



Jamestown 2007 • 410 W. Francis Street • Williamsburg, Virginia 23185-4046
Phone: (757) 253-4659 • Fax: (757) 253-4950 • Web Site: www.jamestown2007.org • E-mail: jamestown2007@jyf.virginia.gov
Jamestown 2007 is a sub-agency of the Jamestown-Yorktown Foundation, an agency of the Commonwealth of Virginia

August 9, 2004

The Honorable Mark R. Warner
Governor of Virginia
State Capitol, Third Floor
Post Office Box 1475
Richmond, Virginia 23219

Dear Governor Warner:

In accordance with Item 252, Paragraph 3, of the 2000 Appropriations Act, I am enclosing the Annual Progress Report on Planned and Completed Work of the Jamestown 2007 Steering Committee for the fiscal year ending June 30, 2004.

Because of your personal and official support and that of your cabinet and staff members, the past year has been one of remarkable achievements in preparing for the 400th anniversary of the founding of Jamestown, Virginia and the beginnings of America. We especially thank you for your role in our efforts to attract major corporate sponsors, and increase growth in the number of Virginia 2007 Communities, among other advances.

The Jamestown 2007 Steering Committee is most grateful for your active support and that of members of your administration and a number of state agencies. We look forward to your continued participation in the crucial days and months ahead.

Sincerely,

Stuart W. Connock, Chair
Jamestown 2007 Steering Committee

SWC/ngb

Enclosure

cc: Members of the Governor's Cabinet
Members of the Jamestown 2007 Steering Committee
The Honorable V. Earl Dickinson
The Honorable Thomas K. Norment, Jr.
Mr. Richard D. Brown

The Honorable Sarah Hopkins Finley
Mr. Michael D. Maul
Mr. Thomas M. Bernadas
Mr. William W. Cone
Mr. Philip G. Emerson



Jamestown 2004

2007 Steering Committee Annual Report



First 'Founding Colony Sponsor'

*Jamestown Commemorative Coins
Bill signed into law by
President George W. Bush*



*Virginia 2007 Community Program
-More than 70 communities
-Over 400 projects proposed*



New Jamestown 2007 Partnerships



New Jamestown 2007 Endorsements

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 indepth report of plans for 2007 we encourage you to visit our Web site at www.jamestown2007.org or email us at Jamestown2007@jyf.virginia.gov.



Jamestown 2007's First 'Founding Colony Sponsor'

The Jamestown 2007 Steering Committee welcomes aboard Norfolk Southern Corporation, a Norfolk-based Fortune 500 company and one of the nation's premier transportation companies as Jamestown 2007's *first* Founding Colony Sponsor.

As a Founding Colony Sponsor, Norfolk Southern will play a major role in helping to raise commemoration visibility to a national and international level. As a corporate sponsor, Norfolk Southern will have full access to the Jamestown 2007 logo, themes and promotional materials in its statewide and national promotions. Norfolk Southern's sponsorship sends a clear message to other corporations that 2007 will be a unique moment in American history and a valuable marketing vehicle for corporate investors.

In a July 2004 press conference announcing Jamestown 2007's new corporate sponsor, Governor Mark R. Warner stated, "The Jamestown 2007 commemoration is of nationwide significance, and it is fitting that the first major corporate sponsor should be one of our own from Virginia. The Jamestown quadricentennial gives us an opportunity to tell a fascinating story to a much broader audience. The benefits to the Commonwealth's economy as a result of this commemoration will be great, and Norfolk Southern's contribution is a strong start."

David Goode, chairman, president and CEO of Norfolk Southern, said, "It makes perfect sense for Norfolk Southern to become an integral part of this uniquely American moment. Many people do not realize that Jamestown laid the foundation for our nation, establishing the concepts of innovation, free enterprise, democracy and rule of law in the New World. We're proud to be part of this continuing national story."

The Jamestown 2007 Steering Committee has been committed to maximizing funding opportunities by seeking out corporate sponsors in the creation of public/private partnerships. Public/private partnerships help offset costs in meeting the Commonwealth's goals of a national commemoration. Such partnerships allow Jamestown 2007 to leverage private funds with public funds in the production and execution of national signature events and programs.

According to Virginia State Senator Thomas K. Norment, Jr., who also serves as co-chair of the Jamestown-Yorktown Foundation Board of Trustees, national corporations like Norfolk Southern will play a key role in the success of this national commemoration. "Major corporations have many marketing sponsorship options available, but few are as compelling as being associated with the courage and perseverance that led to the establishment of our great nation. This commemoration – a truly unique American event – is a public-private partnership designed to make the most of a once-in-a-lifetime opportunity."

Norfolk Southern Railway subsidiary operates 21,500 route miles in 22 states, the District of Columbia and Ontario, serving every major container port in the eastern United States.

Jamestown 2007 looks forward to its partnership with Norfolk Southern, and will continue to seek high-level introductions to bring on board and encourage other corporations to become a part of the 400th anniversary of our nation's birthplace.



(r. to l.) Henry Wolf, Vice Chairman and Chief Financial Officer, Norfolk Southern Corp., Governor Mark R. Warner, Virginia State Senator Thomas K. Norment Jr., District 3, and Jamestown 2007 President & Executive Producer, William W. Cone.
-Micheale White, Governor's Office



Governor Mark R. Warner welcomes Norfolk Southern as Jamestown 2007's First Founding Colony Sponsor.
-Micheale White, Governor's Office



Henry Wolf, Vice Chairman and Chief Financial Officer, Norfolk Southern Corporation gives remarks at Governor's Press Conference.
-Micheale White, Governor's Office

Year In Review



William W. Cone



Stuart W. Connock

2004 was a banner year for the Jamestown 2007 Steering Committee as it continued to accelerate implementation of plans and programs in preparation for Virginia's 400th anniversary.

Led by Jamestown 2007 Steering Committee Chair Stuart W. Connock and President & Executive Producer William W. Cone, Jamestown 2007 secured its first major national sponsor, developed more than 20 new national and statewide partnerships with business, media and educational organizations, gained the necessary signatures in the U.S. House and Senate for sponsorship of both Jamestown commemorative coin bills, increased participation in the Virginia 2007 Community Program and visitation on the Jamestown 2007 Web site by over 200% and generated over 700 news stories viewed by more than 26 million people nationally and internationally promoting the commemoration and awareness that Jamestown is America's birthplace.

Jamestown 2007 met its goals and initiatives for the year including fine tuning its 13 signature events and programs, assisting with the creation of a Host Committee to focus on preparing the Historic Triangle for visitors in 2007, assisting in Phase III of the Jamestown 2007 transportation plan, working with NATO and the 2007 Military Task Force to advance military and maritime activities for 2007, collaborating on national and international plans with the federal Jamestown 400th Commemoration Commission, and continuing support for 2007 plans for Virginia African American and Virginia Indian organizations.

Steering Committee leadership saw a change in 2004 as Colin Campbell, Chairman, President and CEO of Colonial Williamsburg, became vice chair. Campbell replaced Frank Atkinson, who has served as the committee's vice chair for the past four years. Atkinson resigned his position in order to focus his attention on the federal Jamestown 400th Commemoration Commission, which he chairs. He remains a member of the Steering Committee and the Executive Committee.

Other changes include an increase in 2007 staff, new offices in the Merchants Square area at Colonial Williamsburg that brought the Federal Commission, State Commission and the Historic Triangle Host committee into one central location, and a shift in focus from conceptualizing events to actual implementation of specific tasks and assignments.

In addition, the Committee has created Jamestown 2007, Inc., a non-profit corporation to enter into contracts with corporations and other organizations to receive and dispense sponsorship funds for services and goods necessary in producing the national commemoration.

In 2005, Jamestown 2007 priorities will focus on securing 100 official communities, finalizing partnership opportunities with select state and national business, media and educational associations, continuing to pursue high level introductions to American corporations for potential Founding Colony Sponsorships, continuing to increase promotional and publicity visibility on a regional and statewide level moving ultimately to a national and international level, and beginning the first phase of building the signature events with the help of outside creative consultants.

The Jamestown 2007 Steering Committee, its subcommittees and various task forces are driven by a volunteer membership that has donated thousands of hours of time and expertise in commitment to producing an anniversary that will be national and international in scope and will benefit all of the Commonwealth by showcasing Virginia's cultural, historic and economic impact on America and American society.

Promotions and Publicity



During 2004, promotions and publicity for Jamestown 2007 was successful on a number of fronts, reaching a wide audience on a statewide, national and international level. Under the direction of Ross Richardson, promotions and publicity manager and Gloria Warren, senior special projects coordinator, excitement and awareness for Virginia's 400th anniversary was promoted in a variety of mediums including newsletters, brochures, press releases and news articles, media kits, speakers bureau presentations, advertisements, exhibits and the www.jamestown2007.org Web site.

Promotions

- Generated over 700 news stories promoting the commemoration viewed by more than 26 million people nationally and internationally.
- Associated Press story and op-ed articles on commemoration plans appeared in more than 100 newspapers from Hawaii to England, including *USA Today*, the *Chicago Tribune* and *Newsday* as well as the websites of CNN, ABC News and others.
- Met with radio, television and film producers across the state to offer guidance in helping develop commemoration-relation projects.
- Changed the quarterly newsletter to an email document, improving its format and enabling the 2007 staff to increase its distribution while decreasing costs. The newsletter is currently distributed to more than 1,200 people per issue.
- Met with reporters, editors and station managers from across the state to generate articles and to lay the groundwork for future commemoration stories.
- Attained visibility with media representatives by exhibiting at the Virginia Press Association's annual conference.
- Developed a "filler ad" program that was distributed to newspapers around the state through the Virginia Press Association.
- Distributed 16 press releases to media outlets throughout the state.
- Promotional workshops for community leaders held in conjunction with regional meetings around the state.
- Recruited 12 Virginia radio stations as Jamestown 2007 partners.
- Developed and distributed a promotion guide for communities participating in the Virginia 2007 Community Program.

Jamestown2007.org

- Visitation on the Jamestown 2007 Web site www.jamestown2007.org tripled during 2004 averaging up to 16,000 visits monthly. The site was updated in 2003 to make it more engaging, informative and interactive. Two interactive areas that increased in visitation were the Jamestown Kid's Game and the 1957 memory page. As 2007 approaches, the site will continue to be updated to provide, video streaming, online calendaring and ticket information as well as highlights of current events and community activities.

Speakers Bureau

- Request for speaking engagements through the 2007 Speakers Bureau grew by 50% in 2004. Volunteer ambassadors who were trained through the 2007 Speakers Bureau training program briefed more than 119 organizations on plans and programs for 2007 and how individual organizations and communities can become involved.

Roll Up Exhibits and Traveling Exhibit

- To help partner and sponsor organizations create awareness for Jamestown 2007, the 2007 office is providing exhibits to partner organizations for display in lobbies, at trade shows, conferences and other gathering places. The displays feature the partner organization's logo and an image of *Godspeed* and summarize Jamestown's historic impact.

Community Program Videos /CDs

- An 11-minute video that discusses the reasons communities throughout the state should participate in the Virginia 2007 Community Program was released in 2004. The video provides information and resources to communities interested in participating in the Community Program. The informational video carries an endorsement of the Community Program by Governor Mark R. Warner and NBC hosts Willard Scott and Katie Couric, both of whom are native Virginians.

Virginia 2007 Community Program

- Abingdon / Washington County
- Alexandria
- Bedford / Bedford County
- Bristol
- Brunswick County / Lake Gaston
- Caroline County
- Charles City County
- Charlottesville / Albemarle County
- Chase City
- Chesapeake
- Chesterfield County
- Colonial Heights
- Culpeper County
- Danville
- Dinwiddie County
- Dumfries
- Eastern Shore
- Fredericksburg
- Fulgham-Fulghum Family National Association
- Galax
- Gwynn's Island
- Halifax County
- Hampton
- Harrisonburg / Rockingham County
- Herndon
- Historic St. Luke's
- Hopewell
- Isle of Wight County
- James City County
- King George County
- King William County
- Leesburg
- Lexington / Rockbridge County / Buena Vista
- Loudoun County
- Lunenburg County
- Lynchburg
- Martinsville
- McLean / Great Falls
- Nelson County
- Newport News
- Norfolk
- Occoquan
- Orange County
- Patrick County
- Petersburg
- Portsmouth
- Prince George County
- Prince William County
- Pulaski County
- Pulaski (Town of)
- Purcellville
- Quantico
- Greater Richmond (including the counties of Chesterfield, Hanover & Henrico)
- Roanoke Valley (including Roanoke, Salem and the counties of Botetourt, Craig, Franklin and Roanoke)
- Scott County
- Shenandoah (Town of)
- Smithfield
- South Hill
- Southampton County
- Spotsylvania County
- Stafford County
- Staunton
- Surry County
- Urbanna
- Vienna
- Virginia Beach
- Winchester / Frederick County
- Williamsburg
- Wytheville
- York County



King George County

One of the fastest growing projects in 2004 for the Steering Committee was the Virginia 2007 Community Program.

Launched by Governor Mark R. Warner in 2003 with just 20 pilot communities, program participation has increased by more than 200% to almost 70 communities.

Under the guidance of Programs & Events chair Suzanne Flippo and Statewide Programs Manager, Amy Ritchie, the community program was developed to encourage communities throughout Virginia to plan programs and events that not only complement the statewide and national 2007 program but also enhance educational awareness, quality of life and economic development throughout the

Commonwealth.

The Jamestown 2007 Steering Committee applauds community program leaders across the state for their enthusiasm, creativity and commitment to Virginia's 400th anniversary. Community leaders statewide are working on over 400 individual projects and events for 2007.



City of Hampton

Some proposed projects include but are not limited to workshops on genealogy, block parties, ethnic and cultural programs, library and school programs, children's activities, celebration of musical heritage, theater performances and re-enactments.

Communities are also planning projects that will increase economic development. Proposed projects include construction of welcome centers, heritage trail systems, revitalization of sculptures and monuments, community murals, development and expansion of parks, creation and promotion of new walking tours in historic districts, renovations of historic structures for use as museums or meeting locations, establishment of historic town squares, and more.

Other projects include 'sprucing up' or beautifying the community. Over 40 projects have been proposed including 2007 gardens, planting of 400 trees, Main Street revitalization, land acquisitions for heritage trails, renovation of local and state monuments, sidewalk improvements, streetlights and other initiatives.

To help create awareness about the community program the 2007 team held regional meetings throughout the state in 2004. Meetings were held in Abingdon, McLean, Richmond, Danville, Harrisonburg, Winchester, Chantilly, Wytheville, Big Stone Gap and most recently, at Southside Community College's Alberta Campus. Regional meetings are used to recruit additional communities and to provide information about the overall commemoration. Regional meetings also feature tips on organizing, operating, promoting and even funding community programs.

With the spotlight of national attention being focused on programs and events planned by communities across the state in 2007, the opportunity for substantial returns on investment for the Commonwealth of Virginia is real and exciting.



City of Chesapeake



● Cities and Towns
● Counties

Accomplishments and Milestones

Commemorative Coin

After a vigorous two-year effort by the Jamestown 2007 Steering Committee, the Jamestown-Yorktown Foundation, Inc., APVA Preservation Virginia, the National Park Service, the National Association for Manufacturers, Senators John Warner and George Allen, Representative Jo Ann Davis and other members of the Virginia congressional delegation, the federal commission, consultants, and Victor Clough and Norm Beatty of Jamestown 2007, both houses of Congress passed the Jamestown Commemorative Coin Bill in July 2004. President George W. Bush signed the bill into law in August 2004.

The bill's passage allows the U.S. Mint authorization to strike gold and silver coins in recognizing the legacies of Jamestown and clears the way for the U.S. Mint to begin work with Jamestown 2007 on a design and to determine which mint facility will produce the coins. The Mint is authorized to strike up to 100,000 \$5 gold coins selling for \$85 each and 500,000 silver dollars selling for \$35 each.

Proceeds from sales of the coins, which could reach several million dollars by 2008, will benefit commemoration plans as well as the ongoing educational efforts of the Jamestown-Yorktown Foundation, the National Park Service and APVA Preservation Virginia.

Jamestown Commemorative Stamp

The Jamestown 2007 Stamp and Cachet Committee raised more than \$60,000 of the projected \$125,000 needed toward accomplishing its goals of at least four commemorative stamps and cachets in honor of Virginia's 400th anniversary.

The superb volunteer effort of the Stamp Committee is coordinated by Dr. Ned Logan and includes members of the Williamsburg Stamp Society, the U.S. Post Office Customer Advisory Council and the Virginia Department of Education.

The group's centerpiece project is geared toward school-age students from kindergarten through college, who will be eligible to participate in a historic art contest related to the legacies of Jamestown. The finalists will be announced and their designs will be showcased at the Washington 2006 World Philatelic Exhibition. The exhibition is held once every decade.

In addition to U.S. stamps, the Stamp Committee is working with Lady Margaret Thatcher to encourage the Royal Mail Service of England to also issue commemorative stamps in honor of Jamestown. The all-volunteer Stamp Committee is working hard to bring to reality Jamestown commemorative stamps and cachets.

Cultural Initiatives

The Jamestown 2007 Steering Committee continues to support the African American and Virginia Indian communities in their plans for 2007 in a variety of ways, including:

- Endorsement of federal recognition for Virginia Indians
- Ongoing meetings with leadership
- Staff liaisons to Virginia African American Forum and Virginia Indian 2007 planning sessions
- African American and Virginia Indian Advisory group to assist with involvement with 2007 signature events and programs
- Participation in annual conferences
- Coordination with the federal commission's cultural outreach activities.

Federal Commission

The Jamestown 400th Commemoration Commission was created by Congress to facilitate broad participation in the 2007 commemoration and call national and international attention to the enduring legacies of Jamestown. Under the leadership of its

chairman, Frank Atkinson, the 16-member federal commission has held an intensive series of meetings during the past year to set its strategic focus and launch several major projects. Those projects include:

- National education initiatives - developing curriculum and promoting scholarship that will help bring the message of Jamestown's unique role in the birth of America and the advance of democracy into classrooms throughout the country and encourage continuing scholarly research regarding Jamestown's legacies.
- "Future of Democracy" conference series - sponsoring a series of national and international conferences in 2006-2007 that will explore the American experience in democracy since Jamestown and the future of free, self-governing societies around the world.
- US-UK observances - assisting in planning commemorative activities that will call attention to the historic and ongoing relationship between this country and the United Kingdom.

- Federal participation and support - coordinating federal government activities to ensure optimal support and participation in the 2007 commemoration.

The federal commission is working closely with the Jamestown 2007 Steering Committee and staff to ensure that all activities are culturally inclusive and call attention to the distinctive contributions of Native Americans and African-Americans in the four centuries since the settlement at Jamestown. The commission also is developing a national communications strategy. The staff of the federal commission is co-located with the state's Jamestown 2007 staff in Williamsburg. State and federal efforts for 2007 are being closely coordinated for maximum impact.

Historic Triangle Host Committee

The Historic Triangle Host Committee was established in 2004 to ensure that the Historic Triangle community, governmental institutions and local citizens are prepared for visitors in 2007.

The committee, led by Jeanne Zeidler, mayor of Williamsburg, includes representatives from Busch Gardens and Water Country USA, the College of William & Mary, the Colonial Williamsburg Foundation, Historic Jamestowne, (NPS and APVA), the James River Association, Jamestown 2007, the Jamestown-Yorktown Foundation, the Williamsburg Convention and Visitors Bureau, the Williamsburg Chamber of Commerce and the Williamsburg Hotel-Motel Association.

The Host Committee will facilitate consistent program development and visitor messaging, coordinate guest services including lodging, hospitality and orientation, coordinate marketing and promotional efforts, and encourage and coordinate 2007 commemoration-related activities of public, civic, cultural, business and other groups. The Historic Triangle Host Committee office is co-located with the state's Jamestown 2007 office in Williamsburg; its administrative coordinator is Kyra Cook. The Host Committee meets quarterly.



Commemorative Coin Hearing



2007 Stamp and Cachet Committee and the Washington 2006 Philatelic Exhibition Commission leadership.

National and Statewide Partnerships

In addition to key partnerships already held with organizations including the National Association of Manufacturers and the Virginia Cultural Network, Jamestown 2007 added a significant number of new partners and received key endorsements at both the state and national level in 2004. Jamestown 2007 welcomes new partnerships with the U.S. Department of Education and the American Bar Association as well as the endorsement from the National Council for the Social Studies. New statewide partners such as the Richmond International Airport, Virginia Association of Counties, Virginia Manufacturing Association, Virginia Municipal League, Virginia Country Wine Tours, Virginia Department of Mines, Minerals and Energy, Virginia Education Association, and the Virginia Department of Conservation and Recreation have come aboard to offer promotional support and expertise to further bolster the prestige and credibility of the commemoration.

Jamestown 2007 will continue to pursue a select number of additional national educational, business and media partnerships, to raise awareness and support programming. For more information about national and statewide partnerships, contact Victor Clough, director of partnerships and sponsorships or Anne Dale, director of statewide events and programs at Jamestown 2007.

National



The National Association of Manufacturers (NAM)

- Facilitated high-level corporate introductions allowing Jamestown 2007 to propose sponsorship opportunities to leading Fortune 500 companies.
- Garnered support for the Jamestown commemorative coins by installing a "Contact Congress" Web sticker on both the NAM and Jamestown 2007 Web sites that allowed visitors to electronically send a letter to their state legislators urging them to support the coin legislation.
- Published an article on the first manufacturing in America – glassblowing at Jamestown.
- Donated three separate full-page advertisements featuring Jamestown 2007 – worth almost \$35,000 – in its magazine *Leadership for Manufacturers*.

U.S. Department of Education (ED)

- U.S. Department of Education Secretary Rod Paige penned a letter of support stating, "the upcoming 400th anniversary of the founding of Jamestown in 1607 will highlight four centuries of progress for America. Not merely a commemoration, it is an important opportunity for students from all over the world to learn more about the foundation of our country."
- The Department of Education supports developing nationwide educational initiatives for use in both Jamestown outreach activities and distribution to educators.

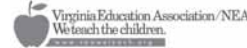
American Bar Association (ABA)

- American Bar Association executive director Robert Stein stated, "The Jamestown Settlement brought English Common Law ideals and expectations to the new world...the ABA salutes and supports this important commemoration."

The National Council for the Social Studies (NCSS)

- Endorsed Jamestown 2007 and the Jamestown 2007 National Teach-In. The NCSS is one of the largest associations in the country devoted solely to social studies education. The NCSS engages and supports educators in strengthening and advocating social studies. With members in all 50 states, the District of Columbia, and 69 foreign countries, NCSS serves as an umbrella organization for elementary, secondary, and college teachers of history, geography, economics, political science, sociology, psychology, anthropology, and law-related education.
- The NCSS has agreed to collaborate on planning for the Teach-In and will provide a representative to serve on the Curriculum Advisory Committee being organized by the federal commission. The committee will provide knowledge and expertise in developing civics-related curricula and in disseminating nationally new and existing curricula related to Jamestown and its legacies.

Statewide



The Virginia Cultural Network (VCN)

- A consortium of cultural organizations and museums that has developed 2007 legacy projects that will have statewide, educational outreach and economic impact. VCN partners include:
 - *Library of Virginia*
 - *Virginia Association of Museums*
 - *Virginia Arts Festival*
 - *Virginia Commission for the Arts*
 - *Virginia Foundation for the Humanities*
 - *Virginia Historical Society*
 - *Virginia Museum of Fine Arts*

Virginia Department of Mines, Minerals and Energy (DMME)

- In 1907, the Virginia Department of Mines, Minerals and Energy (DMME) published a book entitled, Mineral Resources of Virginia as a contribution to the 300th Anniversary of the settlement of Jamestown. For 2007, DMME has completed a digital reproduction of the 1907 publication that will be distributed in Jamestown-Yorktown Foundation and other statewide partner museum gift shops.

Virginia Education Association (VEA)

- On April 23, the Virginia Education Association's 2004 Delegate Assembly passed a new business item committing the VEA to "...support the Jamestown 2007 commemoration through the establishment of a statewide partnership and the Virginia's NEA Directors shall seek NEA support for the Jamestown 2007 commemoration."

Virginia Hospitality and Travel Association (VHTA)

- Pat Vitsky, VHTA's director of marketing and communications, stated that "tourism remains one of the State's most important industries, and 2007 offers an opportunity to further strengthen our contribution to Virginia's economy. VHTA is excited to work with Jamestown 2007 to ensure our members are fully prepared for this once-in-a-lifetime opportunity."

Virginia Press Association (VPA)

- Provides direct access to statewide print media publishers, editors and reporters. Additionally, VPA members agreed to promote Jamestown 2007 through placement of Jamestown 2007 ads in unsold advertising space in publications.

JAMESTOWN 2007

Governance

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

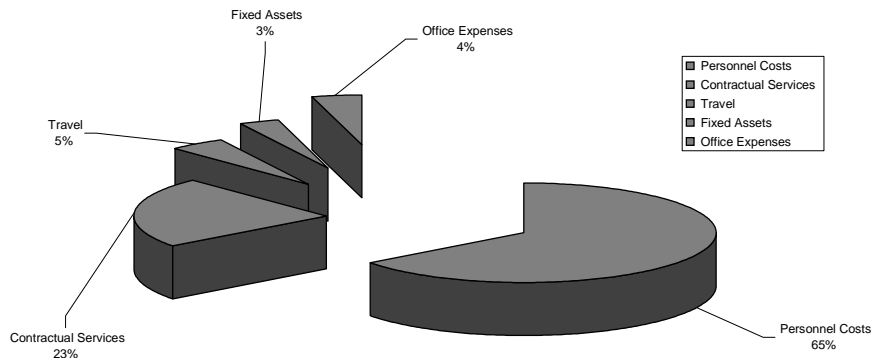
Commemoration Goals

- ◆ Build on existing tourism and cultural assets to add new tourism products.
- ◆ Encourage new economic development in all sectors of Virginia.
- ◆ Raise awareness of the vital role Virginia has played in the creation of modern America.

Summary of 2004 Expenditures

	FY01 Actual	FY02 Actual	FY03 Actual	FY04 Actual	Proposed FY05 Budget
Personnel Costs	\$180,734.00	\$225,521.00	\$296,809.00	\$600,825.37	\$ 935,102.00
Contractual Services	\$ 86,010.00	\$ 30,126.00	\$111,543.00	\$234,346.61	\$ 330,705.00
Travel	\$ 7,663.00	\$ 1,559.00	\$ 18,555.00	\$ 30,429.72	\$ 70,200.00
Fixed Assets	\$ 3,020.00	\$ 8,422.00	\$ 5,865.00	\$ 37,280.20	\$ 49,165.00
Office Expenses	\$ 31,858.00	\$ 30,545.00	\$ 5,979.00	\$ 57,145.12	\$ 58,928.00
Total:	\$309,285.00	\$296,173.00	\$438,751.00	\$960,027.02	\$ 1,444,100.00

*Funding for Virginia's 400th anniversary is supported by a variety of sources including the Virginia 400th Anniversary Fund, established by the Virginia General Assembly, and state appropriated general and non-general funds.



Jamestown 2007 Team

William W. Cone
 Norman G. Beatty
 Victor W. Clough
 Anne D. Dale
 Ross O. Richardson
 Amy L. Ritchie
 Linda L. Stanier
 Gloria L. Jackson -Warren
 Judith P. Leonard
 Stacey J. Hood
 Avis J. Tucker

President & Executive Producer
 Special Assistant to the President
 Director of Partnerships & Sponsorships
 Director of Statewide Events & Programs
 Promotions & Publicity Manager
 Manager of Statewide Programs
 Manager of Special Events & Promotions
 Senior Special Projects Coordinator
 Executive Assistant
 Administrative Assistant
 Administrative Assistant

JAMESTOWN 2007 STEERING COMMITTEE

Stuart W. Connock, *Chair*
 Colin G. Campbell, *Vice Chair*
 Robert V. Hatcher Jr., *Chair,*
Marketing & Communications
 John H. Hager, *Chair,*
Logistics
 Suzanne O. Flippo, *Chair,*
Programs & Events

Wayne B. Adkins
 Hunter B. Andrews
 L. Ray Ashworth
 Frank B. Atkinson
 John M. Bennett
 Sandra D. Bowen
 Vincent F. Callahan Jr.
 Whittington W. Clement
 M. Kirkland Cox
 Linwood W. Custalow
 Rosalyn R. Dance
 H. Benson Dendy III
 V. Earl Dickinson
 Roxane G. Gilmore
 F. Alec Gould
 Leroy R. Hassell Sr.
 William J. Howell
 Calvin D. Jamison
 Reginald N. Jones
 Timothy M. Kaine
 William M. Kelso
 Jerry W. Kilgore
 Elizabeth S. Kostelny
 William H. Leighty
 Donald W. Lemons
 Martha D. Marks
 George Keith Martin
 Robert E. Martinez
 Ivor Massey Jr.
 W. Tayloe Murphy Jr.
 Thomas K. Norment Jr.
 Alexander L. Rives
 Michael J. Schewel
 Edgar A. Toppin
 Malfourd W. Trumbo
 Rovenia Vaughan
 Alan M. Voorhees
 Edwin W. Watson
 Belle S. Wheelan

Honorary Members
 George Allen
 Gerald L. Baliles
 James S. Gilmore III
 A. Linwood Holton
 Charles S. Robb
 L. Douglas Wilder