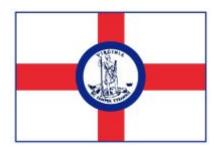
# 2019 Commemoration Overview

### House Appropriations Committee Subcommittee on Higher Education February 1, 2016





# First representative legislative assembly in the New World



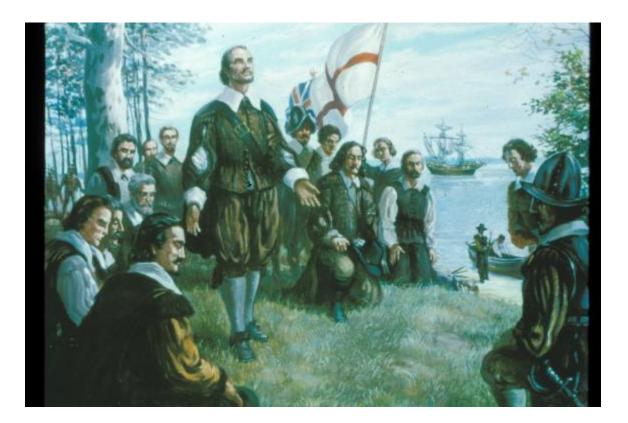
### Arrival of the first recorded Africans to English North America



# Impact of women on the Virginia colony



### 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.





### 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

### AMERICA'S 400<sup>™</sup> ANNIVERSARY



DEMOCRACY. DIVERSITY. OPPORTUNITY.

## 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.



ennials

Boomers



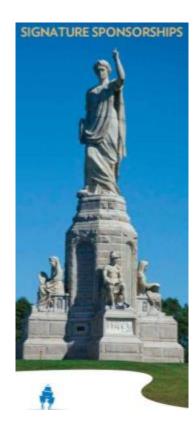
## **Groups, Meetings & Sports**

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



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. 2018 COMMEMORATION STEERING COMMITTEE ophie I. Bay Achievert IN M. ISSN ance N. Campba rable Erit 1. Cardto this issue D. Define it Mrs. Soe H. Gertlehrun R. Kem A. Hall Dr. James P. Horn The Honorable S. Chris Jones or Entre L. Jordan, J. Marcaret Whites Circlans West athy J. Spangler

#### AMERICA'S 400" ANNIVERSARY



#### 2019 COMMEMORATION 2015 PROGRESS REPORT

In less than four years, the Commonwealth will commemorate the ongoing journey toward the key ideals of America: Democracy, Diversity and Opportunity - three forces that converged in Veginia in 1619 and have been shaping America ever since. The Commemoration will mark the 400th anniversary of the first representative legislative assembly in the New World, arrival of the first recorded Africans to English North America. observance of the first official Thanksgiving, and the expanding impact of women on the Virginia Colony. The Commemoration will launch a series of programs and events of national and international significance to build awareness of Virginia's role in the creation of the United States and position Virginia as a global leader in education, economic development and tourism



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and some by Senator Thomas K. Norment, Jr. and Delegate M. Kirkland Cox, the 2017 Steering Convoltes is supported by the Jamastraen-Yorknows Foundation, which was designated by the General Assembly during the 2017 session as the efficial Executive Branch agency to holp the Correnormeabh establish planning systems for correnermonizing in 2017 the 2004 anniversal of tables landmark events in Virginia's history. The General Assembly appropriated STJ:552 during the 2015 session to assist planning activities, and this progress report will highlight they milistores achieved and outline plan for the resentinder of PT is and subsequent years.



The 2019 Commensus allos observes the 400th anniversary of the first representative legislative assembly in the New Workt, held at the charith in Januarbown. (naming is all office that January of Vigma.)

