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 2019-2020 (July 1, 2019-June 30, 2020), fundraising efforts totaled more than $2.4 million in support of special exhibitions, ongoing artifact acquisitions and loan replacements, educational programs, and public programs and events at both Jamestown Settlement and the American Revolution Museum at Yorktown®. The endowment amounted to $19.3 million as of June 30, 2020.

FOUNDATION BUDGET—The Foundation’s operating budget in FY 2020-2021 totals $17.7 million (adjusted in response to COVID-19). General funds appropriated by the General Assembly comprise 60.6 percent of the operating budget, while non-general funds, which consist substantially of admissions revenue, account for the remaining 39.4 percent. An additional $8.6 million was approved in the 2020-2022 biennium for capital and maintenance reserve projects. In 2019, gift shop sales generated more than $510,000 in net revenue.

VISITATION—Combined paid visitation in 2019 totaled 536,496 – 360,379 at Jamestown Settlement and 176,117 at the American Revolution Museum at Yorktown. Ticket sales to groups comprised 37%, and to individuals 63%, of total paid visitation. Approximately 70% of individual paid visitors came from out of state. Top origin states are Virginia, Pennsylvania, North Carolina, Maryland/ Washington, D.C., Florida, New York, New Jersey, Ohio, California, Texas, Illinois and Georgia. Museum visitors spent an estimated $97 million in the Jamestown-Williamsburg-Yorktown area in the 2019 calendar year. There were 2,619,269 visits to historyisfun.org in 2019 and, at year-end, 128,851 fans on the museums’ Facebook page.

NUMBER OF EMPLOYEES—The Foundation employs 152 full-time staff and 228 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 and Human Resources). A total of 1,721 core and special event volunteers provided 63,650 hours of service to all areas of the Foundation’s programs and activities in 2019.

EDUCATIONAL PROGRAMS—During the 2019-2020 academic year, Foundation programs served 150,301 students through problem-solving sessions and guided tours at both museums and in outreach settings. Structured education programs at the two museums served 79,649 school participants. Outreach education programs were presented to 61,057 people, including students in 86 Virginia school districts. Distance learning programs were provided for 9,595 students in 29 states and in two foreign countries. 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 210,398 archaeological and non-archaeological artifacts. The portion related to the Jamestown Settlement theme features 1,536 non-archaeological and 207,499 archaeological objects, including 16th- and 17th-century portraits, documents, furnishings, toys, ceremonial and decorative objects, tools and weapons. The portion related to the American Revolution Museum at Yorktown is comprised of 1,369 artifacts, 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 artifacts for exhibit at both museums to support its educational mission.
Highlights of 2019

‘TENACITY’ Special Exhibition at Jamestown Settlement Accompanied By Series of Lectures and Events

“TENACITY: Women in Jamestown and Early Virginia,” a special exhibition that explored little-known, stories of real women in the early Virginia colony, was on display at Jamestown Settlement from November 10, 2018, to January 5, 2020.

A legacy project of the 2019 Commemoration, American Evolution, the exhibition featured more than 60 artifacts from 20 domestic and international lenders, along with images, interactives and primary sources, some on display in the United States for the first time. A nine-part lecture series and special events accompanied the exhibition.

“TENACITY” was a public-private partnership funded by the Commonwealth of Virginia, James City County, and the 2019 Commemoration, American Evolution, with additional support from the Robins Foundation.

400th Anniversary Commemoration of First Legislative Assembly Marked with Presidential Visit, Joint Session

Jamestown Settlement served as a national stage for the 400th anniversary of the birth of American democracy on July 30, 2019. President Donald J. Trump delivered keynote remarks to members of the Virginia General Assembly, members of the U.S. Congress and national legislators at the 400th Anniversary Joint Commemorative Session, a signature event of the 2019 Commemoration, American Evolution.

The historic event, which took place July 30-August 4, 1619, was re-created in the museum’s fort church, with the pageantry of the Jamestown Settlement Honor Guard, interpreters depicting Gov. George Yeardley and the House of Burgesses, and remarks by Presidential Historian Jon Meacham.


American Revolution Museum at Yorktown’s ‘Forgotten Soldier’ Special Exhibition Explored African-American Experiences in the Revolutionary War

Poignant stories of African-American men and women and the choices they faced during the Revolution were recounted in “Forgotten Soldier,” a special exhibition at the American Revolution Museum at Yorktown that opened June 29, 2019, and was extended through July 8, 2020.

The exhibit, made possible in part by Altria Group featured two rare documents on display together for the first time since 1783, the “Book of Negroes” on loan from The National Archives, U.K., and the “Inspection Roll of Negroes Book No. 1,” on loan from the U.S. National Archives. The exhibition showcased an original work by Titus Kaphar, an American contemporary artist and 2018 McArthur Fellow whose work invites visitors to look at history in a new light. It also featured a family history workshop series, panel discussion and “The African-American Soldier” special event.

Foundation Board Honors Retiring Executive Director, Appoints Christy Coleman As New Executive Director

The Jamestown-Yorktown Foundation Board of Trustees appointed Christy S. Coleman, former CEO of the American Civil War Museum, as the new executive director in late December.

She succeeds Philip G. Emerson, who retired in December after 33 years of service in shaping Jamestown Settlement and the American Revolution Museum at Yorktown into world-class museums and a leader in education. As the third executive director in the agency’s 62-year history, Emerson was honored with a special resolution designating him as “Executive Director Emeritus” and naming the Central Support Complex after him.

Coleman, who has worked at the Charles H. Wright Museum of African American History and the Colonial Williamsburg Foundation, is a nationally recognized authority on the cultural and educational importance of museums and historical places for a diverse national and international audience.

Jamestown Settlement Ship Outreach Voyages Underscore Museums’ Educational Mission

Jamestown Settlement’s re-created Godspeed sailed to Virginia ports in 2019 and offered visitors opportunities to join in educational activities onboard. The Godspeed took part in the 43rd Annual Norfolk Harborfest June 7-9, sailed to Henricus Historical Park for Publick Days September 21-25 and to Berkeley Plantation for the Virginia Thanksgiving Festival November 2-4.
Museum Educational Program Reaches Broad Audiences

The Jamestown-Yorktown 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, online educational materials and distance learning.

A new distance learning program, supported in part by grants from the Camp foundations, included 80 interactive video conferencing sessions to classrooms in 24 states from Arizona to Washington, as well as Peru. The Summer Teacher Institute returned July 8-11, with 20 teachers from 15 Virginia school districts learning new historical content and instructional methodologies.

Jamestown Settlement Permanent Exhibition Galleries Undergo $10.6 Million Enhancement

A $10.6 million enhancement to Jamestown Settlement’s 30,000-square-foot permanent exhibition galleries was completed in 2019. New historical research and technology, including interactive touch screens, immersive exhibits and a 4-D experiential theater, enhances the story of 17th-century Virginia, including the Virginia Indians with new research on Powhatan’s capital at Werowocomoco and Pocahontas, as well as the first recorded Africans in 1619 and the growth of slavery through 1699. Gallery exhibits expand on historical events marking 400-year milestones, such as the first legislative assembly in the New World, the first recorded Africans in Virginia, and the influx of English women to the Virginia colony. The second phase of construction added a 124-seat Rebellion Theater, where the story of “Bacon’s Rebellion” – a 1676 armed rebellion of Virginia colonists led by Nathaniel Bacon against the rule of Gov. William Berkeley – unfolds on multimedia screens with special effects.

2019 Commemoration, American Evolution, Draws National Attention to 1619 Historical Events in Virginia

The 2019 Commemoration, American Evolution, highlighted events that occurred in Virginia during 1619 that continue to influence America today and the key ideals of democracy, diversity and opportunity. The Foundation served as the official Commonwealth of Virginia executive branch agency overseeing the 2019 Commemoration, which held a series of programs and events to raise awareness of Virginia’s role in the creation of the United States. Preliminary results of American Evolution’s multi-year economic impact in Virginia from 2016 to June 30, 2019, show that events, exhibitions and partner programs generated nearly $144 million, engaged more than 305 partners, supported 1,500 jobs and reached more than 14,000 Virginia students and educators. Nearly 2.6 million people are estimated to have taken part in statewide observances that garnered national and international attention. A final economic impact study is anticipated in Spring 2020.

AmericanEvolution2019.com
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 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 costumed historical interpreters with a re-creations of a Powhatan Indian village depicting the culture of Virginia’s original inhabitants, 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 enhanced with new historical research and technology, including a 4-D theater that debuted during the 2019 commemoration. 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 new museum.

Jamestown Settlement and the American Revolution Museum at Yorktown are open 9 a.m.–5 p.m. daily year-round; closed Christmas and New Year's days. Admission to Jamestown Settlement is $17.50 for adults and $8.25 for ages 6-12 (2021: $18.00 for adults, $9.00 for ages 6-12). Admission to the American Revolution Museum at Yorktown is $15.25 for adults and $7.75 for ages 6-12 (2021: $16.00 for adults, $8.00 for ages 6-12). A value-priced combination ticket to both museums is $27.50 for adults and $13.00 for ages 6-12 (2021: $28.90 for adults, $14.45 for ages 6-12). An annual pass to both museums is $44.00 for adults and $22.00 for ages 6-12, discount available for Virginia residents. Children under 6 are free. Residents of James City County, York County and the City of Williamsburg, including William & Mary students, 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 visit historyisfun.org.