2008 Jamestown-Yorktown Foundation FACTS

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.

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.

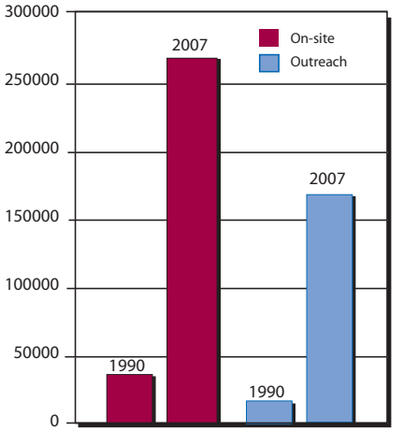
BUDGET—The Foundation's operating budget in FY 2007-08 totals $19 million. General funds appropriated by the General Assembly comprise 59 percent of the operating budget, while non-general funds, which consist substantially of admissions revenue, account for the remaining 41 percent. An additional $26.2 million ($16.6 million in state support) was approved in the 2006-08 biennium for capital and maintenance reserve projects. In 2007, gift shop sales generated more than $2,024,000 in net revenue. In FY 2006-07, private gifts and grants to benefit the Jamestown-Yorktown Foundation totaled $6,613,149. The endowment amounted to $9.8 million as of June 30, 2007.

VISITATION AND ECONOMIC IMPACT—Combined paid visitation passed the million mark in 2007 for the first time, totaling 1,020,783 – 767,640 at Jamestown Settlement and 253,143 at the Yorktown Victory Center. Visitors to the Jamestown-Yorktown Foundation museums spent an estimated $237 million in the Williamsburg area (Historic Triangle) in 2007.

NUMBERS OF EMPLOYEES—The Foundation employs 217 full-time staff and more than 350 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 74,653 hours of service to all areas of the Foundation's programs and activities in 2007.

EDUCATIONAL PROGRAMS—

During the 2006-07 academic year, Jamestown-Yorktown Foundation programs served 429,040 students through hands-on sessions and guided tours at both museums and in outreach settings. Structured education programs at the two museums served 263,773 school participants. Outreach education programs were presented to 165,267 people, including students in all of Virginia's 132 school districts and the Baltimore and Philadelphia areas. The Jamestown-Yorktown Foundation outreach education programs are endorsed by the National Council for the Social Studies, the nation's leading association of social studies educators.



Education Program Participation

continued on next page

2008 JYF FACTS *(continued)*

COLLECTION—The portion of the collection related to the Jamestown Settlement theme is comprised of approximately 67,700 archaeological and non-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 1,100 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 at both museums to support its educational mission.

400TH-ANNIVERSARY MOMENTUM– Jamestown Settlement, debuting new permanent exhibits, an introductory film and revitalized living-history areas, served as the Commonwealth of Virginia's principal stage for 2007 commemorative events and programs marking the 400th anniversary of the 1607 founding of Jamestown, America's first permanent English settlement.

The Jamestown-Yorktown Foundation worked with local, state and federal partners to realize the full potential of the Jamestown quadricentennial for bringing national and international attention and economic benefit to the region and state. Throughout 2007, Jamestown Settlement and the Yorktown Victory Center presented a variety of special events, historical themes, educational programs and lectures to explore Jamestown's role in the evolution of government and cultural institutions that characterize today's United States.

An important legacy of 2007 is a new standard for exhibits and programming, and the 400th anniversary's momentum carries forward into 2008 through stimulating on-site programs and dynamic content on the newly enhanced Web site *www.historyisfun.org*.

Jamestown-Yorktown Foundation

BOARD OF TRUSTEES

As of January 1, 2008

The Honorable Vincent F. Callahan, Jr., *Co-Chairman*
The Honorable Thomas K. Norment, Jr., *Co-Chairman*
The Honorable H. Benson Dendy III, *Vice Chairman*
Ms. Suzanne O. Flippo, *Secretary*
The Honorable M. Kirkland Cox, *Treasurer*
The Honorable L. Ray Ashworth, *Chairman Emeritus*

Mr. A. Marshall Acuff, Jr.
Ms. Mary Frances Bailey
The Honorable William T. Bolling
Mr. William P. Butler
The Honorable John H. Chichester
The Honorable Stuart W. Connock
Mrs. Shirley Custalow-McGowan
Mr. Thomas A. DePasquale
Ms. Ann Parker Gottwald
The Honorable H. Morgan Griffith
The Honorable Phillip A. Hamilton
The Honorable Frank D. Hargrove, Sr.
Mr. A. E. Dick Howard
The Honorable Janet D. Howell
The Honorable William J. Howell
The Honorable Johnny S. Joannou
Professor Ervin L. Jordan, Jr.
The Honorable Timothy M. Kaine
The Honorable Robert F. McDonnell
Ms. Linda R. Monk
Mr. Nigel W. Morris
The Honorable Thomas R. Morris
The Honorable Kenneth R. Plum
The Honorable Harry R. Purkey
The Honorable Frederick M. Quayle
The Honorable Melanie L. Rapp
Dr. Daphyne S. Thomas
The Honorable John C. Watkins
Mrs. Laura R. Wright

Jamestown-Yorktown Foundation, Inc.

BOARD OF DIRECTORS

As of January 1, 2008

Mr. A. Marshall Acuff, Jr., *President*
Mr. F. Jay Ward, *Senior Vice President*
Mr. Charles A. Banks III, *Vice President*
Mr. Jack L. Ezzell, Jr, *Secretary*
Mr. J. Robert Mooney, *Treasurer*
Mr. Reginald N. Jones, *Immediate Past President*

Ms. Jeannie P. Baliles
The Honorable Vincent F. Callahan, Jr.
Ms. Diana F. Cantor
The Honorable H. Benson Dendy III
Mrs. Sue H. Gerdelman
Mrs. Marjorie N. Grier
Mr. J. Roderick Heller III
Mrs. Jane T. Kaplan
Mr. Kenneth M. Krakaur
Ms. Martha D. Marks
Mr. Robert W. Martin
Mr. George L. McCabe, Jr.
Mr. John S. Molster
Mr. Joseph W. Montgomery
Mr. Lloyd U. Noland III
The Honorable Thomas K. Norment, Jr.
Mr. Carroll W. Owens, Jr.
Mr. Harry A. Pearce
Mr. John W. Rosenblum
Mr. Thomas D. Rutherfoord, Jr.

MANAGEMENT

Philip G. Emerson, *Executive Director*
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*
J. Jeffrey Lunsford, *Deputy Executive Director of Administration*
Carter S. Sonders, *Chief Development Officer*

Highlights of 2007

Major special events, historical themes and educational programs at the Jamestown-Yorktown Foundation museums throughout 2007 commemorated the 400th anniversary of the founding of America's first permanent English colony.

In January the Virginia General Assembly convened at Jamestown Settlement for a joint session and Governor Timothy M. Kaine's State of the Commonwealth address. Jamestown Settlement also was the setting in January for the U.S. Mint's announcement of the issue of gold and silver **commemorative coins** in honor of Jamestown's 400th anniversary. Later in the year, NASA presented the Jamestown-Yorktown Foundation a set of the coins that had been flown aboard the Atlantis space shuttle.

On the occasion of its **50th anniversary**, Jamestown Settlement was rededicated at the museum's new Quadricentennial Plaza. The April 24 ceremony celebrated the realization of a 10-year comprehensive facilities master plan to transform the museum for the 21st century.

"The World of 1607" special exhibition, a signature event of the 400th-anniversary commemoration, opened April 27 at Jamestown Settlement. The one-year, four-part exhibition placed Jamestown in a global context, focusing on worldwide intellectual and cultural developments during the late 16th and early 17th centuries. Iconic artifacts from around the world, including a 15th-century copy of Magna Carta, were exhibited.

Her Majesty Queen Elizabeth II and His Royal Highness The Prince Philip, Duke of Edinburgh, came to Jamestown Settlement on May 4 during a two-day visit to Virginia. The royal visit at Jamestown Settlement included remarks in the museum's re-created colonial fort by Vice President Richard B. Cheney and America's 400th Anniversary Honorary Chair Sandra Day O'Connor and a dramatic presentation, developed in partnership with The Colonial Williamsburg Foundation, that chronicled the history of the relationship between Britain and America over the past 400 years.

Jamestown Settlement hosted a record number of visitors for a three-day period during **America's Anniversary Weekend**, May 11-13. The event was the product of a collaborative effort in which the Jamestown-Yorktown Foundation worked closely with the Jamestown 2007 organization and other state, local and federal partners. Jamestown Settlement's visitor parking area was transformed into a gateway to the three Anniverary Weekend venues – Anniversary Park, Jamestown Settlement and Historic Jamestowne. A first-day-of-issuance ceremony for the U.S. Postal Service "Settlement of Jamestown" stamp on May 11, the arrival of the *Susan Constant, Godspeed* and *Discovery* at the museum pier after sailing in the James River on May 12, and a private visit by President and Mrs. George W. Bush on May 13 highlighted weekend events at Jamestown Settlement. Special programming throughout the weekend included music and dance performances and presentations on various historical topics.

Jamestown Settlement's ***Godspeed*** played a significant role in the statewide commemoration of America's 400th Anniversary, sailing to 14 Virginia ports in 2007. All three Jamestown Settlement ships were in view of First Landing State Park in Virginia Beach for an event marking the 400th anniversary of the 1607 colonists' first Virginia landfall.

Throughout the anniversary year, guided tours and demonstrations at Jamestown Settlement and the Yorktown Victory Center emphasized **a different theme each month**. Jamestown Settlement interpretive programming was enhanced with guided tours of the museum's expansive new exhibition galleries opened in October 2006, regularly scheduled demonstrations and presentations on more than 30 different topics, and new special events: "African Imprint Day" on June 2, "The 1619 Assembly: A Jamestown Legacy" on August 4, and "Virginia Indian Heritage Day" on November 3.

The **2007 Heritage Lecture Series** at Jamestown Settlement featured six distinguished speakers: Museum Director Peter Armstrong of the Royal Armouries in Leeds on May 20; Joseph Miller of the University of Virginia on June 2; presidential historian and Pulitzer Prize-winning author Doris Kearns Goodwin on August 4; History Pulitzer Prize winner Jack Rakove of Stanford University on September 8; NBC Presidential Historian Michael Beschloss on October 6; and W. Richard West, Jr., founding director of the Smithsonian's National Museum of the American Indian, on November 3.

The Jamestown-Yorktown Foundation continued as the leading provider of structured **museum education programs** in Virginia, with 2006-07 academic year service levels growing by 28 percent on site and 47 percent in outreach. Outreach programming took place in all of Virginia's 132 school districts, and Jamestown-related programming was presented at schools and community venues in the Baltimore and Philadelphia areas. The Foundation partnered with WCVE Community Idea Stations in Richmond to complete work on a series of television and radio "Quadricentennial Minutes" and develop a series of radio minutes featuring "The World of 1607," and with WHRO Public Broadcasting for Hampton Roads to develop an electronic classroom, *Discovering Jamestown*. "Quadricentennial Minutes" and *Discovering Jamestown* were among a variety of curriculum materials made available on the Foundation Web site *www.historyisfun.org* along with lesson plans, background essays and video biographies.

continued on next page

2007 Highlights *(continued)*

The Board of Trustees undertook a significant step toward securing the future of the **Yorktown Victory Center** with the decision to seek planning and construction funds for replacement of the facility, locating visitor services, exhibition galleries, classroom and event space, and support functions in one building, as well as improving access to outdoor interpretive programming and expanding visitor parking capacity. Since 2002, the board has addressed short- and long-term exhibit, building and operating issues in standing committees. Critical short-term exhibit renovations were completed in 2006 in time for the 225th anniversary of the American victory at Yorktown and the Jamestown quadricentennial year.

Summary of financial activity: The Jamestown-Yorktown Foundation had total revenues of $34,216,230 for the period July 1, 2006 – June 30, 2007. The state appropriation for operations comprised 34% and for capital projects 24%. Admissions revenue comprised 20%, and reimbursements and grants 22%. Expenditures for the period totaled $33,474,109. Personnel costs comprised 35%; supplies and materials 3%; contractual services 14%; insurance, utilities and support 5%; equipment and improvements 1%; and capital outlay 42%.

Museum Notes

Jamestown Settlement

Jamestown Settlement, a museum of 17th-century Virginia, chronicles the history of Jamestown, America's first permanent English colony, from its beginnings in the Old World through the first century of its existence and explores the convergence of European, Powhatan Indian and African cultures.

Location– Between State Route 31 and Colonial Parkway; adjacent to Colonial National Historical Park, which encompasses Historic Jamestowne; six miles from Williamsburg.

Exhibit Areas– The museum consists of indoor exhibits and an outdoor living-history program. The film *1607: A Nation Takes Root* is shown at regular intervals daily in the Robins Foundation Theater. In gallery exhibits, period artifacts are used with reproductions, dioramas and graphics to trace events that led to the founding of Jamestown and provide an overview of 1600s Virginia. Outdoors are re-creations of a Powhatan Indian village and a 1610-14 English fort, and replicas of the three ships — *Susan Constant, Godspeed* and *Discovery* — that transported 104 men and boys from England to Jamestown in 1607. Through 2008, a representation of the 17th-century ship *Elizabeth* also is at the pier. A riverfront discovery area provides information about European, Virginia Indian and African economic activities associated with waterways. In the outdoor areas, historical interpreters demonstrate daily activities and technology of the 17th century.

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. 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. New 30,000-square-foot 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

The Yorktown Victory Center, a museum of the American Revolution, 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; 12 miles from Williamsburg.

Exhibit Areas– The museum consists of a timeline, exhibition galleries and outdoor living history in re-created historical settings. The "Road to Revolution" open-air walkway and indoor exhibition galleries provide insight to the events that led to conflict between the American colonies and Britain, the war's impact on a diverse group of 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 a unique national identity. An 18-minute film, *A Time of Revolution*, is shown every 30 minutes in the Richard S. Reynolds Theater. Historical interpreters depict daily life of people during the Revolution in outdoor re-creations of a Continental Army encampment and a 1780s Tidewater Virginia farm. A children's clothing try-on area is available.

Historical Background– Yorktown was the site of the climactic battle of the American Revolution. Generals Washington and Rochambeau had the British army trapped along the shores of the York River, allied armies had land routes blocked, and the French navy blockaded escape by sea. British commander Lord Cornwallis was forced to surrender to the combined forces on October 19, 1781.

Museum History– Opened April 1, 1976, as one of three bicentennial centers in Virginia. A museum expansion and renovation culminated in April 1995 with the opening of new exhibition galleries. A long-term exhibition, "The Legacy of Yorktown: Virginia Beckons" opened in October 2006 in conjunction with the 225th anniversary of the Siege of Yorktown.

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 2008, admission to Jamestown Settlement is $13.50 for adults and $6.25 for youth ages 6-12. Admission to the Yorktown Victory Center is $9.25 for adults and $5.00 for youth ages 6-12. A combination ticket to both museums is $19.25 for adults and $9.25 for youth ages 6-12. An annual pass to both museums is $35.00 for adults and $17.50 for youth ages 6-12. Parking is free. For more information, call (757) 253-4838 or toll-free (888) 593-4682, or visit www.historyisfun.org.