

# JAMESTOWN SETTLEMENT: A STAGE FOR 2007



## A Tradition Begun in 1957

- Served as the Commonwealth of Virginia's setting for commemoration of the 350th anniversary of the founding of America's first permanent English colony.
- Under Jamestown-Yorktown Foundation administration, evolved from commemorative site into nationally accredited living-history museum with a distinctly educational mission. More than 18 million visitors from every state in the nation and around the world hosted since 1957.
- Since last major gallery expansion in 1990, visitation has grown dramatically, by more than 40 percent. Marketing programs comprised of advertising, sales, promotions and media relations have played a key role in developing and sustaining a national audience base.

## Planning for 2007

- 10-year comprehensive facilities master plan adopted in 1997 to prepare Jamestown Settlement as a stage for 2007 and to serve the public for decades beyond. Funded by state appropriations, admissions revenue and private gifts, it features construction of a 143,000-square-foot visitor services and gallery complex, expanded visitor parking, and outdoor interpretive area enhancements including the addition of a riverfront discovery area, reconfiguration of the re-created colonial fort and Powhatan Indian village, and replacement of two of the museum's three replica 1607 ships, all to be completed by 2007.
- Museum collection developed into one of the most varied relating to the history of the nation's 17th-century beginnings in Virginia, with acquisition of iconic artifacts such as rare portraits of King James and early Virginia governor Lord de la Warr, 1616 silver-gilt steeple cup, and bronze plaque and bracelets from the early 17th-century royal court of Benin, West Africa.

## 2007 Programming

- In anticipation of the anniversary year, Jamestown Settlement's new *Godspeed* will sail in 2006 to East Coast ports, and the museum will serve as a host location for a national teach-in.
- A dramatically altered and inviting new Jamestown Settlement approach and entrance will provide an auspicious welcome to the Commonwealth's 2007 commemoration.

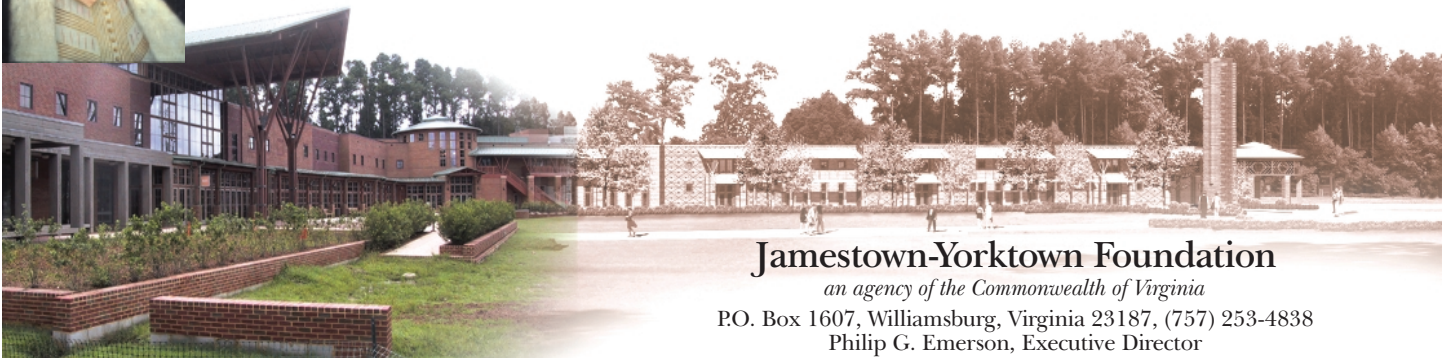
- New permanent exhibits, a new introductory film and revitalized living-history areas will present the story of 17th-century Virginia and its Powhatan Indian, English and western central African cultural origins, drawing on a wealth of historical information revealed by archaeological and documentary research of the past decade. More than 500 objects from 17th-century Europe and Africa and hundreds of Virginia archaeological items will be exhibited in a 30,000-square-foot gallery space that provides learning opportunities for a multifaceted audience.
- Major special exhibition, "The World of 1607," opens at Jamestown Settlement in Spring 2007 as a signature event of Jamestown 2007, showcasing 17th-century Virginia in a global context and featuring rare treasures on loan from major museums and international collections.
- Jamestown Settlement has a key role in supporting and providing a venue for other signature events, such as America's Anniversary Weekend in May 2007, and will present special interpretive programming throughout the year in support of monthly themes.

## Focus on Educational Programs

- Foundation teachers have brought educational programs to a million Virginia students in their classrooms since 1988, and outreach education in key Virginia markets will be expanded as 2007 approaches.
- With new classroom space and expanded exhibits, Jamestown Settlement will continue to grow as an area leader in offering structured educational programs on site that now serve 120,000 visitors annually and range from curriculum-based guided tours to hands-on history programs for home-educated students.

## 2007 Partnerships

- The Jamestown-Yorktown Foundation is working actively with state, local and federal partners to realize the full potential of the Jamestown quadricentennial for bringing national and international attention and economic benefit to the region and state.
- Jamestown Settlement is set to host several hundred thousand more visitors in 2007 than the nearly half-million in 2004, with the estimated economic impact on the Williamsburg area growing to \$129 million, and will serve as one of Virginia's principal stages for a full year of commemorative programs and events in 2007.



## Jamestown-Yorktown Foundation

*an agency of the Commonwealth of Virginia*

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