



2012 Jamestown-Yorktown Foundation FACTS



MISSION—The Jamestown-Yorktown Foundation, an educational institution of the Commonwealth of Virginia, shall foster through its living-history museums – Jamestown Settlement and Yorktown Victory Center – an awareness and understanding of the early history, settlement, and development of the United States through the convergence of American Indian, European, and African cultures and the enduring legacies bequeathed to the nation.

GOVERNING BOARD—The Foundation is governed by a Board of Trustees. The Code of Virginia calls for the board to consist of the Governor, the Lieutenant Governor, the Attorney General, the Secretary of Education, members from the General Assembly, citizens of the Commonwealth appointed by the Governor, the president of the private affiliate Jamestown-Yorktown Foundation, Inc., and individuals elected by the Board of Trustees.

PRIVATE AFFILIATE—The Jamestown-Yorktown Foundation, Inc., coordinates private fund development in support of Jamestown-Yorktown Foundation programs. The Foundation, Inc., is administered by a Board of Directors consisting of no more than 30 members, including at least three but no more than seven members of the Jamestown-Yorktown Foundation's Board of Trustees, including the trustees' chairman. In FY 2010-11 (July 1, 2010-June 30, 2011), gifts and grants in support of artifact acquisition and conservation, exhibitions, and educational programs and resources totaled \$1,294,006. The endowment amounted to \$17.1 million as of June 30, 2011.

FOUNDATION BUDGET—The Foundation's operating budget in FY 2011-2012 totals \$14.9 million. General funds appropriated by the General Assembly comprise 43 percent of the operating budget, while non-general funds, which consist substantially of admissions revenue, account for the remaining 57 percent. An additional \$46 million (\$44.5 million in state support) was approved in the 2010-12 biennium for capital and maintenance reserve projects, including construction of a new Yorktown Victory Center. In 2011, gift shop sales generated more than \$700,000 in net revenue.

VISITATION—Combined paid visitation in 2011 totaled 586,341 – 415,632 at Jamestown Settlement and 170,709 at the Yorktown Victory Center. Ticket sales to groups comprised 37%, and to individuals 63%, of total paid visitation. Approximately 75% of individual paid visitors came from out of state. Top origin states are Virginia, North Carolina, Pennsylvania, Maryland, New Jersey, New York, Florida, California, Ohio and Texas. Visitors to the Jamestown-Yorktown Foundation museums spent an estimated \$108 million in the Williamsburg area (Historic Triangle) in the 2010 calendar year.

NUMBERS OF EMPLOYEES—The Foundation employs up to 180 full-time staff and more than 250 part-time staff, the number varying by season, in five management divisions:

Museum Operations & Education; Marketing & Retail Operations; Development; Executive Office; and Administration (Facilities Management, Finance, Human Resources). Nearly 1,000 volunteers provided 62,624 hours of service to all areas of the Foundation's programs and activities in 2011.

EDUCATIONAL PROGRAMS—During the 2010-11 academic year, Jamestown-Yorktown Foundation programs served 292,373 students through hands-on sessions and guided tours at both museums and in outreach settings. Structured education programs at the two museums served 209,337 school participants. Outreach education programs



were presented to 83,036 people, including students in 98 Virginia school districts. The Jamestown-Yorktown Foundation outreach education programs have been endorsed by the National Council

for the Social Studies, the nation's leading association of social studies educators. The Foundation also provides a variety of educational resources and curriculum materials on www.historyisfun.org to assist teachers and students.

COLLECTION—The Jamestown-Yorktown Foundation collection contains approximately 181,700 archaeological and non-archaeological artifacts. The portion of the collection related to the Jamestown Settlement theme is comprised of 1,430 non-archaeological and approximately 179,000 archaeological objects reflecting Jamestown's English origins, the early colonial period, the American Indian culture of southeastern Virginia and the African culture that arrived in Virginia in the 17th century. Included are 16th- and 17th-century portraits, documents, furnishings, toys, ceremonial and decorative objects, tools and weapons. The portion of the collection related to the Yorktown Victory Center is comprised of approximately 1,300 artifacts mainly of the 18th century, including documents, paintings, engravings, military equipment, nautical objects, medical tools, clothing, personal effects and household objects. The Foundation continues to build its collection by acquiring new artifacts for exhibit at both museums to support its educational mission.

Highlights of 2011

MUSEUMS EARN CONTINUING NATIONAL ACCREDITATION

The Jamestown-Yorktown Foundation museums earned continuing accreditation from the American Association of museums in 2011. “We found the educational programs and collections management practices to be excellent, as are all aspects of museum operations,” AAM Accreditation Commission Chair Bonnie W. Styles said. Of an estimated 17,500 museums nationwide, only 5 percent are AAM-accredited. Accreditation was initially awarded to the Foundation museums in 1987 and will be formally reviewed again in 2024.

FUNDING SECURED TO BUILD NEW YORKTOWN VICTORY CENTER

The announcement in May by Virginia Governor Robert F. McDonnell of \$41 million in funding for construction of a new Yorktown Victory Center was a critical milestone as architectural planning moved toward finalization. The project includes reorganization of the 22-acre site and replacement of existing buildings with a new 80,000-square-foot structure that will encompass expanded exhibition galleries, classrooms and support functions. The intellectual content plan, scope of work for audio-visual components, and 65 percent of design development for the new galleries were completed by year-end. Through 2011, private donors have contributed \$1.25 million in support of gallery and outdoor exhibits and educational resources.

ARRAY OF 18TH-CENTURY OBJECTS ACQUIRED FOR COLLECTION

A George III-period Lancashire Chippendale long-case clock, a circa 1790 Wedgewood antislavery medallion, and more than a dozen military items – guns, swords, bayonets, an artillery priming horn and a grenade – are among 29 objects acquired with private donations for future exhibit at the Yorktown Victory Center. Also acquired were a British portrait of Benjamin Thompson, Count Rumford, a Loyalist Antislavery Medallion and one of the most prominent scientists of the late 18th century, and glass pieces and metalware.



‘GATEWAY’ EXHIBITION RESULT OF PARTNERSHIP WITH VIRGINIA MUSEUM OF FINE ARTS

The Jamestown-Yorktown Foundation partnered with the Virginia Museum of Fine Arts to present “The 17th Century: Gateway to the Modern World” at Jamestown Settlement. The exhibition, which opened November 16 and runs through August 15, 2012, explores developments that set in motion the transition from “old” world of the Mediterranean to a new globally connected world in the 17th century. Sixty-five objects from the VMFA collection – oil and watercolor paintings, etchings and engravings, needlework, and decorative and utilitarian objects of ceramic, wood and metal – are featured.



Sir Thomas Dale, ca. 1609-1619, English oil on canvas. VMFA, Adolph and Wilkins C. Williams Fund.

LECTURES HAVE IMPORTANT ROLE IN SPECIAL PUBLIC PROGRAMMING

Three series of lectures – culminating with a new three-part Revolutionary War series at the Yorktown Victory Center – were a significant element of special public programming in 2011. Jamestown Settlement hosted February lectures by John Coombs of Hampden-Sydney College and Linda Heywood of Boston University for “From Africa to Virginia” theme month. Helen Rountree, noted scholar and author on Virginia Indians, and Martin Gallivan of the College of William and Mary gave presentations related to the theme of Jamestown Settlement’s “Werowocomoco: Seat of Power”



Military Through the Ages

in June, the final month of the special exhibition that opened in 2010. The Revolutionary War lecture series in early fall featured historians and authors Jon Kukla and Robert Selig and Jamestown-Yorktown Foundation historian Edward Ayres.

Other special programs in 2011 were Military Through the Ages in March and Jamestown Day in May, both at Jamestown Settlement, and Liberty Celebration in July, Court Day in September and Yorktown Victory Celebration in October, all at the Yorktown Victory Center. “Seed to Stalk” and “Tools of the Trade” theme months in June and August and two holiday season programs – Foods & Feasts of Colonial Virginia during the Thanksgiving holiday and A Colonial Christmas throughout December – took place at both museums.

Special programs and exhibitions and lecture series were supported by grants and private donations.

GODSPEED UNDERTAKES FIVE OUTREACH VOYAGES

Jamestown Settlement’s *Godspeed* undertook five outreach voyages, beginning with Norfolk’s annual Harborfest maritime festival in early June. The ship was at Henricus Historical Park during Publick Days in mid-September, sailed to Alexandria for a weeklong visit in early October, and docked at Yorktown in conjunction with Yorktown Victory Celebration in mid-October. The final voyage of the year was to Berkeley Plantation on the James River, for the Virginia Thanksgiving Festival on November 6. The ship hosted 10,311 visitors on public tours during outreach visits and 1,731 students for maritime education programs at Henricus and Alexandria.



Visitors board the *Godspeed* in Alexandria.

EDUCATIONAL PROGRAMMING REACHES BROAD SPECTRUM OF STUDENTS

The Jamestown-Yorktown Foundation offered a comprehensive menu of educational opportunities in 2011, including on-site and outreach curriculum-based programs for student groups and homeschool families. The fourth consecutive Jamestown-Yorktown Foundation Summer Teacher Institute, July 10-15, immersed 22 educators from 19 Virginia school districts in interactive, inquiry-based methods of teaching

American history. The Foundation also supported the Colonial Williamsburg Teacher Institute in Early American History, hosting 17 groups of participants, and provided hands-on teacher workshops in various Virginia school districts.

Fifty-two college students served internships as curatorial assistants, gallery docents and historical interpreters and in customer research, marketing, development, finance



Teacher Institute musket drill at the Yorktown Victory Center.

and human resources. The 4-H peer teacher program, a prerequisite for the volunteer youth interpreter

program, introduced 12 middle and high school students to interpretive methodology. Forty-four youth volunteers assisted with “Broadside” summer history programs for children age 4 through fifth grade. Adult participants in Road Scholar programs in March and September combined volunteer service at the Jamestown-Yorktown Foundation museums with educational presentations and tours.

Two new educational video series – “King James I,” a five-part chronicle of the monarch’s life, and “Anna’s Adventures,” designed to engage young viewers in historical activities – were introduced in 2011 and are accessible on the www.historyisfun.org website.



ELECTRONIC COMMUNICATION TARGETS WIDER AUDIENCE

A variety of electronic communication initiatives to reach a wider audience were implemented in 2011. A redesign of the home page of www.historyisfun.org included a rotating set of images to welcome the site visitor. A pared-down version of the site introduced for mobile phones provides essential information about how to plan and enjoy a visit to Jamestown Settlement and the Yorktown Victory Center. An electronic newsletter featuring museum special programs was launched in the spring, and a blog, “All About the Revolution,” debuted in October. Visits to the historyisfun.org website from individual visitors, students and teachers, tour operators, meeting planners, journalists and others reached an all-time high, increasing by 13 percent over 2010. The HistoryIsFun Facebook page continued to grow in popularity, with 5,744 new “likes” and 6,665 responses and comments.

Jamestown-Yorktown Foundation

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Jamestown-Yorktown Foundation, Inc.

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Museum Notes

Jamestown Settlement

A museum of 17th-century colonial Virginia, Jamestown Settlement chronicles the history of America's first permanent English colony, founded in Virginia in 1607, from its beginnings in the Old World through the first century of its existence and explores the Powhatan Indian, English and west central African cultures that converged there.

LOCATION

Between State Route 31 and the Colonial Parkway; adjacent to Colonial National Historical Park, which encompasses Historic Jamestowne, and six miles from Williamsburg. (GPS address: 2110 Jamestown Road, Williamsburg, VA 23185)

EXHIBIT AREAS

The museum consists of two elements: an indoor theater and gallery exhibits, and an outdoor living-history program. An introductory film, *1607: A Nation Takes Root*, is shown at regular intervals daily in the Robins Foundation Theater. Gallery exhibits chronicle the nation's 17th-century beginnings in Virginia in the context of its Powhatan Indian, English and west central African cultures. Exhibits set the stage for the founding of Jamestown in 1607 and examine the evolution of the Virginia colony during the 17th century and its legacies. Outdoors are a re-created Powhatan Indian village depicting the culture of Virginia's original inhabitants, replicas of the three ships – *Susan Constant*, *Godspeed* and *Discovery* – that transported 104 men and boys from England to Jamestown in 1607, and a palisaded fort representing the colonists' first home. A seasonal riverfront discovery area explores waterway transportation and commercial activities of European, Powhatan and African cultures.

HISTORICAL BACKGROUND

The Jamestown colony was sponsored by the Virginia Company of London, whose stockholders hoped to make a profit on the venture. The settlement faced great difficulties, but managed to endure and was made economically viable through the cultivation of tobacco as a cash crop. Jamestown served as the capital of Virginia until 1699, when the seat of government moved to Williamsburg.

MUSEUM HISTORY

Opened April 1, 1957, as Jamestown Festival Park, marking the 350th anniversary of Jamestown's founding. Name changed to Jamestown Settlement in 1990. Expansive exhibition galleries, an introductory film and revitalized living-history areas debuted in time for Jamestown's 400th anniversary in 2007. Jamestown Settlement museum was rededicated on April 24, 2007.

Yorktown Victory Center

A museum of the American Revolution, the Yorktown Victory Center chronicles America's struggle for independence from the beginnings of colonial unrest to the formation of the new nation. Thematic exhibits and living-history programs relate the experiences of ordinary men and women who lived during the Revolutionary era.

LOCATION

On Route 1020 in Yorktown; adjacent to Colonial National Historical Park, which encompasses Yorktown Battlefield, and 12 miles from Williamsburg. (GPS address: 200 Water Street, Yorktown, VA 23690)

EXHIBIT AREAS

The museum consists of an exhibition galleries and outdoor living history in re-created historical settings. Indoor exhibition galleries provide insight to the events that led to the conflict between the American colonies and Britain, the war's impact on ordinary men and women, the convergence of forces at Yorktown in 1781, the creation of the Constitution and Bill of Rights, and the contribution of many cultures to the nation. An 18-minute film, *A Time of Revolution*, is shown every 30 minutes in the Richard S. Reynolds Theater. In an outdoor re-created Continental Army encampment, historical interpreters describe and depict the daily life of American soldiers during the last year of the war. A re-created 1780s farm that includes a dwelling, kitchen, tobacco barn, crop fields, and herb and vegetable garden, shows how many Americans lived in the decade following the military end of the Revolution.

HISTORICAL BACKGROUND

Yorktown was the site of the climactic battle of the American Revolution. In early Fall 1781, Washington and Rochambeau had the British army trapped along the shores of the York River. The allied armies had all of the land routes blocked. The French navy blockaded escape by sea. Cornwallis had no option but to surrender to the combined forces.

MUSEUM HISTORY

Opened April 1, 1976, as one of three Bicentennial centers in Virginia. In the 1990s, the museum's focus broadened to encompass the formation of a new government after the Revolution and to interpret the Revolution from diverse points of view. A renovated Declaration of Independence entrance gallery and long-term exhibition, "The Legacy of Yorktown: Virginia Beckons," debuted in October 2006.

Jamestown Settlement and the Yorktown Victory Center are open 9 a.m. - 5 p.m. daily year-round, until 6 p.m. June 15-August 15; closed Christmas and New Year's days. In 2012, admission to Jamestown Settlement is \$15.50 for adults and \$7.25 for ages 6-12. Admission to the Yorktown Victory Center is \$9.75 for adults and \$5.50 for ages 6-12. A value-priced combination ticket to both museums is \$20.00 for adults and \$10.00 for ages 6-12. An annual pass to both museums is \$35.00 for adults and \$17.50 for ages 6-12. Children under 6 are free. Residents of James City County, York County and the City of Williamsburg, including the College of William and Mary, receive complimentary admission with proof of residency. Parking is free. For information about special events, education programs and donor opportunities, call (757) 253-4838 or toll-free (888) 593-4682, or visit www.historyisfun.org.