

Jamestown-Yorktown Foundation
HB 110 (2006 SESSION) REPORT

The Jamestown-Yorktown Foundation operates two living history museums (Jamestown Settlement and Yorktown Victory Center) and provides both on-site and outreach educational programming in the Commonwealth's public schools. Our museums have visitors representing all age groups. Our educational programs focus mostly on school age children and teachers, but we have expanded our offerings and are marketing those programs to all age groups.

We cannot specifically report attendance in the requested age ranges. We do know that 38,992 seniors (defined as age 60 or over) during FY2006 purchased a ticket using a senior citizen discount. This was an increase of 4,047 or 11.6% over FY2005. However, citizens of James City and York Counties and the City of Williamsburg receive complimentary admissions, and as many seniors visit the Foundation as part of a group tour, they do not necessarily volunteer their age to us as they come through the gate. Our visitor research team conducts random visitor surveys. As a result, based on those surveys, we estimate that 17.7% of our general visitors and 16.4% of group tour visitors were seniors, meaning that approximately 82,432 senior citizens (age 60 or over) visited our facilities in FY2006.

Agency services utilized by senior citizens include visits to our museums, attendance at lecture series, and participation in other educational programming. We have capacity to serve seniors, and neither have waiting lists nor need waiting lists.

Our programs are educational in nature. Our Legacy Learning program provides a "hands-on", educational program in a classroom setting (see page 1 of enclosed pdf. file) that is specifically marketed to seniors. This program also accommodates opportunities for multigenerational learning – such as children and grandparents. Our one-hour Gallery Sampler tour at Jamestown Settlement was developed to meet the needs of senior groups who, due to limited mobility, want a shorter guided tour experience. We also have a community outreach program for adults that reach many seniors. Church groups in a 150-mile radius of Williamsburg are receiving promotional literature on this program. We have motorized wheelchairs for those visitors who cannot walk our sites, and many of these visitors disproportionately are seniors. Local area seniors who can tour our facilities free of charge now can now pay \$2 per person to receive a guided tour if they so desire. We have increased the size of our artifact label copy on our exhibits. We also offer two weeklong Service Elderhostel programs each year, which bring seniors from across the country to our sites to perform volunteer work.

Our publications and websites are designed for utilization by all age groups (see pdf. file as examples), as JYF markets itself as a tourism destination for all ages of visitors. New galleries at Jamestown Settlement specifically represent an excellent marketing opportunity for the senior market. Marketing materials have been mailed to retirement communities within a 300-mile radius of the Williamsburg area (see page 2 of enclosed pdf. file).

Programs

PROGRAMS FOR GROUPS OF ALL AGES

(Groups of 15 or more, advance reservations required.)

Guided Tour – A two-hour curriculum-based tour led by a trained guide highlights each museum's exhibition galleries and outdoor living-history areas. This hands-on, inquiry-oriented tour encourages participants to handle reproduction objects, interact with costumed historical interpreters, and explore museum galleries and re-created outdoor settings. At Jamestown Settlement, a new two-and-a-half hour tour highlights exhibits in the Jamestown Settlement exhibit galleries and four outdoor living-history areas. A one-hour sampler tour is available for groups touring with time constraints.

Hands-On History Educational Programs – Each two-and-a-half-hour program offers a structured tour and hands-on activities that allow participants to develop a deeper understanding and appreciation of life in the 17th and 18th centuries. The hands-on programs are led by trained educators and explore various historical topics through role-playing and the examination of illustrations and reproduction artifacts. Choose from eight programs customized for a variety of ages. *See other side for details.*

Self-Guided Visit – Groups that wish to visit the museums on their own are welcome to do so and are encouraged to explore each museum's exhibition galleries, film and outdoor living-history areas. Allow at least two hours to visit each museum. Advance reservations are requested.

Sampler Tour – This one-hour, educator-led tour is designed to help groups get the most out of their visit when there is limited time available at either museum. At Jamestown Settlement, choose an indoor *Gallery Sampler Tour* or an outdoor *Living-History Sampler Tour* which visits the four outdoor living-history areas. At the Yorktown Victory Center, the one-hour *Sampler Tour* includes the exhibit galleries and two outdoor living-history areas.



Legacy Learning Program – This hands-on history education program is designed for adults and multigenerational group travelers. The program consists of a 60-minute classroom session and a self-guided tour or a film. This program is ideal for groups seeking a unique educational experience and for visitors who may prefer a stationary activity. At Jamestown Settlement, groups can choose from one of three classroom subjects, "Living With the Indians," "Cultures in Contact" or "Voyage to Virginia." At the Yorktown Victory Center, groups can choose "Colonial Medicine" or "Life of a Private." Programs can be customized. The Legacy Learning Program is designed for adults and multigenerational participants, and is not available for groups comprised of more than 50 percent youth. All reservations are subject to availability.

Themed Guided Tours at Jamestown Settlement – Each two-hour hands-on themed tour meets relevant Virginia Standards of Learning, and includes the Jamestown Settlement gallery plus three thematically related outdoor living-history areas. Programs include:

- **Government and Leadership** – Highlights leadership in the Powhatan, English and African cultures, and the development of representative government in early colonial Virginia. Participants visit the Jamestown Settlement exhibit galleries and outdoor re-creations of a Powhatan Indian village, ships and colonial fort.
- **Trade and Economics** – Focuses on trade interactions and typical economic practices during the early years of settlement, through visits to the Jamestown Settlement exhibit galleries and outdoor re-creations of a Powhatan Indian village and ships, and the riverfront discovery area.
- **Three Cultures** – Highlights cultural origins and interactions between the Powhatan Indians, English settlers and Africans, with visits to the Jamestown Settlement exhibit galleries, and re-creations of a Powhatan Indian village and colonial fort, and the riverfront discovery area. *Continued on other side*

www.historyisfun.org

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On the eve of the 400th anniversary of the founding of America's first permanent English colony, expansive new exhibition galleries and a new introductory film debut at Jamestown Settlement. Presenting new historical knowledge, innovative design and a distinctive collection, the galleries chronicle the nation's 17th-century beginnings in Virginia in the context of its Powhatan Indian, English and western central African cultures. Exhibits set the stage for the founding of Jamestown in 1607 and examine the impact of this landmark event in American history. Hundreds of 17th-century European and African objects and Virginia archaeological artifacts are integrated into a setting that features three-dimensional life-size structures and technology components including audio and lighting effects, small-theater presentations and interactive exhibits.

The film *1607: A Nation Takes Root*, premiering in the museum theater in conjunction with the new galleries, provides an overview of the first two decades of the Virginia colony and the cultures that converged there.

The new introductory film and 30,000-square-foot gallery space, which open to the public on October 16, 2006, are part of a revitalization of Jamestown Settlement that includes enhancements to the museum's outdoor re-creations of a Powhatan Indian village, a colonial fort and the three English ships that arrived in Virginia in 1607, and the addition of a riverfront discovery area highlighting 17th-century water travel, commerce and cultural exchange.



In preparation for America's 400th Anniversary in 2007,
the Jamestown-Yorktown Foundation
announces the debut of the permanent
Jamestown Settlement Exhibition Galleries
and
the premiere of the new introductory film,
1607: A Nation Takes Root

available daily
at Jamestown Settlement in Williamsburg, Virginia,
starting October 16, 2006

Bring your groups, tell your guests and experience it for yourself.

TICKETS PACKAGES GROUP RESERVATIONS INFORMATION
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