



Jamestown-Yorktown Foundation

2005 ANNUAL REPORT

Program Development, Partnerships, Staffing Key in Preparing For 2007 and Beyond

A 10-year comprehensive master plan adopted by the Jamestown-Yorktown Foundation Board of Trustees in 1997 to develop facilities to support museum programming in 2007 and for decades into the future moved close to realization in 2005. With the completion of Jamestown Settlement's 143,000-square-foot visitor services and gallery complex and expansive new visitor parking and entrance plaza, organizational focus shifted toward program development, staffing and partnerships to ensure readiness for the 400th anniversary of the founding of Jamestown.

Major educational programming initiatives, including television broadcasts, national and statewide outreach, electronic classrooms, Web-based curriculum materials and commemorative programming at Jamestown Settlement, were identified for support through gifts and grants to the Jamestown-Yorktown Foundation, Inc. In partnership with public broadcasting entities in Richmond and Hampton Roads, preliminary work began on the development of "quadricentennial minutes" for television and radio and a 30-minute television documentary program about Jamestown and its legacies.

The Jamestown-Yorktown Foundation, Inc., which complements the Commonwealth of Virginia's investment in facilities and operations, launched "The Campaign for Jamestown Settlement, 1607-2007" in May with the announcement of more than \$14 million in commitments toward a \$24.2-million goal. Gifts and grants to the Foundation, Inc., support artifact acquisition and conservation, new exhibit features, educational programming, special exhibitions, and endowment and annual funds to ensure future excellence of Jamestown Settlement and the Yorktown Victory Center. A total of 2,192 individuals, corporations, foundations, municipalities and other partners provided financial support during the fiscal year, with commitments exceeding \$3.4 million. Donors are listed in a *2004-2005 Report to Donors, Special Campaign Edition*, published by the Jamestown-Yorktown Foundation, Inc.



Plans were made for additional staffing to support commemorative programming and anticipated increased visitation.

Preliminary designs were unveiled for a new long-term exhibition at the Yorktown Victory Center, "The Legacy of Yorktown: Virginia Beckons," that will examine how people from many different cultures shaped a new society, and a renovation of the museum's introductory Declaration of Independence gallery. The new exhibits will open in October 2006 in conjunction with the 225th anniversary of the American victory at Yorktown. Supported with funds from the Commonwealth of Virginia, non-profit affiliates of the Jamestown-Yorktown Foundation, including funds from the estate of the late Nick and Mary Mathews, and York County, the project also includes a revitalized museum entrance and lighting and audio enhancements to museum exhibits.

Design work began on "The World of 1607" special exhibition, a signature event of "America's 400th Anniversary," along with development of an accompanying publication, and contacts were made with museums in 11 countries to arrange loans for the exhibition, which will open at Jamestown Settlement in Spring 2007.

Preparations were made for supporting commemorative programming, beginning in 2006 with the Godspeed Sail to East Coast ports and the 225th anniversary of the Revolutionary War victory at Yorktown, as well as anticipated increased visitation at the museums. Plans were developed for additional staffing, specialized staff training programs, and expansion of the role of volunteer staff. Volunteers – from board members to museum greeters – provided vital support to museum operations, contributing almost 42,000 hours in 2005, an increase of 13 percent over the previous year.

Foundation staff actively participated on the Historic Triangle Jamestown 2007 Host Committee, assisting with marketing



and communication, historical content, commemorative event planning, and development of training modules for employees and volunteers across the community.

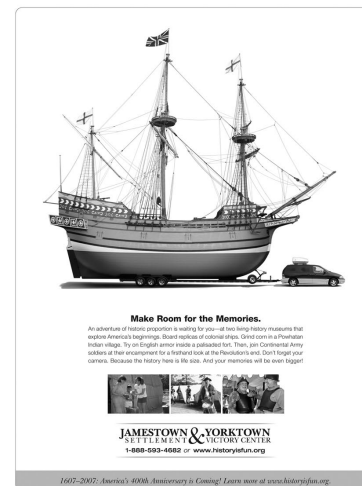
The Foundation worked closely with the Williamsburg Hotel and Motel Association, Greater Williamsburg Chamber and Tourism Alliance, major area attractions and regional municipalities to attract and serve Williamsburg area visitors. The Foundation was a partner for the second year in the Historic Triangle Shuttle connecting the Jamestown sites, Colonial Williamsburg and Yorktown. A significant portion of the advertising budget supported collaborative programs, chiefly the new "goWilliamsburg" area destination campaign that included television and print advertising in primary markets.

A joint ticket for Jamestown Settlement and Historic Jamestowne, to be introduced in 2006, was approved by the governing bodies of the Jamestown-Yorktown Foundation, APVA Preservation Virginia and the National Park Service. Individual admission tickets continued to be cross-sold at the two locations, and both sites were included with Colonial Williamsburg, the Yorktown Victory Center, Yorktown Battlefield, Busch Gardens Europe and Water Country USA in area vacation packages.

Marketing publications, including group tour materials, an annual special programs brochure, media mailings and a new advertising creative concept, incorporated

Top right: With the completion of new roadway access, parking lots and a flag-lined welcome plaza in 2005, the visitor arrival experience at Jamestown Settlement was transformed. The new parking area accommodates more than 500 guest vehicles, doubling previous capacity, and includes a separate staff parking lot. Flags of the 50 states lining the Jamestown Settlement Quadricentennial Plaza mark the approach from automobile parking to the museum entrance.

Above: The building that will house Jamestown Settlement's permanent exhibition galleries, the final stage of a 143,000-square-foot visitor services and gallery complex, was completed in 2005. Construction of exhibit settings began in 2005, and the new 30,000-square-foot exhibit space will open in Fall 2006.



Left: The Foundation's new advertising creative concept, titled "Make Room for the Memories" and depicting Jamestown Settlement's *Susan Constant* being towed by a minivan, made its debut in the fall in *Virginia Secrets*, the Virginia Tourism Corporation's America's 400th-anniversary publication. The ad has a tag line promoting "America's 400th Anniversary."

commemorative messaging and provided a look ahead at commemorative events.

At year-end, the Jamestown-Yorktown Foundation co-hosted with the Colonial Williamsburg Foundation the East Coast premiere of New Line Cinema's *The New World* at Colonial Williamsburg's Kimball Theatre. The Jamestown Settlement ships appeared in several scenes of *The New World*, which is set in early 17th-century Virginia and was filmed mostly in Virginia in 2004. ❖

Jamestown-Yorktown Foundation at a Glance

Mission

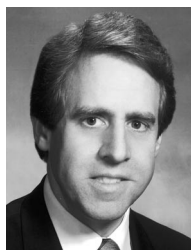
The mission of the Jamestown-Yorktown Foundation is to educate and to promote understanding and awareness of Virginia's role in the creation of the United States of America. The Foundation, accredited by the American Association of Museums, is an educational institution of the Commonwealth of Virginia 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, 2005)

Executive Director – Philip G. Emerson
Deputy Executive Director of Administration – J. Jeffrey Lunsford
Executive Assistant to the Boards – Laura W. Bailey
Senior Director of Marketing & Retail Operations – Susan K. Bak
Senior Director of Museum Operations & Education – Joseph A. Gutierrez, Jr.
Chief Development Officer – Arthur Caccese



Philip G. Emerson

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. Executive Director – Jeanne Zeidler

People Served

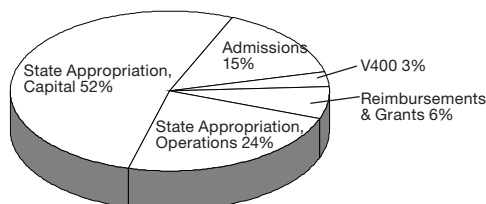
Paid visitation, comprised of individuals, self-guided groups and education groups, to the Foundation museums totaled 599,034 in 2005: 431,361 at Jamestown Settlement, and 167,673 at the Yorktown Victory Center. Complimentary admissions, including local residents and children under 6, totaled 55,356: 43,006 at Jamestown Settlement, and 12,348 at the Yorktown Victory Center. An additional 1,600 people visited Jamestown Settlement's *Godspeed* on public tours in Norfolk during the city's annual Harborfest event in June. During the 2004-05 school year, 99,878 students in 117 of Virginia's 132 school districts participated in the Foundation's outreach program, and outreach instructors presented teacher workshops for 177 individuals. There were 414 participants in Foundation community outreach programs for adults.

Jamestown-Yorktown Foundation

Summary of Financial Activity for Year Ended June 30, 2005*

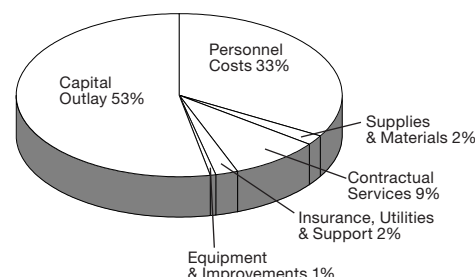
INCOME SOURCES

State Appropriation, Operations	\$ 6,686,103
State Appropriation, Capital	14,790,267
Admissions	4,108,940
V400 Support	883,981
Reimbursements & Grants	1,821,039
TOTAL	\$28,290,330



EXPENDITURES

Personnel Costs	\$ 9,333,836
Supplies & Materials	487,417
Contractual Services	2,534,101
Insurance, Utilities & Support	602,462
Equipment & Improvements	173,479
Capital Outlay	14,790,267
TOTAL	\$27,921,562



* Does not include Jamestown 2007 activities.

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The Honorable Mark R. Warner
Richmond, VA

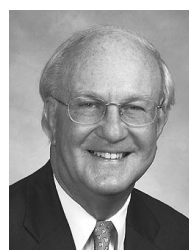
The Honorable John C. Watkins
Midlothian, VA

The Honorable Belle S. Wheelan
Richmond, VA

* Died January 13, 2005

Jamestown-Yorktown Foundation, Inc. BOARD OF DIRECTORS

Members Who Served in Calendar Year 2005



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Mr. F. Jay Ward
Williamsburg, VA

Mr. F. Jay Ward
Williamsburg, VA

* Died June 27, 2005

America's 400th Anniversary Message Launched; New Partnerships Enhance Commemoration Planning

New messaging about the Jamestown quadricentennial as "America's 400th Anniversary" to reflect the international importance of the commemoration was introduced in 2005 and incorporated in all Jamestown 2007 communications, including a redesigned Web site with the address www.Americas400thAnniversary.com.

A line of official commemoration products debuted in an online store and will be available in retail outlets. Apparel, accessories and gift items bear the America's 400th Anniversary logo featuring the distinctive three-ships design.

Business, tourism and education links between Kent, England, and the Commonwealth were forged in a new partnership that builds toward the quadricentennial when Governor Mark Warner and the Kent County Council signed a memorandum of understanding in June, with representatives of both Jamestown 2007 and the British Jamestown 2007 Committee looking on.

The number of partners working to expand the commemoration throughout Virginia and the nation grew to nearly 60. Among them are the National Aeronautics and Space Administration and the National Education Association, which are working to further the educational goals of the com-

memoration.

The Virginia 2007 Community Program, launched in June 2003, expanded by 45 communities in 2005, bringing the total to more than 150. Communities are creating their own commemorative events to celebrate Virginia's past and present, in ways unique to their own heritage. The Virginia

Department of Transportation announced that the 2006-2008 edition of the state transportation map would focus on the founding of Jamestown and Virginia's 400-year heritage and highlight Virginia 2007

Community Program participants in its index of cities, towns, communities and counties.

Two nationally prominent consulting firms, Ruder Finn and Velocity Sports and Entertainment, were retained to work with Jamestown 2007 to develop public relations initiatives and corporate sponsorships.

Musical entertainment developed by Prosody Creative Services for commemorative events was performed for the first time at the Virginia Press Association annual conference early in the year. Volunteer performers were recruited to participate in upcoming events, including the 2006 Godspeed Sail and America's Anniversary Weekend in May 2007. ❖

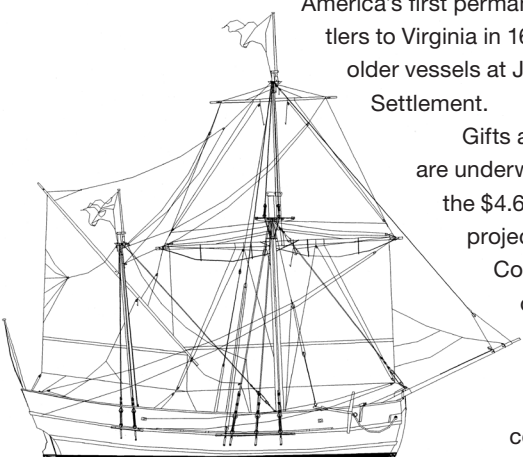


Progress Made on Two New Ships for Jamestown Settlement

A contract was awarded to Boothbay Harbor Shipyard in Boothbay Harbor, Maine, for construction of a new *Discovery*, as the *Godspeed* neared completion at Rockport Marine in Rockport, Maine. The new re-creations of two of the three ships that brought

America's first permanent English settlers to Virginia in 1607 will replace older vessels at Jamestown Settlement.

Gifts and grants are underwriting half of the \$4.6-million ships project, matching the Commonwealth of Virginia's investment in research, design and construction. ❖



Discovery sail plan

MULTIFACETED PUBLIC PROGRAMS APPEAL TO DIVERSE AUDIENCE

Jamestown Settlement and the Yorktown Victory Center offered an array of special events, theme months, lectures, daily tours and demonstrations, and educational programs in 2005. Public programs engaged visitors in topics such as cultural interaction, agriculture, technology and military history. Program messaging promoted awareness of two historically significant milestones on the horizon: the 225th anniversary in 2006 of America's decisive Revolutionary War victory at Yorktown, and the 400th anniversary in 2007 of the founding of Jamestown, America's first permanent English settlement.

Among the most popular special events 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. Nearly 4,000 visitors turned out during the March weekend event to explore military camps and watch re-enactment groups depict soldiers and military encounters throughout history. Attendance totaled nearly 5,600 during the three-day Thanksgiving holiday "Foods & Feasts" event offering 17th- and 18th-century food preparation and preservation techniques. The "2007 Heritage Series" in September attracted 338 people to three Sunday afternoon lectures, including a lecture co-sponsored by the Colonial Capital Branch of APVA Preservation Virginia.

Jamestown Settlement offered 90-minute tours at regular intervals daily of the museum's re-created Powhatan village, 1607 ships and colonial fort and riverfront discovery area. By mid-year, the tours were starting in the gazebo at one end of the newly completed visitor services and gallery complex. Historical interpreters provided demonstrations of matchlock musket and swivel gun firings, cooking, sail setting, navigation, tool-making and trade. Powhatan Indian interpretation moved temporarily to the museum mall while improvements were under way in the re-created village. Visitors experienced a full range of activities, including the opportunity to explore a Powhatan home.

The theme "The Southern Campaign" shaped 2005 public programming at the Yorktown Victory Center, with winter lectures,

special events including "The Road to Independence" in July and "Yorktown Victory Celebration" in October, and daily historical interpretation focusing on the shift of Revolutionary War military action to the Southern colonies in 1780.

Daily demonstrations at the Yorktown Victory Center allowed visitors to learn the process of breaking flax and farming tobacco at the 1780s farm, and at the Continental Army encampment, military cooking methods and medical techniques. An expanded artillery area featured summer cannon-firing demonstrations twice a day and fall programs that highlighted the use of rifles and flintlock muskets and explored the roles of military planners and engineers.

Children's summer "Broadside" programs at both museums featured activities, games, stories and take-home crafts. With topics ranging from "What's Wattle?" to "Connecting Cultures," the hands-on history programs for age 4 through fifth grade attracted 1,239 registrations.

Inquiry-based programs that correlate with the Virginia Standards of Learning were offered at Jamestown Settlement and the Yorktown Victory Center daily year-round for school groups, and in March and August for home-educated students.

The on-site programs had a record number of participants – more than 200,000 – in the 2004-05 school year.

Outreach was a key component of

educational programming at the Jamestown-Yorktown Foundation, the leading provider of structured museum education programs in Virginia. Curriculum-based programs were presented to nearly 100,000 students in classrooms across the state in 2004-05. Foundation outreach instructors also presented community programs for adults.

The Jamestown-Yorktown Foundation partnered with several Virginia school districts and with Colonial Williamsburg Foundation Teacher Institutes to train educators in hands-on teaching methodology and provide historical content and information about Foundation education programs.

Several volunteer programs had an educational focus. The 4-H Peer Teacher Program, co-sponsored by the Jamestown-Yorktown Foundation and James City, York and Gloucester county extension offices every summer, exposed 15 young people to American history in an interpretive setting over a six-week period. The Foundation worked with Landmark Volunteers, a national program for high school students, and Elderhostel, an organization that offers educational travel experiences for older adults, on programs that combined volunteer service with educational tours and presentations. ❖



"Military Through the Ages" at Jamestown Settlement.



Cannon-firing demonstration at the Yorktown Victory Center.



Jamestown-Yorktown Foundation
 P.O. Box 1607
 Williamsburg, VA 23187-1607
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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.



Philip G. Emerson
 Executive Director

Editor, Deborah Padgett
Design, Ruby Gardner
Marketing and Retail Operations

Printed June 2006

Lady de la Warr, Earl of Pembroke Portraits Highlight Museum Acquisitions

Seventeenth-century portraits of Lady de la Warr and the third Earl of Pembroke were among 38 objects added to the Jamestown-Yorktown Foundation collection in 2005. All but four items were acquired for exhibit at Jamestown Settlement.

Cicely Shirley West, Lady de la Warr, was an investor in the Virginia Company and wife of Virginia's first resident governor, Thomas West, Lord de la Warr, whose portrait also is owned by the Jamestown-Yorktown Foundation. The oil-on-canvas portrait of Lady de la Warr, probably painted in the 1630s, comes from the circle of Cornelius Johnson and shows its subject wearing a black widow's peak cap.

William Herbert, the third Earl of Pembroke, was a major figure in the govern-



Earl of Pembroke
acquired with a gift from the Honorable and Mrs. C. Hardaway Marks

ment of King James I and one of the largest stockholders in the Virginia Company. The painting is by the studio of Daniel Mytens and depicts the Earl holding the ceremonial wand of the Lord Chamberlain, an office he gained in 1616.

Both the Lady de la Warr and Earl of Pembroke portraits will be exhibited along with other portraits of Virginia Company officials and stockholders in the new

permanent galleries opening at Jamestown Settlement in Fall 2006.

Other significant acquisitions include a Jamestown-era Venetian glass tazza (a decorative serving piece), a James II gold guinea coin indicative of trade with West Africa, and a 17th-century Portuguese rapier belonging to the Portuguese noble family of da Camara, which was involved in exploration and colonization during the 15th, 16th and 17th centuries.

Numerous pieces of 17th-century English furniture, including a James I period armchair, a tester bed, stools, desk boxes, tables and coffer (chests) were added to



German printing of John Smith's Map of Virginia
acquired with a gift from Mr. and Mrs. Robert V. Hatcher, Jr.



tazza
acquired with a gift from Mr. and Mrs. Landon Hilliard III



James II gold guinea coin
acquired with a gift from The Richard S. Reynolds Foundation



17th-century English oak coffer
acquired with a gift from Mr. and Mrs. John W. Rosenblum

the collection to illustrate the belongings of different social classes.

A circa-1635 German printing of John Smith's Map of Virginia illustrates the high level of interest in Virginia that existed in Continental Europe. The Jamestown-Yorktown Foundation also owns a print of the map dating to 1612, the year it was first published in London.

Eighteenth-century American and Irish rush lights and a pair of loom shears acquired for the Yorktown Victory Center will be exhibited in "The Legacy of Yorktown: Virginia Beckons," opening in October 2006.

Artifacts are acquired for the collection with private gifts to The Campaign for Jamestown Settlement, 1607-2007.



James I period armchair
acquired with gifts to the Jamestown-Yorktown Foundation, Inc., Annual Fund and endowment funds.



Lady de la Warr
acquired with a gift from the Gladys and Franklin Clark Foundation