MISSION—The Jamestown-Yorktown Foundation, an educational institution of the Commonwealth of Virginia, shall foster through its living-history museums – Jamestown Settlement and American Revolution Museum at Yorktown – 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. In FY 2017-2018 (July 1, 2017-June 30, 2018), fundraising efforts totaled more than $1.8 million in support of artifact acquisition and conservation, exhibitions, educational programs and resources, endowment, and the American Revolution Museum at Yorktown®. The endowment amounted to $18.6 million as of June 30, 2018.

FOUNDATION BUDGET—The Foundation’s operating budget in FY 2018-2019 totals $20.5 million. General funds appropriated by the General Assembly comprise 50.4 percent of the operating budget, while non-general funds, which consist substantially of admissions revenue, account for the remaining 49.6 percent. An additional $10.9 million ($9.5 million in state support) was approved in the 2018-20 biennium for capital and maintenance reserve projects, including the Jamestown Settlement pier. In 2017, gift shop sales generated more than $517,000 in net revenue.

VISITATION—Combined paid visitation in 2017 totaled 610,844 – 407,212 at Jamestown Settlement and 203,632 at the American Revolution Museum at Yorktown. Ticket sales to groups comprised 34%, and to individuals 66%, of total paid visitation. Approximately 76% of individual paid visitors came from out of state. Top origin states are Virginia, Pennsylvania, Maryland/Washington, D.C., New Jersey, New York, North Carolina, Florida, California, Ohio and Texas. Museum visitors spent an estimated $96 million in the Jamestown-Williamsburg-Yorktown area in the 2016 calendar year. There were 2,149,214 visits to historyisfun.org in 2017 and, at year-end, 108,646 fans on the museums’ Facebook page.

NUMBER OF EMPLOYEES—The Foundation employs 161 full-time staff and more than 278 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). A total of 1,571 core and special event volunteers provided 60,967 hours of service to all areas of the Foundation’s programs and activities in 2017.

EDUCATIONAL PROGRAMS—During the 2017-2018 academic year, Foundation programs served 290,136 students through problem-solving sessions and guided tours at both museums and in outreach settings. Structured education programs at the two museums served 202,621 school participants. Outreach education programs were presented to 87,515 people, including students in 109 Virginia school districts. The Foundation also provides a variety of educational resources and curriculum materials on historyisfun.org to support educators, homeschoolers and students.

COLLECTION—The Foundation collection is comprised of 210,379 archaeological and non-archaeological artifacts. The portion related to the Jamestown Settlement theme features 1,360 artifacts, including documents, furnishings, toys, ceremonial and decorative objects, tools and weapons. The portion related to the American Revolution Museum at Yorktown is comprised of 1,520 non-archaeological and 207,499 archaeological objects, including 16th- and 17th-century portraits, documents, furnishings, toys, ceremonial and decorative objects, tools and weapons. The Foundation continues to build its collection by acquiring artifacts for exhibit at both museums to support its educational mission.

2019 COMMEMORATION—The 2019 Commemoration, American Evolution™, highlights events that occurred in Virginia in 1619 that continue to influence America today and commemorates the ongoing journey toward the key ideals of democracy, diversity and opportunity. The Foundation is the official Commonwealth of Virginia executive branch agency charged with leading the 2019 Commemoration.
Highlights of 2017

GRAND OPENING OF AMERICAN REVOLUTION MUSEUM AT YORKTOWN MARKED WITH 13 DAYS OF FESTIVITIES

The American Revolution Museum at Yorktown was officially dedicated April 1, the high point of a 13-day Grand Opening Celebration saluting each of the first original states in the order that they ratified the Constitution. The dedication ceremony launched Virginia Day festivities, filled with the pageantry, fun and excitement of an 18th-century fair.

More than 2,000 people attended the milestone event on April 1, which marked the realization of a 10-year, $51 million transformation from the Yorktown Victory Center. The keynote speaker was Virginia Governor Terence R. McAuliffe, who dedicated the museum to the late Nick and Mary Mathews, benefactors to the Jamestown-Yorktown Foundation who donated the land on which the museum was built and supported museum programs during their lives and through their estate.

‘POCAHONTAS IMAGINED’ FOCUS OF JAMESTOWN SETTLEMENT SPECIAL EXHIBITION

Immortalized in art, song and story, Pocahontas was the focus of a Jamestown Settlement special exhibition July 15, 2017, to January 28, 2018, that illuminated the reasons behind her enduring legacy in the 400 years since her death in 1617.

The immersive exhibit featured artwork inspired by Pocahontas, as well as memorabilia, advertisements and interactive experiences, including opportunities for visitors to step into a cutout of an oversized 1907 postage stamp featuring Pocahontas’s image. Her likeness and her portrayal in the 20th century was shown through a variety of media, including how her image has been used to market merchandise, from oranges and cranberries to tobacco and coal. It also explored her impressions on modern-day Virginia Indian women.

An evening public lecture series in partnership with the Virginia Museum of Fine Arts was held September 5, September 13 and October 3. The exhibition was made possible in part by James City County.

POST-WAR LIVES OF YORKTOWN VETERANS CHRONICLED IN ‘AFTERWAR’ SPECIAL EXHIBITION

The American Revolution Museum at Yorktown’s inaugural special exhibition, “AfterWARd: The Revolutionary Veterans Who Built America,” June 10 to November 27, 2017, chronicled the post-war lives of veterans of the Siege of Yorktown, including Henry Knox, Alexander Hamilton, James Lafayette, the Marquis de Lafayette, George Washington and Charles Cornwallis, as well as lesser-known veterans. Through artifacts, portraits and interactive exhibits, visitors were able to make connections with the lives of soldiers and veterans, past and present.

The exhibit featured more than 60 artifacts on loan from American and British museums and institutions, including a circa 1824 carriage used by the Marquis de Lafayette on his Farewell Tour of America from the Studebaker National Museum in South Bend, Indiana; a cannon seized in India by the British from the Royal Armouries in Leeds, England; and a lap desk belonging to Alexander Hamilton from Hamilton College in Clinton, New York.

“AfterWARd” was sponsored in part by Altria Group, with additional support from the Virginia Society Sons of the American Revolution, James D. and Pamela J. Penny and Harry and Judy Wason. Fifteen public lectures and programs, made possible in part by Dominion Energy Charitable Foundation, were presented from June to November.

JAMESTOWN SETTLEMENT SHIP VOYAGES EXTEND MUSEUMS’ EDUCATIONAL MISSION

Jamestown Settlement’s re-created Godspeed sailed to ports and provided opportunities for distant visitors to join in educational activities. The ships, sailed by staff and volunteer crew led by Maritime Program Manager Eric Speth, were specially featured on May 13 during Jamestown Day.

The Godspeed participated in the 41st Annual Norfolk Harborfest June 9-11, taking part in the parade of sail starting in Hampton Roads, and docking at Norfolk’s Waterside Marina for weekend public tours. The Godspeed made two fall outreach voyages, sailing to Henricus Historical Park during Publick Days September 23-24, and for pre-scheduled student group tours September 25-26 and September 27 in Reedville.

SPECIAL PROGRAMS LINK TO MUSEUM THEMES

In 2017, Jamestown Settlement’s annual Military Through the Ages in March drew thousands of visitors to interact with re-enactors depicting centuries of military history. The Foundation partnered with Williamsburg Chapter National Society Daughters of the American Revolution and U.S. Citizenship and Immigration Services to host a citizenship ceremony for 50 children of naturalized citizens on April 29. Jamestown Day was observed in
Jamestown-Yorktown Foundation

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The Honorable Christopher P. Stolle
Mr. Fred D. Thompson, Jr.
The Honorable R. Lee Ware
Mrs. Judy F. Wason

EDUCATION PROGRAMS SERVE LARGE AUDIENCE

The Foundation continued to serve its mission as the largest museum provider of structured education programs in the Commonwealth, including curriculum-based on-site programs for student groups and homeschool families, in Virginia classroom outreach settings, teacher development and internship programs, and online educational materials.

Six new American Revolution Museum at Yorktown on-site and outreach education programs were developed. Interns and youth volunteers assisted with educational activities for children in the “Pocahontas Imagined” special exhibition at Jamestown Settlement. Youth volunteers assisted with Broadside summer history camps for children age 4 through 5th grade. Summer history camps, including “The School of the Musketeer” and “Curator’s Camp: Sharing Revolutionary Stories,” provided immersive learning experiences for students in grades 4-8.

2019 COMMEMORATION MOVES FORWARD

The 2019 Commemoration, American Evolution℠, built a new brand identity called “We Are Virginia; We Are America” and developed education programs, video series and signature events. Education programs included an animated video series, lesson plans and primary-source audio recordings. A “Virginia to America” storytelling video series was produced in partnership with the Virginia Tourism Corporation. A groundbreaking ceremony for the Virginia Women’s Monument, a 2019 legacy project, took place on Richmond’s Capitol Square. Signature events and legacy projects for 2018-2019 were established with the engagement of more than 140 Virginia leaders. In support of these efforts, significant contributions were given from Founding Partner Dominion Resources and Virginia Colony Partners Altria, TowneBank, McGuire Woods, and Anheuser Busch. Learn more at AmericanEvolution2019.com.

New at Jamestown Settlement was an adaptation of William Shakespeare’s “The Tempest,” presented in partnership with The Guild of the Virginia Shakespeare Festival and sponsored by 2019 Commemoration, performed on board the Susan Constant and in the re-created fort on six sold-out evenings in September.

Popular events included the American Indian Intertribal Powwow October 7-8, Family Frights October 20-21, and holiday programs, Foods & Feasts of Colonial Virginia and A Colonial Christmas.

partnership with Historic Jamestowne on May 13 at Jamestown Settlement and Liberty Celebration July 4 at the American Revolution Museum at Yorktown.
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.

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
Jamestown Settlement opened April 1, 1957, as Jamestown Festival Park, marking the 350th anniversary of Jamestown’s founding. The 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. Immersive gallery exhibits were added in 2017, and will undergo enhancements in 2018-2019. The site encompasses a total of 46 acres, including exhibit, parking, support and open areas.

AMERICAN REVOLUTION MUSEUM AT YORKTOWN

America’s struggle for independence, from the beginnings of colonial unrest to the formation of the new nation, is chronicled through the stories of citizens and soldiers in gallery exhibits, films and outdoor living history in re-creations of a Continental Army encampment and Revolution-era farm.

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
Comprehensive indoor exhibits and outdoor living history capture the transformational nature and epic scale of the Revolution and its relevance today. A timeline corridor provides a visual journey from the 13 British colonies in the 1750s to 1790s. An introductory film, Liberty Fever, draws visitors into the world of Revolutionary America and sets the stage for museum experiences. Gallery exhibits feature period artifacts, immersive environments, interactive exhibits and films, including “The Siege of Yorktown,” with a 180-degree surround screen and dramatic special effects. Outdoors, visitors can witness artillery demonstrations and drill with wooden muskets at a re-created Continental Army encampment and explore – and help work – a Revolution-era farm based on a real-life 18th-century family.

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
The museum opened as the Yorktown Victory Center April 1, 1976, as one of three Bicentennial centers in Virginia. In the 1990s, the museum’s focus broadened to encompass the entire Revolutionary period. Two decades later, the museum underwent a phased transformation on the 22-acre site. Operations moved from the 1976 building to the new museum building in March 2015. The museum was renamed the American Revolution Museum at Yorktown in October 2016 with the debut of permanent exhibition galleries and introductory film. New outdoor living-history areas were completed in Spring 2017. A Grand Opening Celebration, March 23-April 4, 2017, and April 1 dedication officially launched the museum.