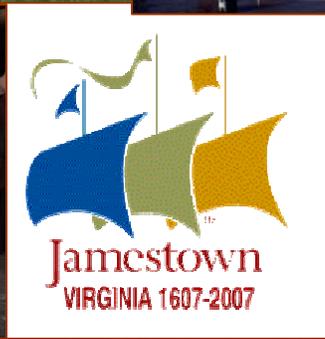
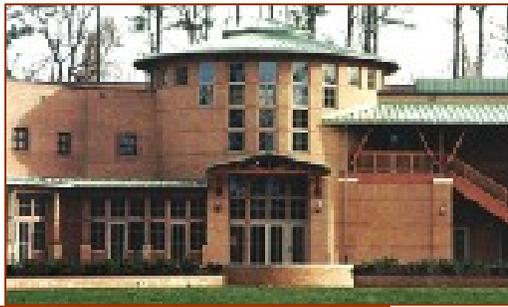


Jamestown-Yorktown Foundation

Briefing for House Appropriations Committee

2004-06 Biennium Budget

January 21, 2005



Jamestown Settlement

- Built in 1957 for 350th anniversary by Commonwealth of Virginia—has served over 16 million paying visitors
- Ceremonial setting for the 400th anniversary, hosting visitors, special events, education programs, and special exhibitions
- Program themes include democracy, free enterprise, representative government, and cultures of Virginia



Executive Summary

- FY2005 operating budget \$12,419,949
 - General Funds 53%
 - Non-General Funds 47%
- Earned income essential resource for programming
- More than \$13 million in private funds raised thus far in campaign
- Both earned income and private gifts created by leveraging general fund support
- Construction proceeding smoothly
- Immediate issue is ensuring sufficient operating funds; programs begin in 2006

Visitation and Economic Impact

- 76% of JYF visitors from out of state
- In 2004, JYF museums served over 650,000 visitors on site—a 36% increase over 1990—and an additional 100,000 students in Virginia classrooms
- Our museums contributed \$111 million to the economy in 2003
- Visitation and economic impact will grow as Jamestown Settlement serves as principal stage for 2007 commemorative programming



Educational Opportunities

- On-site educational programs demand projected to increase 38%
- Special events, 2007 theme months, America's Anniversary Weekend; African American and Native-American programs; event commemorating the first legislative assembly in English America
- Meet service demands in Virginia for outreach education services that support SOLs and educate students about 2007 themes
- 14 Virginia school districts currently receive no services, while portions of many other districts are not serviced
- 65% of non-service districts fall below the state average for per pupil expenditures
- Need is urgent if geographically or financially isolated students will be able to participate in educational and commemorative activities—this program may be the only connection to the commemoration for these students
- Interpretive/educational staff needed for special events, including 2006 *Godspeed* commemorative sail



Enhancements for 2007

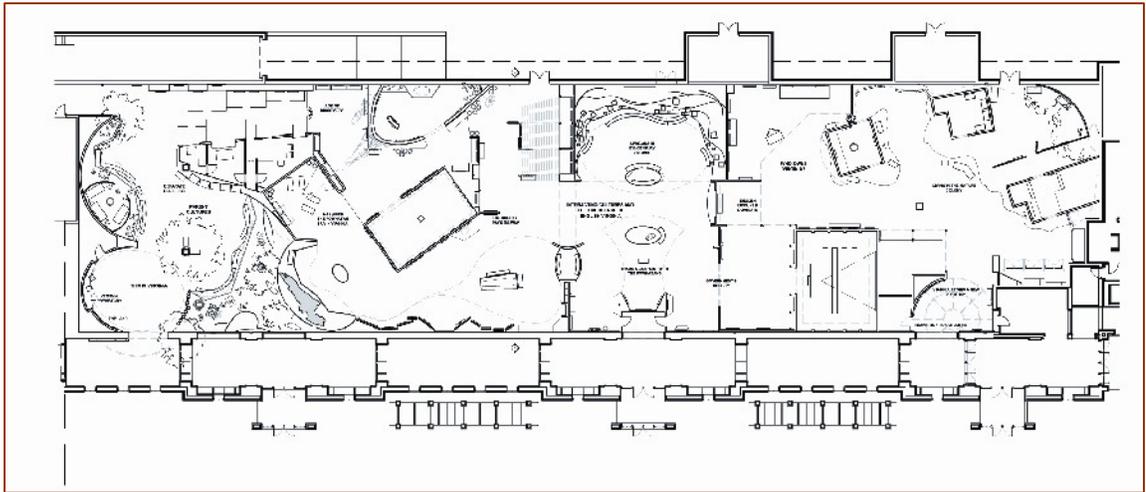
- New galleries, classrooms, and support areas



- Major improvements to outdoor interpretive areas, including new replica ships, are well underway

Jamestown Settlement Galleries

- Original artifacts
- Fascinating exhibits
- Informative film



Factors Driving Budget Requests

- Generate NGF, earned income, and private gifts
- Maintain visitor satisfaction levels during construction
- Recruit additional part-time staff for front-line operations
- Enhance use of volunteers for operations and commemorative activities (presently over 1,000 volunteers provide 28,000 hours of service)
- Promote and schedule group and education groups, which have increased by 25% in the last two years
- Manage site preparations and coordinate special events; provide adequate security to protect exhibits and visitors
- Meet service demands in Virginia for outreach education services that support SOLs and educate students about 2007 themes
- Stimulate awareness and income through enhanced marketing programs with Virginia Tourism Corporation and other public and private partners (\$6:\$1 return on investment for advertising expenditures)
- Stabilize staff and management structure; recruit and retain full-time, part-time and volunteer staff in a competitive labor market