

# 2007 Annual Report



# Jamestown 2007

*Steering Committee*

The annual Jamestown 2007 Progress Report to the Governor and chairs of the Senate Finance Committee and the House of Delegates Appropriation Committee is produced in-house at the Jamestown 2007 office in accordance with Item 252, Paragraph 3, of the 2000 Appropriations Act. For a more in-depth report of activities that occurred in 2007, we encourage you to visit our Web site at [www.Americas400thAnniversary.com](http://www.Americas400thAnniversary.com) or email us at [Jamestown2007@jyf.virginia.gov](mailto:Jamestown2007@jyf.virginia.gov).

# Jamestown 2007 Steering Committee



May 2006 marked the beginning of events observing a landmark American moment – the 400<sup>th</sup> anniversary of Jamestown’s founding. Since then the international spotlight has been on the Commonwealth many times. In January 2007, Vice President Dick Cheney addressed a special commemorative meeting of the General Assembly at Historic Jamestowne’s Memorial Church. He noted that “much of America’s story began with a little three-sided fort, raised on the banks of the James River.” That evening, Governor Tim Kaine delivered his State of the Commonwealth message from Jamestown Settlement.



In the past 18 months, Jamestown 2007 has held more than a dozen Signature Events, developed hundreds of statewide and national partnerships, recognized nearly 200 official communities, and compiled a remarkable record of achievement. The commemoration has produced markedly increased visitation with guest attendance up an average of 50% at the Jamestown sites, increased awareness of travel opportunities throughout Virginia, brought international attention to the Commonwealth, and raised understanding of Virginia’s pivotal role in the nation’s history. An economic impact study is being completed that will help us gauge the full benefit of the commemoration.

One of the major highlights of the commemoration was the two-day visit of Her Majesty Queen Elizabeth II and the Duke of Edinburgh to both Jamestown Settlement and Historic Jamestowne, the state Capitol in Richmond and Colonial Williamsburg. The Queen’s visit brought international attention to America’s 400<sup>th</sup> Anniversary and a heightened sense of excitement that served as a catalyst to Anniversary Weekend culminating with the visits of President George W. Bush, Honorary Chair Sandra Day O’Connor and other distinguished guests during three days of Anniversary programs and events.

This report provides an overview of the programs and events during fiscal year 2007 that have created these accomplishments. The support of the Governor and the General Assembly has been the underlying element allowing commemoration planners to make America’s 400<sup>th</sup> Anniversary an international success. With foresight dating back a decade, the Commonwealth has made available the resources necessary to revitalize Jamestown’s story as an integral and important part of the American landscape.

As a representative from St. Augustine, Florida observed, “Jamestown 2007 has raised the bar for everyone planning historical commemorations.” Indeed, the successes of this commemoration have prompted planners of similar events from Plymouth, Santa Fe, Baltimore, Quebec, Vermont and New York to study Jamestown 2007 as a model of what can be achieved.

On behalf of Jamestown 2007 Steering Committee and staff, we thank you for your support of Jamestown 2007 and America’s 400<sup>th</sup> Anniversary.

*Jeann Zedek*

*Edward W. Conroy*



Courtesy of AP Photos

# America's 400<sup>th</sup> Anniversary by the Numbers

The success of Jamestown 2007 takes many different forms, but one of the best ways to understand the great scope of the commemoration and its reach is to look at the stories told by numbers. Here is a look at some of the key numbers of America's 400<sup>th</sup> Anniversary.

Media impressions generated between May 2006 and June 2007	<b>7 Billion</b>
<b>America's 400<sup>th</sup> Anniversary Signature Events</b>	<b>12</b>
<b>Godspeed Sail</b>	<b>456,000 visitors</b>
<b>Yorktown's 225<sup>th</sup> Anniversary</b>	<b>48,000 visitors</b>
<b>Virginia Indian Symposium and Tribal Tours</b>	<b>500 visitors</b>
<b>Jamestown Live!</b> webcast/broadcast participants	<b>1 million+ students and teachers</b>
- Foreign countries participating in <i>Jamestown Live!</i>	<b>16</b>
- States represented by student ambassadors at <i>Jamestown Live!</i>	<b>49</b>
<b>African-American National Symposia: African American Imprint on America</b> <b>Jamestown: 400 Years in Retrospect</b> (attendance) <b>2007 State of the Black Union</b> (attendance)	<b>2,000+</b> <b>10,000</b> (approx. 4800 registrants from out of state)
-Total television reach	<b>90 million</b>
<b>Journey Up the James</b> ( <i>Godspeed</i> tour numbers)	<b>22,550+</b>
<b>America's Anniversary Weekend</b>	<b>63,000 visitors</b>
- Performers at Anniversary Weekend	<b>nearly 5,000</b>
- Buses used for guest shuttles	<b>268</b>
- Number of volunteers	<b>2,000+ representing more than 16,000 hrs</b>
- Media representatives	<b>600+</b>
- Languages spoken in media tent at Anniversary Weekend	<b>6</b>
- Broadcasts of one-hour "America's 400 <sup>th</sup> Anniversary" special	<b>76 markets around the country</b>
<b>The World of 1607 Exhibit</b> - objects from private collections and institutions	<b>40</b>
<b>Virginia Black Expo</b>	<b>8,200+ visitors</b>
- Cultural Exhibits and Business Exhibitors	<b>200+</b>
<b>Smithsonian Folklife Festival</b> (featuring "Virginia roots and culture")	<b>1 million visitors</b>
- Virginia presenters -	<b>300+</b>
<b>American Indian Intertribal Festival</b>	<b>18,000 visitors</b>
- Participating tribes	<b>15</b>
Visitors to America's 400 <sup>th</sup> Anniversary Web site from June 2006 to June 2007	<b>Visits: 2,299,746 Unique Visits: 541,747 300% ↑</b>
Jamestown commemorative coins authorized to be produced by the U.S. Mint	<b>100,000 Gold \$5; 500,000 Silver \$1</b>
Jamestown commemorative stamps produced by U.S. Postal Service	<b>60 million</b>
Increase in attendance at Historic Jamestowne	<b>48%</b>
Increase in attendance at Jamestown Settlement during 2007	<b>61%</b>
America's 400 <sup>th</sup> Anniversary National and Statewide Partners	<b>150</b>
Virginia 2007 Communities	<b>181 official communities</b>
- Virginia 2007 Community Projects	<b>1,000+</b>
Miles traveled by the <b>Shuttle Atlantis</b> in June 2007 carrying a Jamestown artifact and Jamestown commemorative coins aboard	<b>5,809,363 million nautical miles and 220 earth orbits</b>
Virginia peanuts handed out during commemorative events	<b>150,000+ packages</b>
Jamestown 2007 staff members	<b>14</b>

# America's 400<sup>th</sup> Anniversary Sponsors and Donors



Rutherford

City of Poquoson

Jamestown 2007 welcomed several corporations and organizations as sponsor, donor, or contributor during 2006-2007. Anheuser-Busch Companies Inc. joined as a Chesapeake Donor, and AirTran Airways came aboard as a Legacy Sponsor and the official airline of America's 400<sup>th</sup> Anniversary. Also enrolled as Legacy Sponsors were Dominion, SunTrust, and Wolsley PLC/Ferguson Enterprises, Inc. New participating sponsors included CONSOL Energy and CNX Gas, Lockheed-Martin, and McGuire Woods LLP, the City of Poquoson and Rutherford Insurance signed on as contributors.



Jamestown 2007 Executive Director Jeanne Zeidler (center) rings the closing bell at the New York Stock Exchange as representatives from America's 400<sup>th</sup> Anniversary's Founding Colony Sponsors and Jamestown Settlement museum's honor guard look on.

Sponsor resources and support, particularly provided by Founding Colony Sponsors, Norfolk Southern, Colonial Williamsburg and Verizon were instrumental to the successful realization of the Signature Events and many other commemorative activities encompassed by America's 400<sup>th</sup> Anniversary. In addition to financial support, America's 400<sup>th</sup>

Anniversary sponsors played an integral role over the past year in:

- Enhancing awareness of the commemoration through Jamestown-themed consumer promotions, such as customer premiums, special airfares, and online activities
- Providing entertainment support during Anniversary Weekend, including performances by the Colonial Williamsburg Fifes and Drums and Verizon Brand Ambassador James Earl Jones
- Hosting exhibits and hospitality events during Signature Events, including Anniversary Weekend
- Participating in media events that underscored Jamestown's legacies, such as the New York Stock Exchange Closing Bell ceremony
- Hosting key visitors, business colleagues, conferences and board meetings in the Historic Triangle area
- Providing support, security and transportation planning for Anniversary Weekend
- Extending the reach and visibility of the Jamestown story and Jamestown 2007 messaging through communications to their executives, employees, suppliers, customers and other stakeholders

# Marketing & Communications



Tremendous interest in Jamestown and America's 400<sup>th</sup> Anniversary resulted in more than 7 billion media impressions from international, national and local media outlets.

The message of cultural diversity, representative government, free enterprise and the enduring spirit of exploration extended beyond North America to worldwide audiences in the Middle East, Europe and Asia.

Top-tier publications, including *The Washington Post*, *Chicago Tribune*, *The Wall Street Journal*, *The New York Times*, *USA Today* and others devoted significant editorial space for Jamestown-related articles in the weeks leading up to Anniversary Weekend. The Jamestown story was also featured in cover stories by *TIME* magazine, *U.S. News and World Report* and *National Geographic*.

Just days before Anniversary Weekend, a special section on Jamestown's anniversary produced by *The Washington Post* went on sale, spurring interest in the commemoration to readers in and around the nation's Capital.

Flagship network morning programs including ABC's Good Morning America, CBS Sunday Morning and NBC's Today Show broadcast feature length news segments highlighting Jamestown in conjunction with Queen Elizabeth II's visit the days leading up to Anniversary Weekend.

Jamestown 2007, in conjunction with Virginia's CBS affiliates, produced a nationally syndicated one-hour special program highlighting Anniversary Weekend and the Queen's visit. The program has aired in most markets around the country.

Nearly 600 reporters representing more than 100 news outlets covered the three-day Anniversary Weekend. Specialty trade publications, top-tier newspapers, national and international media outlets focused on various Jamestown topics. *Al Jazeera*, an Arabic broadcast news network with an international demographic, produced a one-hour live-to-tape program focusing on Jamestown's cultural elements. Representatives of Virginia's eight state-recognized Indian tribes participated in the broadcast, which reached a worldwide audience of 50 million viewers just days after Anniversary Weekend.

Jamestown 2007 invested its limited advertising budget primarily to attract guests to selected Signature Events. Radio advertising helped increase participation at *Godspeed Sail* ports, the *225<sup>th</sup> Anniversary of the Victory at Yorktown*, *Anniversary Weekend* and the *Virginia Indian Intertribal Cultural Festival*. Through a special agreement with *TIME* magazine, Jamestown 2007 ran four full-page ads that reached key East Coast markets and another full-page ad that ran nationally.

Commemoration planners also used low-cost new media techniques, such as viral internet marketing, to inform tens of thousands about important commemoration events. The official Web site of the commemoration, [www.Americas400thAnniversary.com](http://www.Americas400thAnniversary.com), was visited by millions of people from around the world and provided detailed information and streaming video about Jamestown 2007's wide-ranging programs and events.



## Virginia Indians: 400 Years of Survival



Representatives of the Rappahannock tribe share information about their culture at their tribal center. Many of the Virginia Indian tribes and nations opened their tribal centers to the public during the Virginia Indian Conference to increase educational awareness of their customs and culture.

The "Virginia Indians: 400 Years of Survival" conference featured representatives from Virginia's eight state-recognized tribes as well as nationally known speakers and dignitaries.

The conference included panel discussions on "Indian Law and Culture Through History," "Government Policy as it Relates to American Indians," and "Preserving History and Culture." Speakers included Arlinda Locklear, a Lumbee

attorney and the first Native American woman to argue a case before the U.S. Supreme Court; David Wilkins, a professor of American Indian Studies; and Political Science and Law at the University of Minnesota, Mark Tilden, a member of the Navajo Nation and a staff attorney with the Native American Rights Fund; and Robert Duncan, the president of Bacone College in Oklahoma. Many Virginia Indians attended Bacone during the "Plecker era" when segregation barred Indians from attending public schools. In an effort to increase educational awareness of Indian culture, Virginia Indians opened their tribal centers to the public. Tours included the Pamunkey Indian Museum and the Mattaponi Shad Hatchery, as well as cultural demonstrations and talks by each of the tribal chiefs with participation by 8-10 members of each tribe. Special events were planned at each center and concluded with a dinner at the Chickahominy Tribal Center, followed by a program of traditional music and dancing.

## The World of 1607

"The World of 1607" special exhibit opened at Jamestown Settlement on April 27.

The yearlong exhibit is divided into four distinct cycles, each with its own topics. Developed in collaboration with a group of 28 internationally recognized scholars, "The World of 1607" places America's first permanent English colony in a global context and focuses on worldwide cultural developments during the late 16<sup>th</sup> and early 17<sup>th</sup> centuries. Objects from more than 40 institutions and private collections in 10 countries are scheduled for the exhibition, including a 15<sup>th</sup>-century copy of Magna Carta, gifts exchanged among the rulers of England, Spain and Japan, Virginia Indian objects brought to England in the 1600s, maps, engravings, paintings, jewelry and scientific instruments.



## 225<sup>th</sup> Anniversary: Victory at Yorktown

More than 48,000 people visited Yorktown on Oct. 19-22, 2006 as America celebrated its decisive Revolutionary War victory over the British during this Signature Event of America's 400<sup>th</sup> Anniversary. Nearly 175 years after the founding of Jamestown, America effectively ended the Revolutionary War and secured its independence at Yorktown.

U.S. Secretary of Interior Dirk Kempthorne gave the keynote address at the morning Yorktown Day program. He was joined on stage by French Defense Minister Michele Alliot-Marie, U.S. Senator John Warner, then U.S. Senator George Allen and French Ambassador Jean-David Levitte.

As part of the four-day event, Jamestown 2007 and its partners and sponsors hosted a special evening on Oct. 19 to honor the continued commitment of the men and women of the armed forces.

Following a formal ceremony, the Williamsburg Symphonia performed in a multi-media "Salute to the Military" during a special stage production produced exclusively for the Yorktown anniversary. Thousands of visitors helped celebrate this historic occasion, which was followed by a dramatic fireworks display over the York River.



A group of Continental Army fiers & drummers participate in the surrender re-enactment during Yorktown's 225<sup>th</sup> Anniversary.

## Jamestown Live!



PBS correspondent Gwen Ifill interviews historian Dr. James Horn of the Colonial Williamsburg Foundation about the history of Jamestown  
- Photo courtesy of Jamestown 2007

More than one million students and teachers in every state of the nation and 16 countries around the world tuned in for the *Jamestown Live!* webcast on November 9, 2006. Hosted by renowned journalist and PBS correspondent Gwen Ifill, the free electronic classroom provided an interactive, engaging look at how Jamestown's early representative government, cultural diversity and exploration began to shape our country and society. The hour-long webcast from the Jamestown sites combined elements of a television news magazine and a town hall meeting with a live student audience that included representatives from 49 states, the District of Columbia, U.S. territories, and several hundred Virginia schools. Student reporters joined Ms. Ifill to conduct fast-paced interviews with historians and archaeological, cultural, exploration and maritime experts.

Teachers maximized their students' participation through free curricula and more than 105 history, social studies, and civics lesson plans available at [www.jamestownjourney.org](http://www.jamestownjourney.org). More than 10,000 teachers and their classes also participated in the webcast's advance online quizzes.

*Jamestown Live!* was developed in partnership with NASA, the National Council for the Social Studies, National Education Association, National History Day, the U.S. and Virginia Departments of Education, The History Channel, the Jamestown 2007 African American and Virginia Indian Advisory Councils, Jamestown 400<sup>th</sup> Commemoration Commission, Colonial Williamsburg, Historic Jamestowne and the Jamestown-Yorktown Foundation.

These and additional educational organizations and media, including *Time for Kids* and *Scholastic*, collaborated with Jamestown 2007 to promote webcast participation, resulting in more than 18 million educational media impressions. More than 90 million Americans also were able to view *Jamestown Live!* on The History Channel during its May 15 telecast. The "*Jamestown Live!*" program continues to be accessible through broadcast and downloadable formats.

## African American Imprint On America

Radio-talk show personality Tavis Smiley joined with Jamestown 2007 to present the *2007 State of the Black Union* in Virginia this year. The significance of the 400<sup>th</sup> anniversary was so important to the Smiley Group that, for the first time, two days of events were planned. The first event *Jamestown: 400 Years in Retrospect* was held at the College of Williams & Mary. A multicultural group of leading historians from across the country took a historical look at the influence and imprint of African Americans on America over the past 400 years, highlighting the importance of African culture in the Jamestown story and the growth of our nation.

The following day the *2007 State of the Black Union*, framed by Smiley's book *Covenant with Black America*, drew 36 of America's top thought leaders including astronaut Dr. Mae Jamison, Dr. Cornel West of Princeton University, former *Ebony* editor Lerone Bennett



Jr., Children's Defense Fund Founder Marian Wright Edelman and U.S. Representative Bobby Scott to discuss the status of African Americans today and a plan of action for the future as thousands of attendees and millions of television viewers watched. The event aired live on C-SPAN and was rebroadcast on TV-One. Smiley held his annual *State of the Black Union* in Virginia to delve into the *African-American Imprint on America* during the past 400 years since Jamestown's founding. In keeping with the commemoration goals, *The State of the Black Union* sought to put to rest misperceptions about the role of African Americans during the first years after their arrival at Jamestown in 1619, and highlighted the important social and economic contributions of African Americans to the building of this country.



(l. to r.) Rev. Jessie Jackson, Sr, Judge Glenda Hatchett, Rev. Dr. Otis Moss, Jr., radio and TV mogul Cathy Hughes, Rev. Al Sharpton, and; New Millennium Studios vice-president, Daphne Maxwell-Reid, were among 36 thought leaders that joined media-personality Tavis Smiley at the 2007 *State of the Black Union* in commemoration of America's 400<sup>th</sup> Anniversary.

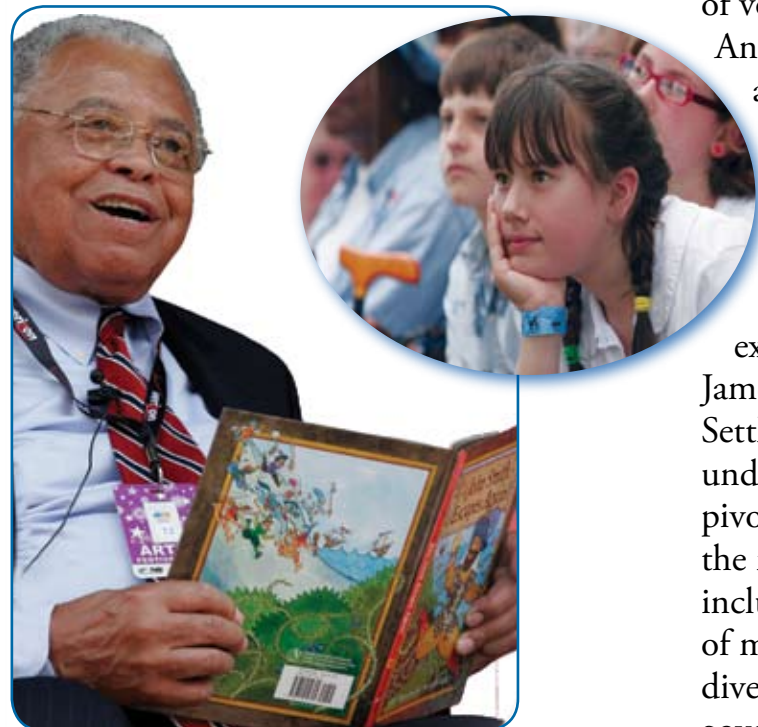
# America's 400<sup>th</sup> Anniversary Weekend



Thousands entered Anniversary Park, May 11-13, 2007, to enjoy commemorative events and programs planned for Anniversary Weekend.



Representatives from Virginia's eight state-recognized tribes showcased their varied history, customs and culture during Anniversary Weekend events.



James Earl Jones captivates the audience with an animated reading of Rosalyn Schanzer children's book, *John Smith Escapes Again!*

America's Anniversary Weekend brought tens of thousands of visitors to Jamestown Settlement, Historic Jamestowne and Anniversary Park during the weekend of May 11-13, to participate in the 400<sup>th</sup> anniversary of Jamestown, America's first permanent English Settlement.

Three days and nights of headliner entertainment, programs and events kept audiences captivated throughout the weekend. This centerpiece event was the culmination of years of planning by the Jamestown 2007 Steering Committee, staff, partners and thousands of volunteers. America's 400<sup>th</sup> Anniversary weekend launched a "new" Jamestown story made possible by compelling new research and recent archaeological discoveries. It also showcased the new world-class museums and exhibits built at Historic Jamestowne and Jamestown Settlement to increase understanding of Jamestown's pivotal role in the development of the nation. Jamestown's legacies include the defining characteristics of modern America: a culturally diverse society, representative government and free enterprise.



(l. to r.) Student representatives from the Big Brother Big Sister program assist as President George W. Bush, First Lady Laura Bush, former Supreme Court Justice Sandra Day O'Connor, Governor Timothy M. Kaine and First Lady of Virginia Anne Holton place materials in the America's 400<sup>th</sup> Anniversary Time Capsule.



1607 Voice Choir including performers from around the country watch the Colonial Williamsburg Fifes and Drums play during Anniversary Weekend.



(l. to r.) Jamestown 2007 Executive Director Jeanne Zeidler, Virginia Delegate Melanie Rapp, U.S. Congressman Bobby Scott and Chief Ken Adams (Upper Mattaponi) listen to remarks during an Anniversary Weekend program.

Jamestown 2007 committees and staff worked diligently to ensure that America's Anniversary Weekend was also the most inclusive Jamestown commemoration since they first began in 1807, with programs and events highlighting the accomplishments and perseverance of the Virginia Indian, European and African-American cultures.

America's culturally diverse heritage was represented through music, lectures and performances on stages and galleries throughout the three sites. President George W. Bush was one of the many dignitaries who participated in this landmark American milestone.

Other participants included Justice Sandra Day O'Connor, honorary chair of the commemoration, as well as U.S. Senator Jim Webb, U.S. Representative Bobby Scott, Virginia Speaker of the House William Howell and Virginia Senate President Pro Tempore John Chichester, Co-chairman of the Jamestown 2007 Management Committee Senator Thomas Norment, members of the Virginia General Assembly, tribal leaders of Virginia's Indian tribes and key African-American leaders.



(l. to r.) Jamestown 400<sup>th</sup> Federal Commission member Daphne Maxwell-Reid, US Postal Service representative Katherine Tobin, Virginia Attorney General Bob McDonnell and Jamestown Commemorative Stamp Director Ned Logan unveil the new Jamestown commemorative stamp.



African and African-American groups showcased the *African-American Imprint on America* through music, dance and interpretative programming throughout Anniversary Weekend.



Anniversary crowd enjoys 400 minutes of music featuring Bruce Hornsby (inset) and friends during Anniversary weekend events.

# Virginia 2007 Community Program



The Virginia 2007 Community Program boasts a membership of 181 communities representing all but one county from across the Commonwealth. Thousands of Virginians have participated at the grassroots level creating more than 1,000 legacy projects and special events for the commemoration. Communities throughout Virginia and in Colorado, Florida, Georgia and parts of England have showcased local history, attractions and programs in conjunction with America's 400<sup>th</sup> Anniversary.

In January 2007, representatives from more than 70 communities shared projects, exchanged ideas and joined speakers from Jamestown 2007, the Virginia Tourism Corporation, the National Park Service, the Jamestown-Yorktown Foundation, and NASA during their annual Virginia 2007 Community statewide meeting at the Virginia Historical Society in Richmond.

Community projects ranged from planting Anniversary Gardens to major community-wide renovation efforts designed to boost tourism and economic development in the region. Museum renovations, special exhibits, local festivals, publications, performances, the creation of hiking trails and other projects unique to individual groups are reinforcing the message that the commemoration is a significant event focusing on the importance of the Commonwealth to the nation. Many of the legacy projects will continue long after the commemoration ends.

- Two dozen communities joined Jamestown Settlement's *Godspeed* on the 80-day goodwill tour to six East Coast cities during the summer of 2006.
- Others participated in Anniversary Weekend, which provided an opportunity to showcase their community to tens of thousands of visitors over the three-day weekend.
- The cities of Virginia Beach, Hampton, Newport News, and Richmond, as well as Surry County, were all an integral part of the signature event, *Journey Up the James*. Participating communities helped retrace the path of the settlers in the New World from first landing to arrival at Jamestown and beyond.
- The Smithsonian Folklife Festival, Roots of Virginia Culture Program, representatives from the Arlington and Falls Church 2007 Community Programs exhibited and participated in panel discussions on their unique legacy projects.

For a complete list of Virginia 2007 communities and their legacy projects and special events, please visit [www.americas400thanniversary.com/vcp-communitiesprojects.cfm](http://www.americas400thanniversary.com/vcp-communitiesprojects.cfm).



More than 5,000 students participated in the Martinsville-Henry County Coalition for Health and Wellness 57,000-pace Virtual Walk from Martinsville to Jamestown as part of America's 400<sup>th</sup> Anniversary.

-Photo courtesy of David Rotenizer



Students from Collinsville Primary participate in virtual Walk to Jamestown as part of a community project for America's 400<sup>th</sup> Anniversary.

-Photo courtesy of David Rotenizer

## America's 400<sup>th</sup> Anniversary National and Statewide Partners

In fiscal year 2007, the number of national and statewide partners and endorsing organizations grew to more than 150, each providing in-kind support and marketing initiatives for America's 400<sup>th</sup> Anniversary.

Partners helped publicize signature events through newsletter articles and e-bulletins, and provided complimentary exhibition space for Jamestown 2007 at numerous conferences and other events. Event volunteers were recruited from a variety of statewide partners, providing the assistance and support needed to stage programs and events.

Many partners actively participated in the Signature Events, most notably, the Virginia Arts Festival which incorporated commemorative themed programming into its 2007 lineup including bringing the *Royal Birmingham Ballet* to Virginia and premiering the commissioned opera *Pocahontas*.

NASA also had strong participation in many of the Signature Events, including providing a message from astronauts on the

International Space Station during Anniversary Weekend and an exhibit featuring educational information on exploration from Jamestown to today. The John Smith Shallop, supported by Sultana Projects, Inc., was launched from Historic Jamestowne during the weekend.

America's 400<sup>th</sup> Anniversary partners have provided Jamestown 2007 valuable in-kind benefits by exhibiting and distributing marketing materials at statewide and national conferences on behalf of the commemoration.

In addition, statewide partners such as the Virginia Association of Counties and Virginia Genealogical Society hosted national conferences in Virginia during the commemorative year. In July, the National Association of Counties hosted more than 3,200 delegates from across the country in Richmond and Jamestown for its annual five-day conference. Numerous other national conferences have taken place in Virginia because of America's 400<sup>th</sup> Anniversary.

*For a list of America's 400<sup>th</sup> Anniversary partners please see page 14.*

# Cultural Initiatives

## Virginia Indian Advisory Council

The Jamestown 2007 Virginia Indian Advisory Council (VIAC) which includes representatives from each of the eight state-recognized tribes, played a critical role in America's 400<sup>th</sup> Anniversary. The Council ensured that the legacy of Virginia's First People was interwoven into commemorative events.

VIAC Events Director Chief Kenneth Adams (Upper Mattaponi) also served as the contact for participation by the Virginia Tribes in other Jamestown 2007-related events, including Anniversary Weekend. Jamestown 2007 Visiting Specialist Powhatan Owen (Chickahominy/Mohawk), and other members of the VIAC participated in lectures and presentations throughout the state speaking on the history of Virginia Indians.

The Council planned two Signature Events focusing on Indian culture and history.

Virginia Indians: 400 Years of Survival was held in Williamsburg October 2006. The second event, the American Indian Intertribal Cultural Festival was held in July 2007 at the Hampton Coliseum.

In addition to the eight Virginia tribes, participants included members of the Jemez Pueblo (New Mexico), Lumbee (North Carolina), The Three Affiliated Tribes (Mandan, Hidatsa and Arikara - North Dakota), Nez Perce (Idaho), Osage (Oklahoma), Sault Ste Marie Chippewa (Michigan) and Seminole (Florida). The festival included a wide variety of cultural experiences, including dancing, craft demonstrations, storytelling and children's activities. Vendors offered Native foods, art, jewelry and crafts. A series of exhibits showcased the history of Virginia tribes and guest speakers discussed issues facing American Indians today.

## Virginia African American Forum

The Virginia African American Forum (VAAF), a state-based grassroots organization, hosted more than 250 people for an exclusive preview showcasing African elements of the new expanded galleries at Jamestown Settlement. The reception was one of two events planned by the Forum in honor of America's 400<sup>th</sup> Anniversary.

Distinguished guests included representatives from the Angolan embassy, Liberia, and England, as well as U.S. Representative Robert C. "Bobby" Scott and Virginia Secretary of Administration Viola Baskerville.

The Virginia African American Forum held its second event in June 2007. The event, held in partnership with Jamestown 2007 and the Jamestown-Yorktown Foundation, continued the Forum's mission of educating the community on the significance of the African American imprint on America.

More than 3,300 people visited Jamestown Settlement on *African Imprint Day* increasing visitation by more than 158% over the same date and weekend in 2006.

Proceeds raised by the Forum from the Gala, Imprint Day, and in other events went toward the acquisition of a late 17<sup>th</sup>-century artifact. The piece will be displayed in the African Object Theater section of the Jamestown Settlement galleries.

In keeping with its mission, the grass roots organization also presented \$1,000 scholarship checks to each of Virginia's six Historically Black Colleges and Universities for students pursuing degrees in African, African American or museum studies.

## African American Advisory Council

By request of the African American Advisory Council, Jamestown 2007 partnered with PBS television host and multimedia personality Tavis Smiley to bring 36 of America's leading thought leaders to Virginia, for the 2007 State of the Black Union in honor of America's 400<sup>th</sup> Anniversary.

The Council, under the leadership of Dr. Belinda Anderson of Virginia Union University and Dr. Rex Ellis, Vice President Historic Area at Colonial Williamsburg, hosted the two-day series of conversations which brought 10,000 participants to the Hampton Roads area, while an audience of millions watched the broadcast on C-SPAN.

Complementing the national theme, Virginia's six Historically Black Colleges and Universities, which all have representatives on the Council, hosted symposia related to the "imprint" theme. Symposia themes included religion, politics, education, history, culture, music and arts.

The Council's second event, the Virginia Black Expo: A Cultural and Commerce Exposition, was presented by Thomas-McCants Media. Jamestown 2007 sponsored the cultural component of the Expo which included eight different cultural exhibits representing the African American Imprint On America. The exhibits on display at the Expo's cultural pavilion included *Don't Grieve After Me*, which explores the African-American experience in Virginia, a preview of the new traveling exhibit "African-American Trailblazer" as well as exhibits on music, the civil rights era, African-American inventors and African-American contributions at NASA.

The pavilion also included a special exhibit of photographs and artifacts from the 1907 Tercentennial Exposition Negro Building. The exhibit was showcased by Patricia Sluby, great granddaughter of Giles Jackson, director general of the Negro Development and Exposition Company, Jamestown, 1907.

# Federal Jamestown 400<sup>th</sup> Commemoration Commission



Working closely in partnership with Jamestown 2007 throughout the commemoration, the federal Jamestown 400th Commemoration Commission has implemented wide-ranging educational and international programs to fulfill its congressional mandate to call national and international attention to the enduring legacies of Jamestown.

## *The International Conference Series on the Foundations and Future of Democracy*

The year-long series held at campuses across Virginia explored how the principles of democracy that trace their roots to Jamestown have been a model for countries worldwide. From August 2006 to September 2007, the series reached thousands of Americans and an international audience with topical sessions on major aspects of democratic development. Among the many high-profile speakers were former UN Ambassador Richard Holbrooke, former Congressman Lee Hamilton, Under Secretary of State Karen Hughes, author/commentator Juan Williams, Richmond Mayor Douglas Wilder, Newark Mayor Cory Booker, Governor Timothy M. Kaine, British Ambassador David Manning, U.S. Chief Justice John Roberts, retired Justice Sandra Day O'Connor, and the Lord Chief Justice of England and Wales, Lord Phillips. Conferences included:

- International Youth Democracy Summit, August 7-10, 2006, sponsored by the University of Virginia, its Center for Politics and Presidential Classroom.
- Sustaining Democracy in the Global Age, January 25-27, 2007, at Longwood University and Hampden-Sydney College.
- America's 400th Anniversary: Voices From Within The Veil, February 21-23, 2007, sponsored by Norfolk State University.
- Markets and Democracy, February 23-24, 2007, sponsored by the Mercatus Center at George Mason University.
- Democracy and the Rule of Law, April 11-14, 2007, sponsored by the University of Richmond Law School, American and English Inns of Court, and the John Marshall Foundation.
- Democracies in Partnership, 400 Years of Transatlantic Engagement, April 18-19, 2007 co-hosted by Old Dominion University and NATO's Allied Command Transformation.
- Democracy and Diversity in the 21st Century, April 19, 2007, sponsored by Richmond Region 2007, the Wilder School of Government and Public Affairs at Virginia Commonwealth University, and other regional partners.
- Foundations of Democracy, September 5-7, 2007, hosted by Virginia Tech.

## *Forum on the Future Democracy*

The Conference Series culminated with the World Forum on the Future of Democracy in Williamsburg on September 16-18, 2007, the final Signature Event of the commemoration.

Hosted by the Jamestown 400<sup>th</sup> Federal Commission in partnership with Jamestown 2007, Colonial Williamsburg, and the College of William and Mary, the World Forum brought together leaders from mature and emerging democracies

and noted scholars and commentators for lively exchanges on the roots of democracy and its global advance.

Several hundred invited delegates from the U.S. and 16 foreign countries heard presentations from an unprecedented group of scholars and commentators on democracy, including noted Professor Gordon Wood, Aspen Institute President Walter Isaacson, New York Times Columnist David Brooks, Jim Lehrer of PBS' News Hour, and international experts. The World Forum also included remarks by Secretary of Defense Robert Gates, Senator John Warner, former Secretary of State Lawrence Eagleburger, former U.S. Attorney General William Barr, former U.S. House Speaker Thomas Foley, Justice O'Connor, Governor Kaine, and – via video – former President George H. W. Bush and former Prime Ministers Tony Blair and Margaret Thatcher. A public session at the College of William and Mary moderated by Jim Lehrer featured a roundtable discussion of current issues raised by William and Mary students and international delegates. A Web site -- [www.JamestownDemocracy.org](http://www.JamestownDemocracy.org) -- has details on the World Forum and Conference Series, including videos and transcripts of the proceedings.

## *National Educational Initiatives*

The Federal Commission created and operates the commemoration's education curriculum Web site ([www.JamestownJourney.org](http://www.JamestownJourney.org)). With more than 16,000 registrants from the U.S. and 48 foreign counties and territories, the site includes links to over 170 educational resources, providing easy access to a wide range of instructional resources about Jamestown's history and related topics. The Federal Commission is working with national educational organizations and sponsors to make sure this valuable resource remains available to teachers and students well after the 400<sup>th</sup> anniversary programs are concluded.

## *British Observances*

The Federal Commission organized the Jamestown 2007 British Committee to sponsor events in the United Kingdom raising awareness of Jamestown's legacies. The year's events include an ongoing English tour featuring the replica ship *Discovery* donated by the Virginia General Assembly. Ceremonies also marked the anniversary of the December 1606 departure of the three ships bound for Virginia. A Jamestown exhibit at the Museum of London's "Docklands Museum" and gala dinner in London were among the activities that attracted dignitaries, including Governor Kaine, U.S. Ambassador Robert Tuttle, and Lord Phillips, Chief Justice of England and Wales. The Federal Commission worked with Jamestown 2007 and representatives of Buckingham Palace and the British Embassy to facilitate the visit of Her Majesty Queen Elizabeth II to Virginia in May 2007, and also coordinated Anniversary Weekend participation by British and other foreign dignitaries.

## *White House, Congressional, and Federal Agency Support*

The Federal Commission also worked with Jamestown 2007 to coordinate federal government participation in Anniversary Weekend and other commemoration activities, including visits by President Bush, Vice President Cheney, Interior Secretary Dirk Kempthorne, and congressional leaders. Unprecedented cooperation among local, state, federal and private entities helped make the entire commemoration a success.

## Commemorative Stamp

The United States Postal Service reports brisk sales of its commemorative stamp, which depicts the three ships—*Susan Constant*, *Godspeed* and *Discovery*—that landed at Jamestown in the spring of 1607.



Sales of the triangle-shaped commemorative U.S. postage stamp began on May 11 as part of the opening day events of America's Anniversary Weekend.

The United States Postal Service announced in late 2006 that it would produce the uniquely shaped stamp, which was incorporated into the commemoration's build up efforts. The commemorative stamp also played an integral role in a companion design contest. More than 4,100 Virginia public, private and home-schooled students, college students and teachers submitted commemorative cachet designs—decorative envelopes—for the anniversary. Four of the seven winning designs went on sale during Anniversary Weekend. The winners of the stamp and cachet project were honored in an award ceremony and reception on June 23 at Jamestown Settlement.

## Commemorative Coins

United States Mint Director Edward Moy led a first-day-of-issue ceremony at Jamestown Settlement in January to launch the sale of commemorative Jamestown silver dollars and \$5 gold coins.



The coins honor the 1607 founding of Jamestown with iconic depictions. The silver coins show the three faces of diversity, representing the three cultures that came together in Jamestown on the obverse side; and, the three ships that brought the first settlers to Jamestown in 1607 on the reverse side. The gold coins depict Capt. John Smith greeting an American Indian carrying a bag of corn on the obverse side and a rendering of Jamestown Memorial Church, the only original remaining structure in Jamestown, on the reverse side.

Proceeds from the sale of the coins will support 400<sup>th</sup> anniversary programs and events and help promote educational understanding of Jamestown and continuing improvement and preservation of the Jamestown sites. U.S. Senator John Warner and then Senator George Allen, Representative Jo Ann Davis and Virginia's congressional delegation co-sponsored the commemorative coin legislation.

## Historic Triangle Host Committee

The Historic Triangle Jamestown 2007 Host Committee is charged with coordinating the work of the Jamestown 2007 partners and engaging the Historic Triangle community in the commemoration. In 2007 the Host Committee successfully:

- Developed and distributed Training Module 4: "Historic Triangle – Making Historical Connections," a staff guide to the historic sites.
- Continued a partnership with The Greater Williamsburg Chamber and Tourism Alliance (GWCTA) and Thomas Nelson Community College (TNCC) to deliver the modular guest service training to more than 1,000 Historic Triangle employees.
- Developed and delivered, in partnership with GWCTA and TNCC, the Historic Triangle Tour as a reward to employees who completed training.
- Produced one "2007 Community Conversation" to inform and engage local citizens in the commemoration.
- Created and distributed monthly "Host Committee Activities Updates."
- Created monthly "2007 Community Update" ads which are placed in the *Virginia Gazette*. The *Virginia Gazette* and Chesapeake Bank sponsor the space.
- Recruited, placed and trained over 2,000 volunteers in support of five Signature Events.
- Worked in partnership with local beautification groups to encourage the community to plant Anniversary Gardens.
- Worked in partnership with the Jamestown planning partners to design and print the "Anniversary Weekend Guide" which included a map of the three sites and a schedule of events.
- Worked with local, state and national public safety agencies in the development of public safety and public information plans.
- Assisted with efforts to develop, establish and implement a parking, ticketing, admissions, transportation and security plan for all guests, VIPs, staff, volunteers, vendors, exhibitors and talent for Anniversary Weekend.
- Assisted with coordination with Housing Partnerships for the "Paint the Town" initiative in which more than 50 local homes were painted by over 500 volunteers in time for Anniversary Weekend
- Assisted with the development and packaging of the gifts given to Queen Elizabeth II and the President of the United States.
- Assisted in developing and implementing the "Crafting a Nation" and Corning Museum of Glass Hot Glass Roadshow exhibits at Anniversary Park.



**WILLIAMSBURG**  
JAMESTOWN · YORKTOWN  
AMERICA'S HISTORIC TRIANGLE



# National and Statewide Partners and Endorsers



(Partnerships formed in 2007 in bold)

America's 400 Wagon Train  
America's Shakespeare Company  
American Sail Training Association  
Arts Council of Richmond  
**Archaeological Society of Virginia**  
Bed and Breakfast Association of Virginia  
**Bike America**  
**Books-A-Million**  
Cap Tech Classic  
**Chesapeake Bay Gateways Network**  
**Chrysler Museum of Art**  
**College of William and Mary**  
**Colonial Athletic Association**  
**Colonial Model A Club**  
**Colonial Virginia Council - Boy Scouts of America**  
**Diocese of Arlington - Office of Catholic Schools**  
**Diocese of Richmond - Office of Catholic Schools**  
Dominion DX Group  
**English Speaking Union of the United States**  
**Fest Events - Sail Virginia**  
Garden Club of Virginia  
**The Generations Network**  
**George Mason University**  
Girl Scout Council of Colonial Coast  
**Hampden-Sydney College**  
**Hampton University**  
The History Channel  
**Institute of Electronic Engineers**  
James River Association  
JUPA Enterprises – Battle of the Brains  
Library of America  
Library of Virginia  
**Longwood University**  
**Mariners' Museum**  
Music Celebrations International  
NASA – Langley Research Center  
**National Association of College Auxiliary Services**  
National Association of Elementary Principals  
National Association of Manufacturers  
**National Association of State Park Directors**  
National Council for History Education  
National Education Association  
**National Genealogical Society**  
National History Day  
**The National Museum of the Marine Corps**  
**National Newspaper Association**  
**National Society of the Sons of the American Revolution**  
**Newport News- Williamsburg International Airport**  
**News 6 WTVR TV**  
**Norfolk International Azalea Festival**  
**Norfolk State University**  
**Piedmont Community College**  
Richmond International Airport  
**Richmond Symphony**

Rotary District 7600  
**Rotary District 7610**  
**Saint Paul's College**  
Schooner Virginia  
**Science Museum of Virginia**  
**Shenandoah Apple Blossom Festival**  
Shenandoah Specialty Publishing  
**Shenandoah Valley Battlefields Foundation**  
**Sigma Xi - Christopher Newport University**  
**Smithsonian Institution Center for Folklife and Cultural Heritage**  
Soul of Virginia  
**Southern Historical Association**  
**Sultana Projects, Inc.**  
**Tavis Smiley Presents**  
**The Tide Radio**  
**This Century Art Gallery**  
Thomas Nelson Community College  
**United States Department of Education**  
**United States Mint**  
**United States Postal Service**  
**University of Richmond**  
**University of Virginia - Center for Politics**  
**VerStandig Broadcasting**  
Vinifera Wine Growers Association  
Virginia Air and Space Center  
Virginia Arts Festival  
Virginia Association of Convention and Visitors Bureau  
Virginia Association of Counties  
Virginia Association of Elementary School Principals  
Virginia Association of Middle Schools  
Virginia Association of Museums  
Virginia Association of Secondary School Principals  
Virginia Bar Association  
**Virginia Business and Professional Women Foundation**  
**Virginia Career Education Foundation**  
Virginia Cattleman's Association  
**Virginia Chamber of Commerce**  
Virginia Civil War Trails  
Virginia Commission for the Arts  
**Virginia Commonwealth University**  
Virginia Community College System  
**Virginia Council of Engineering Companies**  
Virginia Council for History Education  
Virginia Council on Indians  
**Virginia Dental Association**  
Virginia Department of Agriculture and Consumer Services  
**Virginia Department of Business Assistance**  
Virginia Department of Conservation and Recreation  
Virginia Department of Education  
**Virginia Department of Environmental Quality**  
Virginia Department of Historic Resources  
Virginia Department of Mines, Minerals and Energy  
Virginia Department of Transportation  
Virginia Diner

Virginia Division of Motor Vehicles  
Virginia Economic Development Partnership  
Virginia Education Association  
**Virginia Egg Council**  
Virginia Escape  
Virginia Federation of Garden Clubs  
Virginia Food and Beverage Association  
Virginia Foundation for the Humanities  
**Virginia Genealogical Society**  
Virginia Historical Society  
Virginia Hospitality and Travel Association  
**Virginia Library Association**  
**Virginia Living Museum**  
Virginia Manufacturers Association  
Virginia Marine Products Board  
**Virginia Maritime Heritage Foundation**  
**Virginia Municipal Clerks Association**  
Virginia Municipal League  
Virginia Museum of Fine Arts  
**Virginia Museum of Natural History**  
Virginia Naturally  
Virginia Nursery and Landscape Association  
Virginia Peanut Growers Association  
Virginia Polytechnic Institute and State Univ.  
- College of Agriculture and Life Sciences  
- Department of Political Science  
Virginia Port Authority  
Virginia Press Association  
Virginia PTA  
**Virginia Shakespeare Festival**  
**Virginia Sons of the American Revolution**  
**Virginia State Golf Association**  
**Virginia State University**  
**Virginia Symphony**  
**Virginia Telecommunications Industry Assoc**  
Virginia Tourism Corporation  
**Virginia Union University**  
**Virginia University of Lynchburg**  
Virginia Wineries Association  
**WEVA Radio**  
**WHRO Radio and Television**  
**Williamsburg Area Restaurant Association**  
**Williamsburg Hotel-Motel Association**  
Williamsburg Winery  
**WVPT Television**  
World Philatelic Association

## Endorsers

American Bar Association  
American Management Association  
National Council for the Social Studies  
U.S. Department of Education

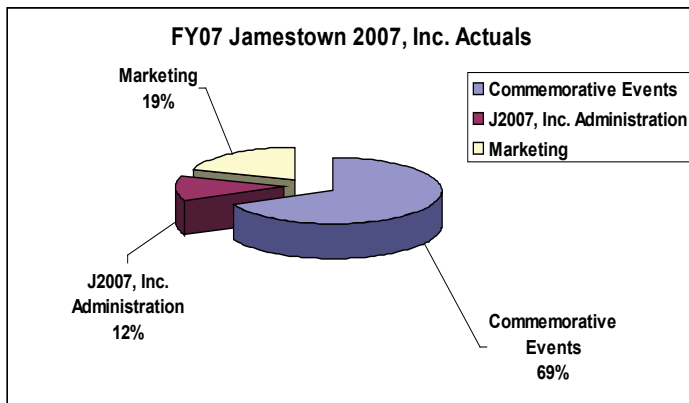
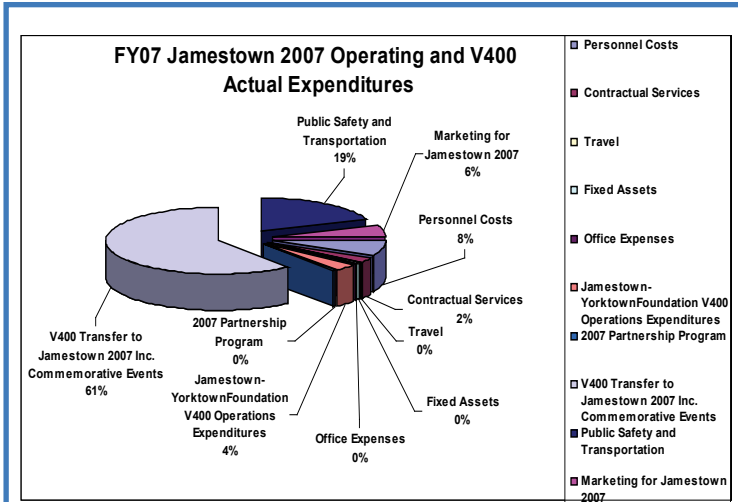
# Summary of Jamestown 2007 Expenditures

## Jamestown 2007 Operating Expenditures

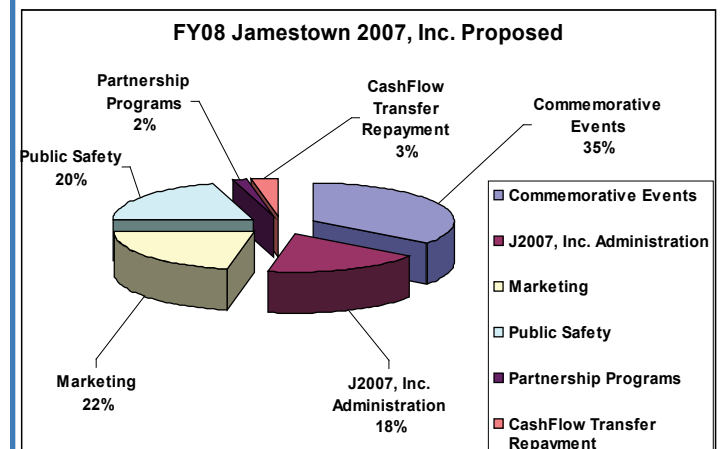
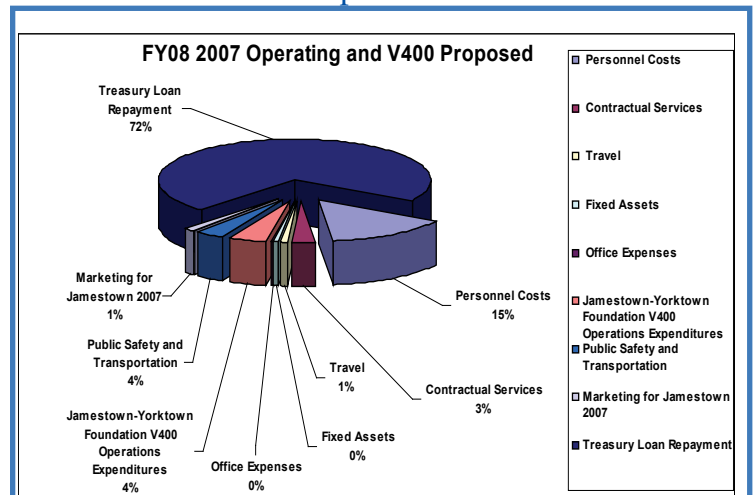
	FY04	FY05	FY06	FY07	Proposed FY08
	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>2007 Operating and V400 Actual</b>	<b>2007 Operating and V400 Proposed</b>
Personnel Costs	\$600,825.37	\$733,551.29	\$908,794.58	\$908,930.35	\$1,050,605.00
Contractual Services	\$232,961.30	\$118,961.61	\$202,231.56	\$253,936.41	\$197,601.00
Travel	\$30,429.72	\$22,337.76	\$39,707.77	\$35,779.13	\$54,390.00
Fixed Assets	\$37,295.20	\$36,898.59	\$100,646.01	\$43,894.04	\$35,000.00
Office Expenses	\$58,545.43	\$12,860.07	\$21,685.88	\$32,000.42	\$25,000.00
<b>J2007 State Operating Expenditures Subtotal</b>	<b>\$960,057.02</b>	<b>\$924,609.32</b>	<b>\$1,273,065.80</b>	<b>\$1,274,540.35</b>	<b>\$1,362,596.00</b>
JYF V400 Operations Expenditures		\$883,981.39	\$598,263.19	\$425,436.50	\$304,764.00
2007 Partnership Program		\$205,000.00	\$125,000.00	\$32,478.82	\$-
V400 Transfer to Jamestown 2007 Inc. Commemorative Events			\$3,736,606.00	\$7,206,896.92	\$-
Public Safety and Transportation				\$2,238,569.00	\$250,000.00
Marketing for 2007			\$1,006,019.01	\$730,357.65	\$100,000.00
Treasury Loan Repayment					\$5,000,000.00
<b>TOTAL OPERATING EXPENDITURES</b>	<b>\$960,057.02</b>	<b>\$2,013,590.71</b>	<b>\$6,738,954.00</b>	<b>\$11,908,279.24</b>	<b>\$7,017,360.00</b>

NOTE: Additional funds from private sources were expended through private affiliates in support of the commemoration.

### 2007 Actuals



### 2008 Proposed Use of Funds



# Jamestown 2007

The Jamestown-Yorktown Foundation was designated in 1996 by the General Assembly to be the lead state agency responsible for planning America's 400th anniversary. In 1997, the Jamestown 2007 Steering Committee was formed to help coordinate planning for the commemoration. In 2002, the General Assembly designated Jamestown 2007 as a sub-agency of the Jamestown-Yorktown Foundation.

## Jamestown 2007 Steering Committee (as of August 1, 2007)

Stuart W. Connock, Chair  
Colin G. Campbell, Vice Chair  
Robert E. Martinez, Chair, Logistics  
Suzanne Owen Flippo, Chair, Programs & Events

A. Marshall Acuff, Jr.  
Wayne Adkins  
L. Ray Ashworth  
Frank B. Atkinson  
Viola O. Baskerville  
William T. Bolling  
L. Preston Bryant, Jr.  
Vincent F. Callahan, Jr.  
M. Kirkland Cox  
Linwood W. Custalow  
Rosalynd R. Dance  
H. Benson Dendy III  
Patrick O. Gottschalk  
Leroy R. Hassell, Sr.  
Pierce R. Homer  
William J. Howell  
Reginald Jones  
William M. Kelso

William B. Kerkam III  
Elizabeth S. Kostelny  
Donald W. Lemons  
Martha D. Marks  
George Keith Martin  
Danny McDaniel  
Robert F. McDonnell  
Thomas R. Morris  
Thomas K. Norment, Jr.  
Cal Simmons  
P. Daniel Smith  
Malfourd W. Trumbo  
Wayne M. Turnage  
Rovenia Vaughan  
Jody M. Wagner  
Edwin W. Watson  
W. Bruce Wingo

### *Honorary Members*

George F. Allen  
Gerald L. Baliles  
James S. Gilmore III  
A. Linwood Holton  
Charles S. Robb  
Mark R. Warner  
L. Douglas Wilder

## Jamestown 2007 Team (as of June 2007)

Jeanne Zeidler  
Anne Doyle  
Howard Gevertz  
Ross Richardson  
Alta Cassidy  
J. Kevin Crossett  
Gloria Jackson-Warren  
Amy Ritchie  
Linda Stanier  
Kerry Winger  
Stacey Hood  
Michele Cranford  
Jessica Perkins  
Michelle Salnoske

Executive Director  
Director of Partnerships  
Director of Operations  
Director of Marketing Communications  
Manager of Partner Relationships  
Manager of Promotions and Publicity  
Manager of Media Arts  
Manager of Statewide Programs  
Manager of Special Events and Promotions  
Fiscal Analyst  
Executive Assistant  
Communications Specialist  
Statewide Administrative Assistant  
Office Services Specialist

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