

2019 Commemoration Overview

House Appropriations Committee
Subcommittee on Higher Education
February 1, 2016





AMERICA'S 400TH ANNIVERSARY

1619 → 2019

DEMOCRACY. DIVERSITY. OPPORTUNITY.

1619

First representative legislative assembly in the New World



1619

***Arrival of the first recorded Africans
to English North America***



1619

Impact of women on the Virginia colony



1619

America's original Thanksgiving



Building on 2007 Success



2007 Commemoration Impact

- \$1.2 billion in sales in Virginia.
- 20,620 jobs created.
- \$22 million estimated tax revenue and \$6.4 million in tax revenue for local governments.
- 12 billion media impressions valued at more than \$100 million.



2019 Commemoration Overall Vision

Commemorate the ongoing journey toward key ideals of America: *democracy, diversity, and opportunity*— three forces that converged in Virginia in 1619 and have been shaping America ever since.



Strategic Goals

- Leverage partnerships and launch a series of programs and events of ***national and international significance***.
- Build awareness of Virginia's role in the creation of the United States.
- Position Virginia as a global leader in ***education, tourism and economic development***.



2019 Commemoration Objectives

- Reinforce Virginia's brand for **innovation & entrepreneurship**.
- Increase **visitation** statewide.
- Expand appreciation of **representative democracy**.



2019 Commemoration Objectives

- Foster **diversity** and **inclusion**.
- Engage **millennials** in the democratic process.
- Make history more **relevant** to all generations.



2019 Commemoration Leadership



Over 85 leaders from public and private sectors across Virginia.

2019 Commemoration Steering Committee

Thomas K. Norment Jr., and M. Kirkland Cox

Co-Chairs

Executive Committee

*Frank B. Atkinson
M. Kirkland Cox
H. Benson Dendy III
Paul D. Koonce
George Keith Martin
Thomas K. Norment, Jr.
Jeanne Zeidler*

Resources & Logistics Committee

*George Keith Martin, Chair
Paul D. Koonce, Vice Chair*

Programs & Events Committee

*Jeanne Zeidler, Chair
Frank B. Atkinson, Vice Chair*

Programs & Events Committee

Jeanne Zeidler, Chair

Frank B. Atkinson, Vice Chair

First Representative Legislative Assembly Committee

G. Paul Nardo

Susan Clarke Schaar

First Africans in English North America Committee

Cassandra Newby-Alexander

Jacquelyn E. Stone

Impact of Women Committee

Barbara J. Comstock

Mary Margaret Whipple

First Thanksgiving Committee

H. Graham Woodlief

Chair

Entrepreneurialism and Innovation Committee

Stephen R. Adkins, Sr.

James D. Duffey, Jr.

Statewide Stakeholder Engagement



2019 Commemoration Private Seed Donors

- Altria Group
- Huntington Ingalls Industries
- NewMarket Corporation
- The MeadWestvaco Foundation
- The Dominion Foundation



Biennium Budget Request: *Education*

- *Core Standards of Learning* based curriculum around democracy, diversity and opportunity.
 - Civics education for grades 8-12
 - Online learning program for grades K-8
- Scholarly contributions & academic Forums.



Biennium Budget Request

Partnerships

- Statewide community outreach grant program.
- International visual arts competition.
- Commission 1619 commemoration dance/anthem.
- 3 launch events including African Arrival Day, August 20, 2016.



Biennium Budget Request

Planning & Execution Support

- Full & part-time staff
- Volunteer coordination support
- Consultants

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Biennium Budget Request: Tourism Marketing

- National and international promotional campaign.
- Statewide and regional promotional campaign.
- VAB (Virginia Association of Broadcasters) leverage inventory.
- Use online video as a marketing tool.
- Social media campaigns.
- User generated content contests for engagement.



Millennials

Boomers

Families

2019

Pamahsaiuwh Pocahontas



World of Pocahontas



Make History in Virginia

Groups, Meetings & Sports

- American Bus Association (ABA)
- National Tour Association (NTA)
- Student & Youth Travel Association (SYTA)
- Travel South USA- Domestic Showcase
- VA, NC, and SC Motor Coach Associations
- International Trade Events



PLYMOUTH 400™

1620-2020

An American Story - A National Legacy



Summary

- Our **planning cycle** is shorter than 2007.
- We have a **sense of urgency** to attract private support as match for public investments.
- Top priorities:
 - **Statewide reach and education connections.**





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