC** developed a Tourism Marketing Grant Program for participating jurisdictions. The purpose of the grant is to assist Virginia communities and related World War I and World War II sites to market commemorative events, locations and destinations.
- 3) **The County of Caroline Board of Supervisors** through the Department of Economic Development & Tourism, pledging management staff, financial support, travel counselors, and Visitor Center support.
- 4) **Town of Bowling Green**, an independent town pledging financial, staff, and in-kind support.
- 5) **Town of Port Royal**, an independent town pledging financial and in-kind support.
- 6) **Caroline Historical Society**, development of WWI & WWII exhibits, preservation of artifacts, and hosting of events.
- 7) **Historical Society of Port Royal**, development of WWI & WWII exhibits, preservation of artifacts, and hosting of events.



COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

-
- 8) **Caroline Museum and Cultural Center**, development of WWI & WWII “Caroline Legacy Project” a research project which chronicles the roles of county veterans in both conflicts through a vintage photo slide production (on-going); development of WWI & WWII exhibits, preservation of artifacts, and hosting events.
 - 9) **Kilwinning Crosse Masonic Lodge**, development of WWI & WWII exhibits, and hosting events.
 - 10) **Port Royal American History Museum**, development of WWI & WWII exhibits, preservation of artifacts, and hosting events.
 - 11) **Sidney E. King Arts Center**, providing tours of WWI & WWII exhibits, and hosting events.
 - 12) **Veterans of Foreign Wars (VFW) Post 10295** continued support of all veterans, research, and hosting “Tribute to Caroline’s Fighting Men and Women”.
 - 13) **Dahlgren Heritage Museum, King George County**, through their participation as the northern most certified Visitor Center anchoring the U.S. Route 301/Route 207 Corridor project stretching from the Potomac River to the I-95, Exit 104 Interchange in Caroline County.

Programs

Announcement of the county’s participation with the Commission and the successful award of the VTC Grant soon captured the attention of this community. Residents and organizations were eager to showcase their WW I & WWII treasures from their heroes, as well as share the family histories. Artifacts stored in homes soon became the focus of exhibit cases throughout the county. Heirlooms, Purple Hearts, and photos from these conflicts began surfacing to receive the *collective* attention they so rightly deserve.

A requirement for the VTC marketing grant was to develop a strategy that would enhance the awareness of World War I & World War II attractions to the Maryland traveler using the U.S. Route 301/Route 207 Corridor. Earlier analytics identified 6,145 Maryland residents stopping at the Caroline Visitor Center over a 14 month timeframe ending in the second quarter of 2016. These travelers are not “visitors” to the towns of Bowling Green or Port Royal. It is the intention of the grant strategy to change the normal habits of those traveling the Corridor into actual “visitors” utilizing shopping, dining, and cultural offerings from the Caroline Visitor Center at I-95 to the Dahlgren Heritage Museum at the Potomac River. The significant creation of World War I & World War II exhibits along the entire Corridor provides an added “attractor” element to an otherwise rural drive.

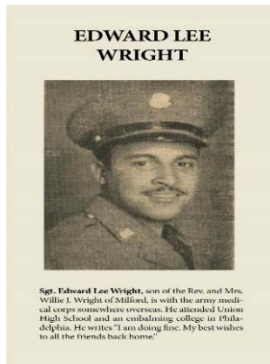


COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Marketing support will be in the form of Visitor Guides, social media, websites, radio, print, and a strong presence in a monthly regional publication *Recreation News* that serves over 55 government associations and is well known in the Washington, D.C./Maryland/Virginia markets.

A series of events have already taken place with more coming in the next few months. These projects have been very well received and will continue to elevate awareness of cultural attractions and tourism opportunities for travelers.

- **April 23, 2017--** Event was focused on the Caroline veteran. Descendants of WWI, and veterans and descendants of WWII, participated in a ceremony to receive the official World War Commemorative medal from Cheryl Jackson, Executive Director of the Commemoration Commission, and a signed Certificate of Appreciation from the Chairman of the Caroline Board of Supervisors, the Honorable Jeffrey Black. “Caroline Legacy Project”, a slide show set to patriotic music depicting original photos of many of the veterans from both the conflicts also debuted at this event. Most of the photos were supplied by members in the audience.



- **Memorial Day Weekend**—Cultural attractions were open Saturday, Sunday afternoon, and Monday, May 27-29, 2017. “Tribute to Caroline’s Fighting Men and Women” presented by the Veterans of Foreign Wars (VFW) Post 10295. The Caroline Historical Society debuted their signature project of identifying all the photos of Caroline veterans that were published in the *Caroline Progress* in the early 40’s. Efforts will continue to identify all the photos and prepare the Certificates of Appreciation for the descendants to receive, or for the Historical Society to maintain the certificates as part of their permanent collection.

WWI gas mask, helmet
worn by Bowling Green native



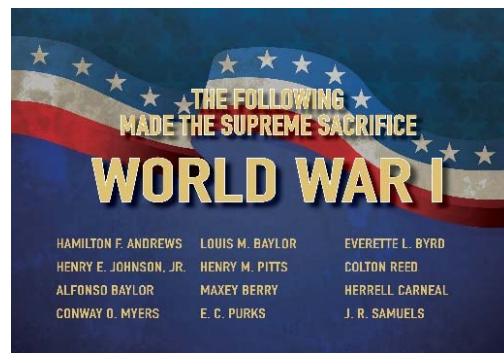
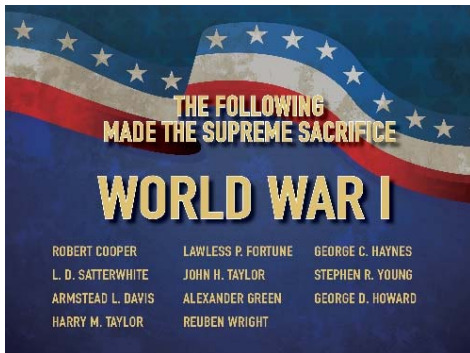


COUNTY OF CAROLINE, VIRGINIA
 2017 Virginia Association of Counties Achievement Award Submission
 Caroline Remembers World War I & World War II

- September 21-23, 2017—A Day with General George S. Patton.** This project begins with the arrival of the WWI & WWII Commission Profiles of Honor mobile museum in Bowling Green on Thursday, September 21, for the VIP reception. Joining the community for this event will be General George S. Patton, (portrayed by renowned re-enactor Charles Varner), to entertain guests with stories of his time while stationed in Caroline at Fort A.P. Hill. Friday, September 22, will be for Caroline students to venture through the Profiles of Honor museum, and to join General Patton and his wife Beatrice in the Bowling Green Event Hall—which just happens to be the original USO Building when Patton was actually stationed at Fort A.P. Hill. By Saturday, General Patton and Beatrice will participate in the Town of Bowling Green and also be on hand for the Saturday evening performance by the Fredericksburg Big Band concert and dance at the USO Building (Bowling Green Event Hall).



- November 11, 2017-Closing Ceremony at the Veterans memorial in the Town of Port Royal.** This event will close out the 100th anniversary of World War I in which 23 Caroline soldiers were killed overseas. It is the intention that this project will focus on the 23 native sons Killed in Action.





COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Partnership Expectations

To date, the experiences of the partners have been positive. It is the expectations of the group to maintain the exhibits and continue the World War I & World War II initiative. As the project continues, strategic discussions between the economic development teams of King George and Caroline will be initiated.

Virginia Department of Transportation Study of the Corridor

The Virginia Department of Transportation (VDOT), in partnership with the George Washington Regional Commission, and affected localities will begin the first phase of a study to use Route 301 from the Potomac River at the Governor Harry W. Nice Bridge in King George County to Route 207 in Caroline County as an alternative to the Interstate 95 corridor.

Over the next decade, there are a large number of proposed improvements along the I-95 corridor. Route 301/Route 207 will be an invaluable alternative during periods of congestion and incidents on the interstate. It's also a viable choice for commuters to Washington, D.C. from the Fredericksburg district.

The recent decision by the Maryland Transportation Authority to widen the Governor Harry W. Nice Bridge placed an emphasis on the need to establish an access management plan for Route 301.

This study will identify improvements needed to accommodate extra traffic capacity, ensure safety and identify strategies to promote the use of Route 301/Route 207.

The purpose of the study is to improve safety and efficiency in this corridor, encourage economic development in the two counties, create a project list for future Smart Scale projects and reduce future retrofit projects.

The overall study will take approximately 15 months.

Summary

To date, the *Tribute to our Legacy* project has been successful at the community level. The cultural attractions in both Bowling Green and Port Royal have enjoyed increased visitation from residents and increased publicity for the activities. As the project continues through the height of the travel season, increased tracking and survey work will begin at the cultural attractions. It is our hope that the continued marketing through various outlets will enhance the expectation of the traveler, and increased tax revenues for the counties and towns through overnight stays, meals tax and sales taxes generated.



COUNTY OF CAROLINE, VIRGINIA
2017 Virginia Association of Counties Achievement Award Submission
Caroline Remembers World War I & World War II

Project Links:

www.visitcaroline.com

<https://www.facebook.com/Caroline-County-Remembers-1380540105335861>

<http://www.townofbowlinggreen.com>

<https://www.facebook.com/Town-of-Bowling-Green-VA-485292194827385/>

<http://www.townofportroyal.us/index.php>

http://www.virginiadot.org/projects/fredericksburg/route_301_and_route_207_corridor_study.asp

Project Contact:

Kathy Beard
Tourism Manager
23724 Rogers Clark Boulevard
Ruther Glen, VA. 22546
804-633-4074
kbeard@co.caroline.va.us