



AMERICA'S 400<sup>TH</sup> ANNIVERSARY



Jamestown

VIRGINIA 1607-2007





181  
communities

# America's 400th Anniversary



99%



1000s of  
events



*America's 400th Anniversary*



## *Virginia 2007 Community Program*

- Kick Off June 2003 at the State Capitol
- 20 Pilot Communities
- Proclamation signed by Governor Warner
- “Come Home to Virginia, Our Nation’s Birthplace”



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## *Virginia 2007 Community Program*

**Encourages each citizen, in every community across the state, to showcase for the nation and the world how their local culture, heritage, and history contributed to Virginia's key role in the development of modern America.**



*Beautification*



*Community*



*Special Events*

## *Five Steps*

- **Organize a 2007 Planning Committee**
- **Look at the Past**
- **Discover Your Community's Unique Assets**
- **Develop Special Projects and Events**
  - Theme Months
  - 250 Ways to Participate Document
- **Come Home to Virginia – Communities as Ambassadors**

## *Virginia 2007 Program Benefits*

- **Increased Community Pride**
- **Improved Quality of Living**
- **Planning for the Future**
- **Educational Awareness**
- **Economic Development**
- **Tourism Expansion**
- **National Marketing**
- **Completion of a Community Goal**

# *Jamestown 2007 Resources*

- **Resource Guide listing sources for grants, products, consultants**
- **Inclusion on Web sites and in reports and marketing materials**
- **Regional and statewide meetings**
- **E-mail newsletters and updates**
- **Use of Virginia 2007 Community Program logo**
- **Certificate from the Governor's Office**
- **Virginia 2007 Flags and other merchandise**

## *Sustainable Legacy Projects*

- **Creation of new visitor centers**
- **New signage and brochures for self-guided walking and driving tours**
- **Streetscape improvements**
- **New or enhanced community parks and gardens**
- **Renovation of public buildings such as courthouses, schools**
- **Installation of new interpretive panels and historic markers**

## ***Beyond 2007...***

- **Archaeology programs**
- **Development of new museums and historic sites for visitation**
- **Preservation of archival records and photographs**
- **Oral history projects**
- **Creation of new bike and hiking trails**
- **Main Street revitalization**
- **International and Philanthropic**
- **Sister City Programs**

## *Exciting Special Events*

- **Music Festivals and Concerts**
- **Dedications and Time Capsules**
- **Performances of Original Plays**
- **Guided bus and walking tours**
- **“Come Home to...” Events**
- **Reunions and Sister City Visits**
- **Exhibits and Film Festivals**
- **Contests**
- **Reenactments**

## *Why Did They Participate?*

- **“Catalyst to promote our area and to interest citizens in local history.”**
- **“The program was a platform to explore and promote the state’s rich history and cultural heritage.”**
- **“Opportunity to “energize” the community so that projects that would benefit the city would be accelerated and/or accomplished on a fast track.”**
- **“To support the Jamestown commemoration.”**

## *Accomplishments*

- **Emphasis on inclusion and bringing new organizations to the table.**
- **Stimulated new regional and statewide partnerships: Southern Virginia Tourism Region**
- **Catalyst for finishing important improvements and enhancing valuable resources**

## *Challenges*

- **Maintaining interest and momentum**
- **Turnover in leadership**
- **Constant oversight**
- **Availability of information from communities**
- **Lack of funding – statewide and local level**
- **Time and staff to update marketing materials and Web site information**

## *Statewide Programs*

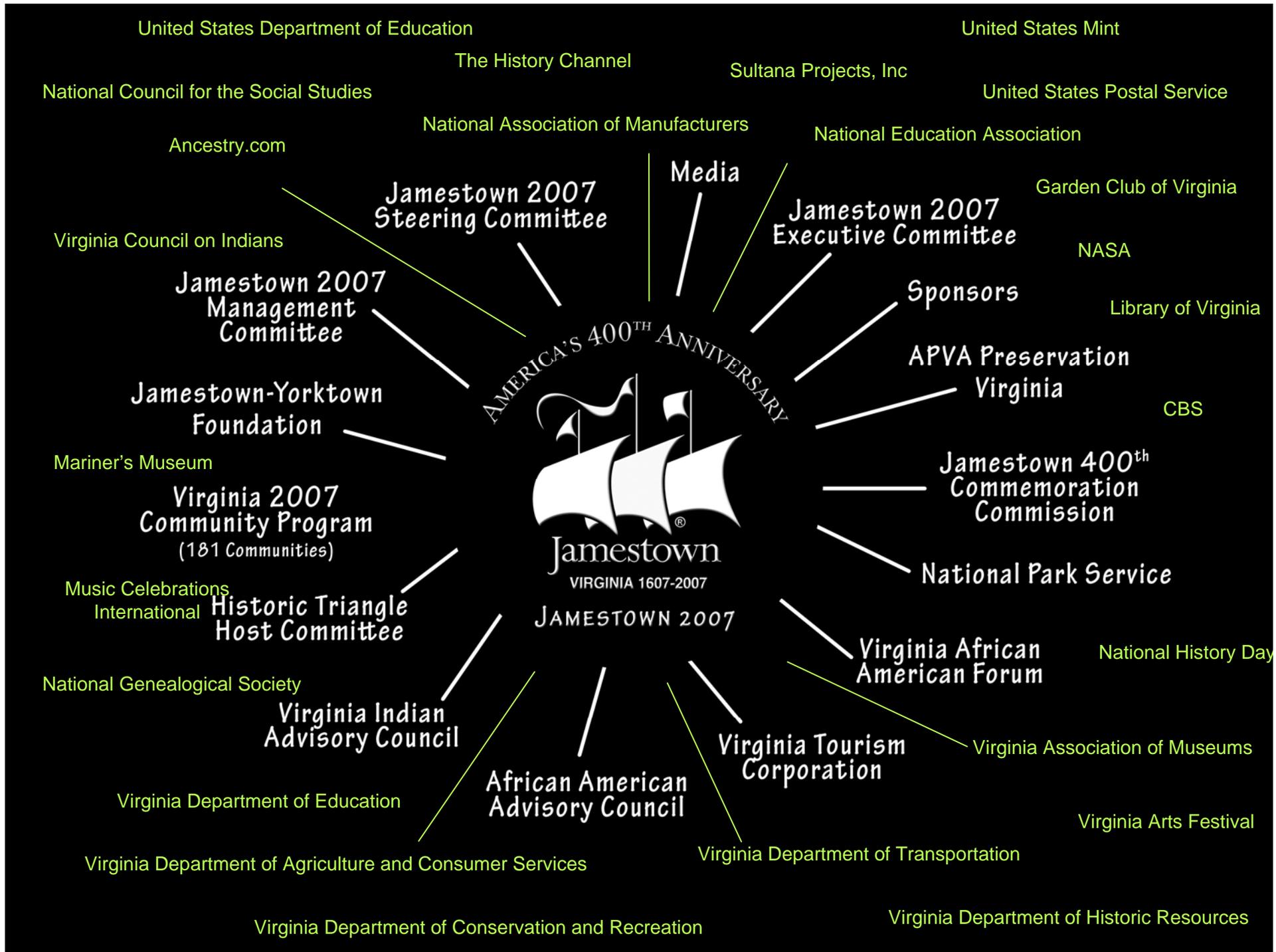
- America's Anniversary Gardens
- 2007 Patch Program for school sports teams
- Colleges & Universities hung banners and provided advertising in programs
- Merchandise program
- Virginia Museum of Fine Arts Traveling Exhibitions
- Virginia Library Association Summer Reading Program
- 2006-2008 Official Virginia Transportation Map

## *Jamestown 2007 Speakers Bureau*

- Initial program in 2000 – too soon
- Revamped in 2002
- Goals: provide awareness, build support and involve all Virginians
- Primarily for outreach, not education
- Promoted the Virginia 2007 Community Program and informed citizens about signature events
- Ended in Fall 2006 – implementation phase

## *Challenges*

- **Volunteer Speakers –oversight and training difficult, but essential**
- **Updating materials in a quickly changing environment**
- **Availability of equipment**
- **Transportation costs**
- **Limited promotion**
- **JYF created a separate speakers bureau for educational topics staffed by Outreach Educators**



# *Partnership Challenges*

- Staff to recruit, activate and maintain
- Consistent oversight
- Need for clear agreements – needs and expectations
- Involve partners early in the process
- Financial needs of partners – grant programs
- Providing information in a timely manner

## *Overall Lessons Learned*

- Plans evolve: goals, vision should remain constant
- Important to be inclusive – it's everyone's history
- For every five great ideas only one will work
- Develop clear, innovative messaging
- Establish relationships and listen to concerns – what's in it for them?

## *Lessons Learned*

- **Involve students and “new blood”**
- **Recruit staff and volunteers with certain skill sets and give them authority to do their job**
- **Launch big and end big**
- **Create lasting legacies, not just parties**
- **Don't burn out too soon – sustain interest with well thought pacing and interesting events**

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