



2011 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 American Indian, 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 2010-11 (July 1, 2010-June 30, 2011), gifts and grants in support of artifact acquisition and conservation, exhibitions, and educational programs and resources totaled \$1,294,006. The endowment amounted to \$17.1 million as of June 30, 2011.

FOUNDATION BUDGET—The Foundation's operating budget in FY 2011-2012 totals \$14.9 million. General funds appropriated by the General Assembly comprise 43 percent of the operating budget, while non-general funds, which consist substantially of admissions revenue, account for the remaining 57 percent. An additional \$46 million (\$44.5 million in state support) was approved in the 2010-12 biennium for capital and maintenance reserve projects, including construction of a new Yorktown Victory Center. In 2010, gift shop sales generated more than \$799,000 in net revenue.

VISITATION—Combined paid visitation in 2010 totaled 595,023 – 428,868 at Jamestown Settlement and 166,155 at the Yorktown Victory Center. Among individual visitors, who in 2010 accounted for 63% of total paid admissions to the two museums, were those who traveled from top origin states of Virginia, Pennsylvania, North Carolina, Maryland, New Jersey, New York, California, Florida, Ohio and Texas. Visitors to the Jamestown-Yorktown Foundation museums spent an estimated \$108 million in the Williamsburg area (Historic Triangle) in the 2010 calendar year.

NUMBERS OF EMPLOYEES—The Foundation employs 180 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 900 volunteers provided 59,955 hours of service to all areas of the Foundation's programs and activities in 2010.

EDUCATIONAL PROGRAMS—During the 2010-11 academic year, Jamestown-Yorktown Foundation programs served 292,373 students through hands-on sessions and guided tours at both museums and in outreach settings. Structured education programs at the two museums served 209,337 school participants. Outreach education programs



were presented to 83,036 people, including students in 98 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 181,700 archaeological and non-archaeological artifacts. The portion of the collection related to the Jamestown Settlement theme is comprised of 1,430 non-archaeological and approximately 179,000 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 1,300 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.

Highlights of 2010

“WEROWOCOMOCO: SEAT OF POWER” EXHIBITION AT JAMESTOWN SETTLEMENT

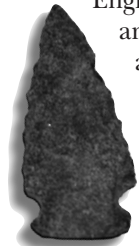
Artifacts from one of the most significant sites in Virginia Indian history went on museum display for the first time in Jamestown Settlement’s “Werowocomoco: Seat of Power.” Opened May 15 and originally scheduled for a six-month run, the special exhibition was extended through June 2011. Werowocomoco was the capital of the Powhatan Indian chiefdom at the time

English colonists arrived in Virginia in 1607, and recent archaeological research has revealed that it was a uniquely important place for many centuries.

Funded by James City County, the exhibition was developed in cooperation with the site owners Robert F. and C. Lynn Ripley, the Werowocomoco Research Group and the Virginia Indian Advisory Board, with College of

William and Mary Associate Professor of Anthropology Martin Gallivan as guest curator.

In conjunction with the exhibition and in partnership with the



Palmer quartzite projectile point, Early Archaic, 8000-7200 B.C. Courtesy of Robert F. and C. Lynn Ripley.

Virginia Indian community, Jamestown Settlement hosted Virginia Indian Heritage Day on June 26, featuring the Virginia Indian Intertribal Drum and Dancers and panel discussions. Information about Werowocomoco was incorporated in a Jamestown-Yorktown Foundation educational program for student groups, “Powhatan Indian World,” that was revised to correlate with an addition to the Virginia Standards of Learning referencing archaeological sites at Werowocomoco and Jamestown.



Chickahominy Second Assistant Chief Wayne Adkins provides narration at Virginia Indian Heritage Day.

SPECIAL PROGRAMS AND THEMES ENHANCE MUSEUM EXPERIENCE

Jamestown Settlement’s “From Africa to Virginia” theme in February launched a series of interpretive themes and special events that continued throughout the year. Jamestown Settlement also was the setting for Military Through the Ages, depicting centuries of military history, March 20 and 21, and Jamestown Day, commemorating the 1607 founding of America’s first permanent English colony, on May 15. At the Yorktown Victory Center, Liberty Celebration on July 3 and 4 and Yorktown Victory Celebration on October 16 and 17 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 – took place at both museums.

SIGNIFICANT ADDITIONS MADE TO ARTIFACT COLLECTION

As architectural planning for a new Yorktown Victory Center neared completion, 38 artifacts of the 18th-century were acquired with private donations for future exhibit in new museum galleries. Among the acquisitions are a Chinese export porcelain plate from a dinner service purchased by George Washington in 1785, a British officer’s gorget and a New York-

made gorget intended for American Indians, shackles used in the transatlantic slave trade, several Windsor chairs, and a miniature portrait of Revolutionary War General Daniel Morgan. The Yorktown Victory Center project encompasses an approximately 80,000-square-foot facility to replace existing ticketing, exhibit and maintenance buildings and reorganization of the entire site. The Virginia General Assembly approved construction funding from Virginia Public Building Authority bonds, contingent on sufficient debt capacity.

The Jamestown-Yorktown Foundation collection also was enhanced with the donation by the Governor’s Land Foundation of one of the premier archaeological collections in Virginia. Diverse cultures of Virginia’s past, from 10,000 years ago to the 20th century, are represented in the vast collection, which will be used in future exhibits and for research purposes. Several items from an early 17th-century Paspahegh town and one of the earliest known slave-quarter sites in Virginia had been on long-term loan and are exhibited in the Jamestown Settlement galleries.



Daniel Morgan

NEW SCULPTURE, ‘A FAIR WIND,’ GREET VISITORS TO JAMESTOWN SETTLEMENT

“A Fair Wind,” a massive bronze sculpture depicting three ship masts and wind-blown sails, became a prominent feature of Jamestown Settlement’s Quadricentennial Plaza in the spring. Designed by nationally known wildlife sculptor David H. Turner, the 3,000-pound, 18-foot-long work was placed in an existing circular fountain, where jets of water splash up toward the sails. The fountain sculpture was funded by donations made during “The Campaign for Jamestown Settlement, 1607-2007.”



GODSPEED SAILS TO FOUR VIRGINIA PORTS



Lancaster County students set a sail on the *Godspeed*.

Jamestown Settlement’s *Godspeed* sailed to four Virginia ports in 2010, hosting a total of 6,600 visitors at Norfolk Harborfest, Hampton Bay Days and the Urbanna Oyster Festival and in Lancaster County. More than 500 students took part in Jamestown-Yorktown Foundation maritime education programs in conjunction with the Lancaster and Urbanna visits in the fall. The ship’s voyages were supported with private donations to the Jamestown-Yorktown Foundation, Inc.

EDUCATIONAL OPPORTUNITIES ABOUND FOR BROAD AUDIENCE OF STUDENTS, TEACHERS

The Jamestown-Yorktown Foundation offered an array of educational opportunities in 2010 in addition to its on-site and outreach curriculum-based programs for student groups, homeschool families and Scouts, including more than 2,000 who were in Virginia for the 2010 National Scout Jamboree at Fort A.P. Hill.

Two themed teacher study tours featuring interactive experiences – “Government and Leadership” at Jamestown Settlement and “Farmer to Soldier” at the Yorktown Victory Center – were launched. Twenty-four educators from 18 Virginia school districts participated in the third consecutive Jamestown-Yorktown Foundation Summer Teacher Institute July 11-16, working in costume alongside museum historical interpreters. The Foundation also supported the Colonial Williamsburg Teacher Institute in Early American History, hosting 16 groups of participants, and provided hands-on teacher workshops in various Virginia school districts.



Sheri Wies of Suffolk Public Schools interacts with Jamestown Settlement visitors during the Jamestown-Yorktown Foundation Summer Teacher Institute, which is funded by private donations.

Thirty-five students from colleges and universities across the country served internships as curatorial assistants, gallery docents and historical interpreters and in customer research, marketing, development, finance and human resources. The 4-H peer teacher program, a prerequisite for the volunteer youth interpreter program, introduced five middle and high school students to interpretive methodology. Forty youth volunteers assisted with “Broadside” summer history programs for children age 4 through fifth grade. “Broadside” drew 1,390 registrations for 69 sessions. Adult participants in Road Scholar (formerly Elderhostel) programs in March and September combined volunteer service at the Jamestown-Yorktown Foundation museums with educational presentations and tours.

WEB HAS KEY ROLE IN REACHING LARGE, DIVERSE AUDIENCE

The Foundation reached out to a diverse audience through active use of Facebook, increasing the number of followers to 2,450 and attracting 4,140 responses and comments. There were nearly 1.5 million visits to the www.historyisfun.org website from individual visitors, students and teachers, tour operators, meeting planners, journalists and others. Site content relates to the public programs and educational commemorative mission of the Jamestown-Yorktown Foundation and includes information about visiting the museums, the opportunity to purchase admission tickets online – with these sales doubling from 2009 – and links to museum gift shop offerings.



Intern Tim Jackson shows examples of artillery shot to Yorktown Victory Center visitors.

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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, Williamsburg, VA 23185)

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, Yorktown, VA 23690)

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 2011, admission to Jamestown Settlement is \$15.50 for adults and \$7.25 for ages 6-12. Admission to the Yorktown Victory Center is \$9.50 for adults and \$5.25 for ages 6-12 (2012: \$9.75 for adults, \$5.50 for ages 6-12). A value-priced combination ticket to both museums is \$20.00 for adults and \$10.00 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 with proof of residency. Parking is free. For information about special events, education programs and donor opportunities, call (757) 253-4838 or toll-free (888) 593-4682, or visit www.historyisfun.org.