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OFFICE OF THE PRESIDENT

MEMORANDUM

TO: GOVERNOR RALPH S. NORTHAM AND MEMBERS OF
THE GENERAL ASSEMBLY

FROM: JOHN CAPPS *jc*

DATE: 7/7/2021

SUBJECT: CVCC AND NATIONAL D-DAY MEMORIAL REPORT

Enclosed is a report that summarizes the status of a potential study and partnership between the National D-Day Memorial and Central Virginia Community College.



THE NATIONAL D-DAY MEMORIAL FOUNDATION

Post Office Box 77
Bedford, Virginia 24523

June 30, 2021

The Honorable Ralph S. Northam
Governor, Commonwealth of Virginia
Office of the Governor
PO Box 1475
Richmond, Virginia 23218

Virginia General Assembly
900 East Main Street
Pocahontas Building
Richmond, Virginia 23219

Dear Governor Northam and Members of the Virginia General Assembly:

Please accept the enclosed report that summarizes the feasibility of a potential study and partnership between the National D-Day Memorial located in Bedford, Virginia and Central Virginia Community College. Our latest recommendation is enclosed.

If you have any questions or require additional information, please do not hesitate to contact Dr. John Capps, President at Central Virginia Community College at 434-832-7601 or by email at cappsj@centralvirginia.edu or April Cheek-Messier, President of the National D-Day Memorial Foundation at 540-586-3329 or at acheek@dday.org.

Sincerely,

April Cheek-Messier
President, National D-Day Memorial Foundation

Enclosure: Executive Summary

Executive Summary

This report summarizes the latest developments regarding Appropriation Act Item 220 W.:

[Appropriation Act - Item 220 W. \(Regular Session, 2020\)](#)

"Report on the plan to explore a Bedford County, Virginia campus of Central Virginia Community College if land were to be donated for that purpose, including details related to any public-private partnerships that could be created for this purpose and estimates of future operational costs for the campus."

This initiative was passed to explore a potential partnership with Central Virginia Community College and the National D-Day Memorial Foundation. The study was to determine the feasibility of a joint relationship with the Bedford County Campus of CVCC potentially utilizing a portion of a new proposed education center at the National D-Day Memorial. The study was to explore space design that would identify primary users and appropriate areas needed for the new education center/museum, the creation of dedicated classroom space for CVCC, collaboration on educational offerings, and distance learning technology to deliver educational programming via digital networks to schools across the nation.

Unfortunately, the COVID crisis had a significant impact on the tourism industry and forced the National D-Day Memorial to close for three months in 2020. Once reopened, the Memorial, like most other attractions, suffered from decreased visitation and lost revenue.

Prior to the pandemic, the Memorial had launched a capital campaign for a new building on site (the proposed location for moving potential Bedford CVCC courses); however, the inability to adequately fundraise during the course of the past year due to the pandemic forced the Memorial to pivot its focus. Though the National D-Day Memorial plans on building a future education center/museum, the timeline has shifted forcing a longer-term view for such a building and perhaps revised plans for its use. For example, the Memorial found that virtual programming not only vastly broadened the educational reach of the Memorial beyond the confines of the Commonwealth, but increased the number of "visitors" exposed to the lessons and legacy of WWII.

During the past 18 months, the National D-Day Memorial has focused much of its time and effort on creating a robust distance learning program that reaches both students and adults and utilizes scholars from throughout the United States and abroad. This, coupled with the fact that development staff were simply unable to travel to meet with donors and secure appropriate funding for the capital campaign, led the Board of Directors of the Foundation to determine that it would be more efficient to focus on a smaller portion of the master plan by refocusing on the outdoor amphitheater and nature trail while also concentrating on continued enhancements to the virtual components of the Memorial.

Summarized Recommendation:

Though the National D-Day Memorial Foundation still welcomes opportunities for partnering with CVCC on a range of educational initiatives such as virtual programming, the feasibility in the short term of a large educational facility being accessible to the Bedford CVCC campus at the National D-Day Memorial is remote at this time.

On behalf the National D-Day Memorial Foundation and Central Virginia Community College, we were grateful for the opportunity to explore this potential partnership and the support the Commonwealth provided in seeing if such an initiative was possible.

Though this initiative has been delayed, we will continue to seek ways to collaborate with project-based learning projects which may include Hospitality Management Internships and projects, Marketing Internships and projects, Business Administration Internships and projects, and Education Internships and projects including working with prospective educators developing instructional programs and introducing them on site and in the enhancement of distance learning programming.

Respectfully submitted,



April Cheek-Messier
President, National D-Day Memorial Foundation