

SARATOGA 250

2025 Annual Impact Report:

Reconnecting Saratoga's Revolutionary Legacy with America's Future



Table of Contents

Introduction	3
Educating New Generations	4
Engaging Promotion	7
Preservation	10
Marking Milestones	12
Partnerships Powering Progress	14
2026 – A Preview of What’s Ahead	16
Join Us in Shaping History	19
Thank You to our Trusted Partners	20
Board of Directors	21



Introduction

2025 marked a turning point in how Saratoga's story is shared. Rather than simply retelling history, Saratoga 250 focused on creating meaningful experiences that invite people to engage, reflect, and participate. Through dynamic programming, expanded outreach, and modern storytelling, we are cultivating a deeper connection to the Battles of Saratoga and preparing communities of all ages to carry this legacy forward as the 250th anniversary approaches and beyond.

Our mission is to revive awareness, educate, promote, and preserve the victory at the Battles of Saratoga and its enduring, world-changing impact. We strive to engage local, national, and international audiences by highlighting Saratoga's pivotal role as America's Turning Point in the Revolutionary War and reaffirming its lasting influence on generations of freedom, democracy, and prosperity.



KEY ACHIEVEMENTS



EDUCATION



PROMOTION



PRESERVATION

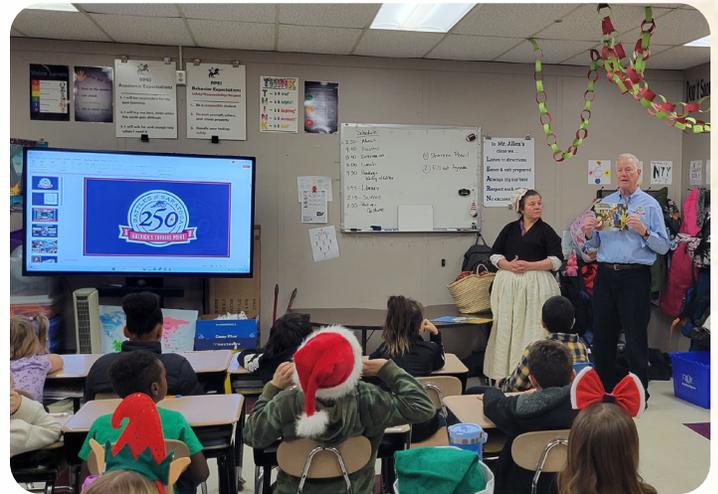
EDUCATING NEW GENERATIONS

In 2025, Saratoga 250 advanced its educational mission through the publication of ***Overhearing History***, a youth graphic novel **authored by Anne Clothier and illustrated by Alex Portal**. Created to make the American Revolution accessible and engaging for young audiences, the book is supported by a comprehensive classroom guide developed by the ***New York State Archives Partnership Trust*** through its ***Consider the Source*** initiative. Generous support from ***The Anderson Financial Group*** and their **Northwestern Mutual** Partners made possible both the publication of the book and its distribution to educators at over 50 school districts in all corners of New York State.



Building on this foundation, Saratoga 250 partnered directly with school districts to ensure ***“Overhearing History, a Revolutionary Saratoga Story,”*** was integrated into classroom learning.

In 2025, book donation events were held with Schuylerville Central School District, Lansingburgh Central School District and Salem Central School District, providing copies to classrooms, libraries, and grade levels. ***The Saratoga Chapter of the DAR made a donation supporting copies*** to all Saratoga Springs based public and private schools. To date, total sales and donations of *Overhearing History* are approaching **700 copies** through local heritage sites, retail partners, and school-based initiatives.



As the first title in a planned series exploring the years 1775, 1776, and 1777, the project establishes a lasting model for connecting students, families, and educators to Saratoga’s role as America’s Turning Point. ***Please direct area school educators to us to see whether we can support their 4th and 7th grades with this curricula enrichment.*** The book is always available via Kindle on demand publishing.



Saratoga 250 proudly launched the inaugural “*America’s Turning Point*” Scholarship, reinforcing our commitment to education and the next generation of historical stewards. The **first two \$1,500 scholarships** were awarded to graduating seniors from the two school districts that encompass the Saratoga battlefield and the historic Siege and Surrender—**Schuylerville and Stillwater Central School Districts.**

Scholarship recipients Berkeley Thate and Emma Battles-Foley were honored during the **Knox by Candlelight 250th Commemorative Concert** on December 13, 2025, in a ceremony attended by community members and Saratoga 250 leadership. This milestone initiative highlights Saratoga 250’s dedication to connecting local students to the enduring significance of America’s Turning Point.

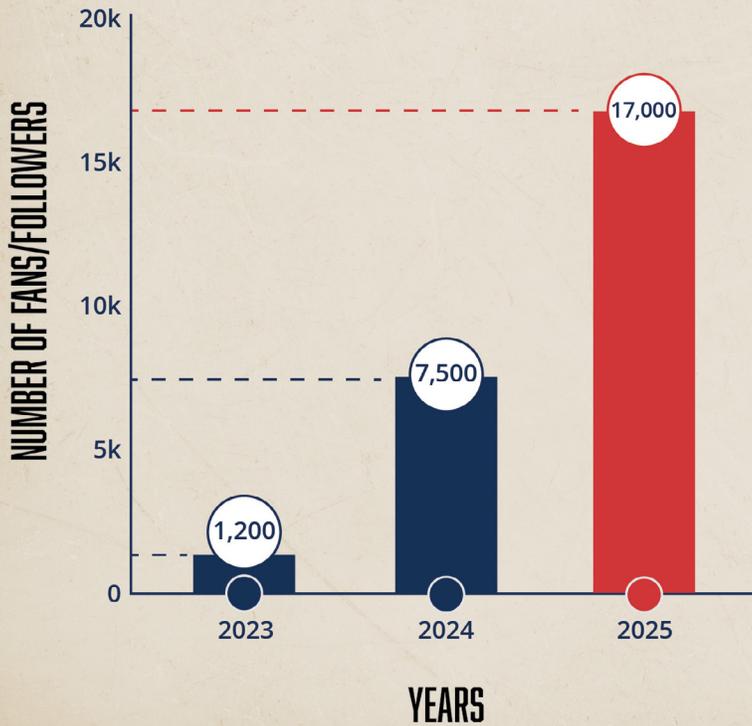
ENGAGING PROMOTION

2025 was a landmark year for digital engagement with Saratoga 250. Our website saw over **54,000 new active users**, up from over 9,000 in 2024—a **nearly a 6x increase**. New and active users were nearly identical, showing that we are not only reaching a wider audience but also **driving the right audiences of interested people to access our content**. Referral rates from our targeted marketing channels remain strong, and key pages—including signature events, battles timeline learning content, and “Plan Your Experience” resources—performed exceptionally well, even with limited promotion showing areas for growth and retention.

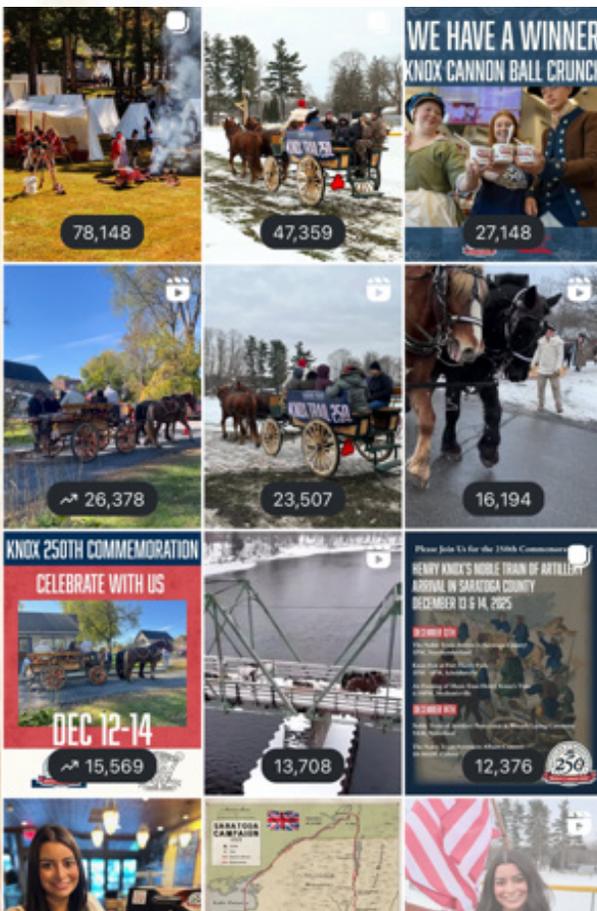


★ SARATOGA 250 SOCIAL MEDIA GROWTH ★

2023-2025



GREW FROM NEARLY 7,500 TO OVER 17,000 FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS AND EMAIL!



Our digital channel audiences more than doubled, growing from approximately 7,500 to **over 17,000 across social media and e-subscribers**. We introduced TikTok and expanded partnerships with content creators, generating over **2.6 million impressions in 2025 alone**. Engagement metrics soared: 154,000+ engagements (+248%), 30,997 post link clicks (+2,565%), and a 5.9% engagement rate per impression (+333%). This approach to reach people with engaging content is critical to our mission and growth. Also, to engaging priority audiences of young families with children, casual history fans, and the enthusiasts.

Live events remained a cornerstone of this engagement strategy, with **Siege and Surrender Days** serving as standout moments for both attendance and storytelling impact. Despite the challenges of a federal government shutdown, more than **2,000 people gathered at Fort Hardy Park**, supported by strong collaboration with local municipal and community partners.



Saratoga County led these efforts, alongside the Towns of Saratoga and Stillwater and the Village of Schuylerville, demonstrating the strength of regional coordination in delivering meaningful public history experiences. These events generated powerful visual storytelling—ranging from sword surrender reenactments and the symbolic lowering of the British flag to American cannon fire echoing across the Hudson River—creating highly shareable moments that amplified both on-site and digital engagement.

Surrender Day continues a decades-long community tradition deeply rooted in local education. In 2025, the program reached Schuylerville students and expanded to include fourth- and fifth-grade students from Salem Central School District and Augustine Classical Academy.

Building on this success, Saratoga 250 remains committed to expanding engagement with homeschool groups, preschool families, and additional schools, ensuring that the story of the British surrender at Saratoga remains a living, accessible educational experience for learners of all ages.

PRESERVATION



Americana Corner



PRESERVING AMERICA GRANT

Preserving Saratoga's Revolutionary landscapes is a priority of Saratoga 250. Ensuring Saratoga's physical places where history unfolded to connect to visitors with the people and events that shaped America's founding preserves history. In 2025, this commitment was advanced through installation of three new interpretive panels adjoining Fort Hardy Park. They add meaningful, permanent interpretation to one of the most significant sites of the Revolutionary War.

Funded through an ***Americana Corner Preserving America Grant***, these panels bring powerful new context to the site known historically as the "Field of Grounded Arms," where British General John Burgoyne surrendered to American forces on October 17, 1777—marking the first surrender of a British field army and a turning point that changed the course of world history. Americana Corner's generous investment reflects a shared commitment to preserving and elevating America's founding-era stories for future generations.

The interpretive panels explore Fort Hardy's layered history—from its earlier use as British defensive ground, to the decisive moment of American grit and resolve, and the deeply human emotions of fear, uncertainty, and dignity that accompanied surrender. By centering the experiences of the people behind the place, the panels invite visitors to engage with the site not only as a battlefield, but as a lived landscape shaped by courage, consequence, and choice.

Saratoga County continues to lead the way in stewarding this important site, advancing development of the ***Saratoga Revolutionary Experience (SRE) Interpretive Center*** adjoining Fort Hardy Park and the Champlain Canal. The newly installed panels represent the first physical step in that broader vision, laying the groundwork for an immersive interpretive campus that blends preservation, education, and innovation. Integrated with the newly app store released ***SRE heritage traveler app***, these on-site interpretations connect physical space with digital storytelling, ensuring accessibility and engagement for today's visitors.



Together, these preservation efforts reinforce Fort Hardy Park as a cornerstone of Saratoga's Revolutionary story and demonstrate how thoughtful investment, strong partnerships, and public stewardship can protect historic places while bringing their stories vividly to life for generations to come.

Ask how to help bring it to life and imprint your legacy on this effort to preserve Saratoga's Revolutionary heritage for another generation.

Marking Milestones

THE 250TH OF HENRY KNOX'S NOBLE TRAIN OF ARTILLERY

Knox 250 brought history to life on December 13, 2025, welcoming more than **1,000 attendees** as part of Saratoga 250's and the region's commemoration of **Henry Knox's Noble Train of Artillery**. The day began with the ceremonial arrival of the Noble Train procession over the Hudson River into Northumberland, Saratoga County, from Washington County, set against a picture-perfect, gentle snowfall.

Featuring cannon and sleds pulled by draft horses and nearly **100 living historians** from as far away as Boston, the procession continued into Fort Hardy Park in Schuylerville. There, the free, family-friendly festival invited community members of all ages to **celebrate the daring winter 1775 expedition** that delivered vital artillery from Fort Ticonderoga to Boston during the American Revolution. The event culminated with the handoff of the official ceremonial linstock, symbolically passed county to county on its journey to Boston in March 2026.



At Fort Hardy Park in Schuylerville, attendees enjoyed a wide range of **immersive activities, including horse-drawn wagon rides, artillery demonstrations with the 2nd Continental Artillery, and lively conversations with living historians** portraying figures like Henry Knox and General Philip Schuyler. Educational displays and interactive experiences—such as **tavern fare demonstrations, 18th-century winter gear showcases, and an 18th-century printing press conversation**—helped contextualize life and logistics during the era. A highlight of the afternoon was the recognition of **WSWHE BOCES** students who built replica sleds, followed by a lantern-lit walk through the park culminating in a twilight artillery salute in honor of Knox and the site’s broader historical legacy.



That evening, the celebration transitioned to a **“Knox by Candlelight” Concert at the Center for the Arts on the Hudson** in Mechanicville, offering a cultural capstone to the day’s historical commemoration. The event featured the **Musicians of Ma’alwyck**, a group known for their expertise in 17th and 18th-century music. The ensemble performed popular compositions from the 1770s by composers such as *Handel and Arne*, punctuated by dramatic readings of period diaries and letters by living historians in authentic 18th-century attire. The free concert—made possible through support from Saratoga 250’s Founding Donors and the Saratoga County 250th Commission—offered attendees a reflective way to consider this hallmark moment of revolutionary history in our region. Our production of **a short film in affiliation with WMHT** marking this feat and the 250th commemoration will premier locally on March 10, 2026.

Partnerships Powering Progress

In 2025, Saratoga 250 advanced its mission through a growing network of regional partnerships that expanded visibility, engagement, and community participation. Continued collaborations with trusted partners such as **Stewart's Shops, Discover Saratoga, Impressions of Saratoga, First Fill Spirits, and Adirondack Trust Company** provided a strong foundation, while new partnerships with **Cooperstown Distillery and War Cannon Spirits** brought fresh offerings and reach to our efforts.

Creative, place-based collaborations helped bring history into everyday community life. Stewart's Shops introduced a new commemorative flavor—**Knox Cannonball Crunch**—transforming a local favorite into a playful, highly visible touchpoint for Saratoga 250 and Knox's 250th. Generous giveaways and cause-based promotions from partners including **Saratoga Arms, Hayner's Country Store, Panza's, Osteria Danny, Happy Brands Co, Saratoga Casino & Hotel, and more** further supported public engagement and awareness throughout the year.

Cultural and literary partnerships deepened public understanding of Saratoga's revolutionary legacy. A featured book event with **Northshire Bookstore** welcomed Pulitzer Prize-winning author Rick Atkinson, drawing regional audiences and reinforcing Saratoga's national significance in the American Revolution. These programs positioned Saratoga 250 as both a convener and a storyteller, connecting scholarship with community.



Performing arts partnerships offered new ways to experience history. In July 2025, Saratoga 250 collaborated with **Home Made Theater** to integrate interactive augmented reality displays into the venue for their production of 1776, allowing audiences to engage with historic themes through immersive technology.

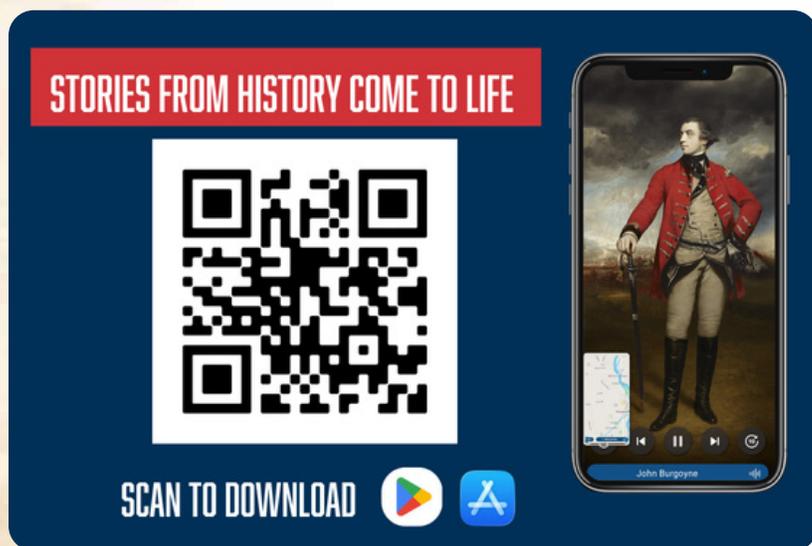
Across the county, Saratoga 250 exhibits continued to be displayed in heritage centers, hotels and public venues, ensuring consistent visibility for the commemorative effort. The **Saratoga Springs Rotary grant** made exhibits possible at *Saratoga Springs Library and City History Museum*. These partnerships transform history into a shared, community mission—one that continues to build momentum toward the 250th commemoration and anniversary milestones.



2026 – A Preview of What’s Ahead

Looking ahead to 2026, we are building on the momentum of 2025 with a strategic focus on deepening engagement, expanding reach, and preparing for the milestone 250th anniversary in 2027. Efforts will center on retention—keeping and growing our existing audience—while leveraging demographic and geographic insights to draw visitors from key drive-time markets and beyond.

The development of the ***Saratoga Revolutionary Experience (SRE)*** sub-brand will deliver immersive, high-value experiences, combining history, technology, and world-class hospitality to showcase the region’s impactful heritage. Early indicators are promising: the SRE web hub, with curated guides to experience heritage and hospitality across Saratoga, has already seen over 3,000 visits since September. Over 2,000 QR code scans from AR pop-ups, coasters, and partner product label activations highlight the appetite for interactive experiences. This web hub will drive people to our newly released “beta” SRE travel app now available in ***Apple and Google Playstore*** (download and try them out!). It includes a selection of Revolutionary heritage sites to choose from, navigates drivers to them, and tells audio stories straight from history while in route!



The travel app provides the framework for engaging content production throughout 2026 and to refresh for years to come. We will continue expanding digital AR media to deliver 3-D stories of people, places, and artifacts across area Revolutionary sites.

This content, alongside continued insightful video productions and digital campaigns designed to attract audiences to keep growing Saratoga’s heritage destination appeal. 2026 and America’s 250th birthday will be a priority bridge to our Battles of Saratoga 250th milestone in 2027.



UPCOMING 2026 EVENTS TO ATTEND



JAN
30

An Evening with Clothing Scholar Henry Cooke

MAY
2

5th Annual Turning Point & Women in War Symposium

FEB
26

Tavern Night at Brookside Museum

OCT
10

Victory Season at Saratoga: Siege Living History Weekend with Saratoga NHP

MAR
12

Tavern Night at Brookside Museum

To learn more, visit Saratoga250.com/news-events

A major goal is to strengthen visibility and awareness alongside America’s 250th, leveraging SEO, Google Ads, and this strategic storytelling to make Saratoga 250 a national reference point for Revolutionary War heritage beyond July 4th of 2026. Every activation, event, and digital touchpoint will contribute to a year-long build toward 2027. It will position Saratoga as the premier national 250th destination for education, engagement, and celebration of America’s Revolutionary legacy in 2027.

Central to this momentum is our continued collaboration with **Discover Saratoga**, strengthening the promotion of Saratoga's Revolutionary heritage as a regional, national, and international travel destination. Through this partnership, Saratoga 250 is being positioned alongside broader tourism initiatives that connect heritage experiences with hospitality, culture, and seasonal travel planning.

Strategic investments in advertising will extend our reach to international audiences, including targeted campaigns aimed at German travelers preparing to experience America through New York City and its surrounding Revolutionary landscapes. These efforts will be further amplified through **prominent placement in Discover Saratoga's annual Travel Guide, with a back-cover feature reaching more than 70,000 readers each year.** Together, these initiatives reinforce Saratoga's role as a must-visit destination for Revolutionary history and set the stage for sustained visitation leading into the 250th anniversary and beyond.



Join Us in Shaping History

The Battles of Saratoga in 1777 changed the course of history, securing American independence and inspiring freedom around the world. Today, your support ensures that this legacy continues to resonate. From the patriots who fought here to generations who preserved these sites with monuments, museums, and stewardship, the story of Saratoga has endured. Now, we are bringing it to life for a new generation—through immersive AR experiences, dynamic digital content, interactive video, and engaging live events featuring 18th century living historians. By connecting history in meaningful and innovative ways, we are making sure Saratoga’s story inspires, educates, and thrives for decades.



Thank You to our Trusted Partners



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LIBERTY CORPS:



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- Mike and Tricia Billok
- Heather and Tim Mabee
- Lemery Greisler, LLC
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THANK YOU FOR FUELING THIS MISSION.