

Virginia Tourism Authority

Jamestown 2007
America's 400th Anniversary

**Report to the Governor and the
Chairmen of the Senate Finance
Committee and House
Appropriations Committee**

October 1, 2005

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The Appropriations Act, Chapter 951 required the Virginia Tourism Authority to report on the status of plans to market and promote the events marking the 400th anniversary of the 1607 settlement at Jamestown.

Item 134. G. The Virginia Tourism Authority shall report to the Governor and the Chairmen of the Senate Finance and House Appropriations Committees by October 1 of each year on the status of the plans to market and promote the events marking the 400th anniversary of the 1607 settlement at Jamestown. The report shall include, but not be limited to, discussions of the Authority's plans with other state agencies, localities, public and private partnerships, and other collaborative efforts to promote commemorative events and activities.

The Virginia Tourism Corporation has divided the marketing campaign for **Jamestown 2007: America's 400th Anniversary** into four phases. Breaking the campaign down into four phases helps to create awareness of Jamestown, Virginia and its place in history as the birthplace of America, build excitement, momentum and interest in the planned 2007 events, and will keep the topic alive in the minds of the consumers leading up to 2007 and ultimately generate increased visitation to Virginia as a result of the efforts.

The four-phase marketing plan is divided by timeline, budget, message and audience as follows:

Phase I: Pique interest in historical significance of Jamestown

Campaign	"Could You Have Survived?"
Timeline	January 1, 2005 – June 2005
Budget	\$1 million
Target Primary Audience	Virginia residents Group tour operators Meeting planners

Campaign Components:

- In-state radio, television and billboards
- New website: www.Jamestown1607.org
- Viral marketing campaign: "Could You have Survived"
- Electronic Newsletter
- Public Relations activities in USA and UK
- Worldstrides student youth travel campaign

Results:

- Developed an integrating marketing campaign to pique the interest in Jamestown 1607 titled, "Could You Have Survived?" VTC Film Office worked tirelessly to land the New World Movie – premieres December 25, 2005
- Conducted market research of visitor profile to Virginia and gauge interest in history and Jamestown
- Develop integrated advertising campaign to pique interest of Jamestown 1607 to Virginians titled "Could You Survive" – campaign was highly successful and exceed VTC performance measurements by 200%

- Sponsored events at major trade shows for travel agents at Travel South and ABA conferences promoting Jamestown 2007
- Featured Jamestown in 2005 Travel Guide – 4 pages
- Secured Leisure Publishing to produce 100,000 copies of Jamestown fulfillment piece to be ready for October 2005 distribution
- Created Jamestown1607.org landing page to test advertising, while also directing visitors to Jamestown resources and organizations. Top line results include:
 1. 350,000 page views
 2. 12,000 game sign-ups
 3. 4 million impressions
 4. 76,000 referrals sent to other Jamestown-related sites
 5. 36,000 electronic newsletters featuring Jamestown sent to consumers monthly
- Developed cooperative advertising opportunities to coincide with the New World Release that will position Jamestown in Smithsonian, Travel & Leisure, CondeNast Traveler, National Geographic, National Geographic Traveler and AAA magazines in Fall 2005 – theme is Windows to the New World
- *The New World* film opens December 25, 2005 featuring Jamestown
- Conducted a Jamestown awareness study
- Public Relations outreach generated publicity value of \$1,350,000 with a total circulation of 2,070,972
- 40,000 opt-ins
- 200% increase in inquiries
- Leveraged campaign 2:1

Phase II: Promote Jamestown primarily through integrated promotion with the feature film, *The New World*

Campaign: “Windows to the New World”
 Timeline: June 2005 – January 2006
 Budget: \$1,121,000.00
 Target: USA consumers within a 250-mile radius, Canada and the United Kingdom
 Results: TBD pending campaign conclusion (January 2006) Marketing Plan attached*

Phase III Integrated marketing of special events and promotions for America’s 400th Anniversary: Jamestown 2007

Campaign: TBD
 Timeline: Calendar year 2006
 Budget: \$379,000.00
 Target: Virginians, consumers within a 750-mile radius, Canada and the United Kingdom
 Results: TBD pending campaign conclusion (August 2006)

Phase IV

Provide marketing support to the Jamestown 2007 team to promote Royal Visit(s), Signature events and Anniversary weekend

Campaign:	TBD
Timeline:	Calendar Year 2007
Budget:	Pending
Target:	Consumers within a 750-mile radius, Canada and the United Kingdom
Results:	TBD pending conclusion of campaign

Attachment: *Windows to the New World Marketing Plan*

Jamestown 2007: America's 400th Anniversary Marketing Plan

Background: *Windows to The New World* is Phase II of a four-phase marketing plan developed by the Virginia Tourism Corporation to create awareness of Jamestown, Virginia and its place in history as the birthplace of America, to build excitement for and interest in America's 400th Anniversary: Jamestown 2007 and to generate visitation to Virginia. Phase II capitalizes on the worldwide interest in the film, *The New World*.

PUBLIC RELATIONS: USA and Canada

Timeline: June 2005-January 2006

Goal: To leverage publicity generated by the release of *The New World* to educate the public about the history of Jamestown and increase awareness about the upcoming Anniversary events.

Primary Audience: United States residents

Secondary Audience: Canada

Tactics:

- Leverage *The New World* media story to offset the low consumer awareness of Jamestown and highlight its historical significance in target markets
- Retain qualified public relations consultant, familiar with the top and related-stories, to develop and implement a public relations plan that results in travel stories and greater awareness and understanding of Jamestown and its place in history and a Virginia vacation to see where it all happened
- VTC will conduct media tours relating the film to the Historic Jamestowne and Jamestown Settlement as well as the surrounding Historic Triangle.
- *The New World* will be featured in VTC publications, including the Travel Guide, Group Tour Guide and on VTC's Virginia.org and Jamestown1607 websites.
- Work closely with Jamestown 2007 team and Rudder Finn to support pertinent public relations and marketing initiatives.

Results to Date:

- Secured an issue of Dig Magazine dedicated to the Jamestown archeology subject matter, produced an online contests for kids that supports the campaign
- Coordinated with the APVA and National Geographic during filming, script review and production of the documentary which is scheduled to air November 13 at 8:00 p.m. This may change to November 20. Media coverage of the Gosnold DNA results is also being coordinated by Neely with National Geographic, The Church of England and the APVA. Announcement of the results will be timed in cooperation with National Geographic to coincide with the documentary air date. This will be followed by a visit to the UK by Dr. Kelso and VTC representatives to present a plaque for the Church of All Saints in Shelley, England that recognizes Gosnold's contribution to the founding of America. In addition to this media opportunity, Kelso will also be available for media interviews and lecture opportunities coordinated by VTC.

- Assisting Kelso with Jamestown PR opportunities including coordination of a NASA educational video program that will include Jamestown archaeology, coordination of a BBC 2 documentary on the Gosnold DNA research, developing a press release about the recent discoveries at the site of the first governor's mansion in Virginia, which is expected to be distributed near election day
- Distributed press release about the movie sweepstakes to media serving Virginia and targeted journalists in target markets.
- Hosting writer Johnny Ray during a Jamestown visit in October in cooperation with the Williamsburg CVB.
- Working with the Norfolk CVB to host a writer from the Baltimore Sun who will be visiting Jamestown.
- WVIR TV29 in Charlottesville developed a series of news features about Jamestown including the archaeology, The New World movie, and the anniversary preparations.
- WTKR Norfolk will be developing a series of articles about the filming of *The New World* in Virginia leading up to the opening of the movie. Neely is coordinating with the reporter/anchor.
- Press kits for Jamestown and The New World are under development for use during media calls this fall.
- Consulting with the Department of Conservation and Recreation to help develop and promote the John Smith Trail along the James River.
- Met several times with Ruder Finn and Jamestown 2007 to discuss public relations and marketing efforts and collaboration.
- Working with Bermuda Tourism to develop tours related to shared history of Jamestown.
- Researching New Zealand's experience with Lord of the Rings to apply lessons-learned to Virginia's PR efforts with The New World.

PUBLIC RELATIONS: United Kingdom

Timeline: June 2005-January 2006

Goal: To leverage publicity generated by Dr. Bill Kelso and the APVA's Jamestown Rediscovery project and the Gosnold DNA research project and the release of *The New World*

Tactics:

- Host a July UK media trip for five journalists
- Continue to work with Charisma PR and Lion Television on a Jamestown documentary
- Work with the APVA and National Geographic on Explorer documentary
- Host a private screening of *The New World* in London for UK press, UK tour operators that feature Virginia in their brochures, airlines serving Dulles from the UK, UK travel agents Kent County partners and the US Embassy/Ambassador
- Work with Kent County Tourism on Jamestown-related initiatives
- Work with APVA on additional public relations activities related to the Jamestown Rediscovery project, such as the public relations opportunity capitalized upon in June when Dr. Kelso lent important Jamestown artifacts to the Museum of London at Docklands.
- Participate in Kent East Coast Sales Mission – October/November 2005
- Establish web links with Kent County and Virginia.org/Jamestown1607.org
- Provide content for 2007/Kent/Virginia collateral (paid for by Kent County)

- Work with Dr. Bob Gibson and Charisma Public Relations on a publicity opportunity focused on the results of his Virginia Company descendants study. Coordinate with Chip Mann and the British Committee

Results to Date:

- Conducted media calls in London to generate interest in Jamestown and The New World film
- Independent on Sunday – journalist (Victoria Summerly) visited in July resulting in 2 articles
- Lion Television UK (Bill Locke) working on a Jamestown-related project which will air on Discovery Channel
- The Guardian – journalist came to Virginia, visited Jamestown and will produce one article
- The Sunday Times – Steve Bleach visited Virginia (May) and will write one article due in November 2005
- The Times – sent one journalist to Virginia and will produce one article
- The Daily/Sunday Telegraph –award-winning journalist Paul Mansfield will visit Virginia in September and will produce one article
- BBC History Magazine journalist (Dave Musgrove, editor) visited Jamestown in July and will produce one article
- Freelance commissions:
 - Guy Mansell – visited Virginia has produced 2 articles for ABTA Magazine and World of Cruising
 - Hugh Taylor – 2 Scottish regional press (Jamie Gracie)
 - Anne Gregg – Daily Mail
 - Norman Wright – Choice Magazine – will visit Virginia early 2006 and produce 1 article
 - Howard Carr – Travel Trade Gazette – 1 article
- Hosted Press Conference (June 10) at Docklands Museum for Dr. Kelso to present artifacts from Jamestown including Pocahontas earrings 11 journalists attended including the Associated Press which resulted in over 70 placements
- Jamestown competition featured in Essentially America Magazine

RESEARCH: Windows to the New World Campaign effectiveness study and economic impact study

Timeline: Delivery of study conclusions – July 2005

Goal: To determine the best messaging/packaging and positioning of the Jamestown 2007 product that would produce the highest propensity for sales

Tactics:

- Contract with Choice Modeling to survey a sample of at least 800 from four key markets to determine messaging, packaging and positioning of the Jamestown 2007 product that would be most appealing to the consumer.
- Contract with VCU and Bill Kinsey to provide a Windows to the New World campaign effectiveness study, to determine whether the campaign influenced visitation and an overall economic impact study. Study will include telephone survey and intercept study at the Jamestown attractions. The study will attempt to understand *The New World's*

influence on impacting tourism to Virginia and whether it had a positive influence. Study begins October 2005 with a telephone survey before the release of the film to determine baseline awareness. The survey will be conducted among consumers in Virginia's top ten source markets.

ADVERTISING: Media Placement

Timeline: June 2005-January 2006

GOAL: To increase awareness and inquiries that result in visitation, about Virginia, Jamestown and the up-coming commemoration.

Primary Audience: East Coast target markets
Secondary Audience: Virginia
Tertiary Audience: National

Tactics:

- Ad campaign focusing on different views of Jamestown to include English settlers, Indians and African-Americans using the theme "Windows to the New World"
- Co-op and in-state advertising featured with a goal of leveraging 2:1 with 10 partners for \$700,000 placement resulting in 20,000 New World Sweepstakes entries.
- Fall Advertising Opportunities to Promote Windows to the New World.
- All ads will run third week in August 2005.
- New Publications:
 - National Geographic – September, Coop & Promo
 - National Geographic Traveler – September, Coop & Promo
 - Smithsonian – September, Coop & Promo
 - Travel & Leisure – September, Straight Ad Buy/Promo
 - Conde Nast Traveler- Sept & Nov, Promo Film –
 - Goal: To promote Virginia, Jamestown 2007 and *The New World* to Conde Nast's 3.4 million readership and 193,000 e-postcard recipients.
 - Conde Nast has divided this promotion into several sections, which can be used all or in part. At this stage, this promotion is a proposal that is certainly open to development and negotiation.
 - Special advertising Section – September 2005
 - Virginia Tourism single leaf insert – November 2005 with ad and advertorial
 - Three Email blasts to include movie trailer
 - Consumer Sweepstakes: Jamestown consumer Sweepstakes – August 1 – October 3, 2005
 - Three private film screenings in New York and Virginia with promotional opportunities for Virginia Tourism, markets to be determined.
 - Custom page on its website for duration of sweepstakes
 - Added value to be determined-possibly an advertising slide in two NY theaters
 - Provide VTC with qualified sales leads from a listing in Conde Nast online reader service program
 - 6,000 overruns of the Conde Nast feature for VTC distribution
- AARP Passport

Results:

- *2:1 Leveraging – Accomplished – were able to obtain a four page commitment from each publication based on two pages of advertising.*
- *10 Partners – Accomplished – cooperative advertising produced 13 partners to participate in coops.*
- *Leads for partners ---*
 - *10,000 leads from Smithsonian for direct mail*
 - *35,000 e-blast to Smithsonian readers about Jamestown 1607*
 - *10,000 e-blasts to CondeNast Traveler readers about the New World*
 - *4,000+ entries into sweepstakes*
 - *20,000 leads from eBrains specifically interested in Jamestown/Yorktown*

ELECTRONIC MARKETING:

Timeline: June 2005-January 2006

New Website Development	August 1
Website Enhancement	Current & ongoing
eCRM (eMail; eNews, etc)	Current & ongoing
Search Engine Optimization	Current & ongoing
Advertising – eBrains / other	October 1
New Contract Position	September 1

Goal: To enhance the www.Jamestown1607.org website and eCRM initiatives, so that it may continue to serve as the call to action from Jamestown 2007-related VTC integrated marketing campaigns. To update the [Jamestown1607.org](http://www.Jamestown1607.org) website, providing to the public with the most current information on Virginia travel opportunities as they relate to Jamestown 2007 Commemoration, *The New World film* and a Virginia vacation including attractions, accommodations, activities, events packages, and special offers. And to continue to grow and build upon VTC’s consumer database, including those opting-in for the *New World Sweepstakes*.

Tactics:

- Update and enhance the current www.Jamestown1607.org website
- Update homepage creative and navigation to accommodate ‘Windows to the New World’ Campaign. This includes re-assigning the *Could You Have Survived* messages
- Update partner links and links to statewide Jamestown events
- Add links to *The New World / Jamestown* and *The New World Sweepstakes* homepage
- Continue eCRM initiatives, including opt-in eMail, eNewsletters, site key word management, search engine optimization, the eTravel Guide and possible online advertising
- Include *The New World* trailer on VTC’s 2005 electronic travel guide
- Enhance general navigation of the website
- See *The New World* - a link to the official site and the trailer
- *Stories of a Nation* – link to new Virginia Indian Episode >> all Episodes
- *Visit Jamestown* – link to the major sites as they are relate to the movie to include Jamestown Settlement, Historic Jamestowne, Williamsburg and Richmond
- The site will also feature travel itineraries and trip ideas
- NOTE: Each time VTC links to a site there must be a reciprocal link as part of stated policy
- Create *The New World / Jamestown* website

- The Movie - a link to the official site and the trailer
- The Shoot –Original content about the filming of the movie
- The Sites – link to the major sites as they are relate to the movie to include Jamestown Settlement, Historic Jamestowne, Williamsburg and Richmond; plus travel itineraries and trip ideas
- *The New World Sweepstakes*
 - The Movie - a link to the official site and the trailer
 - The Sites – links to sites as they are relate to the movie including Jamestown Settlement, Historic Jamestowne, Williamsburg and statewide community events; plus travel itineraries and trip ideas
 - The Rules - official rules of entry and winning
 - Enter – official data entry form

Performance Measures

Page Views	increase by 600K
eNews Opt-ins	increase by 10K
Referrals TO	increase by 50,000

Results to Date:

Page Views	601,848 - increase
eNews Opt-ins	20,217 - increase
Referrals TO	76,000 - increase
Episode sign up	12,551 - benchmark
Send to friend	3,223 - benchmark
New Film Website Development	Completed: August 1, 2005
Website Enhancement	Completed: Native American Episode
Launched; African American under development;	
eCRM (eMail; eNews, etc)	Completed: Jamestown eNewsletter sent
9/26/05	
Search Engine Optimization	Completed: Current & ongoing and Marketing
Lead Generation – eBrains	Launching Feb / Mar 06’; currently under
production;	
Add trailer to eTravel Guide	Completed: July 1, 2005
Referrals TO	increase by 76,000

FULFILLMENT: *Virginia Secrets, America's 400th Anniversary: Jamestown 2007*

Timeline: Delivery – October 2005

Goal: Provide a fulfillment piece that will use interest in the film to stimulate interest in Virginia visitation opportunities that are related to the film and the Jamestown 2007 Anniversary.

Tactics:

- Work with Leisure Publishing to develop a guide that will include information about the movie and related Virginia sites, to be mailed to enquirers and distributed at welcome and visitors centers and in Jamestown area attractions and hotels
- This piece will include a two-page spread about Jamestown and *The New World* and a feature on Jamestown

Performance Measure: Produce 250,000 copies of 40-page *Virginia Secrets: America's 400th Anniversary Jamestown 2007*. 100,000 will be used for general fulfillment and 150,000 will be distributed at ports along the Promotional Sail. Mid October delivery.

Results:

- Record advertising sales achieved
- 40-page guide became 68-page guide as result of record ad sales

SALES AND MARKETING: AAA and Consumer Marketing

Timeline: June 2005-January 2006

Goal: To use *The New World* film to stimulate interest among third party sellers in packaging and selling Virginia to consumers, both in the Jamestown area and statewide.

Tactics:

- Work with Virginia travel industry to create and promote *The New World* film and related driving trip ideas
- Educate and inform AAA travel consultants about related travel and Jamestown 2007
- Educate the Virginia travel industry and Jamestown 2007 communities about how to enter their trip ideas onto Jamestown1607.org prior to the movie release, December 25, 2005, to sell their travel product
- Produce a "Profile Sheet" for industry promoting VTC website and Jamestown links
- Distribute a brochure featuring the **Jamestown1607.org** website at the following shows targeting the AAA driving consumers to VTC website and Jamestown links:
 - AAA National Convention – October 2005, Anaheim, CA- 500 travel officers
 - ATI meeting during AAA national convention – October 2005
 - AAA Carolinas Superbowl of Knowledge – November 2005 – 300 travel officers
 - AAA Southern New England Travel Show – March 2006
 - SVTA/VHTA/BRTA/VACVB calendar of 22 shows – January through June 2006

Performance Measures:

- Twenty (20) new packages/trip ideas commissionable to AAA and travel agents on www.Virginia.org
- Managers and the Consumer Vacation Shows.

Travel product tracking: Using the web, use the “trip ideas” site on the www.Jamestown1607.org site that would have the ability to track the number of hits and opt-ins. Those leads would then be incorporated into the VTC’s monthly conversion study to determine visitation levels.

GROUP TOURS, TRAVEL PACKAGES AND CONVENTIONS

Timeline: June 2005-January 2006

Goal: To use the film to stimulate interest among third party sellers in packaging and selling Virginia, both in the Jamestown area and statewide.

Tactics:

- Produce a “Profile Sheet” for industry promoting VTC website and Jamestown links
- Inform group tour operators and convention managers about *The New World*, VTC website and Virginia sites related to the movie
- Work with packagers to create travel packages centered on the film
- Promote travel packages through VTC website that would measure the number of groups and packages sold directly from www.virginia.org/group website, www.jamestown1607.org website, tour operator websites and Williamsburg booking websites and Williamsburg booking websites
- Annual Fall Marketing Caucus – to focus on promoting film and trip ideas/colonial trails to group and new markets
- Work with domestic third-party sellers to leverage the Jamestown 2007 theme to develop trip ideas and packages based on outdoor, rural and Jamestown 2007 themes to develop new travel business to Virginia
- Leverage the Jamestown 2007 theme to recruit meeting planners to book their next open convention in Virginia
- Distribute Profile Sheet and new Colonial Trails/Trip Ideas at the following group tour trade shows/conventions:
 - July 21-24 – Nat’l Motorcoach Network
 - Aug. 24-28- Intl Motorcoach Group
 - Sept. 9-13 – Virginia Motorcoach Assn
 - Sept. 17-21- Student & Youth Travel Assn (SYTA)
 - Nov. 4-11 – National Tour Assn
 - Jan. 4-7 – TN Motorcoach Assn
 - Jan. 11-15 – PA Bus Assn Winter Meet
 - Feb. 2-8 – American Bus Assn Convention
 - Feb. 16-22 – Travel South Showcase in Richmond, VA

Performance Measure:

- Twenty new tour packages/trip ideas on VTC website & Group Tour Planner, created by tour operators
- Travel product tracking: Using the Web, use the newly established URL to provide the link from our www.virginia.org/groups “trip Ideas” site to the www.Jamestown1607.org site that would have ability to track the number of hits and opt-ins. The leads would be incorporated into the VTC’s monthly conversion study to track visitation resulting from efforts. Using the web as the originating force with the new URL would provide tangible evidence of number of hits, ultimately leading to actualized new business/conversions.

INTERNATIONAL SALES:

Timeline: June 2005 – January 2006

Goal: To work with a UK and Canada tour operator to package and sell a Jamestown tour.

Tactics:

- Contract with “America As You Like It” in the UK to package and sell Jamestown tours
- Work with Lime Communications in the UK (film promotion company for *The New World*) to offer a sweepstakes using five “America As You Like It” trips
- Contract with Dr. Bob Gibson to research UK ties to original investors in the Virginia Company for sales and promotional opportunities
- Contract with a Canadian tour operator to package and sell Jamestown
- Work with Kent County, England on joint trade opportunities
- Pursue pertinent 2007 media opportunities jointly with Kent County at WTM
- Work with National Geographic’s tour operator division to offer a sail tracing the three ships from England, to Canary Islands to Bermuda to Jamestown.

PROMOTIONS: New World Sweepstakes

Timeline: June 2005 – January 2006

Goal: To stimulate excitement and enthusiasm for Jamestown 2007 by encouraging consumers to visit the website, interact with the *Jamestown Adventure*, sign up for electronic information, opt-in to an eCRM database or request printed materials.

- *New World* Sweepstakes will include 4 tickets to an East Coast premiere, rail transportation from the nearest Amtrak destination and hotel accommodations. If the premiere is not at Jamestown, winners will be taken there after the premiere by train, provided with a car, accommodations and tickets to area attractions.
 - Amtrak will be an official participant. Some ideas for sweepstakes promotions include:
 - Posters in selected Amtrak terminals
 - Rack cards on trains
 - Article in their e-newsletter
 - Travel guides in trains
 - “Wrap a Train”
 - Information included on Amtrak website
- AAA may partner with this venture to provide packages for travelers interested in 17th century Virginia. AAA participation would extend the national reach of the campaign.

Results:

Entries 5,395

Sources of Inquiry

eCRM	475 – VTC eNewsletter
Send to a Friend	935 – from www.Jamestown1607.org
Print Advertisement	967 – Peaked the last week in August)
Search Engines	314 – From Google Keyword Match and Search Engine
Marketing	
Web Site Advertisement	500 – from Google Image Ads
Web Site Link	1,758 – from Travelocity and Google Content Match

FILM MARKETING: Premiere Screenings

Timeline: June 2005 – January 2006

Goal: To provide Virginia audiences involved in the creation of the film with the opportunity to be among the first to share *The New World* experience.

- New Line has contractually agreed to provide the JYF with a premiere screening of the film. The exact nature of this premiere will depend upon New Line's vision for the event, the size of the venue and cost.
- VTC will conduct a news conference in conjunction with the Virginia and national screening of the film.
- If more than one screening is permitted, The Virginia Film Office historically provides a private screening for cast, crew, extras, location owners, and other volunteers involved in filming a major film such as this one.
- The Association for the Preservation of Virginia Antiquities (APVA) has indicated that they have been promised multiple screenings after the film has opened in exchange for their participation in the "behind the scenes" video.
- Premiere plans are still being developed. However, VTC may request a limited number of tickets to either the New York or Los Angeles premieres for Virginia VIP's to include the governor, top government officials, Film Office and Tourism President.

Performance Measures:

- *1 New Line Screening,*
- *3 Conde Nast Screenings*

Results:

Movie will open Christmas Day 2005 in New York and Los Angeles in selected theatres and worldwide on January 13, 2006.

New Line Cinema has worked with Scholastic on an educational initiative that utilizes the film as a tool to teach students grades 9 - 12 about the historic significance of Jamestown. In May, Scholastic and New Line Cinema developed a poster with a teen reading list with books about Jamestown and American history and distributed it to more than 70,000 schools and libraries nationwide. VTC received 1100 copies of the poster, and provided them to libraries, museums, attractions and visitor and welcome centers throughout the state. In October, an extensive educational package including a teaching guide, poster and reproducible lessons for students will be sent to schools for distribution. New Line has worked With VTC on this effort and the VTC website, Jamestown1607.org, is cited as the main Jamestown research site. Because Jamestown1607.org was developed with educators in mind, it has many educational tools and links to other major Jamestown sites including those for Jamestown Discovery, Jamestown Settlement, and Jamestown 1607: America's 400th anniversary. This effort will introduce thousands of students and teachers to the historic value of Jamestown and will also be a significant tool for increasing awareness of the anniversary and of promoting travel to Virginia and the historic triangle.

Fulfillment:

FY06 JAMESTOWN Fulfillment Strategy

Name	Quantity	Delivery Date	Audience
Virginia Secrets: Jamestown 2007	250K	Oct 15 2005	JT1607.org; Hello, Inc. Welcome Centers Consumer & Industry Shows PR - Media Kits Jamestown Partners Legislators Tour Operators Contingency Group Travel
	50,000		
	25,000		
	5,000		
	1,000		
	1,000		
	500		
	500		
	14,000		
3,000			

Name	Quantity	Delivery Date	Audience
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Smithsonian: Rethinking Jamestown	10,800	Jan 1 2005	Consumer; media
Filming The New World in Virginia	2 - 5K	Sept 1 2005	Industry, Media, Consumer
Dig Magazine: Reprints	1,000	Oct 1 2005	Media; Educators; Consumer
Group Tour Planner	15,000	Sept 1 2005	Group Tour Operators
eCRM - Jamestown content	4	Aug - Nov 05'	Consumers (35K)
Media Kit - The New World (print & web)	as needed	Sept 1 2005	Media
Media Kit - Jamestown (print & web)	as needed	Sept 1 2005	Media
CNT - See The Sights	1,000	Sept 1 2005	CNT Screenings
CNT - The New World	5,000	Sept 1 2005	

- Partners
- Industry - Dashboard
- Media
- Film Industry
- VEDP
- Legislators
- Board Members
- B&B's

PRODUCT DEVELOPMENT SUPPORT:

Timeline: September 2006 – December 2007

Goal: Offer technical support and assistance to private and public entities who are developing Jamestown 2007-specific product

Performance Measurement:

Announcement of three new Jamestown-specific products for consumers to experience Jamestown

Tactics:

- Support and promote the Sultana project (vessel Captain John Smith sailed) to be launched Anniversary weekend
- Support and promote New Line Cinema's promotion of *The New World* DVD release
- Coordinate the content of the "Virginia on the Move" tent associated with the Godspeed Promotional Sail
- Work with the Department of Conservation and Recreation to develop and promote the John Smith Water Trail culminating in an October announcement by Governor Mark Warner.
- James River, York River, Rappahannock
- Interactive map development
- Secure JohnSmithTrail.com and .org
- Work with eBrains and the Journey's of Passion product to develop and promote Jamestown-specific bookable packages

Results: TBD pending conclusion of projects