2010 Jamestown-Yorktown Foundation FACTS

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

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

PRIVATE AFFILIATE—The Jamestown-Yorktown Foundation, Inc., coordinates private fund development in support of Jamestown-Yorktown Foundation programs. The Foundation, Inc., is administered by a Board of Directors consisting of no more than 30 members, including at least three but no more than seven members of the Jamestown-Yorktown Foundation's Board of Trustees, including the trustees' chairman. In FY 2008-09, private gifts and grants in support of artifact acquisition and conservation, exhibitions, and educational programs and resources totaled $2,104,523. The endowment amounted to $13.5 million as of June 30, 2009.

FOUNDATION BUDGET—The Foundation's operating budget in FY 2009-10 totals $16.2 million. General funds appropriated by the General Assembly comprise 40 percent of the operating budget, while non-general funds, which consist substantially of admissions revenue, account for the remaining 60 percent. An additional $15.2 million ($11 million in state support) was approved in the 2008-10 biennium for capital and maintenance reserve projects. In 2009, gift shop sales generated more than $765,000 in net revenue.

VISITATION—Combined paid visitation in 2009 totaled 614,606 – 444,375 at Jamestown Settlement and 170,231 at the Yorktown Victory Center. Among individual visitors, who in 2009 accounted for 64% of total paid admissions to the two museums, 82% originate from states outside Virginia, including Pennsylvania, New York, North Carolina, New Jersey, Maryland, Ohio, Florida, California, Texas and Michigan. Visitors to the Jamestown-Yorktown Foundation museums spent an estimated $162 million in the Williamsburg area (Historic Triangle) in 2008.

NUMBERS OF EMPLOYEES—The Foundation employs 182 full-time staff and more than 250 part-time staff, the number varying by season, in five management divisions: Museum Operations & Education; Marketing & Retail Operations; Development; Executive Office; and Administration (Facilities Management, Finance, Human Resources). Nearly 1,000 volunteers provided 58,667 hours of service to all areas of the Foundation's programs and activities in 2009.

EDUCATIONAL PROGRAMS—During the 2008-09 academic year, Jamestown-Yorktown Foundation programs served 319,959 students through hands-on sessions and guided tours at both museums and in outreach settings. Structured education programs at the two museums served 215,598 school participants. Outreach education programs were presented to 104,361 people, including students in 118 Virginia school districts. The Jamestown-Yorktown Foundation outreach education programs have been endorsed by the National Council for the Social Studies, the nation's leading association of social studies educators. The Foundation also provides a variety of educational resources and curriculum materials on www.historyisfun.org to assist teachers and students.

COLLECTION—The Jamestown-Yorktown Foundation collection contains approximately 67,700 artifacts. The portion of the collection related to the Jamestown Settlement theme is comprised of approximately 66,431 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 1,269 artifacts mainly of the 18th century, including documents, paintings, engravings, military equipment, nautical objects, medical tools, clothing, personal effects and household objects. The Foundation continues to build its collection by acquiring new artifacts for exhibit at both museums to support its educational mission.

February 2010

Highlights of 2009

BERMUDA-JAMESTOWN RELATIONSHIP EXPLORED IN EXHIBITION AND LECTURES

Bermuda's 400th anniversary in 2009 – two years after the Jamestown quadricentennial – was the occasion for a special exhibition and lecture series at Jamestown Settlement. "Jamestown and Bermuda: Virginia Company Colonies," from March 1 through October 15, examined the shared history and links between England's first two permanent colonies in the New World and displayed objects from the collections of 26 institutions and individuals in Bermuda, Virginia, Canada and the United Kingdom.

Bermuda Minister of Energy, Telecommunications and eCommerce Terry Lister (left) was in a delegation of Bermudians who participated in the opening of "Jamestown and Bermuda: Virginia Company Colonies."

Attendance totaled 631 at lectures presented by Bermudian and American filmmaker Lucinda Spurling on April 25, University of Tennessee history professor and author Lorri Glover on June 13, University of Rochester associate professor of history and author Michael Jarvis on July 11, and Masterworks Museum of Bermuda Art founder and creative director Tom Butterfield on August 8.

Among materials produced in connection with the exhibition was "The Story of the Sea Venture," a five-minute video recounting the circumstances of the 1609 shipwreck that established a British presence in Bermuda and, in partnership with WCVE Community Idea Stations, two exhibition-themed radio spots. The video and radio spots, as well as two of the lectures, were made available on an exhibition page on www.historyisfun.org. In addition to paid advertising and marketing support, the exhibition and lecture series garnered 150 known placements in print and online publications.

PRELIMINARY ARCHITECTURAL, EXHIBIT PLANNING FOR NEW YORKTOWN VICTORY CENTER COMPLETED

Significant milestones in planning for a new Yorktown Victory Center were achieved in 2009, with completion of preliminary architectural design of the building and site plan by Westlake Reed Leskosky of Cleveland, Ohio, and Washington, D.C., and exhibit schematic design work by Gallagher & Associates of Bethesda, Md. Guided by a master plan adopted in 2007 by the Jamestown-Yorktown Foundation Board of Trustees, the project envisions replacing existing ticketing, exhibit and maintenance buildings with one approximately 80,000-square-foot structure, positioned on the site to allow for continued operation during construction, and provides for enhancements to the museum's outdoor living-history areas. A 22,300-square-foot gallery space is planned to engage visitors in the tumult, drama and promise of the American Revolution through period artifacts and sensory experiences.

Partial façade of the planned new Yorktown Victory Center building, showing the main entrance.

RARE 1776 DECLARATION OF INDEPENDENCE BROADSIDE, 17TH-CENTURY LONG-BARRELED CANNON PLACED ON EXHIBIT

A stellar addition to the Jamestown-Yorktown Foundation collection – a rare early broadside printing of the Declaration of Independence – went on exhibit at the Yorktown Victory Center October 1. The historic document, acquired with private funds, was printed in Boston soon after the Declaration was adopted by the Continental Congress in Philadelphia on July 4, 1776, and before an engrossed, or handwritten, copy of the document on parchment was signed by members of Congress. The broadside is the most significant in a series of important acquisitions in 2009 destined for exhibit at the Yorktown Victory Center.

In CONGRESS, July 4, 1776.

A DECLARATION

By the REPRESENTATIVES of the

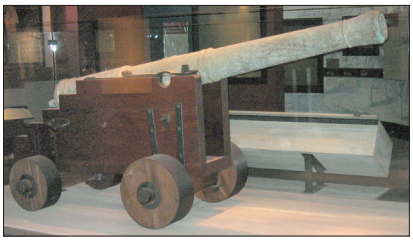
UNITED STATES OF AMERICA,

In GENERAL CONGRESS ASSEMBLED.

JOHN HANCOCK, President.

CHARLES THOMSON, Secretary.

At Jamestown Settlement, an early 17th-century English bronze long-barreled cannon, or saker, was placed on exhibit following conservation. "Sacars" are included on a list of guns in Virginia in 1608. Mounted on a custom-made mahogany carriage in the "Establishing Jamestown" section of the museum's galleries, the cannon was made by Thomas and Richard Pitt, whose family produced guns for three successive British monarchs.



SPECIAL PROGRAMS ENHANCE MUSEUM EXPERIENCE

Complementing daily interpretive programs at Jamestown Settlement and the Yorktown Victory Center were a series of special events and theme months, beginning with "From Africa to Virginia" in February at Jamestown Settlement. The theme month, which highlighted the experiences of Africans in 17th-century Virginia, included three Sunday afternoon lectures, presented by Hampton University assistant professor of history Robert C. Watson, Colonial Williamsburg historian and author Lorena S. Walsh, and Norfolk State University's Tommy L. Bogger, director of the Harrison B. Wilson Archives.

Jamestown Settlement also was the setting for Military Through the Ages, depicting centuries of military history, March 21 and 22; Jamestown Day, commemorating the 1607 founding of America's first permanent English colony, on May 16; and Children's Day, featuring 17th-century entertainment and recreation, September 12. At the Yorktown Victory Center, Liberty Celebration on July 4 and 5 and Yorktown Victory Celebration on October 17 and 18 marked the anniversaries of the adoption of the Declaration of Independence and the decisive battle of the American Revolution.

Two theme months – "Tools of the Trade" in June and "Pastimes of Colonial Virginia" in August – and two holiday events – "Foods & Feasts of Colonial Virginia November 26-28 and "A Colonial Christmas" throughout December – took place at both museums.

EDUCATIONAL PROGRAMMING REACHES BROAD AUDIENCE OF STUDENTS, TEACHERS

In addition to on-site and outreach curriculum-based programs for students of all ages, educational offerings in 2009 included several training and experiential learning opportunities for teachers. Interactive teaching techniques were the focus of the July 12-17 Jamestown-Yorktown Foundation Summer Teacher Institute, at which 24 educators from across Virginia participated in tours and workshops and worked in costume alongside historical interpreters at Jamestown Settlement and the Yorktown Victory Center. The Foundation also supported the Colonial Williamsburg Teacher Institute in Early American History with historical content, teaching strategies and on-site instruction, and provided hands-on teacher workshops in Virginia school districts.

Yorktown Victory Center farm supervisor Jamie Lavin (right) instructs Summer Teacher Institute participant Marianne Cline on using a spinning wheel.

Twenty eight students from colleges across the country and two international students undertook volunteer internships, gaining experience as docents and in curatorial, marketing and finance functions. Thirty five high school students learned about historical interpretation as youth volunteers.

New educational materials, including an "Economics of Jamestown" video, "Virginia: From Colony to Commonwealth" audio spots and three essays relating to the American Revolution period, were added to www.historyisfun.org's Educational Adventures section, which offers an array of curriculum materials and information about programs for teachers and homeschool families.

AUDIENCE FOR INFORMATIONAL, EDUCATIONAL WEB SITE GROWS

Usage of the www.historyisfun.org Web site was at a record high in 2009, with close to 1.5 million visits from individual visitors, students and teachers, tour operators, meeting planners, journalists and others. A Facebook page launched in the fall attracted 515 fans by yearend. Site content relates to the public programs and educational and commemorative mission of the Jamestown-Yorktown Foundation and includes information about visiting the museums and links to museum gift shop offerings. Web visitors generated more than $125,000 in online ticket sales in 2009.

Jamestown-Yorktown Foundation

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Jamestown-Yorktown Foundation, Inc.

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Museum Notes

Jamestown Settlement

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

LOCATION

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

EXHIBIT AREAS

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

HISTORICAL BACKGROUND

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

MUSEUM HISTORY

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

Yorktown Victory Center

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

LOCATION

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

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

HISTORICAL BACKGROUND

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

MUSEUM HISTORY

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

Jamestown Settlement and the Yorktown Victory Center are open 9 a.m. - 5 p.m. daily year-round, until 6 p.m. June 15-August 15; closed Christmas and New Year's days. In 2010, admission to Jamestown Settlement is $14.00 for adults and $6.50 for ages 6-12. Admission to the Yorktown Victory Center is $9.50 for adults and $5.25 for ages 6-12. A value-priced combination ticket to both museums is $19.25 for adults and $9.25 for ages 6-12. An annual pass to both museums is $35.00 for adults and $17.50 for ages 6-12. Children under 6 are free. Residents of James City County, York County and the City of Williamsburg receive complimentary admission. Parking is free. For more information, call (757) 253-4838 or toll-free (888) 593-4682, or visit ***www.historyisfun.org****.*

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