

# Steering Committee Goals

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The Celebration 2007 Steering Committee goals are broad, overarching objectives to guide the Steering Committee work and provide the basis of subcommittee goals, objectives and work plans.

- Develop an organizational structure and communications system to facilitate planning for Celebration 2007, involving Virginians from all walks of life from throughout the Commonwealth.
- Coordinate planning and development of a Celebration 2007 Conceptual Plan that is consistent with and mutually supportive of the strategic long-range plans of the Jamestown-Yorktown Foundation, the National Park Service and the Association for the Preservation of Virginia Antiquities.
- Develop a consistent Celebration 2007 message and theme to be transmitted through a variety of conventional and innovative activities, programs and events to enable the Commonwealth to realize maximum economic development and tourism growth potential and new levels of understanding of Jamestown and its importance throughout the nation and the world.
- Develop a comprehensive funding proposal for the commemoration that will involve the public and private sectors, and recognize and be consistent with the long-range financial needs of the Jamestown-Yorktown Foundation, the Association for the Preservation of Virginia Antiquities and the National Park Service.
- Forge strong, ongoing relationships with other state agencies, private statewide organizations, civic, fraternal, patriotic, religious, ethnic and racial organizations, corporations, individuals and others in all aspects of the Celebration 2007 planning. Build similar relations with Congress, key federal agencies and national organizations.
- Identify major infrastructure, logistical and technological needs for Celebration 2007 and develop plans to satisfy and fund those needs.
- Develop the Celebration 2007 Report while conducting activities to continue to build enthusiasm and anticipation of the commemoration, prepare interim reports to the Governor and the Virginia General Assembly, and be responsive to public and media interest.