



# 2009 Jamestown-Yorktown Foundation FACTS



**MISSION**—The mission of the Jamestown-Yorktown Foundation is to educate and to promote understanding and awareness of Virginia's role in the creation of the United States of America. The Foundation, accredited by the American Association of Museums, is an educational institution of the Commonwealth of Virginia and administers two living-history museums. Jamestown Settlement interprets the cultures of 17th-century colonial Jamestown, America's first permanent English settlement, and the Powhatan Indians. The Yorktown Victory Center interprets the impact of the American Revolution on the people of America and the development of the new nation.

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

**PRIVATE AFFILIATE**—The Jamestown-Yorktown Foundation, Inc., coordinates private fund development in support of Jamestown-Yorktown Foundation programs. The Foundation, Inc., is administered by a Board of Directors consisting of no more than 30 members, including at least three but no more than seven members of the Jamestown-Yorktown Foundation's Board of Trustees, including the trustees' chairman.

**BUDGET**—The Foundation's operating budget in FY 2008-09 totals \$17.4 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 \$15.2 million (\$11 million in state support) was approved in the 2008-10 biennium for capital and maintenance reserve projects. In 2008, gift shop sales generated more than \$681,000 in net revenue. In FY 2007-08, private gifts and grants to benefit the Jamestown-Yorktown Foundation totaled \$1,511,819. The endowment amounted to \$10.5 million as of June 30, 2008.

**VISITATION**—Combined paid visitation in 2008 totaled 692,086 – 510,407 at Jamestown Settlement and 181,679 at the Yorktown Victory Center. Among individual visitors, who in 2008 accounted for 63% of total paid admissions to the two museums, 80% originate from states outside Virginia, including Pennsylvania, New York, North Carolina, New Jersey, California, Ohio, Maryland, Florida, Texas and Illinois.

**NUMBERS OF EMPLOYEES**—The Foundation employs 190 full-time staff and more than 300 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 750 volunteers provided 56,922 hours of service to all areas of the Foundation's programs and activities in 2008.

**EDUCATIONAL PROGRAMS**—During the 2007-08 academic year, Jamestown-Yorktown Foundation programs served 389,215 students through hands-on sessions and guided



tours at both museums and in outreach settings. Structured education programs at the two museums served 246,311 school participants. Outreach education programs were presented to 142,904 people, including students in all of Virginia's 132 school

districts. The Jamestown-Yorktown Foundation outreach education programs are endorsed by the National Council for the Social Studies, the nation's leading association of social studies educators. The Foundation also provides a variety of educational resources and curriculum materials on its Web site [www.historyisfun.org](http://www.historyisfun.org) to assist teachers and students.

**COLLECTION**—The portion of the collection related to the Jamestown Settlement theme is comprised of approximately 67,700 archaeological and non-archaeological objects reflecting Jamestown's English origins, the early colonial period, the American Indian culture of southeastern Virginia and the African culture that arrived in Virginia in the 17th century. Included are 16th- and 17th-century portraits, documents, furnishings, toys, ceremonial and decorative objects, tools and weapons. The portion of the collection related to the Yorktown Victory Center is comprised of approximately 1,100 artifacts mainly of the 18th century, including documents, paintings, engravings, military equipment, nautical objects, medical tools, clothing, personal effects and household objects. The Foundation continues to build its collection by acquiring new artifacts for exhibit at both museums to support its educational mission.

# Highlights of 2008

## 400TH ANNIVERSARY COMMEMORATION RESONATES IN 2008

– Dynamic special programming at the Jamestown-Yorktown Foundation museums in 2008 continued the themes and momentum of the previous year's Jamestown quadricentennial commemoration.

Daily guided tours and curator tours on three dates in 2008 highlighted Jamestown Settlement's expansive permanent gallery exhibits, which debuted for the 2007 anniversary year. The one-year quadricentennial exhibition **"The World of 1607,"** portraying Jamestown and Virginia as part of an intellectual, social and economic "new world" that brought together peoples and ideas from around the globe, continued through April 9, 2008.

**Jamestown Landing Day** on May 10, a jointly sponsored event with Historic Jamestowne, incorporated programmatic elements of the previous year's "America's Anniversary Weekend," with ships sailing in the James River, presentations on exploration and discovery, first-person interpreters, and 17th-century entertainment. Two heritage events held at Jamestown Settlement in 2007 were repeated in 2008 – "African American Heritage Day" on June 7 and "Virginia Indian Heritage Day" on July 26 – and a "From Africa to Virginia" theme month was established in February. New at Jamestown Settlement in 2008 were "Children's Day" on September 27, with 17th-century games and entertainment, and three family days featuring child-centered gallery tours and craft activities.



Jamestown Settlement visitors meet King James I on Jamestown Landing Day.

Jamestown Settlement was one of three United States venues for the British Museum exhibition of 16th-century watercolors by John White, **"A New World: England's First View of America."** White accompanied several expeditions sponsored by Sir Walter Raleigh to Virginia in the 1580s and was governor of the short-lived colony at Roanoke Island, part of modern North Carolina. The watercolors, exhibited at Jamestown Settlement from July 15 through October 15, were on display as an entire group for the first time since 1964. Exhibition curator Kim Sloan and other representatives of the British Museum participated in opening events followed by a series of **public lectures** featuring New York University professor and author Karen Ordahl Kupperman on July 19, University of Pennsylvania professor and author Daniel K. Richter on August 9; and Tate Britain curator of 16th- and 17th-century British art Karen Hearn on September 20.



An Indian Werowance, of Chief, John White, c. 1585, ©The Trustees of the British Museum.

The roster of distinguished speakers in 2008 concluded with Jared Diamond, internationally renowned author of the Pulitzer Prize-winning book ***Guns, Germs, and Steel: The Fates of Human Societies***, speaking at Jamestown Settlement on October 11. Total attendance at the four public lectures was 800.

The Yorktown Victory Center held its annual **Yorktown Victory Celebration** October 18 and 19 to mark the 227th anniversary of the decisive American Revolutionary War victory at Yorktown in 1781, while the Jamestown-Yorktown Foundation served as host of 2008's Yorktown Day on October 19, an honor rotated annually through the member organizations of the Yorktown Day Association.

## TEACHER INSTITUTE FEATURES LEARNING BY DOING

– The Jamestown-Yorktown Foundation hosted 24 educators from across Virginia at a July 14-18 Summer Teacher Institute. Correlating with the Virginia Standards of Learning and emphasizing interactive teaching techniques, the weeklong program included tours of Jamestown Settlement and the Yorktown Victory Center as well as Historic Jamestowne and Yorktown Battlefield, presentations, workshops, and opportunities to work in costume alongside the Foundation museums' historical interpreters. The Foundation also partnered with Virginia school districts to train educators in hands-on teaching methodology and continued its long-time support of the Colonial Williamsburg Teacher Institute with historical content, teaching strategies and on-site instruction.



Jamestown-Yorktown Foundation Summer Teacher Institute participants at the Yorktown Victory Center encampment.

**GODSPEED SAILS TO FOUR PORTS** – Jamestown Settlement's *Godspeed* visited four ports in the Chesapeake Bay region in 2008, hosting 6,220 visitors on public tours. The ship participated in Norfolk's annual Harborfest maritime festival June 6-8, then sailed to Cape Charles on Virginia's Eastern Shore for public tours on June 14. The *Godspeed* was docked at the Alexandria waterfront September 24-28, and in addition to public tours hosted 671 students from City of Alexandria public schools for maritime education programs. The ship was open to visitors at Yorktown's Riverwalk Landing October 18 and 19 during the celebration of the 227th anniversary of America's Revolutionary War victory at Yorktown.



Godspeed at Yorktown.

## WEB SITE IS VITAL PUBLIC INFORMATION, EDUCATIONAL RESOURCE

– The [www.historyisfun.org](http://www.historyisfun.org) Web site continued to grow in importance in 2008 as an informational and educational resource, attracting a record 1,491,400 visits. In addition to featuring Jamestown Settlement and the Yorktown Victory Center, the site includes information about other attractions and visiting the Historic Triangle area and is a portal to educational content benefiting students and teachers. Many new visitors were drawn to the site as the result of the Jamestown-Yorktown Foundation's first Internet search marketing campaign, designed to increase brand awareness and enhance the sale of admission tickets to Jamestown Settlement and the Yorktown Victory Center. Site content was enriched with new research and video material, including staff-produced video "passionality"

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## 2008 Highlights *(continued)*

profiles of five Foundation historical interpreters, corresponding with the Virginia Tourism Corporation's "Live Passionately" theme. In concert with a state government initiative, a historyisfun.org YouTube channel was established to broaden audience access to the Web site's video content. With the expiration of the state's Jamestown 2007 organization at mid-year, the America's 400th Anniversary Web site was transitioned to historyisfun.org, ensuring continued public access to information about the Jamestown quadricentennial.

### PLANNING FOR NEW YORKTOWN VICTORY CENTER GETS UNDER WAY

– With the authorization of \$3 million by the Virginia General Assembly, more than half to come from revenue generated by the Jamestown-Yorktown Foundation, planning for a new Yorktown Victory Center moved forward in 2008. Environmental impact studies were completed, and nationally prominent firms – Westlake Reed Leskosky for architectural and engineering services and Gallagher & Associates for exhibit design – were engaged to begin preliminary design work. The new, approximately 80,000-square-foot Yorktown Victory Center would locate expanded exhibition galleries, classroom and event space, visitor services, gift shop and support functions in one building and improve access to outdoor interpretive programming. The existing museum would remain open during construction.

### FUNDRAISING CAMPAIGN REACHES SUCCESSFUL CONCLUSION

– "The Campaign for Jamestown Settlement, 1607-2007," culminated on June 30, 2008, with contributions from more than 6,900 donors totaling \$24,892,013, surpassing the \$24.1 million goal. The multiyear campaign, the largest fundraising effort in Jamestown-Yorktown Foundation history, supported new permanent facilities, exhibits and programs at Jamestown Settlement, funded a broad range of educational programming initiatives, and contributed to a lasting legacy for future years.

### SUMMARY OF FINANCIAL ACTIVITY

The Jamestown-Yorktown Foundation had total revenues of \$23,739,402 for the period July 1, 2007 – June 30, 2008. The state appropriation comprised 50%; admissions revenue 30%; and reimbursements, grants and other revenue 20%. Expenditures for the period totaled \$20,105,232. Personnel costs comprised 61%; supplies and materials 4%; contractual services 22%; insurance, utilities and support 4%; equipment and improvements 3%; and capital outlay 6%. ■

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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.

### 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.

### 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 a unique national identity. 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.

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*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 2009, admission to Jamestown Settlement is \$14.00 for adults and \$6.50 for youth ages 6-12. Admission to the Yorktown Victory Center is \$9.25 for adults and \$5.00 for youth ages 6-12. A combination ticket to both museums is \$19.25 for adults and \$9.25 for youth ages 6-12. An annual pass to both museums is \$35.00 for adults and \$17.50 for youth ages 6-12. Parking is free. For more information, call (757) 253-4838 or toll-free (888) 593-4682, or visit [www.historyisfun.org](http://www.historyisfun.org).*