

**VIRGINIA
IS FOR
LOVERS[®]**

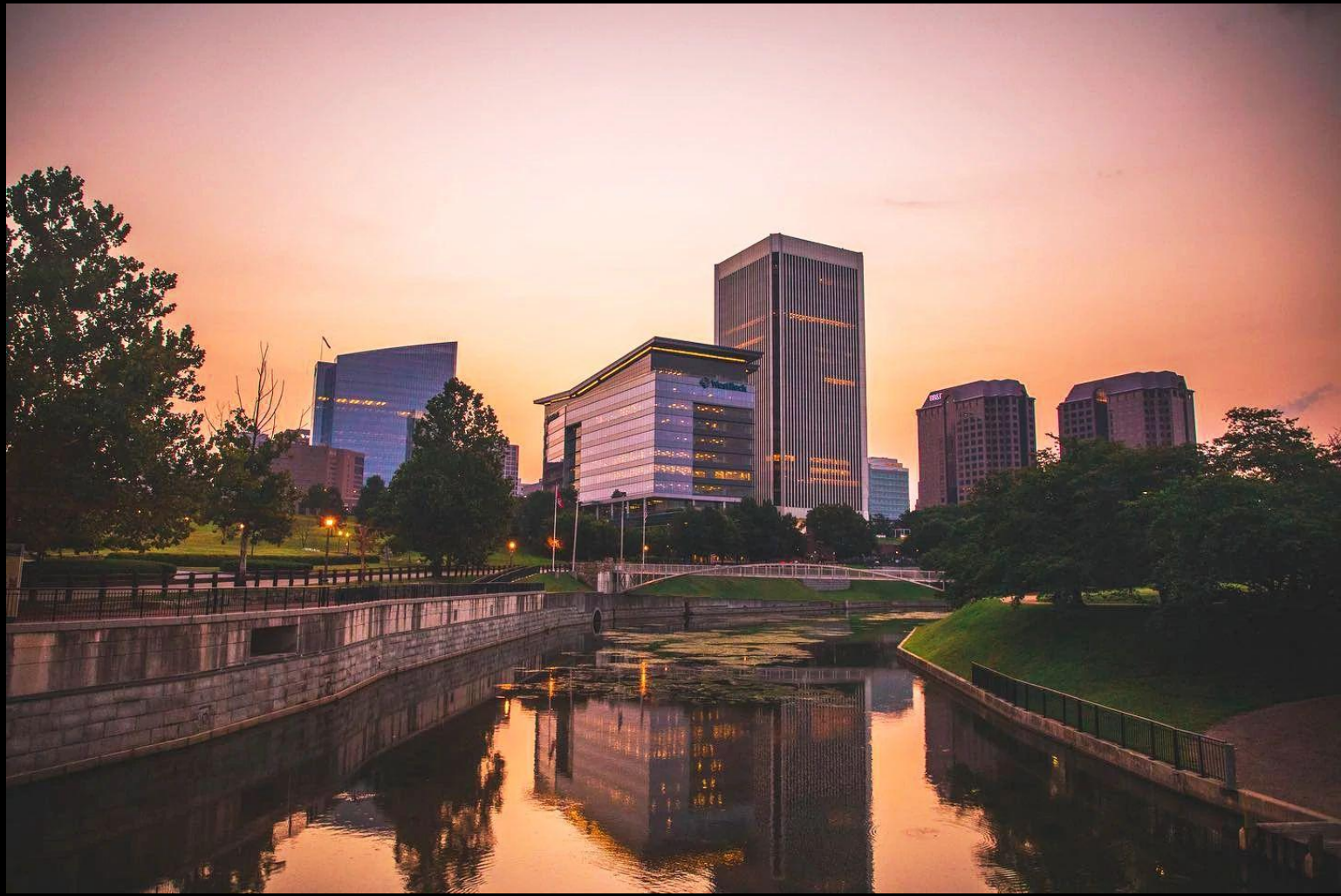
LIZA MICKENS
Social Media Specialist





Responsible for organic content
Liason for brand collaborations







Roles at VTC

- Marketing
- Research
- Partnership
Marketing
- Film Agency
- Operations/Finance

VTC Partnership Marketing

Destination Development Team

- Becky Nave – Director of Destination Development
276.791.9172 | bnave@virginia.org
- Sarah Austen Holzgrefe – Destination Development Specialist
804.545.5554 | sholzgrefe@virginia.org

Destination Development Managers

- Michelle Workman 276.722.0238 | mworkman@virginia.org
- Kalen Hunter 276.213.0009 | khunter@virginia.org
- Katie Conner 540.676.4953 | kconner@virginia.org
- Kelli Weaver 540.679.6697 | kweaver@virginia.org
- Vacant * Contact Becky Nave
- Laura Messer 804.278.7651 | lmesser@virginia.org

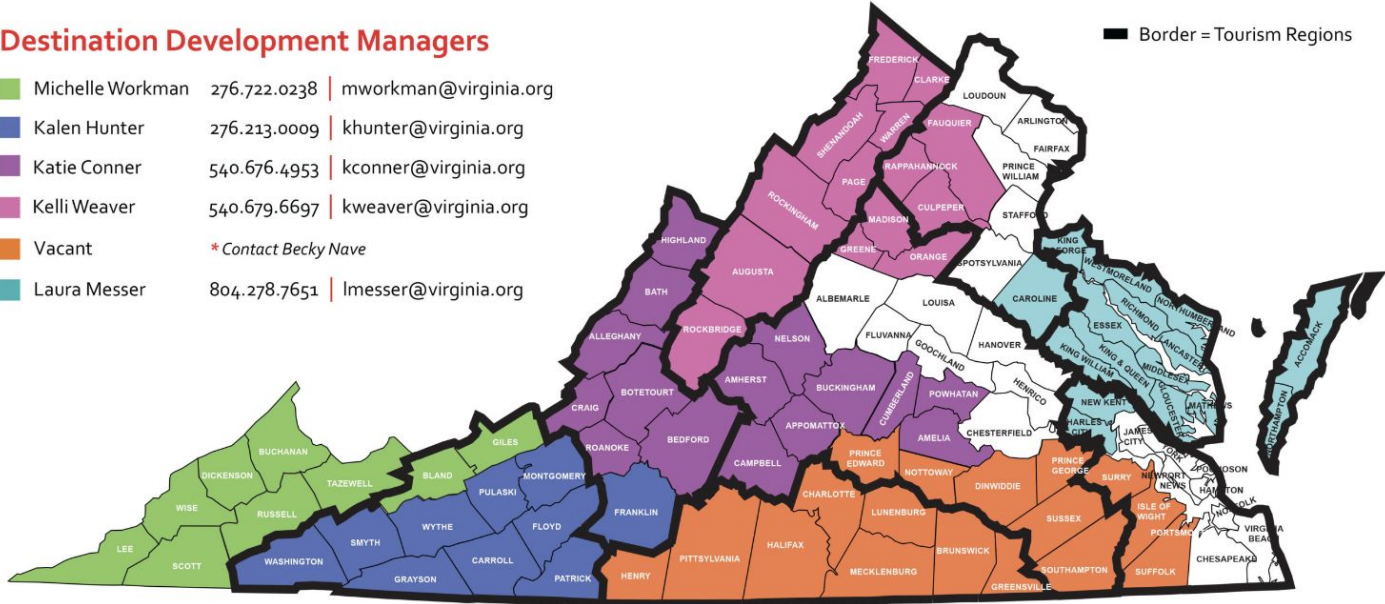
VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

Contact VTC's *Destination Development Managers* in your area for strategic planning, marketing leveraging and other community development assistance and resources

* Contact Becky Nave for white map areas not assigned to a DDM

Website VATC.org/partnershipmarketing/tdmanagers



Funding Program Team Website VATC.org/grants

- Staci Martin 757.390.7330 | smartin@virginia.org
* Director
- Noah Salaah ad-Deen 804.545.5518 | nsaddeen@virginia.org
- Caleb Leech 804.656.5552 | cleech@virginia.org



OFFICIAL 2024 TRAVEL GUIDE

VIRGINIA

NEW PERSPECTIVES
by Jason Hunter

SUNSHINE & SANCHO
by Sunshine Sol

SOUNDS of
YESTERYEAR

by Andrew Cothorn

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SOCIAL MEDIA

231M

Impressions YTD 2023

1.15M

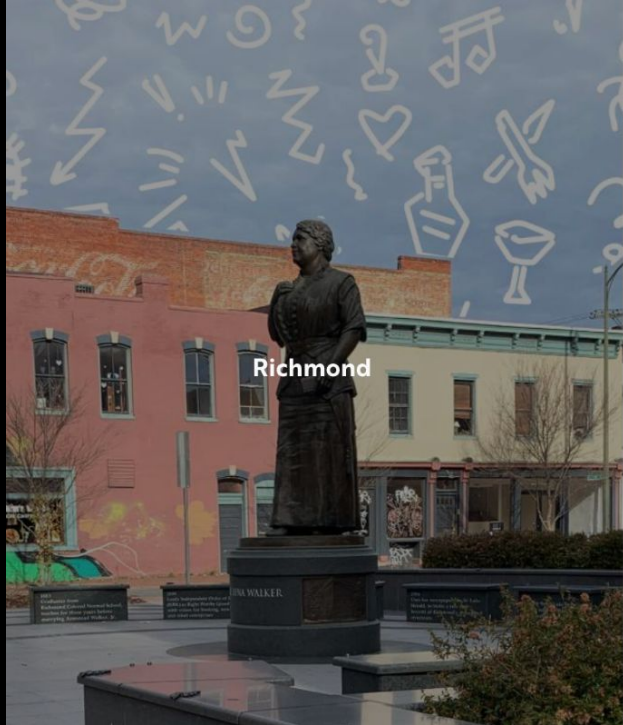
Followers and Fans

Our channels serve as a virtual welcome center, creating online communities where adventure seekers, foodies, and history buffs alike can converse and get inspired to take their next unforgettable trip to Virginia.





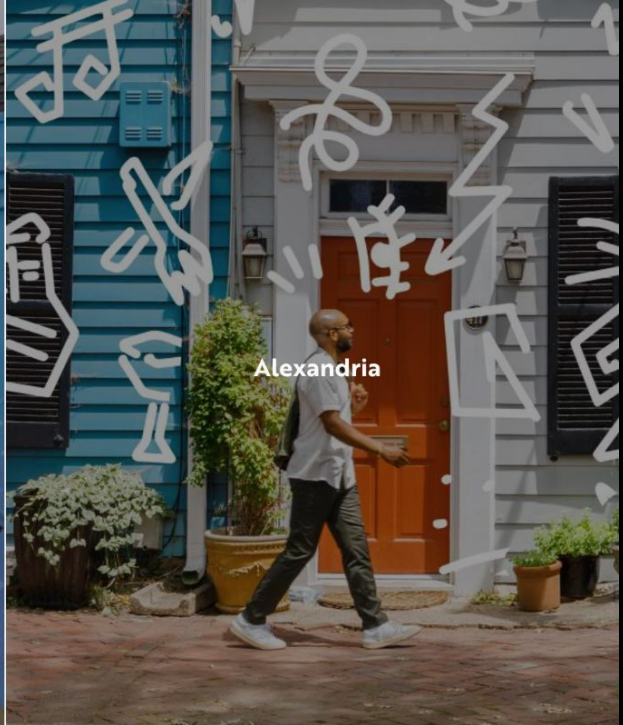
HEART & SOUL



Richmond



Hampton Roads



Alexandria



1909
leads Independence
1911 as Right W
th vision for b
and retail enterpr

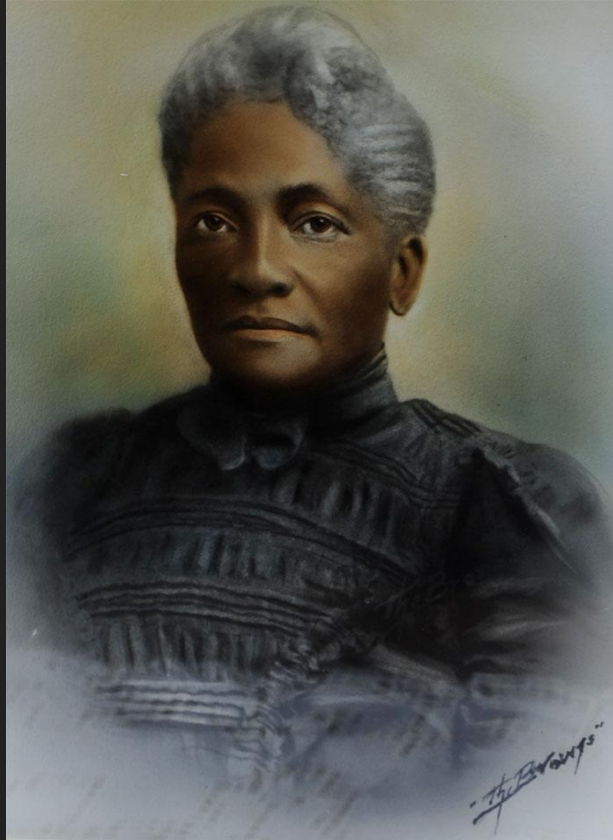
1903
Charter
Savings
first Afr
bank pro

MAGGIE LENA WALKER

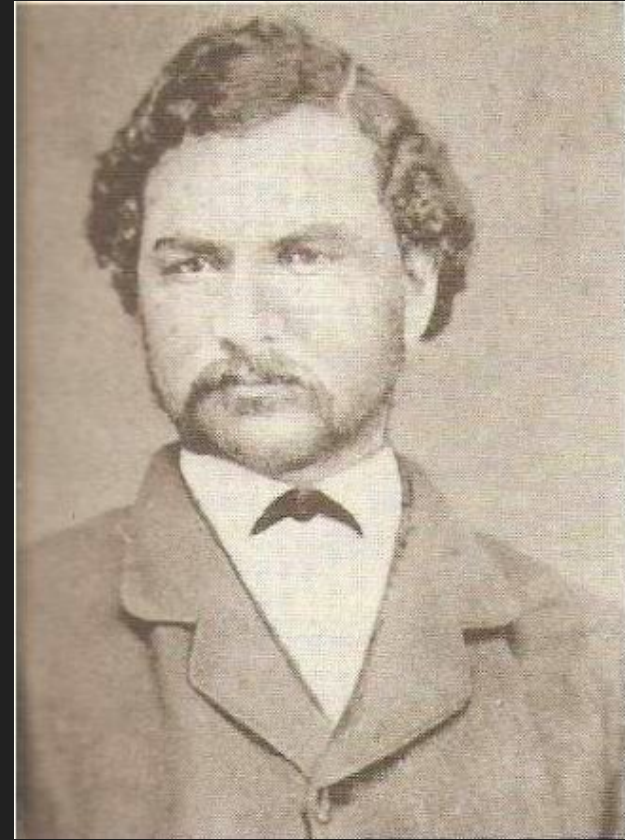
RICHMOND
VIRGINIA

Maggie Lena Draper-Mitchell

- Born July 15, 1864 - Richmond, VA
- Daughter of Elizabeth Mitchell & Eccles Cuthbert
- Death of stepfather forced family into debt.



Elizabeth Draper



William Mitchell

Early Community Involvement

- Baptized at First African Baptist (1878)
- Joined Independent Order of St. Luke (1881)
- Organized graduation protest (1883)
- Taught grade school for 3 years, but was forced to quit.
- Became more involved in the church.



Maggie 18 - early 20s

Marries Armstead Walker

- Forced to quit teaching
- Family of masons
- Notable brick contractor
- Most notable work:
Leigh St. Armory.



Maggie and Armstead - married 1886

Family Life

- **Russell Eccles Talmage Walker (1890)**
- **Armstead Mitchell Walker (1893)**
 - **Died 7 months later**
- **Melvin Dewitt Walker (1897)**
- **Adopted Polly Payne - relative**



Russell, Maggie, Melvin

Independent Order of St. Luke

- Secret, religious, beneficiary society
- Established in Baltimore, MD
- Joined the Order at 14 years old
- Established Juvenile Division & becomes Grand Deputy Matron (1895)



I. O. ST. LUKE "INSPIRATION" Builder of the Order 1897--1934
900 ST. JAMES STREET, RICHMOND, VA.
Established ST. LUKE PENNY SAVINGS BANK; now CONSOLIDATED BANK and TRUST COMPANY
First Female Bank President. Outstanding in Human Relations-Race Uplift-Philanthropy



MAGGIE L. WALKER

Died Dec 15, 1934

Changes in the Order

- By 1899 IOSL teetered on bankruptcy.
 - 1,000 members, \$31 in treasury, & leader resigned
- Elected Right Worthy Grand Secretary (1899)
- 1901 Address to the Order
 - Vision for newspaper, bank, & emporium

*“Let us awake, let us arise.
Let us form a partnership of
heads and brains, and
actually do something.”*



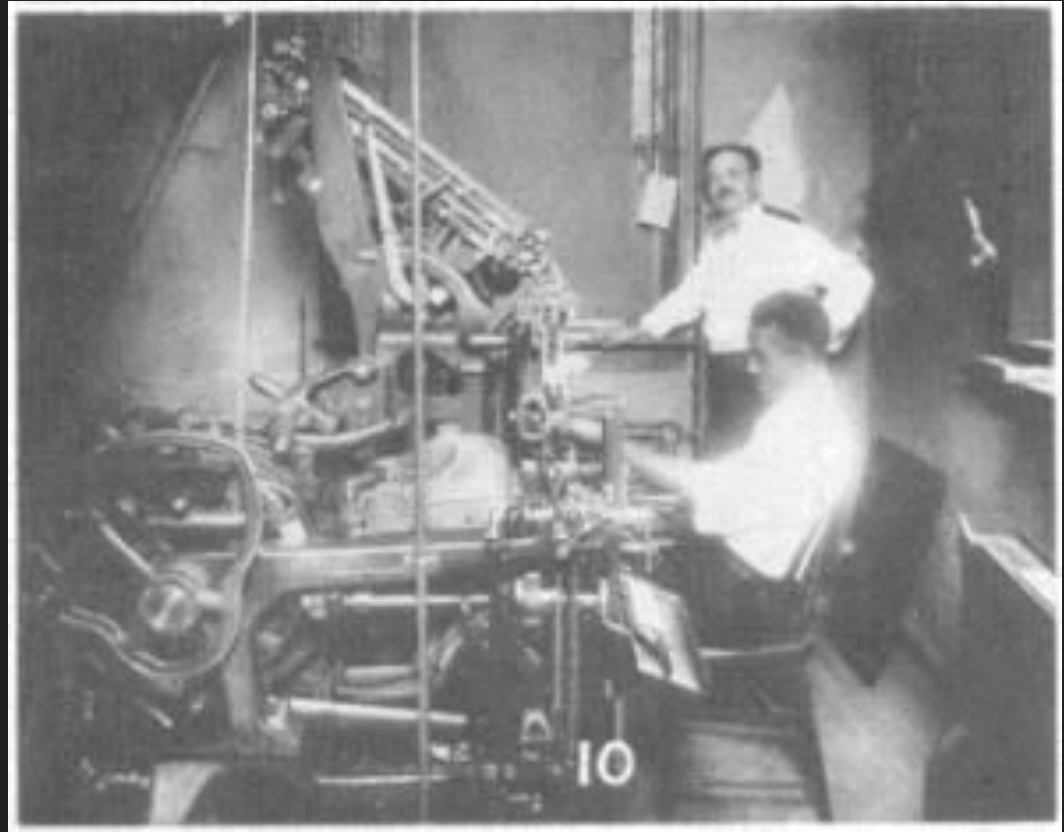
Growth of IOSL

- **First issue of the St. Luke Herald (1902)**
- **Charters St. Luke Penny Savings Bank (1903)**
 - First woman to found & charter a bank in America
- **Establishes St. Luke Emporium (1905)**
- **20 years later, built ranks to 100,000 members, \$500,000 in treasury**



St. Luke Herald - 1902

- Organizing & educational tool
- Printed in St. Luke Hall
- Advocacy & activism



St. Luke Bank - 1903

- Penny Savings program for kids
- Survived Great Depression through merger with two other Black Owned banks.
- Served as president until 1929

THE - RIGHT - WORTHY - GRAND - COUNCIL



A FRATERNAL BENEFIT SOCIETY

HOME OFFICE,

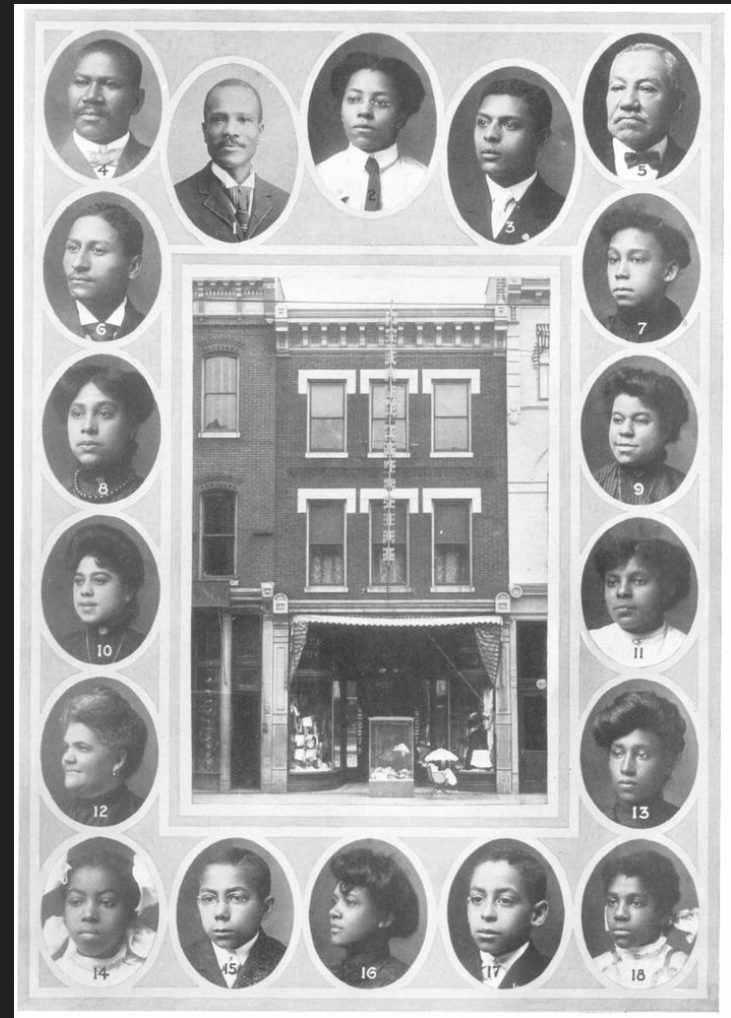
900 ST. JAMES STREET,

RICHMOND, VIRGINIA 23220



St. Luke Emporium - 1905

- Operated at 112 E. Broad St.
- Largest employer of black women in Richmond
- “Stop feeding the lion of prejudice...”



Suffrage Involvement

- Able to vote with 19th Amendment
- Registered hundreds of Black women to vote in Richmond
- 1921 ran for statewide office on “Lily Black” ticket



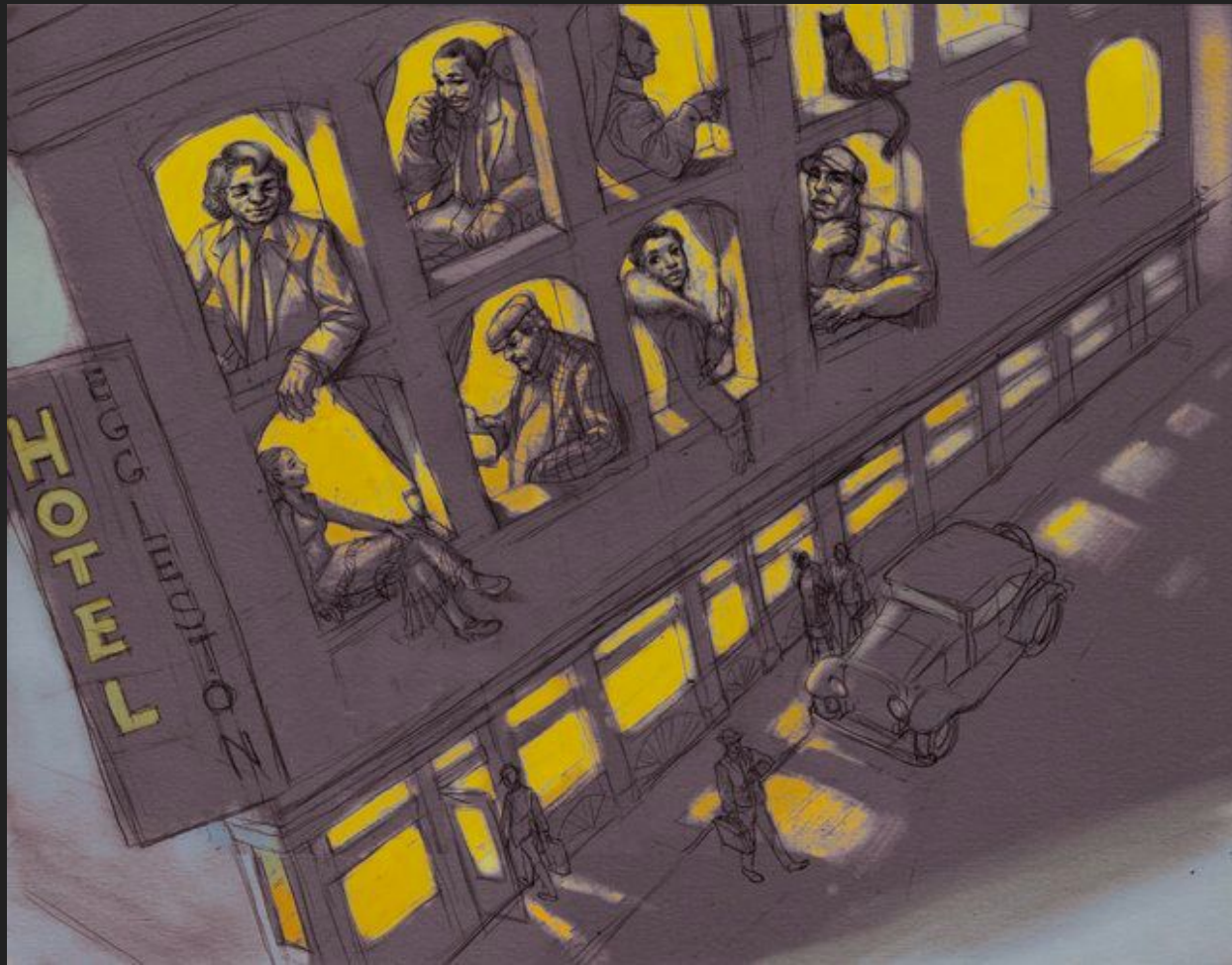


**“The elevation of
woman to her
proper and rightful
place has been the
slowest work of
centuries.”**

- Maggie Walker

Jackson Ward

- “Harlem of the South”
- Tale of two cities
 - Segregation
 - Parallel Richmonds



110 ½ E. Leigh St.

- Victorian Era Home (1883)
- Heart of Richmond's Jackson Ward
- Walker purchased (1904) began renovations immediately.
 - Central heating
 - Electricity
 - 9 to 28 rooms
 - Elevator (1928)
- 11 people, 2 dogs
- National Park Service (1979)



Life Tragedies

- Loses child in infancy
- Same year her younger brother dies (1893)
- Husband accidentally shot and killed by son (1915)
- Maggie's mother Elizabeth dies (1922)
- Russell dies after battling depression and alcoholism (1923)
- Confined to wheelchair by diabetic paralysis (1928)





*Have faith,
have hope,
have courage,
& carry on.*

-Maggie Lena Walker

