

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____

Title: _____

Signature: _____

VACO Regional Collaboration – *Hops in the Park* **EXECUTIVE SUMMARY**

Nomination Information:

Title: *Hops in the Park: A Blueprint for Public/Private Partnerships & Regional Cooperation*

Program Category: VACO Regional Collaboration

Organization: Henricus Historical Park, Chesterfield County Parks & Recreation Division

Population of Area Served: ~1,500,000

Nominator Information:

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Nonprofit organizations have an incredible ability to serve as – and in partnership with multiple organizations – an educational and recreational resource for their communities. However, they also must provide programs and activities, which include material and staff expenses, with the funding that they are able to raise. Each organization, thus, must be able to develop a winning strategy that helps them serve as a community resource while still remaining true to their organizational goals and objectives. Henricus Historical Park through the years has focused on providing public educational, cultural and recreational programs and projects that help them meet their organizational and financial goals. Over time, we have developed a highly successful and winning blueprint for public programs that can help us raise both funding and awareness of our resources. One such project, our annual ***Hops in the Park*** special event, meets this very goal.

Background:

Henricus Historical Park, a *living history museum* located on the banks of the historic James River 20 miles south of Richmond, Virginia, is the re-created site of the original 1611 – 1622 *Citie of Henricus* – an upriver outpost of the original site of Jamestown Colony – and the nearby Powhatan Indian community of *Arrohateck*. The re-created buildings stand on 9 acres within 810 acres of the Dutch Gap Conservation Area. The Park provides costumed historical interpretation, educational programs, and special events involving cultural contact among the Colonial and Powhatan Indian groups at the early beginnings of America.

Challenge:

As a nonprofit educational organization, the challenge to Henricus Historical Park is to staff and maintain the site and to provide public education and interpretation at the highest professional levels. Henricus Historical Park is maintained through a three-way partnership of the incorporated county of Chesterfield (in whose Parks & Recreation Department it resides), the adjacent county of Henrico and the private 501c3 status-nonprofit organization, Henricus Foundation. The Foundation's Board of Trustees consists of members of the two incorporated counties, museum professionals, community business persons, educators, scholars, historians and members of the Virginia Indian community.

Funding responsibility is divided three-ways with each of the two counties providing ~1/3 of the resources; the final third is provided by the Foundation through staff-guided activities such as educational programs, camps and special events, visitation fees, scholarship donations, and gift shop proceeds. Our challenges are multiple: 1) to enhance and expand our public interest base and population demographics; 2) to meet our targeted budgetary needs to successfully staff and operate the museum at the highest museum and parks & recreation standards; and 3) to expand our ability to

provide additional educational resources to children, through STEM- and SOL-aligned programs while providing discounted rates for Title I and “at risk” children of the Richmond region. This will enhance our ability to serve these children while still maintaining resources to fund organizational operations.

Innovative Project:

In 2015, Henricus Historical Park developed and hosted the first annual *Hops in the Park* harvest festival. In partnership with local jurisdictions, the Virginia Department of Agriculture (first year start-up funds) and the Old Dominion Hops Cooperative and supported and promoted by the Virginia Secretary of Agriculture, more than 20 craft breweries and over 3,000 visitors joined in celebrating the local and regional specialty brewing industry and in commemorating the long and rich history of brewing in Virginia. For brewers to qualify for *Hops*, they were required to use at least one Virginia-grown ingredient in their product. Henricus raises its own hops and other ingredients used in the costumed demonstration of the colonial brewing process.

Now in its fourth year, *Hops in the Park* includes educational seminars, colonial brewing demonstrations, and tasting opportunities at craft brewery booths set within the re-created colonial site. The event also features musical performances, a Virginia-grown farmer’s market, food vendors, craft booths, and children’s activity areas.

Financing/Staffing:

This unique event is admission-free and funded through tasting ticket sales, vendor fees, and public and private sponsorships. While the tasting booths are staffed by brewery employees and volunteers, the historical and educational components of the event are operated by museum staff (Chesterfield County employees). Various additional Parks & Recreation and County Police employees help in maintaining the site and security during the event.

Results:

The goal of the event is to raise money for the Henricus Children’s Education Fund, while attracting a wider range of public interests, demographic groups, and varied income ranges. Proceeds

help fund educational programming – and Title I reduced fees – for nearly 30,000 students and teachers from the Richmond region and surrounding districts (seven key districts and ~25 outlying regions) who visit each year for history, social studies, and STEM-aligned academic programs. This event can serve as a model for other nonprofit county and museum organizations. It partners with state and regional governments, colleges and universities, and the business community in the common goal of generating resources for educating area children. It joins fun, education, recreation, and business in a day of outdoor activity and community service. While our museum usually caters to the historically-minded, this event also reaches those of the community that might not ordinarily visit; it showcases not only an interesting event but promotes our educational resources to the children of the community. One hundred percent of the income -- ~\$12,000 per year -- is dedicated to support our main mission of education.

Summary of Program:

Henricus Historical Park provides valuable educational opportunities for the greater Richmond area. As a nonprofit organization, Henricus relies on funding generated by its educational programs, special events, donations, and partnerships with public and private stakeholders to maintain and staff the living history museum as an important educational resource. Programs, run by professional staff historians, educators, and trained costumed historical interpreters, follow both state and national social studies and history standards and STEM-aligned (Science, Technology, Engineering and Math) goals and outcomes.

Hops in the Park is one of our newest and most innovative programs. It joins county jurisdictions with state and private business interests to create educational partnerships that provide educational and promotional activities for existing patrons and to demographic groups that would not ordinarily attend historical events. This marshaling of resources provides annual support for our educational mission of delivering quality programming to thousands of regional students while still meeting our general financial operating obligations. *Hops in the Park* has proven to be quite successful

in meeting our targeted educational goals. It not only has provided to us a successful model for designing and executing special events but can serve as a blueprint for other nonprofit organizations seeking innovative ways to serve the public, attract new demographic groups, and provide meaningful entertainment for the common good.

Hops in the Park is innovative, safe, and fun and has quickly become one of Henricus Historical Park's most important, iconic, and popular annual events.

Public Relations Over View:

Henricus Historical Park, part of the Parks & Recreation Department of Chesterfield County and run in conjunction with the adjacent incorporated County of Henrico and the private nonprofit organization the Henricus Foundation, is a living history museum located on the banks of the historic James River, located south of Richmond, Virginia. Re-creating the era of the second successful English settlement in America, Henricus runs educational programs, special events and historical tours on the re-created sites of the Citie of Henricus (1611 – 1622) and of the adjacent Powhatan Indian village of Arrohatock.

Part of the challenge of running a nonprofit museum in providing funds to not only maintain the site and staff but to be able to provide quality historical educational programs – at a reasonable price – to the area's children. Henricus, thus plans special events throughout the year to help benefit our Children's Education Fund. In 2016, we designed and ran our first *Hops in the Park* -- an iconic harvest festival of the Richmond region, toasting Virginia's agricultural pride -- event. Set in the 17th century Citie of Henricus, visitors are immersed in history, education, and fun! Since then, more than 3,000 guests each year have visited Henricus Historical Park for this continuing and one-of-a-kind experience.

Henricus Historical Park and the Henricus Foundation, in partnership with the Counties of Chesterfield and Henrico, the Virginia Department of Agriculture (for the first year) and Old Dominion

Hops Cooperative, run *Hops in the Park* as an innovative event providing both entertainment and educational opportunities reaching far beyond Henricus' typical demographic of history buffs. All proceeds of *Hops in the Park* benefit Richmond area children in receiving professionally-run Standard of Learning (SOL)- and STEM-aligned programs at the Park at minimal charge.

The event features 20-25 breweries, each of which is required to use at least one Virginia-grown ingredient; this is supplemented by lectures on the history of hops farming in Virginia. Costumed historical interpreters demonstrate 17th century brewing techniques using our own museum-grown ingredients. The group, Mentoring Advanced Standards of Homebrewing (M.A.S.H), demonstrates modern home-brewing techniques. Supporting activities include local bands, food, and a farmer's market. Hops in the Park has not only provided Henricus Historical Park with a model for a truly successful event but can serve as a model for other nonprofit regional organizations and museums to provide funding for school children through their own historical, safe, and totally fun events.



Capital Ale House
presents



HOPS in the PARK

hopsinthepark.com

NOVEMBER
11, 2017
12 TO 6 PM

Henricus Historical Park
251 Henricus Park Road
Chester, Virginia 23836

- » Free Admission
- » 30+ VA Craft Beers
- » Food Trucks
- » Farmers Market
- » Live Music:
 - » Jackass Flats
 - » Markiss Blowfish
 - » Rick Hollowell



CAPITAL
ALE HOUSE
raise the bar



MEADOWVILLE
LANDING
a riverfront community



Trinkin

Wegmans

CINTAS
READY FOR THE WORKDAY



ABOUT: HOPS IN THE PARK

Hops in the Park is a one-of-a-kind, premiere harvest festival celebrating the farmers, manufacturers, and consumers of food and drink made in and from the soils and waters of Virginia! Help us toast Virginia's agricultural pride with food, music, and Virginia craft beer!

All the breweries at Hops in the Park have brought a beer made with Virginia-grown ingredients.

OLD DOMINION HOPS COOPERATIVE: VIRGINIA HOPS SHOWCASE

Learn all about Virginia Hops with Old Dominion Hops Cooperative! Visit the Henricus Church/ Meeting Hall throughout the day for a showcase on Virginia Hops and find out how you can get involved. Sponsored by RJ Smith Companies.



#HopsinthePark // #ExperienceHenricus
804.748.1611 // www.henricus.org

A SPECIAL THANK YOU TO OUR SPONSORS



Proceeds benefit the Henricus Foundation
Children's Education Fund and Old Dominion
Hops Cooperative.

Capital Ale House
presents

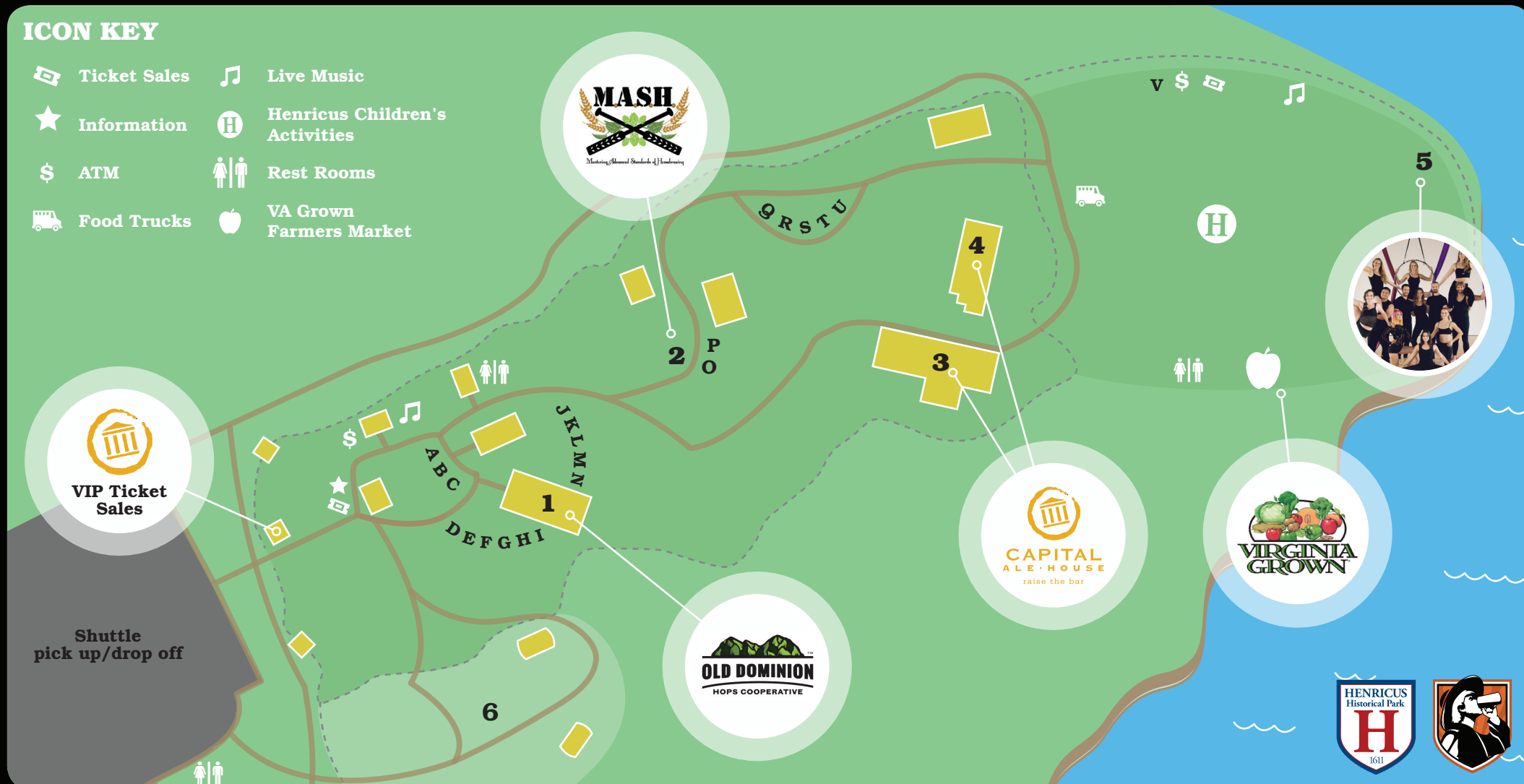


HOPS in the PARK
Saturday, November 11, 2017 // 12 TO 6 PM

HENRICUS HISTORICAL PARK
251 HENRICUS PARK RD. CHESTER, VA.

ICON KEY

- | | |
|--------------|--------------------------------|
| Ticket Sales | Live Music |
| Information | Henricus Children's Activities |
| ATM | Rest Rooms |
| Food Trucks | VA Grown Farmers Market |



BUILDINGS & EVENTS

- 1** Church/Meeting Hall
ODHC Hops Showcase
- 2** Proctor's Plantation
M.A.S.H. Home Brew Demo:
"Then and Now"
- 3** Patron's Tavern
VIP: Capital Ale House
- 4** Mount Malady
VIP: Capital Ale House
- 5** The Bluff
Host of Sparrows Aerial Circus
- 6** Virginia Indian Site
Alcohol is prohibited

LIVE MUSIC

Inside the Citie of Henricus

- 12 to 1:30 PM
Markiss Blowfish
- 1:30 to 3 PM
Rick Hollowell

On the Bluff

- 3 to 6 PM
Jackass Flats

BREWERIES, MEADERIES, & CIDERIES

- | | |
|--|--|
| A Steam Bell Beer Works | L Midnight Brewery |
| B Ardent Craft Ales | M Bold Rock Hard Cider |
| C Brothers Craft Brewing | N Starr Hill Brewery |
| D Strangeways Brewing | O Heroic Aleworks |
| E Extra Billy's Brewery | P Black Heath Meadery |
| F Lickinghole Creek Craft Brewery | Q Adroit Theory Brewing Company |
| G Kindred Spirit Brewing | R Old Bust Head Brewing Company |
| H O'Connor Brewing Co. | S Three Notch'd Brewing |
| I Isley Brewing Company | T Fine Creek Brewing Company |
| J Hardywood Park Craft Brewery | U James River Brewery |
| K Devils Backbone Brewing Co. | V Beer truck |



