



NNK250 Strategic Framework

PURPOSE

In 2026, the United States will commemorate the 250th anniversary of the American Revolution. Across the nation, states and communities have formed coordinating committees to prepare for this landmark event. The NNK250 Coalition has been created to coordinate the commemoration (NNK250) for the Northern Neck region of Virginia.

The purpose of the NNK250 Coalition and NNK250 is to engage multiple perspectives in recognizing and honoring the Northern Neck's essential role in the founding of our nation and the ever-evolving American experiment. The purpose of this Strategic Framework is to provide a common touchstone to guide commemoration efforts in the region in support of the Goals and Objectives outlined below.

GUIDING PRINCIPLES & VALUES

The following Guiding Principles and Values are intended to ground the NNK250 commemoration in integrated planning and the development of long-lasting practices of collaboration and are the foundation of all NNK250 efforts.

- **Indigenous American Relationships**
Publicly acknowledge and honor the indigenous communities on whose ancestral lands our region's history rests.
- **Diversity and Inclusion**
Recognize and proactively engage with traditionally underrepresented communities of the Northern Neck region.
- **Access and Accessibility**
Provide equitable opportunities and access for all in our commemoration activities.
- **Tell a Complete Story**
Ground commemoration programming in the stories and experiences of European, African, and Virginia Indian peoples who all struggled to define their places in the Atlantic World, and eventually in the United States.

- Relevance
Create personally relevant experiences in which all visitors can engage. Visitors should be able to find their place in the story of our nation.
- Partnerships
Support a mutually meaningful culture of collaboration by reinvigorating our relationships with existing partners and forging new relationships with non-traditional partners.

GOALS & OBJECTIVES

Grounded in the Guiding Principles and Values, the following Goals and Objectives define desired outcomes for NNK250.

Goal # 1 – Craft an inclusive commemoration of America’s 250th anniversary in the Northern Neck region.

Objectives:

- Advance scholarship regarding the Northern Neck’s role in founding our nation through expanding access to existing scholarship and pursuing new research and academic partnerships
- Engage diverse stakeholders reflective of all Northern Neck communities in planning and executing the NNK 250 commemoration
- Plan and implement a robust calendar of 250th commemoration programming that engages broad & diverse participants

Goal #2 - Strengthen regional partnerships to build a cohesive Northern Neck National Heritage Area brand that will live on past the 250th commemoration

Objectives:

- Engage our broader community in NNK National Heritage Area Planning
- Strengthen our regional tourism partnerships
- Establish an NNK brand
- Develop long-term community impacts in the Northern Neck

THEMES

In support of the Objectives and Goals, the following Themes are grounded in the Guiding Principles and Values and are intended to provide common points of inspiration for all NNK250 programming and activities.

- 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.
- We the People
We are a democratic nation of diverse people with different cultures, political ideas, and beliefs. Our diversity contributes to both tension and growth in American society.
- American Experiment
Engaging diverse voices in discussion about our democracy’s highest ideals strengthens our understanding, inspires action, and encourages us all to participate in shaping the

ongoing American experiment.

- Preservation and Commemoration
The way in which natural and cultural landscapes have been valued and managed has evolved over time.

NNK250 COALITION MEMBERSHIP

The Northern Neck Planning District Commission is the primary point of contact for NNK250.

The NNK250 Steering Committee provides overall leadership for the commemoration and is comprised of representatives from the following organizations:

A.T. Johnson Museum

Marian Veney-Ashton, Director
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George Washington Birthplace National Monument

Melissa Cobern, Superintendent
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King George County

Nick Minor, Director of Economic Development & Tourism
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Menokin

Sam McKelvey, Executive Director
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Northern Neck Planning District Commission

Lisa Hull, Economic Development and Tourism Coordinator
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Rappahannock Tribe

Carolyn Fortune, Director of Economic Development
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Stratford Hall

Karen L. Daly, President
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The NNK250 Coalition is comprised of dozens of representatives from tourism, education, economic development, museums, historic sites, historical groups, cultural groups, and government agencies from throughout the Northern Neck.