

Diversity and free enterprise
twin themes for

Jamestown 2007

Taking nearly a decade to plan and \$30 million to stage, "America's 400th Anniversary" celebration focuses foremost on the country's own heritage since the 1607 founding of Jamestown, Virginia, the first permanent English settlement in the country.

While a British monarch may have attracted much of the media attention — indeed Queen Elizabeth II's state visit provided the crown jewel in May — her visit was only one aspect of an 18-month feast of educational, entertainment, and cultural activities. The events began with a sailing ship tour last fall and will culminate in a September global conference on the future of democracy.

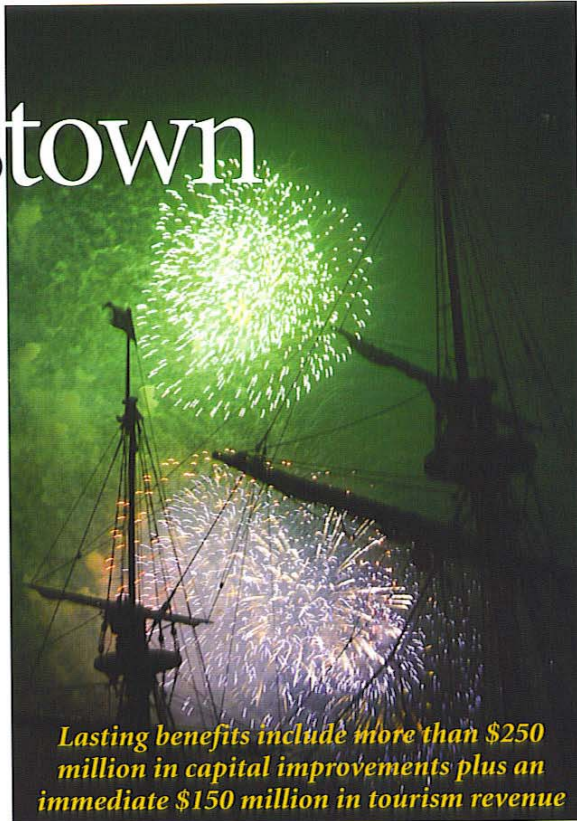
A large number of state and federal entities, business and civic leaders, and volunteers planned, funded, and executed the events. The "very lean, very busy" organization, with a budget of \$30 million, has about 15 paid staff members supplemented by several hundred volunteers, said Colin Campbell, president of the Colonial Williamsburg Foundation and vice chairman of the Jamestown 2007 Steering Committee.

Jamestown 2007 planning is being led by groups set up by the Commonwealth of Virginia and the Jamestown-Yorktown Foundation, which runs the Jamestown settlement and has statutory responsibility for the state activities. Because Colonial Williamsburg is a Founding Colony Sponsor, Campbell and other Foundation staff members are also serving in various leadership roles.

Overcoming challenges in staging events

Two significant issues had to be addressed immediately:

- 1) **Fundraising.** "There was a search for sponsors before there was a fleshed-out program," Campbell said. "As the program has taken shape, more sponsors joined because they could appreciate what the program was about."
- 2) **Logistics.** Staging the events in Jamestown also presented logis-



Lasting benefits include more than \$250 million in capital improvements plus an immediate \$150 million in tourism revenue

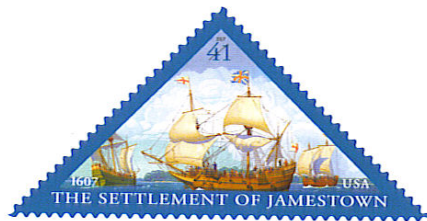
tical challenges. Campbell said the venue is "somewhat constrained" for hosting large crowds. For example, with 30,000 tickets available for each of the three days during Anniversary Weekend (May 11–13), creative solutions were necessary, including bus service to transport most attendees from outlying parking areas into Jamestown and road improvements by the state government.

Not quite half of Jamestown 2007's \$30 million budget came from federal and state governments — primarily from Virginia. Most of the remaining funds are provided by corporate sponsorships (see sidebar article, page 16). Campbell said event sponsors get plenty of recognition at events and in publicity. The benefits of exposure "are not to be underestimated," particularly with Queen Elizabeth's visit ensuring broad media coverage.

Improvements to historic areas

Aside from the expenses relating to the various commemorative events, Jamestown 2007 also brought lasting improvements to three major facilities:

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The new commemorative stamp (above) revealed by the United States Postal Service during the Anniversary Weekend.

- 1) **Historic Jamestowne**, the settler's original site, maintained by the National Park Service and the Association for the Preservation of Virginia Antiquities;
- 2) **Jamestown Settlement**, the state museum; and
- 3) **Anniversary Park**, a large area contiguous to the other two sites serving as a venue for large gatherings, such as ceremonies and concerts.

Anniversary Park is a temporary location, but permanent capital improvements have been made throughout the area. Jamestown Settlement and Historic Jamestowne, along with nearby Colonial Williamsburg, constructed major new facilities or renovated existing structures in preparation for the events. Colonial Williamsburg has invested more than \$200 million in new facilities, including a new visitors' center, Campbell said. Total renovations were completed at the Williamsburg Lodge and Williamsburg Inn, and a new Woodlands Hotel was constructed.

The Virginia commonwealth invested \$40–\$50 million in renovations at the Jamestown Settlement, including renovating the visitors' center, adding a new theater and gallery, and supporting special exhibitions for Jamestown 2007, said Jody Wagner, the state's secretary of finance. Another \$6–\$7 million went to the Jamestown Fort area for replacing all three replicas of the settlers' ships, renovating Powhatan Village, and improving the riverfront.

Long-term tourism benefits

A 2003 study by The College of William and Mary estimated immediate benefits of \$150 million to Virginia. Beyond anniversary weekend, Campbell said, the spotlight on Virginia is expected to help tourism through the rest of the year and in the future. More visitors mean more spending on food, lodging, beverages, and shopping.

Jamestown 2007 offers something for everyone

While "America's Anniversary Weekend" last May 11–13 was the highpoint of Jamestown 2007, a number of other events are scheduled for the rest of the year.

"The World of 1607" exhibit (ongoing):

A year-long exhibit that opened in April 2007 at Jamestown Settlement includes a 15th century copy of the Magna Carta.

Forums on the Future of Democracy:

Multiple Virginia colleges and universities are hosting a year-long series of conferences. The events culminate in a global summit Sept. 16–19, 2007, in Williamsburg that focuses on the future of democracy. Former Presidents George H.W. Bush and Bill Clinton, and former British Prime Minister Margaret Thatcher, are honorary chairs.

Virginia 2007

Community Programs (ongoing):

More than 170 communities across the Commonwealth of Virginia are also hosting a variety of events and programs that salute local history and culture.

To learn more, visit www.jamestown2007.org.

Snapshot of previous celebrations

"America's 400th Anniversary" continues a long tradition of commemorating the founding of America's first English colony.

1807: Revolutionary War veterans were among those traveling over rough roads through the wilderness to attend the 1807 Jubilee at Jamestown. The five-day observation included a regatta, a parade, and oratory by students at The College of William and Mary.

1857: Former President John Tyler gave the featured address at a celebration that drew 8,000 people. Events included a flotilla, military parade, the Grand Ball, and fireworks.

1907: The Ter-Centennial Exposition Virginia drew 1.2 million to the current Norfolk Naval Base site. The event was similar to a World's Fair, highlighting technical and industrial breakthroughs, amusements, military advances, and architecture. The culture of Virginia, 21 other states and several countries were also featured. Speakers included Mark Twain, Booker T. Washington, and President Theodore Roosevelt.

1957: Queen Elizabeth II and Prince Phillip came to Jamestown on her first state visit to the United States. The events marking Jamestown's 350th anniversary drew one million visitors. Jamestown Settlement and Colonial Parkway are permanent legacies of the celebration.

For more information, visit: www.americas400thanniversary.com

Courtesy of C. Lucero



Jamestown Settlement's Godspeed and the Providence in Newport Harbor.

"One of the things we've focused on all along is the continuing benefit beyond 2007 and the exposure events of this kind offer," Campbell said.

The commonwealth expects to see long-term tourism benefits, not just in the Jamestown-Williamsburg region but for the entire state as well, Wagner added. "The last time there was a major celebration here, there was a residual effect," she said. While Jamestown 2007 is expected to boost tourism this year, "we really expect to see that continue for years to come."

Some people may decide to wait until after the activities end and come to Jamestown next year. Also, a good number of people who visit Jamestown "will also come to Richmond to see the renovated capitol building; or they'll go to the ocean at Virginia Beach; or they'll visit the northern Virginia-Washington, D.C., area," she added.

Celebrating diversity, roots of free enterprise system

Looking back over earlier celebrations of the Jamestown anniversary, one interesting similarity is the return of Queen Elizabeth II. She also attended the 350th anniversary on her first state visit to the United States in 1957.

In many ways, Jamestown 2007 will be an observation more fitting to the 21st century. Earlier celebrations featured military parades, and the 1907 Ter-Centennial Exposition Virginia resembled a World's Fair, but the 2007 commemoration has a broader focus.

Diversity. One area that will receive more attention in 2007 than it did in 1957 is the cultural diversity and convergence in Jamestown 400 years ago. Native Americans, Africans, and the English came together in the early years of the original settlement, Campbell noted.

Free Enterprise. Jamestown was the "launching pad for free enterprise in the New World," he said. "The Virginia Company that settled Jamestown was an economic entity — a business — and the goal was to develop new business in this part of the globe." While Plymouth Colony was settled by people trying to escape religious persecution in England, for example, Jamestown "was a business venture. So the free enterprise of the program is appropriate."

And what's in store for the 450th in 2057? Campbell laughed. "We still have to get through this year first."

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On sponsorships: Name recognition, giving back

For Anheuser-Busch, sponsoring the Jamestown 2007 celebration is a "natural fit," said Donnie Mills, executive vice president and general manager of Busch Gardens and Water Country USA.

"One of the things we celebrate at Anheuser-Busch is our heritage and the fact that we are an American-owned company," Mills said. "With this celebration putting a spotlight on our nation's heritage, we thought it was important to offer our support. From a business perspective, we have the Kingsmill Resort & Spa, two theme parks and a brewery in Virginia."

So while Mills said it is good for business that their products were featured prominently during the Anniversary Weekend in May, the company also thinks it's important to support the state and promote tourism.

More importantly, added Mills, "we have a strong reputation for being a good corporate citizen in the U.S. and Virginia, and our support of this event is an extension of that leadership."

"Anheuser-Busch contributed \$1.75 million in cash and another \$500,000 of value-in-kind marketing support to the 18-month effort."

Mills said the company has a number of volunteers working on the various Jamestown 2007 committees. "For example, we have a lot of experience helping to produce and execute large events and handle large volumes of people, so we've offered some of that expertise to the planning group."

For AirTran Airways, America's 400th Anniversary is "a once in a lifetime opportunity," said Tad Hutcheson, AirTran's vice president of marketing and sales. The event "presents an important milestone for Americans to reflect upon our shared experiences and common goals. The struggles and successes at Jamestown provide lessons for the entire nation."

AirTran is "always looking for new and creative avenues to let people know about our airline," added Judy Graham-Weaver, AirTran's manager of public relations.

The airline is involved in a wide number of community events throughout its service area, Graham-Weaver said, "so this sponsorship allows us to do that on a much larger scale than we normally can."

SunTrust is also a legacy Sponsor of the anniversary celebration. C.T. Hill, chairman, president and CEO of SunTrust's Mid-Atlantic Group, believes that such sponsorships not only benefit companies with name recognition and added business, they are a way to offer tangible support to economically vital local initiatives.

Of Jamestown in particular he adds, "It is an honor to support such an historic celebration that commemorates among many other things, the birthplace of American democracy, justice and free enterprise."

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