

Jamestown-Yorktown Foundation 2004 ANNUAL REPORT

ACCOMPLISHMENTS OF 2004 REFLECT MOMENTUM TOWARD JAMESTOWN QUADRICENTENNIAL IN 2007

The transformation of Jamestown Settlement to serve as one of Virginia's principal stages for the upcoming 400th-anniversary commemoration of the 1607 founding of America's first permanent English colony achieved significant milestones in 2004.

With completion of two major facilities – a 35,000-square-foot theater and special exhibition building and 50,600-square-foot centrally located museum support complex – and construction under way on a new permanent gallery building, visitor parking area and new replica of the ship *Godspeed*, the Jamestown-Yorktown Foundation is well positioned to realize a 10-year master plan adopted by the Board of Trustees in 1997.

In concert with progress on new facilities, the board adopted a 2007 public programming schedule for Jamestown Settlement that includes monthly themes, special events in support of Jamestown 2007 signature programs such as America's Anniversary Weekend, and daily tours and presentations.

The momentum of private giving, coordinated by the Jamestown-Yorktown Foundation, Inc., is helping ensure successful implementation of the master plan, which also is funded by state appropriations and museum admissions revenue. In 2004, cumulative gifts and grants for Jamestown Settlement capital improvements, Foundation education programs, and endowments to support future program enhancements surpassed the \$12-million mark. Gifts and grants are underwriting a new introductory film, acquisition of artifacts for exhibit, technology applications in the new galleries, and new features in the outdoor interpretive program, including a riverfront discovery area that opened in 2003 and new replicas of two of the three ships that arrived in Virginia in 1607.

The spring opening of the visually stunning theater and special exhibition wing, part of a 143,000-square-

foot visitor services and gallery complex, was marked with a series of community, donor and public events. The building's distinctive rotunda, named in honor of major benefactor and long-time board member and leader Robert V. Hatcher, Jr., serves as a gateway to Jamestown Settlement's indoor and outdoor exhibits. A 250-seat theater provides a state-of-the-art venue for showing the museum's introductory film, and a second-floor gallery space houses a transitional exhibition until new permanent galleries open.

As planning continued for 30,000 square feet of new permanent exhibits, 20 artifacts ranging from a pair of Benin bronze bracelets to a James I court cupboard were acquired for the collection in support of exhibit themes.

The first international loans were secured for "The World of 1607," opening in 2007 in the theater and special exhibition wing. A signature event of Jamestown 2007, the exhibition will place America's first per-

manent English colony in a global context, portraying a larger world of discovery, strife, expansion, innovation, artistic expression and cultural exchange.

Three new structures – a cape merchant's office, munitions storehouse and buttery, a storage place for valuable food supplies – were completed at the recreated colonial fort, providing visitors an opportunity to observe 17th-century construction techniques as the fort is renovated to reflect the military and commercial nature of early Jamestown. Another house based on one found archaeologically at an early 17th-century Paspahugh town site near Jamestown was built in the Powhatan Indian village. Work began on a new replica of the *Godspeed*, which will be sailed to East Coast ports in 2006 to stimulate awareness of the Jamestown quadricentennial.

The new Jamestown Settlement parking lot and entrance plaza will provide a dramatically altered and inviting approach to the museum and will more than double the number of visitor parking spaces to 515. Several sections, including a

motorcoach parking area that accommodates 27 buses, were finished in 2004, and the project is well on track for completion by mid-2005.

At year-end, finance, human resources, outreach education, facilities maintenance and exhibit services staff moved into new quarters in a complex located midway between Jamestown Settlement and the Yorktown Victory Center. The building also houses a centralized museum gift shop warehouse. The new facility frees up much-needed space at Jamestown Settlement and eliminates the need for rented work space.



Central support complex

The Jamestown-Yorktown Foundation board, which had a key role in securing state funding for the capital projects completed and under way at Jamestown Settlement, also was instrumental in securing an allocation of \$2 million to support critical exhibit maintenance and enhancements at the Yorktown Victory Center and create the new exhibition "The Legacy of Yorktown: A Nation of Immigrants," which will open in 2006 in conjunction with the 225th anniversary of the Siege of Yorktown. Private and earned income also will support these improvements.

Museum visitors have remained a top priority throughout the construction process. Thanks to the talent and dedication of museum paid and volunteer staff, 99 percent of individuals surveyed at both Jamestown Settlement and the Yorktown Victory Center in 2004 rated the quality of their experience as good or excellent.

While the number of individual visitors fell in 2004, reflecting a Williamsburg area trend, the number of visitors in groups grew. There were gains in structured education program participation at the museums as well as

in outreach education programming.

The Foundation joined in a promising new travel industry partnership in 2004 – the Williamsburg Area Destination Marketing Campaign – poised to generate renewed excitement about Williamsburg as a travel destination.

This and other active partnerships with state, federal and local entities are critical to the success

of the Jamestown quadricentennial, realizing its potential for bringing national and international attention and economic benefit to the region and the state in 2007 and beyond. ❖



Two bronze bracelets made in Benin, West Africa, in the 17th century were acquired for the collection.



Exhibits fabrication staff completed work on a munitions storehouse at the Jamestown Settlement fort.



Sail plan for the new *Godspeed*.



Theater and special exhibition wing

Jamestown-Yorktown Foundation at a Glance

Mission

The mission of the Jamestown-Yorktown Foundation is to educate and to promote understanding and awareness of Virginia's role in the creation of the United States of America. The Foundation, accredited by the American Association of Museums, is an educational institution of the Commonwealth of Virginia and administers two living-history museums. Jamestown Settlement interprets the cultures of 17th-century colonial Jamestown, America's first permanent English settlement, and the Powhatan Indians. The Yorktown Victory Center interprets the impact of the American Revolution on the people of America and the development of the new nation.

Governance

The Foundation is governed by a Board of Trustees. The Code of Virginia calls for a 40-member board consisting of the Governor, the Lieutenant Governor, the Attorney General, the Secretary of Education, members from the General Assembly, the President of the Jamestown-Yorktown Foundation, Inc., citizens of the Commonwealth appointed by the Governor and individuals appointed by the Board of Trustees.

Management

(as of December 31, 2004)



Philip G. Emerson
Executive Director

J. Jeffrey Lunsford
Deputy Executive Director of Administration

Laura W. Bailey
Executive Assistant to the Boards

Susan K. Bak
Senior Director of Marketing & Retail Operations

Joseph A. Gutierrez, Jr.
Senior Director of Museum Operations & Education

Arthur Caccese
Chief Development Officer

Private Affiliate

The Jamestown-Yorktown Foundation, Inc., is a 501(c)(3) not-for-profit corporation, governed by a Board of Directors, which coordinates private fund raising in support of Jamestown-Yorktown Foundation acquisitions, collection care, special exhibitions, educational programs and facilities.

Jamestown 2007

The Jamestown 2007 Steering Committee was established by the Jamestown-Yorktown Foundation in 1996 to coordinate the Commonwealth of Virginia's role in the commemoration of the 400th anniversary of the founding of America's first permanent English colony.

Jeanne Zeidler, Executive Director

People Served

Paid visitation, comprised of individuals, self-guided groups and education groups, to the Foundation museums totaled 599,173 in 2004. Complimentary admissions, including local residents and children under 6, totaled 55,956. An additional 1,900 people visited Jamestown Settlement's *Godspeed* on public tours in Norfolk during the city's annual Harborfest event. There were 613 participants in Foundation community outreach programs for adults. During the 2003-04 school year, 100,763 students in 118 of Virginia's 132 school districts participated in the Foundation's outreach programs.

Jamestown-Yorktown Foundation BOARD OF TRUSTEES

Members Who Served in Calendar Year 2004



Thomas K. Norment, Jr.
Co-Chairman
Williamsburg, VA



V. Earl Dickinson
Co-Chairman until November 2004;
elected *Chairman Emeritus*
in November 2004
Mineral, VA



Vincent F. Callahan, Jr.
Co-Chairman, elected
November 2004
McLean, VA

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Vice Chairman
Richmond, VA

Ms. Suzanne O. Flippo
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The Honorable M. Kirkland Cox
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The Honorable Hunter B. Andrews
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The Honorable L. Ray Ashworth
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Richmond, VA

The Honorable V. Earl Dickinson
Chairman Emeritus
Mineral, VA

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Midlothian, VA

Mr. Frank B. Atkinson
Ashland, VA

Ms. Mary Frances Bailey
Newport News, VA

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Mappsville, VA

The Honorable William T. Bolling
Mechanicsville, VA

Mr. Gerald D. Brittle
Richmond, VA

Mr. William P. Butler
Vienna, VA

The Honorable John H. Chichester
Reedville, VA

The Honorable Stuart W. Connock
Richmond, VA

The Honorable J. Paul Council, Jr.
Franklin, VA

The Honorable Flora D. Crittenden
Newport News, VA

Mrs. Shirley Custalow-McGowan
West Point, VA

Mr. Thomas A. DePasquale
Alexandria, VA

The Honorable James H. Dillard II
Fairfax, VA

Mrs. Roxane G. Gilmore
Richmond, VA

Mr. Patrick O. Gottschalk
Richmond, VA

Ms. Ann Parker Gottwald
Richmond, VA

The Honorable H. Morgan Griffith
Salem, VA

The Honorable John H. Hager
Richmond, VA

The Honorable Phillip A. Hamilton
Newport News, VA

The Honorable Frank D. Hargrove, Sr.
Beaverdam, VA

Mr. Robert V. Hatcher, Jr.
Manakin-Sabot, VA

Ms. Phyllis M. Henderson
Yorktown, VA

Mr. A. E. Dick Howard
Charlottesville, VA

The Honorable Janet D. Howell
Reston, VA

The Honorable William J. Howell
Falmouth, VA

The Honorable Johnny S. Joannou
Portsmouth, VA

Ms. Sheila C. Johnson
The Plains, VA

Mr. Reginald N. Jones
Richmond, VA

The Honorable Timothy M. Kaine
Richmond, VA

The Honorable Jerry W. Kilgore
Glen Allen, VA

Mr. Nigel W. Morris
Alexandria, VA

The Honorable Frederick M. Quayle
Suffolk, VA

The Honorable Melanie L. Rapp
Yorktown, VA

The Honorable Malfourd W. Trumbo
Fincastle, VA

The Honorable William C. Wampler, Jr.
Bristol, VA

The Honorable Mark R. Warner
Richmond, VA

The Honorable John C. Watkins
Midlothian, VA

The Honorable Belle S. Wheelan
Richmond, VA

Jamestown-Yorktown Foundation, Inc. BOARD OF DIRECTORS

Members Who Served in Calendar Year 2004



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Richmond, VA

Mr. Joseph W. Montgomery
Senior Vice President
Williamsburg, VA

Mrs. Elizabeth D. Camp
Vice President
Richmond, VA

Ms. Mary Frances Bailey
Secretary
Newport News, VA

The Honorable H. Benson Dendy III
Immediate Past President
Richmond, VA

Ms. Jeannie P. Baliles
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Mr. Charles A. Banks III
Wiltshire, England

Mr. John D. Carr
Virginia Beach, VA

The Honorable John H. Chichester
Reedville, VA

Mr. G. Moffett Cochran
New Canaan, CT

The Honorable Stuart W. Connock
Richmond, VA

The Honorable V. Earl Dickinson
Mineral, VA

Mr. Jack L. Ezzell, Jr.
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Mr. Robert V. Hatcher, Jr.
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Mr. Landon Hilliard
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Dr. Douglas L. Johnson
Naples, FL

Mr. Herbert V. Kelly, Sr.
Newport News, VA



A. Marshall Acuff, Jr.
Treasurer
elected *President* for 2005
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Ms. Martha D. Marks
Alexandria, VA

Mr. Robert W. Martin
Richmond, VA

Mr. George L. McCabe, Jr.
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Mr. John S. Molster
Richmond, VA

Dr. John W. Rosenblum
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The Honorable Charles B. Walker
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Mr. F. Jay Ward
Williamsburg, VA



The rotunda of the new theater and special exhibition wing is named for major benefactor and long-time board member Robert V. Hatcher, Jr. Mr. Hatcher was honored at a gala held in April by The 1607 Society of the Jamestown-Yorktown Foundation, Inc., Annual Fund, prior to the building's public debut. Previews of the new facility were offered in March at special briefings for 300 members of the Williamsburg community and a reception for participants in the Omohundro Institute of Early American History and Culture conference "The Atlantic World and Virginia, 1550-1624."



Vivid colors and dramatic graphics, including a compass design from 17th-century nautical charts projected onto the floor, characterize the transitional gallery exhibit settings.

Theater and Special Exhibition Building Opens as Third Phase of Visitor Services and Gallery Complex

Jamestown Settlement's 35,000-square-foot theater and special exhibition wing, the third phase of a visitor services and gallery complex that will be complete by 2007, opened in the spring. The building's focal point, the 45-foot-high Robert V. Hatcher, Jr., Rotunda, serves as the foyer for a first-floor theater and second-floor exhibition gallery, gift shop and presentation hall and as the formal entryway to Jamestown Settlement indoor and outdoor exhibits.

The building's interior design is reminiscent of the 1600s, with Oriental-design carpets in the rotunda and presentation hall and extensive wood paneling. Copper, a metal highly valued by the Powhatan Indians of 17th-century Virginia and an important trade commodity, is used in a chandelier that descends 23 feet from the rotunda ceiling, and appears in other design elements of the building such as well-mounted lanterns.

The museum introductory film, *Jamestown: The Beginning*, is shown in the 250-seat theater. A new film, on which production work began in 2004, will premiere in late 2006.

Two semi-circular staircases lead to the second floor, also accessible by elevator. The 7,200-square-foot exhibition gallery is located above the theater. The space houses a transitional exhibition until 2006 while construction of the new permanent gallery building is under way. After the new galleries are complete, the space will house a one-year Jamestown quadricentennial exhibition, "The World of 1607," opening in Spring 2007.

The transitional gallery continues the story line of previous galleries, telling of European involvement in other parts of the world and social and economic conditions in England that set the stage for the founding of Jamestown; exploring the land and lifestyle of the Powhatan Indians of coastal Virginia; and chronicling the first century of the Virginia colony.

New emphasis is placed on global connections in the 16th and 17th centuries, the Virginia Company of London that sponsored the Jamestown colony, and the origins of Africans who arrived in 17th-century Virginia, foreshadowing themes to be presented in the new permanent galleries. More than 100 artifacts, including portraits, documents, furnishings, household items, toys, ceremonial and decorative objects, tools and weapons from 17th-century Europe and Africa and from Virginia Indian sites, are exhibited in settings evocative of time and place.

A 420-square-foot gift shop is located just outside the gallery. Nearby, the presentation hall provides space for overflow seating for the introductory film and for lectures and other special events. An adjacent exterior second-story balcony overlooks the outdoor mall.

A windowed passageway connects the visitor services wing, which opened in 2002, to the theater and special exhibition wing. Construction started in early 2004 on the new permanent exhibition building adjoining the theater and special exhibition wing. The first phase of the complex, the education

wing, opened in 2000.

The theater and special exhibition wing was designed by Glave & Holmes Associates of Richmond and built by Oyster Point Construction Company of Newport News. Gallagher & Associates of Bethesda, Md., is designer of the transitional exhibition as well as permanent gallery exhibits. Exhibits were fabricated by Century Construction Company of Richmond, partnering with Design Craftsmen, Inc., of Midland, Mich. ♦



A chandelier, inspired by a 17th-century Dutch original, descends 23 feet from the rotunda ceiling.



Special events in early June marked the official opening of the theater and special exhibition wing. Five hundred guests attended receptions for tourism, museum and education colleagues and Jamestown-Yorktown Foundation, Inc., Annual Fund donors. Public tours of the transitional gallery and special demonstrations in the main museum gift shop were offered during the first weekend of June.



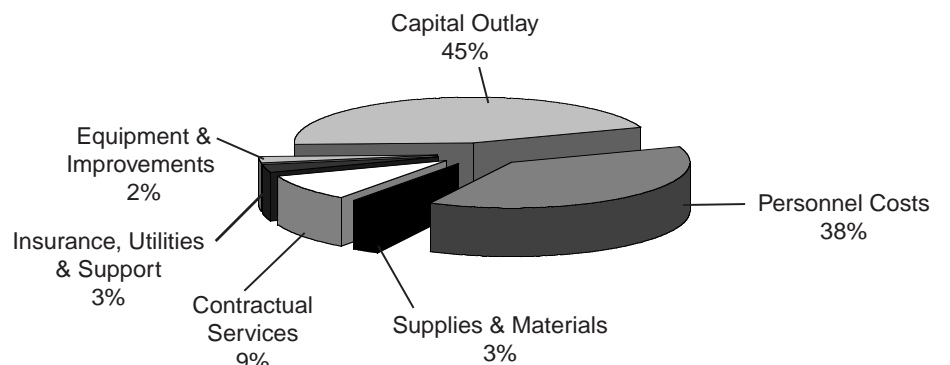
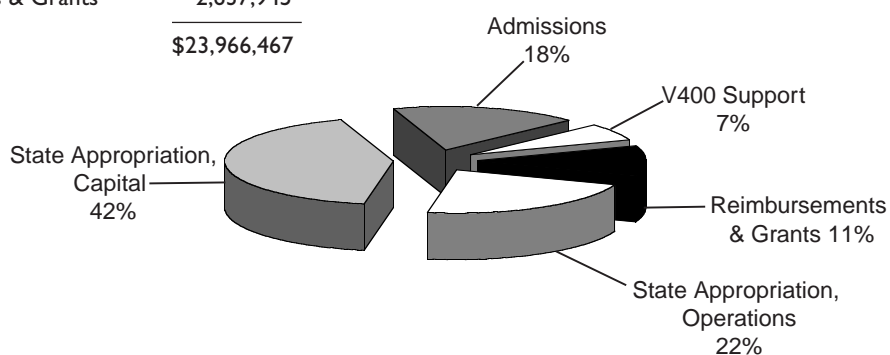
Equipped with a digital projection system, the 250-seat theater has more than twice the audience capacity and screen size – 9 by 16 feet – as the previous museum theater.

Jamestown-Yorktown Foundation

Summary of Financial Activity for Year Ended June 30, 2004*

INCOME SOURCES

State Appropriation, Operations	\$ 5,327,787
State Appropriation, Capital	10,116,190
Admissions	4,305,013
V400 Support	1,579,532
Reimbursements & Grants	2,637,945
TOTAL	\$23,966,467



EXPENDITURES

Personnel Costs	\$ 8,558,841
Supplies & Materials	583,782
Contractual Services	2,120,198
Insurance, Utilities & Support	629,608
Equipment & Improvements	478,842
Capital Outlay	10,126,427
TOTAL	\$22,497,698

* Does not include Jamestown 2007 activities.

National Sponsorships, Commemorative Coin, Expansion of Community, Partner Programs are Major Milestones in Preparation for 2007

Jamestown 2007's first major national sponsorships, passage of federal legislation authorizing the production of Jamestown coins, and a formal agreement for the production of signature events highlighted accomplishments toward planning the upcoming 400th-anniversary commemoration of the founding of America's first permanent English colony.

Jamestown 2007, a sub-agency of the Jamestown-Yorktown Foundation, also increased participation in the Virginia 2007 Community Program, developed new partnerships with industry, government and civic organizations, assisted in the creation of the Historic Triangle Host Committee that will focus on coordinating local resources and efforts in preparation for visitors in 2007, and finalized a marketing awareness and merchandising plan for commemorative items.



Norfolk Southern Corporation, one of the nation's premier transportation companies, and the Colonial Williamsburg Foundation became Jamestown 2007's first Founding Colony Sponsors, each with a \$3 million commitment. Colonial Williamsburg's Visitor Center will serve as the official regional visitor center for Jamestown 2007, and Colonial Williamsburg will actively support marketing efforts for the commemoration.

In August, President George W. Bush signed into law Congressional legislation to produce Jamestown commemorative coins in 2007. The U.S. Mint will produce 500,000 silver dollars and 100,000 gold five-dollars to be sold through 2007, with proceeds benefiting the Jamestown 2007 commemo-

ration and educational programs of the Jamestown-Yorktown Foundation, National Park Service and Association for the Preservation of Virginia Antiquities.

Jamestown 2007 partner Commemorative Stamp and Cachet Committee secured an agreement to announce Jamestown 2007 historic art contest finalists at the World Philatelic Exhibition to be held in Washington, D.C., in 2006 and to display student designs for six Jamestown 2007 cachets. A first-day issuance public event is planned for 2007.

Jamestown 2007 concluded an agreement with New York-based Prosody Productions to produce and execute creative concepts for four signature events: the sail of Jamestown Settlement's *Godspeed* to East Coast ports in 2006, the 225th anniversary of the Siege of Yorktown in October 2006, a national "teach-in" at Jamestown

Settlement and Historic Jamestowne in November 2006, and America's Anniversary Weekend in May 2007.

Two visiting program specialists – Dr. Mary Christian of Hampton University and Karenne Wood, chair of the Virginia Council on Indians – were engaged to assist with refining and implementing 2007 national and international program initiatives for the African-Ameri-



The Colonial Williamsburg Foundation
WILLIAMSBURG, VIRGINIA

can and Virginia Indian communities.

Within 18 months of its formal launch in June 2003, the Virginia 2007 Community Program grew from 20 to more than 100 communities, encompassing 88 percent of the Commonwealth's population. All of the communities, including one in the United Kingdom, are planning local

events, commemorative programs and legacy projects that showcase their distinctive contributions to Virginia and American history.

The number of partnerships with Virginia organizations ranging from manufacturing to travel and hospitality grew to 19. At the end of 2004, the commemoration also had six national promotional partners and endorsing organizations. The partnership program supports commemoration goals of promoting tourism, economic development and awareness of Virginia's role in the creation of the nation.

Key among organizational changes that occurred in 2004 was creation of a joint federal and state management committee. Led by Virginia Senator and Jamestown-Yorktown Foundation Co-Chairman Thomas K. Norment, Jr., the committee membership also consists of Jamestown 2007 Steering Committee Chair Stuart W. Connock, Colonial Williamsburg President and CEO and Jamestown 2007 Steering Committee Vice Chair Colin Campbell, and Jamestown 400th Commemoration Commission Chair Frank Atkinson.

Jeanne Zeidler, formerly director of community cultural affairs for Colonial Williamsburg, was named executive director in October following the resignation of William W. Cone. Horace E. "Chip" Mann was named executive director of the federal Jamestown 400th Commemoration Commission and a senior advisor to Jamestown 2007. Earlier in the year, the offices of Jamestown 2007, the federal commission and the Historic Triangle Host Committee moved to a joint location in Williamsburg to facilitate effective collaboration.

Averaging 14,000 user sessions per month, www.Jamestown2007.org, grew substantially in importance as a source of information about the commemoration, with site visits and user sessions increasing by more than 300 percent. ❖

Gifts, Grants Provide Significant Support for Jamestown Settlement Capital Improvements

With generous grants and gifts from Dominion and the Dominion Foundation, the James City County Board of Supervisors, Jamestown-Yorktown Foundation Board of Trustees member Sheila C. Johnson, the Robins Foundation and others, cumulative private gifts and grants in support of capital improvements at Jamestown Settlement and Foundation educational programs surpassed the \$12-million dollar mark in 2004.

Most of \$500,000 from Dominion, a Fortune 200 company headquartered in Richmond, will underwrite production of an introductory film to be shown daily at Jamestown Settlement's new 250-seat theater. The film will premiere in late 2006 in conjunction with the opening of new permanent exhibition galleries. \$75,000 of the Dominion gift will be used for educational programming.

James City County grants totaling \$500,000 provide support for technology applications in Jamestown Settlement's new permanent exhibition galleries, such as video presentations, special lighting and audio effects, as well as renovations in the recreated colonial fort. More than half of \$100,000 in gifts from and on behalf of Foundation Chairman Emeritus

V. Earl Dickinson and Mrs. Dickinson, and a \$50,000 gift from the Roller-Bottomore Foundation of Richmond also support the fort renovations. The Dickinson gift will be recognized in the "Government and Society" area of the new galleries.

Sheila Johnson's gift of \$350,000 goes toward technology applications in the new galleries and the Jamestown-Yorktown Foundation, Inc., Annual Fund, which supports collection development and educational programs of the Jamestown-Yorktown Foundation museums. Her contribution will be acknowledged in the galleries' "Interacting Cultures" section, planned to include a multimedia exhibit chronicling the arrival and experience of Africans in the Virginia colony.

The Robins Foundation of Richmond provided \$290,000 in support of revitalizing the Powhatan Indian village and other interpretive program features at Jamestown Settlement.

A federal transportation enhancement grant of \$245,000 awarded through the Virginia Department of Transportation and a \$50,000 grant from the Beazley Foundation of Portsmouth brought the total of grants and gifts in support of con-

struction of new replicas of Jamestown Settlement's *Godspeed* and *Discovery* to \$2.06 million. Construction of the *Godspeed* started in October 2004, and the new ship is scheduled for delivery to Jamestown Settlement by mid-April 2006.

Grants of \$100,000 each from Ferguson Enterprises of Newport News, Langley Federal Credit Union of Hampton and Trader Publishing Company of Norfolk, and \$50,000 from Media General of Richmond will support capital improvements at Jamestown Settlement.

Trader Publishing Company, which will be recognized in the "Who Owns Virginia" section of the new galleries, also gave \$50,000 for the Annual Fund, and Ferguson Enterprises, to be recognized in "The Age of Discovery" gallery section, gave an additional \$30,000 to the Annual Fund. Langley Federal Credit Union will be recognized in the gallery area that provides a transition to the museum's outdoor interpretive areas.

A gift of \$125,000 from the late Honorable C. Hardaway Marks, a long-time member of Foundation Board of Trustees and its private affiliate board and first chairman of the Virginia Commission (now Council) on

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Jamestown Settlement's new introductory film will be sponsored by Dominion and the Dominion Foundation. Production began in 2004 at locations in Virginia and Angola. The story line examines the Powhatan Indian, English and western central African cultures that converged in 1600s Virginia.

Public Programs Range From Special Events and Lectures to Daily Tours and Demonstrations

Jamestown Settlement and Yorktown Victory Center public programs, covering topics such as archaeology, agriculture, technology and patriotic art, commanded visitor and media attention in 2004.

Two annual lecture series had strong appeal, attracting 277 people to the Yorktown Victory Center over four Wednesday afternoons in January and February, and 230 to the "2007 Heritage Series" on three Sundays in September at Jamestown Settlement.

The winter lecture series featured an overview by Dr. Danielle Moretti-Langholtz, College of William and Mary research assistant professor and American Indian Resource Center director, of efforts by modern-day Virginia Indians to preserve their oral history; a program about Patrick Henry by Dr. John Kukla, executive vice president and director of Red Hill, the Patrick Henry National Memorial; a presentation about George Washington's vision for America by Dr. Gerald E. Kahler, Washington historian and Jamestown-Yorktown Foundation, Inc., The 1607 Society member; and a program about religion at Jamestown by Dr. Thad W. Tate, College of William and Mary professor of history emeritus and former director of the Omohundro Institute of Early American History and Culture.

The "2007 Heritage Series" focused on archaeological aspects of English, Powhatan Indian and African cultures in 17th-century Virginia. Following publication of a Newport News *Daily Press* feature article on the subject, 100 people attended James River Institute for Archaeology senior archaeologist Dr. Garrett Fesler's program about a Williamsburg-area slave quarter. The Powhatan capital city of Werewocomoco was the subject of a presentation by Dr. E. Randolph Turner III, director of the Portsmouth regional office of the Virginia Department of Historic Resources. Dr. Henry Miller, director of research at Historic St. Mary's City, compared English settlements at Jamestown and St. Mary's City, Md.

Among the most popular programs were "Military Through the Ages" in March at Jamestown Settlement and "Foods & Feasts of Colonial Virginia" in November at Jamestown Settlement and the Yorktown Victory Center. More than 4,600 visitors turned out during the March weekend event to explore military camps and watch demonstrations by 24 re-enactment groups depicting soldiers and military encounters from the Middle Ages to modern times.

Attendance at Jamestown Settlement and the Yorktown Victory Center totaled nearly 7,000 during the three-day Thanksgiving holiday "Foods & Feasts" event



The Virginia Medieval Arts Association demonstrated a catapult at Jamestown Settlement's "Military Through the Ages" in March.



Visitors at Jamestown Settlement's riverfront discovery area learned about the role of tobacco and corn crops during "Seed to Stalk" in June. Photo courtesy of Virginia Farm Bureau Federation.

presenting 17th- and 18th-century methods of food preparation and preservation.

Several 2004 special programs received widespread advance media coverage through inclusion in Associated Press travel briefs that appeared in newspapers across the nation. There were a total of 133 known AP placements for Jamestown Settlement's "Jamestown Landing Day," the museums' "Seed to Stalk" June theme month, "Foods & Feasts of Colonial Virginia" and "A Colonial Christmas."

The Yorktown Victory Center's patriotic art exhibition "The Present Looks at the Past: Modern Views of the American Revolution" was extended through September for a total 17-month run. The exhibition featured an array of mostly 20th-century artistic interpretations of ideas, events and personalities of the Revolution and the new nation, including works by prominent American artists Howard Finster, Oscar de Mejo, Jim Sudduth and Mabelle Holmes.



Oscar de Mejo's 1974 painting, "The Inauguration of Washington, 1789," was featured in "The Present Looks at the Past: Modern Views of the American Revolution." Jamestown-Yorktown Foundation collection, gift of Mrs. Paul Foley, 1986.

The theme "People of Vision" shaped public programming throughout the year at the Yorktown Victory Center. Special events, such as "The Road to Independence" in July and "Yorktown Victory Celebration" in October, and daily historical interpretation at the museum's re-created Continental Army encampment and 1780s farm looked closely at some of those men and women whose contributions were critical to the successful founding of the nation.

In 2004, Jamestown Settlement outdoor interpretive area guided tours, offered several times daily, were expanded to 90 minutes in length with the inclusion of the new riverfront discovery area. Scheduled demonstrations, such as the firing of a swivel gun, cooking and pottery making in the Powhatan Indian village, sail setting and navigation at the ships' pier, tobacco and trade at the riverfront discovery area, and military defense and leadership in the colonial fort, took place in the summer and fall. At the Yorktown Victory Center, summer demonstrations in the Continental Army encampment included cannon-firing twice a day and wooden musket drills. In the 1780s farm, visitors learned about the production of cloth through demonstrations of breaking and combing flax, spinning thread and dyeing cloth. ❖



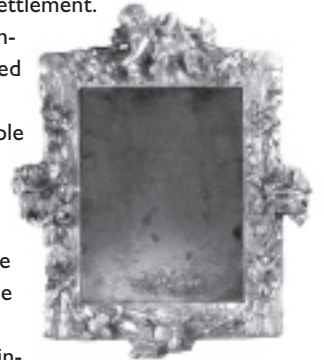
Recruits in "A School for the Soldier" during the Yorktown Victory Center's "Yorktown Victory Celebration" in October begin a lesson in how meals are prepared at the Continental Army encampment's earthen "kitchen."

Furnishings, From James I Cupboard to Virginia-Made Clothes Press, Highlight Museum Acquisitions

A James I court cupboard, a Charles II mirror in a carved gilded wood frame, and a Virginia-made 18th-century clothes press were among 22 objects added to the Jamestown-Yorktown Foundation collection in 2004. All but two were acquired for exhibit at Jamestown Settlement.

The clothes press and an 18th-century Delftware tile will be exhibited at the Yorktown Victory Center.

The cupboard is a fine example of English furniture making that dates to the reign of King James I (1603-25) and will be used to illustrate life in England at the time of the 1607 voyage to Virginia. The mirror, dating to about 1680, is an example of the sort of high-style interior furnishings sought by wealthy Virginia planters in the latter part of the 17th century. Both objects were acquired with a gift from the Gladys and Franklin Clark Foundation.



Charles II mirror

The late-18th-century yellow pine clothes press exemplifies a unique furniture-making industry that flourished on Virginia's Eastern Shore in the 1700s, producing mainly cupboards and chests. The press will be exhibited in the Yorktown Victory Center's "The Legacy of Yorktown: A Nation of Immigrants" exhibition opening in October 2006.

Numerous furniture pieces in addition to the James I cupboard and Charles II mirror were acquired for exhibit in the Jamestown Settlement galleries opening in late 2006 to illustrate the belongings of different social classes. An oak chest with linenfold decoration, the most characteristic English carving motif of the period, dates to the reign of Queen Elizabeth I of England. A gate-leg table of the late 17th century was made in England of black walnut probably imported from Virginia.



Eastern Shore clothes press

A child's arm chair probably from an upper-class home contrasts with a William and Mary-period wooden cradle representing a common furniture item mentioned in many 17th-century Virginia household inventories. An elaborately decorated brass lock set made in England in the late 17th century is characteristic of the kinds of high-quality interior furnishings acquired by wealthy Virginia planters. A mirror in a plain ebonized pine wood frame is of the sort that might have been in the home of a middling planter in Virginia.

Other 17th-century English domestic objects added to the collection were two wrought-iron rush lights, a tobacco box and a Border ware mug, a common form of earthenware pottery.

Several acquisitions for exhibit in the new permanent galleries illustrate European contact with other cultures in the 16th and 17th centuries. Two bronze bracelets made in Benin, West Africa, acquired with a gift from the Richard S. Reynolds Foundation, depict stylized human heads representing Portuguese soldiers together with the traditional Benin royal symbol of the mudfish.

A Japanese lacquered chest, a Turkish ceramic dish and a Chinese Ming Dynasty charger are examples of items that were imported to Europe. Inlaid lacquered chests inspired

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MARKETING PROGRAMS THRIVE ON PARTNERSHIPS

Partnerships and messaging about the upcoming Jamestown quadricentennial were key elements of Jamestown-Yorktown Foundation marketing programs in 2004.

A significant portion of the advertising budget supported cooperative programs, including collaboration with the Williamsburg Area Convention & Visitors Bureau, the Williamsburg Hotel & Motel Association and other attractions to produce a television commercial that ran in Washington, Baltimore, Philadelphia and Raleigh over a five-week period beginning in June. The 30-second spot included scenes of the replica ships at Jamestown Settlement and the Continental Army encampment and 1780s farm at the Yorktown Victory Center, and promoted Williamsburg area vacation packages.

Foundation-specific advertising promoted the History is Fun vacation package featuring the Foundation museums and lodging, the museums' combination ticket, and the annual American Heritage Pass, which encourages repeat visits to Jamestown Settlement and the Yorktown Victory Center. Print ads placed by the Foundation, including those for America's Historic Triangle, appeared in 61 publications, with 251 insertions, reaching a total circulation of over 27 million. For the second year, the Foundation advertised on eBrains, Inc., a tourism online inquiry program.

The Foundation sup-

ported an integrated marketing and public relations effort and placed 34 ads in major consumer publications for the America's Historic Triangle program, which features lodging and admission to participating attractions.

The program was expanded in 2004 to include admission to Historic Jamestowne and the Yorktown Battlefield in addition to Jamestown Settlement, the Yorktown Victory Center and Colonial Williamsburg. Historic Triangle tickets, as well as tickets to Historic Jamestowne and Yorktown Battlefield, were available at the Foundation museums.

The Foundation was a partner in the new Historic Triangle Shuttle, the result of a cooperative agreement between the National Park Service, Colonial Williamsburg and Williamsburg Area Transport, that operated from Memorial Day weekend through Labor Day, with support from a federal transportation enhancement grant.

In support of Virginia Tourism Corporation advertising campaigns, photo shoots were hosted at Jamestown Settlement and the Yorktown Victory Center. Foundation and VTC staff collaborated to develop marketing strategies for 2007.

Cultivation of the American Automobile Association-member market resulted in a 30 percent increase in the number of AAA members visiting the Foundation museums in 2004. The museums were represented

at American Automobile Association travel shows from New York to South Carolina, reaching more than 15,000 AAA members. Foundation staff maintained



"History is Fun" and "America's Historic Triangle" ads

individual contact with AAA clubs and offices and hosted 22 AAA travel counselors, sponsored by Busch Gardens Williamsburg, for a Jamestown Settlement tour and Yorktown Victory Center hands-on program presentation.

Efforts to reach out to the group market, which grew by 9 percent in 2004, included representation at American Bus Association, National Tour Association (renamed CrossSphere in 2004), Student and Youth Travel Association, and North Carolina Motorcoach Association annual conventions and at the Travel Industry Association's International Pow Wow. The Foundation museums hosted 60 group



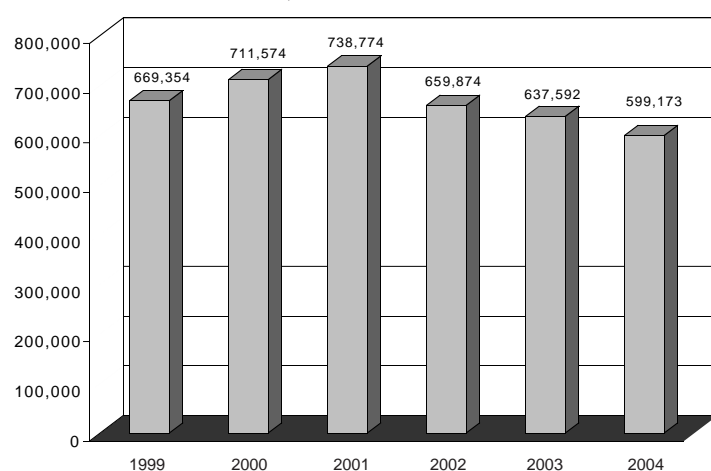
tour operators participating in a biennial marketplace and familiarization tour sponsored by the Williamsburg Area Convention & Visitors Bureau.

The Foundation supported the Rolling Patriot, a collaborative union of Williamsburg-area services and attractions to stimulate group tours to the area, with advertising and participation in calls on Mid-Atlantic region tour operators and a trade show for group tour leaders.

Museum admission tickets were sold at more than 140 off-site locations, including military bases and local accommodations. The Foundation promoted the program at nine military travel shows and hosted representatives of 22 military installations on a familiarization tour of the museums.

Media relations efforts, which included publicity about special programs and the opening of Jamestown Settlement's new theater and special exhibition wing, resulted in more than 600 known print media placements. Among journalists hosted on visits to the museums were members of the Western Chapter of the Society of American Travel Writers prior to a chapter meeting in Richmond. The Foundation also was represented at the Atlantic/Caribbean Chapter and annual meetings of SATW, the premier organization of professional travel

JAMESTOWN-YORKTOWN FOUNDATION
1999-2004 COMBINED PAID ADMISSION



Attendance in 2004 at Jamestown Settlement and the Yorktown Victory Center reflected an area-wide tourism slump. Total paid visitation at the two museums was 423,302, a decline of 3.7 percent from 2003. Yorktown Victory Center paid attendance of 175,871 was 11.3 percent less than in 2003. The declines were in the individual market segment. The total number of group visitor admissions increased by 9.1 percent in 2004 and comprised 39.2 percent of total visitation. Admission sales at the two museums amounted to \$4,045,758, a drop of 4.2 percent from 2003. Museum gift shop sales of \$2,813,381 were up slightly from 2003, by 0.4 percent. In addition to paid visitation, there were a total of 55,956 complimentary admissions – 4.6 percent more than in 2003 – including residents of the City of Williamsburg and James City and York counties, children under 6, group escorts and promotional admissions.

writers in North America.

Filming for six educational and travel documentary programs took place at the Foundation museums. An agreement was negotiated with The Virginia Company, LLC, to film the three Jamestown Settlement ships for *The New World*, a feature film set in early 17th-century Virginia, to be released by New Line Cinema in November 2005. The ships were filmed, for the most part individually, at locations on and near the James River from July to early October.

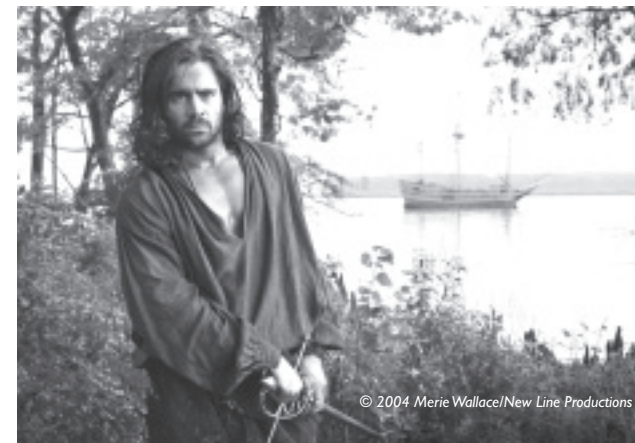
"2007" messaging was integrated in the Jamestown Settlement/Yorktown Victory Center promotional brochure, annual special programs brochure, group tour materials and media mailings. Two 2007-specific publications were developed: "2006-

2007 Jamestown and Yorktown Commemorations," for group tour operators and other travel industry partners, and "Jamestown Settlement: A Stage for 2007," for distribution to a broad range of constituencies.

The Jamestown-Yorktown Foundation marketing Web site, www.historyisfun.org, underwent a major revision and update, making the site easier for visitors to navigate, streamlining access to the Foundation's educational programs and resources, improving links to partner organizations, and adding a "2007" section that provides information about new facilities, exhibits and special programs planned for upcoming commemorations. Total visits to the site in 2004 increased by 64 percent from the previous year. ♦



An early morning breakfast at the Jamestown Settlement ships' pier preceded a museum tour by 60 participants in the Williamsburg Area Convention and Visitors Bureau's biennial marketplace for group operators. Here, Jamestown-Yorktown Foundation Reservations Supervisor Bonnie Vosburg is introduced to the group.



Jamestown Settlement's *Godspeed*, *Discovery* and *Susan Constant* were filmed for *The New World*, planned for release in November 2005. Actor Colin Farrell, who portrays Captain John Smith, is shown with the *Godspeed* in the background.

VOLUNTEERS PROVIDE SUPPORT FOUNDATION-WIDE; HOURS DOUBLE FOR SPECIAL EVENTS AND PROJECTS

Jamestown-Yorktown Foundation volunteers cut, stripped and assembled wood for wattle fencing along Jamestown Settlement walkways, traveled the state to raise awareness of the Jamestown 2007 commemoration, and gathered at the museums to greet and orient museum visitors and assist with summer education programs.

Nearly 1,000 volunteers offered 37,050 hours to support Foundation projects in 2004, up 32.7 percent from the previous year. Among them, 101 were new recruits. Time spent on special events and projects doubled to 14,658 hours, largely as a result of volunteers needed to support operation of Jamestown Settlement's replica ships during the summer and fall production of *The New World* feature film. Volunteers also delivered more than half of the 114 presentations by the Jamestown 2007 Speakers Bureau.

A total of 290 "core" volunteers offered vital ongoing support to Foundation daily operations, working in

administration, human resources, Jamestown 2007, marketing, development, staff training, outreach education, historical interpretation and maritime programs.

The Foundation also benefited from a number of service projects by community groups and organizations. The James City County Rotary Club spent four Saturdays in Surry cutting and stripping trees for wattle and brought the fencing materials to Jamestown Settlement. The group dug postholes for the new fencing and planted more than 20 mature plants. This project alone took 600 hours and provided fencing from the Powhatan Indian village to the ships and around the riverfront discovery area.

Among the largest service organizations to work with the Jamestown-Yorktown Foundation in recent years is Landmark Volunteers, a nonprofit summer program attracting high school students across the country. The Foundation and the Colonial National Historical Park hosted 14 Landmark volun-

teers from seven states last summer. The group assisted with a variety of projects in Foundation offices and museum interpretive areas, from assembling marketing mailings and cleaning and restocking outreach education kits to sewing mats for Jamestown Settlement's Powhatan Indian village and oiling furniture in the Yorktown Victory Center farmhouse. The largest project and most challenging was the removal of an old split-rail fence at the Yorktown Victory Center and the construction of a new one within two days.

For one week in March, 14 volunteers with Elderhostel, a joint service venture between the Foundation and the College of William and Mary, assisted museum staff with various projects, including preparations for Jamestown Settlement's annual "Military Through the Ages" event. College of William and Mary students from three campus organizations gathered firewood for Jamestown Settlement's re-created colo-



Members of the James City County Rotary Club constructed wattle fencing at Jamestown Settlement.

nial fort and completed mats for Powhatan Indian village houses as part of the university's "Make a Difference Day."

Ten college students participated in unpaid internships, more than double the previous year. Assistance from student volunteers also increased in the Foundation's "Broadside" summer education and 4-H Peer Teacher

programs. The 18 Broadside volunteers, ages 12 and older, worked under the mentorship of museum program assistants to offer hands-on learning experiences to children in preschool through fifth grade. The 4-H Peer Teacher Program, co-sponsored by the Jamestown-Yorktown Foundation and James City, York and Gloucester extension

offices every summer for more than a decade, gleaned 17 participants through a rigorous selection process. The 4-H program exposes students to American history in an interpretive setting over a six-week period and builds self-confidence and leadership skills through interaction with the public. Many students return to volunteer in other capacities. ❖

Gifts, Grants

continued from page 4

Indians, and his wife Archie Andrews Marks supports acquisition of artifacts for exhibit in the new galleries. The Marks gift will be recognized in "The Powhatan Culture" area of the galleries.

Mr. and Mrs. Charles B. Walker provided \$50,000 for capital improvements, and the Honorable and Mrs. Elmon T. Gray provided \$50,000 for educational programming and the Annual Fund. Mr. Walker is a member of the Jamestown-Yorktown Foundation, Inc., Board of Directors, and Mr. Gray served on the Foundation and private affiliate boards.

A complete listing of all those who contributed from July 1, 2003, through June 30, 2004, appears in the Jamestown-Yorktown Foundation, Inc., 2003-2004 Annual Report of Donors. Information about giving opportunities is available at www.historyisfun.org, "Support Our Museums." ❖

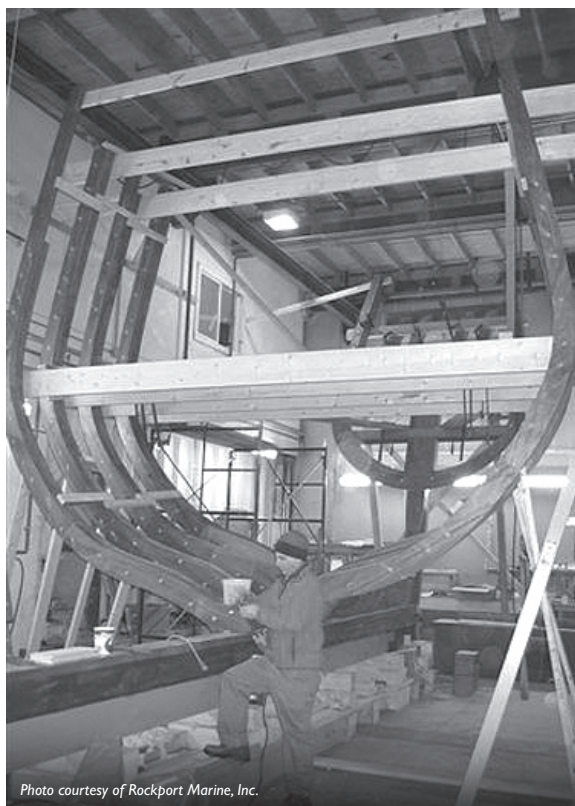


Photo courtesy of Rockport Marine, Inc.

Private gifts and grants are funding a new replica of the *Godspeed*, one of the three ships that brought America's first permanent English colonists to Virginia in 1607. The ship was designed by Tri-Coastal Marine of Richmond, Calif., based on extensive research of 17th-century ships commissioned by the Jamestown-Yorktown Foundation and the documented 40-ton volume of cargo capacity. Construction began in October 2004 at Rockport Marine in Rockport, Maine.

Museum Acquisitions

Continued from page 5

English craftsmen to produce new furniture forms making use of Asian decorative techniques. Colorful tin-glazed ceramic objects produced in and around the Turkish city of Iznik became very popular in Europe during the late 16th and early 17th centuries. Chinese porcelain was present in most of the homes of the English elite during the 17th century, and several examples of Ming dynasty vessels have been found at archaeological sites in Virginia.

A 16th-century Spanish rosary will help illustrate that one of the motives for Spanish colonization of lands in Asia, Africa and America was the conversion of the non-Christian populations there to Catholicism. A Portuguese silver coin dates to the reign of King Phillip II (1598-1621), who at the same time was King Phillip III of Spain.



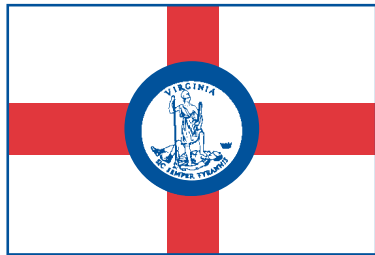
Turkish ceramic dish

A coronation medal marking the beginning of the reign of King James I of England in 1603 is one of two objects acquired relating to individuals who were instrumental in the formation of the Virginia colony. A 1614 document records the transfer of land in England from King James I to Sir Edwin Sandys, who later became a major figure in the history of the Virginia Company and was responsible for the creation of the first representative assembly in Virginia.

Artifacts are acquired for the collection with private gifts, including gifts to the Jamestown-Yorktown Foundation, Inc., Annual Fund. ❖



James I coronation medal



The Jamestown-Yorktown Foundation, an educational agency of the Commonwealth of Virginia, administers Jamestown Settlement and Yorktown Victory Center living-history museums, open 9 a.m. to 5 p.m. daily. For more information, call (757) 253-4838.



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Education Program Participation Grows, Quality Remains High

The Jamestown-Yorktown Foundation strengthened its role as an emerging leader in museum education in 2004 with a wide range of offerings reaching diverse and growing audiences. Customer research affirmed the excellence of structured education programs at the museums and in outreach settings, teacher training, community group presentations, and summer history programs for children.

During the 2003-04 academic year, structured educational programs at the two museums attracted 197,042 participants, an increase of 19 percent over 2002-03. Additionally, Foundation educators presented hands-on history programs to 100,763 students – 22 percent more than in 2002-03 – in outreach settings. Outreach programming took place in 118 of Virginia's 132 school districts.

Inquiry-based programs that include role playing and object analysis and correlate with the



Students at Epes Elementary School in Newport News, shown with Jamestown-Yorktown Foundation outreach education instructor Susan Gilliam, try on garments from different 17th-century cultures, an activity of the "Cultures in Contact" program.

Virginia Standards of Learning are offered year-round for school groups and twice a year for home-educated students on several topics relating to the themes of Jamestown Settlement and the

Yorktown Victory Center. At the museums, the programs incorporate experiences in the outdoor interpretive areas. Curriculum-based guided tours also are offered. Students participating in

outreach programs use reproduction artifacts to explore 17th- and 18th-century Virginia history.

During 2004, 306 educators from six school districts took part in workshops that present hands-on teaching methodology, historical content and information about Foundation education programs. Teacher training was an integral component of Foundation partnerships with Newport News City, Rockbridge County, Hampton City, and Portsmouth and Norfolk City public schools in federal "Teaching American History" programs that seek to improve the quality and content of American history education and increase student achievement. The Newport News program paired Foundation instructors with five participants to develop lesson plans followed by a team-teaching experience.

For the fifteenth year, the Jamestown-Yorktown Foundation partnered with Colonial Williams-

burg Foundation Teacher Institutes, hosting 588 educators from across the country.

Foundation education instructors presented community outreach programs to 613 adult participants in 2004. The programs include historical content on one of six topics – "Living With the Indians," "Life at Jamestown," "Cultures in Contact," "Life of a Private," "Colonial Medicine" and "Colonial Life" – and educate community groups about the Foundation's student outreach programs, upcoming events at the museums, and how to be part of the Jamestown quadricentennial commemoration in 2007.

The popular annual "Broadside" summer history programs for children age 4 through fifth grade, supported with a grant from the Junior Woman's Club of Williamsburg, attracted 1,165 registrations, a 17 percent increase from the previous summer. ♦