# Virginia Centennial Commission: Accomplishments and Lessons Learned

Cheryl Jackson Division of Legislative Services November 9, 2006 Pamplin Historical Park

### **Centennial Civil War Commission**

#### Created in 1958

Executive and legislative appointments

Mission: Inspiration

Chief purpose - to strengthen the unity of the country through mutual understanding that there was dedication and devotion on both sides. Both North and South gave all they had in support of what they believed was right.

### **Centennial Civil War Commission**

Vision statement adopted by Commission:

- 1. To Honor Our Heroes
- To Promote Virginia as the place to come during the Centennial
- To Tell the true story of Virginia's people peacemakers, warriors, restorers and rebuilders
  To Dramatize the great ideas that are the basis of our freedom and tradition: individual responsibility, faith in God and service to country

#### **Centennial Civil War Commission**

Local coordination

► 116 local centennial committees

Commission task: Inspiring, Guiding and Coordinating

Technical assistance

### Technical Assistance to Localities

Publish a proclamation 1. Get clubs and organizations involved 2. Hold a public forum 3. Subcommittee on public relations 4. Establish a local headquarters 5. Special stationery 6. 7. Recognize and reward participants

### Technical Assistance to Localities

8. Develop full program quickly 9. Start discussion groups / Roundtables 10. Involve choral groups and bands 11. Establish a speaker's bureau **12**. Keep State Commission informed 13. Report to the governing body 14. Keep a scrapbook

#### Centennial Programs

<u>Central program</u>: Activities of statewide significance sponsored by the Commission

Centennial Center Reenactments Directional markers

Commemorations Scholarships Publications

<u>Grass-roots program</u>: Activities on the local level sponsored by local committees

Sunday, January 8, 1961: Official Day of Prayer

February 4, 1961: Peace Convention commemoration

April 21, 1961: Miss Civil War Centennial crowned

April 23, 1961: Official Opening Date of the Centennial in Virginia:

Dress parade

Reenactment in Old House Chamber of Lee accepting command of Confederate forces

Official ceremonies at State Capitol

Centennial Honor Banquet

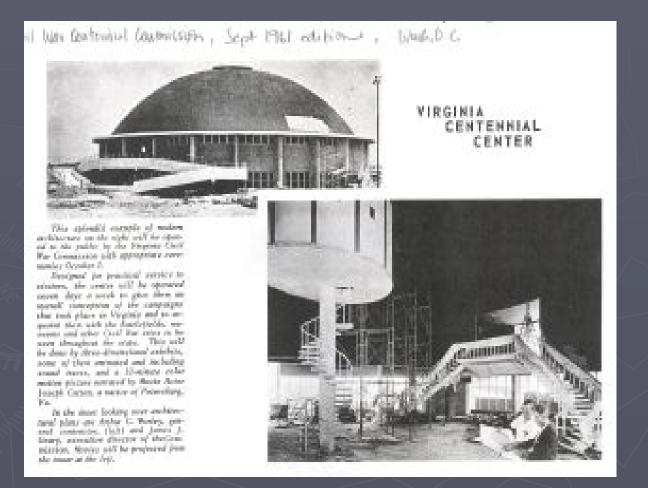
July 22 – 23: Reenactment of Battle of First Manassas

August 7: Commemoration of the burning of Hampton

Special exhibits: Mariners Museum and Academy of Medicine

October: Centennial Center opens

### **Civil War Centennial Center**



### **Civil War Centennial Center**

#### October 1961 – November 1965: 630,000+ visitors



February 22, 1962: Reenactment of swearing in of Jefferson Davis

May 1963: Dinner honoring Stonewall Jackson on the centennial of the Battle of Chancellorsville; 100<sup>th</sup> anniversary of Jackson's death

1964: Commemoration of Battle of Cold Harbor and Battle of the Crater

April: Reenactment of Lee's retreat from Petersburg to Appomattox

April 9: Program commemorating the surrender at Appomattox Court House National Park

### What Did the Centennial Cost?

#### <u>Income</u>

Appropriations: \$2,315,000

Revenue from operations \$161,600

#### **Expenses**

Centennial Center: \$675,000 Exhibits: \$60,000 Motion pictures: \$100,000 Observances and publications: \$1,400,000

#### What Did the Centennial Cost?

# Total amount spent by the Commission:

# \$2,100,000

(Adjusted for Inflation: \$13,526,666)

### Lessons Learned

#### Goals: Commemoration, Education and Travel

One story vs. Many stories

Designated Destinations

# **Designated Destinations**



Sesquicentennial Program: Ideas to Carry Forward from Centennial Local sesquicentennial committees State Commission serving as coordinator Technical assistance to localities Speaker's Bureau Signature events

# Sesquicentennial Program: New Directions





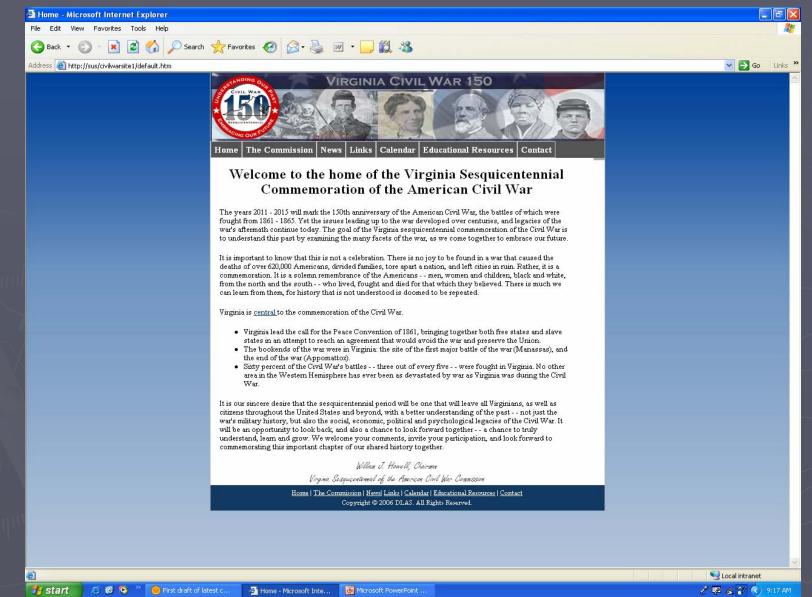
Sesquicentennial Program: New Directions

#### Advisory Council



Website
www.virginiacivilwar.org
www.vacivilwar.org

# Website: www.virginiacivilwar.org



#### Website: www.virginiacivilwar.org

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#### About The Commission

The General Assembly of Virginia created the Virginia Sesquicentennial of the American Civil War Commission in 2006 (HB 1440) to prepare for and commemorate the sesquicentennial of Virginia's participation in the American Civil War.

The Commission has the following powers and duties:

- 1. Plan, develop, and carry out programs and activities appropriate to commemorate the sesquicentennial of the American Civil War.
- Encourage interdisciplinary examination of the American Civil War. 2
- 3 Facilitate balanced activities related to the American Civil War throughout Virginia.
- 4. Encourage civic, historical, educational, economic, and other organizations throughout Virginia to organize and participate in activities to expand the understanding and appreciation of the significance of the American Civil War.
- Provide technical assistance to localities and nonprofit organizations to further the commemoration of the sesquicentennial of the American Civil War.
- Develop programs and facilities to ensure that the sesquicentennial commemoration of the American 6. Civil War results in a positive legacy and long-term public benefit.
- 7. Encourage the development and conduct of programs designed to involve all citizens in activities that commemorate the American Civil War.
- Report annually to the General Assembly and the Governor on the interim activity and work of the 8 Commission.

#### Members of the Commission:

Speaker of the House William J. Howell, Chairman Senator John H. Chichester, Vice-Chairman

Delegate Albert C. Eisenberg Delegate Algie T. Howell, Jr. Delegate Johnny S. Joannou Delegate R. Steven Landes Delegate L. Scott Lingamfelter Delegate Thomas C. Wright

Senator R. Creigh Deeds Senator Janet D. Howell Senator Mamie E. Locke Senator Stephen H. Martin Mr. John P. Ackerly, III Dr. James I. Robertson, Jr. Dr. Charles F. Bryan, Jr.

Microsoft PowerPoint

#### **Commission Staff:**

Division of Legislative Services:

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#### Contact Us

**Mailing Address** 

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#### To be placed on the Commission's mailing list, please contact:

B. Scott Maddrea Deputy Clerk -- Committee Operations Virginia House of Delegates SMaddrea@house.state.va.us (804) 698-1545

For information on the Commission's meetings, please click here

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# 2007 Work Plan

Executive Committee Launch website Continue tour of the state Designated Destinations Local centennial committees ► Work Groups ► Fundraising Advisory Council

