Major Gifts and Recognition

Among the individuals who generously supported Colonial Williamsburg in 2003 were senior trustees, National Council members, and honorary campaign co-chairs Abby and George O’Neill of Oyster Bay, New York, who endowed a chair, the Abby and George O’Neill Director of the John D. Rockefeller, Jr. Library, with a gift of $1.5 million.

Trustee and National Council members John Donnell Jr. and his wife, Marcia, of Atlanta, Georgia, added to the Marcia and John R. Donnell Jr. Historic Area Preservation Fund, bringing their support of the Campaign for Colonial Williamsburg to $1 million.

A $1 million trustee and National Council members gift from Dick and Shirley Roberts of Virginia Beach, Virginia, endowed the position of Shirley and George O’Neill Architectural Historian. Carolyn and James Millar of Atlanta, Georgia, made a $1 million planned gift.

Ruth and Joe Lasser of Scarsdale, New York, donated colonial coins, medals, and currency to the Lasser Coin Collection at Colonial Williamsburg, which they began with earlier gifts. This is a collection-transforming gift of great value.

The Lassers, Martha and Richard Girard of McLean, Virginia, and James Webb of Fairborn, Ohio, notified Colonial Williamsburg of bequest expectancies, and an unanticipated bequest from the estate of Mrs. Willard Hoffmire provided $1.2 million. Mr. and Mrs. Hoffmire visited Colonial Williamsburg during World War II when he was stationed in Virginia. They became annual supporters in the 1980s and members of the Colonial Williamsburg Burgesses in 1989. Their belief in the importance of Colonial Williamsburg’s educational mission led to their bequest.

In addition to endowment support of $7.9 million from the DeWitt Wallace Endowment Fund to support the DeWitt Wallace Decorative Arts Museum, the DeWitt Wallace Collections and Conservation Building, and educational outreach, gifts from institutional donors included a $1.3 million grant from the City of Williamsburg for marketing, a $339,000 National Endowment for the Humanities grant for support of a digital archive of research documents on colonial American history, archaeology, and architecture, and a contribution of $100,000 from AT&T in memory of foundation chairman emeritus Charles L. Brown. A $177,500 discretionary grant from the Norfolk Foundation helped to meet a $200,000 challenge grant from a private Richmond foundation to complete reconstruction of the Peyton Randolph outbuildings.

Corporations, foundations, and individuals contributed nearly $39 million to the Colonial Williamsburg Foundation in 2003, bringing the comprehensive Campaign for Colonial Williamsburg total to $360.6 million.

Historic Area Programming

Following a six-year rollout of the themes for Becoming Americans: Our Struggle to Be Both Free and Equal,” Colonial Williamsburg’s 2003 programs focused on the experiences of the town’s and Virginia’s residents in 1774. The rolling thunder of the American Revolution began to be heard that year in the colony, and storms started to build among its people. The year 1774 is rich with the events that led to the formation of the nation. The Revolution is an important spine for the body of the story that speaks to the trials and tribulations of everyday life during the colonial period.

Monthly programming reflected the seasons of the year by creating offerings representing national observances and significant historical events. Special programming was introduced for National Religious Freedom Day and Religion in American Life Month, Presidents Weekend, Black History Month, Women’s History Month, Memorial Day, Independence Weekend, and Veterans Weekend.

Other seasonal programs visited milestones from 1774 to 1781. The arrival of Lady Dunmore in 1774, when the town still had a cordial relationship with the royal governor’s aristocratic family; the British occupation of Williamsburg in 1781 during the War for Independence; the role of free and enslaved African Americans during the war; and the town’s use as a staging area by the Continental Army in the defeat of the British at Yorktown were special programs that guests enjoyed as they learned about everyday life in the eighteenth century.

Robin Reed, project director at the Smithsonian’s American History Museum Behring Center, arrived in May as the director of the newly restructured department of public history development. This department is responsible for planning day and evening programs with attention to their content and quality. In addition, its charge is to begin planning with the objective of setting programs twelve months before presentation.
Collections and Museums

The Abby Aldrich Rockefeller Folk Art Museum opened exhibitions in 2003 that demonstrated the scope of the nation’s oldest and best-known collection of American folk art. Heavy Metal featured whimsical yet functional American ironwork, including weathervanes, fire backs, garden furniture, and even a nineteenth-century parlor stove in the shape of George Washington. In Tramp Art, guests encountered the intricate, chip-carved furniture and ornaments made of recycled wood by American men at the turn of the twentieth century, and the painting techniques of Pennsylvania folk artist Edward Hicks were explored in Decorative Details. The museum also hosted Lions & Eagles & Bulls, the Connecticut Historical Society’s traveling exhibition of antique signboards from New England inns and taverns.

The DeWitt Wallace Decorative Arts Museum premiered Different by Design, which looked at the transfer of American furniture styles from place to place before the age of mass communication. The Language of Clothing, a showing of Colonial Williamsburg’s historic apparel collection, won the Richard Martin Award for Excellence in the Exhibition of Costume, an honor bestowed annually by the Costume Society of America. Also new in 2003 was Peuter at Colonial Williamsburg, a display of American and British pewter from 1650 to 1830. The exhibition celebrated publication of an award-winning book of the same title by John D. Davis, the Samuel and Pauline Clarke Curator and curator of metals.

Colonial Williamsburg continued to share its collections with the nation through the traveling exhibition Furniture of the American South, which opened to audiences at the North Carolina Museum of History in Raleigh and the Cheekwood Museum of Art in Nashville. Degrees of Latitude, featuring historic maps of America, traveled to the Milwaukee Art Museum, the Concord Museum in Massachusetts, and the DAR Museum in Washington, D.C. Near the end of the year the virtual exhibition Mapping Colonial America was posted on the foundation’s Web site. Using state-of-the-art technology, the site allows guests to zoom in on a host of highly detailed maps made between 1587 and 1722.

In the fall Colonial Williamsburg announced ambitious plans for moving and centralizing the Abby Aldrich Rockefeller Folk Art Museum to a new and more accessible site at the DeWitt Wallace Museum, traveling the Museums of Colonial Williamsburg. When the transfer is complete in late 2006, the decorative arts museums will have greater visibility, there will be access to the Hennage Auditorium for folk-art related programming, and there will be more and better exhibition opportunities. Each of the folk art and decorative arts museums will retain its distinctive identity following centralization.

In 2003, the award-winning Language of Clothing exhibit at the decorative arts museum was one of several on display.

Educational Outreach

The productions, publications, and Learning Ventures group extends the institution’s educational reach to audiences across the United States. In 2003, the publications program released John Davis’s Peuter at Colonial Williamsburg. It also issued Physick: The Professional Practice of Medicine in Williamsburg, Virginia, 1740–1775 by Sharon Cotner, Kris Dingee, Robin Kipps, and Susan Pryor’s From a Colonial Garden. The productions unit released two audio recordings—The World Turned Upside Down and The Grand Entertainment.

The division’s K-12 education outreach initiative expanded. Five hundred eighty-three teachers attended the teacher institute and other on-site teacher development programs. Participants immersed themselves in primary sources, living history teaching techniques, and technology resources that invigorate the classroom and inspire children. With support from the Procter & Gamble Company, and in cooperation with the Cincinnati Public School District, the education outreach team piloted a teacher development format that has the potential to carry Colonial Williamsburg history teaching resources to school districts across the nation.

Partnerships lengthened the reach of the education mission. PSCU Financial Services, the leading provider of traditional and online financial services to credit unions, partnered with Colonial Williamsburg to sponsor a history education initiative. During the next five years, PSCU Financial Services’ 500 member credit unions will support schools across the country by providing registrations for the foundation’s award-winning electronic field trip program and sponsorship for teachers attending its training programs.

Colonial Williamsburg’s educators and teacher advisors collaborated with Texas Instruments to create history lessons that use Texas Instruments’ handheld TI-83 Plus, a small calculating, computing, and storage device. High school and middle school classrooms will use these lessons and this technology to engage students in the demographic analysis of early America.

In November 2003 a partnership was announced between Colonial Williamsburg and Pearson Scott Foresman, the nation’s leading elementary social studies textbook publisher, for creation of American history materials for the elementary social studies textbook series.

The partnership will carry Colonial Williamsburg history education materials to millions of students during a period of debate about the teaching of history and the best way to accomplish it. In a nation that is the product of a long and spirited conversation about values and actions, the Pearson Scott Foresman partnership is a natural progression in ensuring that the lessons plan of American history is not reduced or diminished in importance.
DESIGN WORK BEGAN in 2003 on the renovation and restoration of the Williamsburg Lodge and Conference Center, the economic engine for Colonial Williamsburg's hospitality business. Our plans reflect its strategic importance. The goal is to create a facility suited to the contemporary business traveler and resort guest while restoring the look, feel, and charm of the original Lodge.

The work is to proceed in stages, beginning in 2004, when the East Guest Houses, containing sixty rooms, will be erected on South England Street. A phased approach will enable the Lodge to welcome guests throughout the renovation.

The Lodge opened in 1939. Its main building is to remain the cornerstone of the architectural plan, but the main façade is to be restored to its original concept. The renovated Lodge is to feature a conference center of approximately 45,000 square feet in the heart of the hotel, and is to have 323 guest rooms. The South and Tazewell wings are also to be preserved.

Plans were also announced in 2003 for a comprehensive spa and fitness center serving the Lodge and the nearby Williamsburg Inn, and a health evaluation center offering diagnostic services and lifestyle counseling. The spa would occupy the building currently housing the Abby Aldrich Rockefeller Folk Art Museum, which is relocating to the DeWitt Wallace Decorative Arts Museum site, and the health evaluation center is to be at the site of the Craft House at the Williamsburg Inn.

The Lodge renovation project, the spa, and the health evaluation center will place Colonial Williamsburg's facilities at the forefront of the hospitality industry and maintain the foundation's position among the leading resorts in the country. Serving Colonial Williamsburg guests and the community, these facilities will yield a significant revenue stream in support of educational programs.

On Market Square, Colonial Williamsburg militiamen drill a squad of very young guests on the finer points of military bearing.

The Web site offers interactive tours of the town as well as information about everything from exhibits to lodging.

Architect’s drawing shows the guest houses that will be part of the Williamsburg Lodge renovation.
Condé Nast Traveler put the Williamsburg Inn on its “Gold List,” and Travel & Leisure included it in its “500 Greatest Hotels in the World.”

Golden Horseshoe as one of the best golf courses.

The Golden Horseshoe with its “Gold Medalist Award for 2003,” one of twenty-two presented in the nation. Golfweek listed the Golden Horseshoe as one of the best golf courses.

The Shoemaker’s Shop in Colonial Williamsburg re-creates the firm of George Wilson, who carried on the making of boots and shoes for gentlemen. Then, as today, the trade was divided up into branches, with some firms specializing in the making of shoes or women’s shoes for either wholesale or retail business.

THE YEAR 2003 meant growth, refinement, and focus for Colonial Williamsburg’s products division. Strong financial results were realized across retail, direct marketing, and licensing operations.

In a collaboration with the education division, the Prentis Store became the venue for the sale of historic products produced by the artisans of the Historic Trades program. A collection of marketing materials was developed that included portraits and biographies of craftspeople at each of the trades exhibition sites.

Retail store marketing strategies were targeted to the individual needs of each location. More in-store events and regional advertising enhanced store revenue. The Craft House at Merchants Square, a home furnishings business, and Greenhow Store, a Historic Area shop, celebrated twentieth anniversaries, and the Golden Horseshoe, one of our two championship golf courses, celebrated its fortieth anniversary. The complex planning phase of re-

Shoemaker

Products

THE 18TH-CENTURY VIRGINIAN had a wide variety of shoes, boots, slippers, and pumps to choose from. Every merchant, milliner and shoemaker’s shop operating in Williamsburg met the demand with stocks of “sale shoes,” or ready-mades, which were manufactured locally or imported from London. Refurbished second-hand shoes were also to be found, as the tariffs were lower for exporting used shoes out of England than brand new ones. Some Virginians, such as George Washington, preferred mail order and sent off to such popular London firms as Didsbury, Gresham, or Carpues, to have their footwear made to measure.

Women wore dainty silk or utilitarian wool shoes with cowhide soles and covered wooden heels, often concealing them inside protective over-shoes called “clogs.” Men strolled the dusty streets well shod in calfskin shoes with soles and low leather heels made of steer hide. Everyone wore buckles, as strings and ribbons were considered passé by the latter part of the 17th century.

Shoemaker

Shoemaker

Shoemaker

The annual report is on the Internet at www.colonialwilliamsburg.org/foundation/annualrpt03/index.cfm
Hurricane Isabel

ADVANCE PREPARATIONS by Colonial Williamsburg employees and an unwavering commitment to the guest experience played critical roles in minimizing the potentially catastrophic consequences of Hurricane Isabel and ensuring the comfort and safety of guests during and after the storm.

Well before Isabel slammed into Williamsburg on Thursday, September 18, Colonial Williamsburg’s landscape, facilities, and maintenance crews had developed and implemented a complete action plan. During the two days before the storm, in conjunction with hospitality, products, collections, and Historic Area staff, they secured the foundation against the hurricane’s fury, sealing buildings against rain and floodwater, closing shutters and interiors, and tying down signs and benches.

The day of and after the hurricane, hundreds of employees from every area of the foundation braved the elements and reported for duty. In many cases, the homes of those employees had been damaged, and some destroyed.

Their attention to Colonial Williamsburg’s need and Colonial Williamsburg’s guests was selfless. Within hours, downed trees were moved, buildings were opened, and roads were cleared.

Hundreds of Historic Area trees were toppled. Colonial Williamsburg’s Green Course Clubhouse was seriously damaged. There was lesser harm to the teahouse at Bassett Hall, a Wetherburn’s Tavern outbuilding, and a perimeter wall at the Governor’s Palace, and almost everyone in the region was without electricity.

Historic Area staff provided programs for guests in hotel venues during the two-day closure of the Historic Area. Dozens of hospitality staff worked around the clock for more than four days to provide comfortable rooms and hot meals to guests. Employees across the foundation pulled together to provide the best possible experiences for guests, and afterward efficiently worked to erase the evidence of the hurricane’s visit.

Management and Governance

THE COLONIAL WILLIAMSBURG Foundation benefited in 2003 from the participation of more than a score of distinguished men and women who served on the board of trustees and its committees, as well as on the board of directors and committees of the subsidiary Colonial Williamsburg Company. Their work on behalf of the foundation advanced the goals and mission of the institution and continued a more than seventy-five-year-old tradition of careful and thoughtful governance.

The Colonial Williamsburg community was saddened by the death of former colleague Charles Brown, chairman emeritus of the board of trustees, during the year. Brown became a trustee in 1979, the year he became chief executive officer of AT&T. He was elected chairman of the foundation’s board in 1985 and also chaired the Colonial Williamsburg Hotel Properties board of directors. Brown retired in 1991. He died November 12 in Richmond, Virginia, at the age of eighty-two.

Also marked in 2003 was the death of former foundation trustee David Brinkley. Brinkley, who had a long and distinguished career as one of the nation’s most respected television journalists, joined the board in 1966 and retired in 1990. He was a charter member of the Raleigh Tavern Society, Colonial Williamsburg’s leading special donor society. Brinkley was the society’s chairman from its inception in 1979 until he was succeeded in 2003 by co-chairs Jim Lehrer and Charles Brown. He died June 11 at his Houston, Texas, home at eighty-two.

Randall Tobias, chairman emeritus of Eli Lilly and Company, retired in 2003 from the foundation’s board after thirteen years of service. He chaired its development committee and the steering committee for the Campaign for Colonial Williamsburg. He also was a member of the board’s finance, nominating and governance, and executive committees. Tobias was appointed in July 2003 by President George Bush to be the nation’s Global AIDS Coordinator, with the rank of ambassador, reporting to Secretary of State Colin Powell.