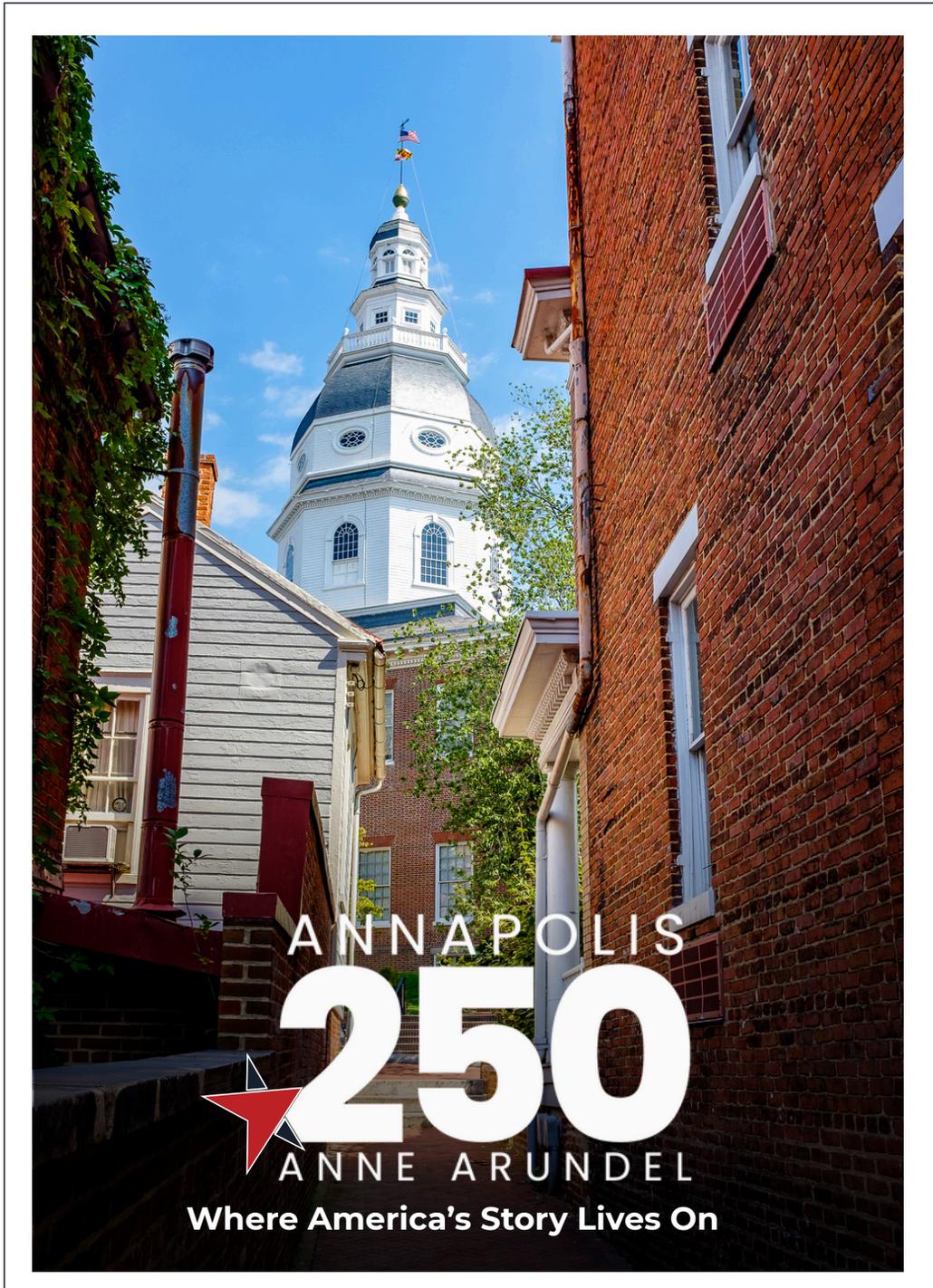


# BeRevolutionary

## Toolkit



# Meet The Project Team



**Heather Ersts**  
Director of Tourism Development



**Sarah Wade**  
Tourism Development Manager

**For General Questions,  
please contact Sarah at  
[SWade@VisitAnnapolis.org](mailto:SWade@VisitAnnapolis.org)**



**C. Jane Cox**  
Executive Director,  
Chesapeake Crossroads Heritage Area



**Dan Cook**  
Senior Director of Marketing  
and Brand Development



# About Be Revolutionary



Get Involved!

Be Revolutionary | Visit Annapolis and Anne Arundel is Visit Annapolis & Anne Arundel County's (VAAAC) major tourism initiative for 2026 and the celebration of the 250th signing of the Declaration of Independence.

In honor of the 250, 50 sites will share their revolutionary stories celebrating the bold people, unforgettable places, and powerful stories that make our region extraordinary. Visitors will be encouraged to travel to the 50 sites to explore the revolutionary spirit that has shaped our nation and to ask themselves what their revolutionary story is—or will be.

Be Revolutionary will present a unified, recognizable, county-wide tourism experience to the public for the Semiquincentennial.





# Your Revolutionary Notepad:

A series of horizontal dotted lines for writing.



# How does it work?

Be Revolutionary is built upon **50 interpretive panels**, one at each partner site. VAAAC will provide the interpretive panel for your site at no cost. VAAAC will collaborate with you to uncover and share the ideas, moments, or people that define your site's revolutionary spirit. You will select a verb that captures your revolutionary story, write a 75-word narrative, and submit it along with two to three photos to VAAAC. VAAAC will add your story to a standardized Be Revolutionary template panel, produce it, and deliver it to you for you to display inside or outside your site.

VAAAC will connect the 50 Be Revolutionary sites with mobile app-based and physical maps. These maps will guide visitors on a journey of exploration. Visitors will use the maps to find the panel locations, check-in, and explore your site to learn your story, uncover what makes your site special, and experience the spirit of your revolutionary past.

VAAAC will promote Be Revolutionary | Visit Annapolis and Anne Arundel and the partner organizations through a significant marketing, advertising and PR campaign.





# Why participate?

The 250 commemoration is a monumental milestone for the U.S. and is the centerpiece of VAAAC's tourism marketing for 2026. Travelers from far and near will come to our region to experience our history, unique culture, and everything that makes us, us, and we wouldn't be us without you.

Be Revolutionary partners and their stories are the bricks that build this tourism experience. By participating, partners will benefit from being a part of a unified tourism effort for the 250, VAAAC's technical assistance, and VAAAC's extensive marketing campaign.

This project will inspire the public and guide them to authentic places and experiences, whether that is standing where George Washington once stood at the Statehouse, sitting in a hotel restaurant where Civil Rights activists staged a sit-in, or learning about cutting edge environmental science at the Smithsonian Environmental Research Center. This tourism effort maximizes this once-in-a-lifetime milestone and seeks to increase the economic benefits to our area.

**In 2024, more than 7.2 million visitors traveled to Anne Arundel County spending \$4.3 billion and generating over \$863 million in federal, state, and local taxes—in 2026 we hope to exceed that with your help.**





# The Interpretive Panel

The interpretive panel is at the centerpiece of the Be Revolutionary campaign. It is where and how you share your revolutionary story with the public. Each site should ask itself: “Do we have a 1776 story?” “What is revolutionary about our work/place?” or “What story sets us and this location apart?” By hosting a panel at your site and joining the Be Revolutionary network, you are joining a cohort of 50 partners.



**Select Your 2-3 High-Res Photos**  
*(We will require both vertical and horizontal images)*

**Choose Your Revolutionary Verb**

**Write and Provide Your Revolutionary Story Narrative:**  
Roughly 70-75 words.

**All will be reviewed by VAAAC after submittal.**

Proof of Concept



# The Interpretive Panel At Your Site

A cohesive branded interpretive panel will be designed for each of the 50 sites. This exciting initiative aims to drive visitors and residents alike to be part of the experience, enhancing engagement and encouraging exploration of the sites. Sites will be expected to regularly inspect and maintain the panels to ensure it remains securely affixed and presentable throughout the 8-month display period.

The **outdoor double-sided scrim banner** will be made of durable scrim material for 24/7 display and can be installed using stakes, grommets, or zip ties on fencing or railings. It may also be produced single-sided.

**Panels To Choose From; Please Select (1)**

	<p><b>Free Standing Roll Up Banner For INDOOR Use</b> Size <b>33.5" x 80"</b></p>	
	<p><b>A Double Sided Vinyl Banner for OUTDOOR use</b> <b>**Proposed size is 80" x 33.5"; see above**</b></p>	
	<p><b>2 Foam Core Posters for DOUBLE SIDED INDOOR use</b> Size <b>24" x 36"</b> (Frame not included)</p>	
	<p><b>2 Choroplast Signs for DOUBLE SIDED OUTDOOR use</b> Size <b>24" x 36"</b> (Frame not included)</p>	



# The Timeline

**January 15, 2026**

**Deadline to formally join the Be Revolutionary initiative.**

**March 1, 2026**

**Deadline for all interpretive panel content submissions.**

**March 19, 2026**

**Launch of Be Revolutionary | Visit Annapolis and Anne Arundel to the public. All interpretive panels must be on display (or ready to be displayed) by this date.**



**March 19 - 25, 2026**

**Maryland Day Celebration 2026; officially kicking off the spring tourism season.**

**March 19 - December 31, 2026**

**The panels are now publicly displayed, and the campaign is poised to gain momentum throughout the destination.**

**December 31, 2026**

**Be Revolutionary campaign formally ends, panels to be removed.**



# Steps To Join In



## Step 1

[Click here](#) or Scan the QR Code below to view the online toolkit and other online resources. Please complete the Participation Form and the Memorandum of Understanding (MOU) by **January 15, 2026**.

Once both have been accepted, you will then receive instructions to submit your revolutionary verb.



## Step 2

Choose your revolutionary action verb and submit it to VAAAC for confirmation. Please note that verb selection is first-come first-serve, so if “Lead” has already been chosen, we will let you know you’ll need to pick another. You must confirm your verb with VAAAC prior to developing your text.



## Step 3

You will receive a link for further instructions on how to submit your verb, 75-word narrative copy, photos, and your logo. Please note that your submission will be subject to editing and approval by Visit Annapolis & Anne Arundel County. While we will make every effort to make this a collaborative process.

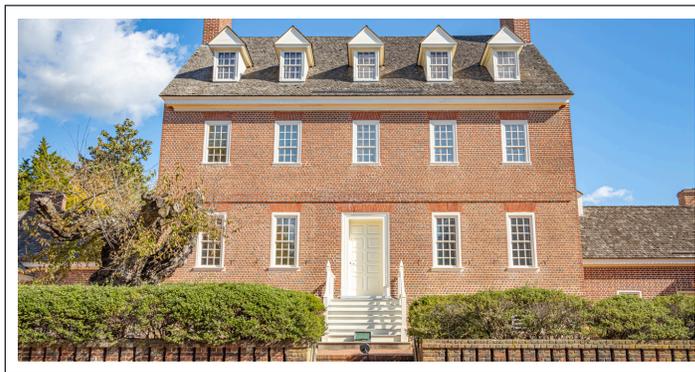
**Panels will be produced on a rolling basis as content is submitted and approved with VAAAC retains final approval authority of all materials.**



# What's Your Revolutionary Story?

**We look forward to working with you, our friends and partners, on this extraordinary initiative. Annapolis and Anne Arundel County have been the site of revolutionary moments and people for the breadth of its history—from pivotal actions of leadership that rocked the world, to struggles for equality, as well as times that built and tested our pursuit of life, liberty, and happiness.**

***These stories are what knit us together as a city, county, state, nation, and a must-visit travel destination.***



*This project has been financed in part with funds from the Maryland 250 Commission, an instrumentality of the State of Maryland. Project contents or opinions do not necessarily reflect the views of policies of the State or Maryland 250 Commission.*

*Be Revolutionary | Visit Annapolis and Anne Arundel is made possible through funding from Visit Annapolis & Anne Arundel County, Chesapeake Crossroads Heritage Area, and Maryland 250.*

