

**May 17, 2019 Status Report, Provided by Hampton Convention & Visitor Bureau,
On behalf of the City of Hampton**

ARTICLE IV – RESPONSIBILITIES OF THE PARTIES

The City of Hampton has not utilized the funds of the NPS Community Partnership grant at this time because Hampton City Council must officially accept the grant and this process has been delayed. We expect the grant to be included on the June Hampton City Council agenda. In the meantime, we are proceeding with the programs outlined in this commitment and expect to utilize the funds as soon as Hampton Council appropriates them.

The City of Hampton has engaged the public through commemorative activities that include events, interpretive programs including exhibits, informational booklets of history and heritage sites, and tours utilizing multiple platforms to reach the broadest audiences.

Commemorative Events & Activities

1. Quilt Activity –

*Timeline - Meeting with community, clarifying roles, establishing timeline Sept 2018
Purchase materials October 2018
Public Engagement campaign November 2018
Binding quilting squares into large quilt December 2018– January 2019
Quilt completion February 2019
Public exhibition June 2019 and in August 2019*

This project involves the entire community and local artists creating a quilt that can be displayed throughout the community (new Fort Monroe Visitor & Educational Center, Hampton History Museum, Libraries, Schools, etc.

While we initially exhibited at a few events in an effort to engage the public in crafting small quilting squares, we decided that the result was not satisfactory. We then partnered with the 54-40 Quilting Guild of Hampton and issued a national quilting challenge through media release and messages to quilting guilds across the country. The ten-inch quilting squares are due to the Convention & Visitor Bureau by June 1. At that time the 54-40 Guild will assist the Hampton CVB and the Hampton University Museum in selecting the squares to include in the quilt, although our hope is to include every single one. We will use the grant to have the quilt made. We will then display it at the August 23-25 Commemorative Weekend at Fort Monroe.

- a. Coordinate with multiple local Quilt Guilds to create a quilt that serves as an expression of each organization's thoughts, reflections and stories that commemorate the 1619 landing of the Africans at Point Comfort.
This is in progress
- b. To ensure the community has involvement, near the performance area we will have a special tent at which people can come and create their own square for a

large quilt that will be made later. The squares made on the day of the event will be added to other squares made through local community groups and artists that participate to create squares.

We intend to display the 2019 Legacy Quilt during 2019 Commemorations August 23-25, 2019. Our hope is to receive so many quilting squares that we are able to make two quilts.

- c. After this event, quilters will sew the squares together to make one quilt which can be displayed for years to come.

Our intention is to present a legacy quilt, as well as other commemorative Hampton quilts in an exhibit that can be displayed at the Hampton University Museum or Hampton History Museum.

- d. Establish and publish schedule; publicize to media, general public

The challenge announcement was been released to the media and images of the squares that we have received to date have been shown on HamptonVA2019.com social media.

2. African American Heritage and Living History Tours –

Timeline – Research September 2018

Script Writing – October 2018

Identification of historians/storytellers - November 2018

Schedule & Promote Tours – January 2018

Tours Begin – February 2019

Tours Improved – February – May 2019

Hampton CVB and Hampton History Museum are working in partnership with the National Park Service to extend a heritage tour that the NPS has in development for Fort Monroe and expand on it to include other Hampton heritage sites, including Legacy Park, Emancipation Oak, Booker T. Washington Memorial, the Hampton University campus, Mary Peake gravesite and 123 Pembroke Avenue site of the Federation of Colored Women’s Clubs, Hampton History Museum, Tucker Cemetery and Aberdeen Gardens Historic Museum. The CVB is using its visitor shuttle for the tour. The tours will begin in June.

Tours focusing on the arc of slavery, beginning with the 1619 African arrival. Living interpreters will reveal history through narrative and song, based on scripts drafted in partnership with National Park Service, Fort Monroe Authority, Hampton History Museum and Hampton Convention & Visitor Bureau.

- a. Outline and draft historical narrative on which the tours will be based
- b. Identify historians and first-person historians to interpret history
- c. Establish and publish schedule; publicize to media, general public

3. Keynote Speaker during August 24 or August 25 Commemoration

Timeline – Research potential speakers and fees Aug 2018

Contractual Obligations and legal review October 2018

Publicity campaign Jan – Aug 2019

The City of Hampton is partnering with the 2019 Commemoration, the Fort Monroe Authority, and the National Park Service to plan the Saturday, August 24 keynote speaker and Fort Monroe Visitor Center dedication. The ceremony and keynote address will occur at 9 am. While it is hoped that President Obama will provide the address, we are still waiting to learn his status and availability. If President Obama is unable, an alternate speaker will be invited. Congressman John Lewis has been proposed. Once the speaker is confirmed, all partners will participate in a major announcement and the speaker will be promoted in all marketing materials. We are delaying the printing of materials until then.

- a. Identify and contract Keynote Speaker for Tucker Family Recognition or for Saturday August 24 commemorations
- b. Establish and publish schedule; publicize to media, general public

4. Heritage Day – April 2019

*Timeline – Identify stage performers, dance program, music August 2018
Plan heritage education demos, hands-on activities August 2018
Coordinate technical support, sound, lighting, security, restrooms,
and supplies February 2019
Promotions, publicity and advertising via social media Feb 2019
Event takes place April 2019*

Heritage Day takes place in Mill Point Park, 10 am – 6 pm this Saturday, May 18. All details of the plan have been executed.

One day festival that includes presentations and performances on a stage throughout the day, hands-on family activities, cultural displays and demonstrations, traditional dance and music, food, and heritage arts and crafts. We will commemorate the Native American, European and African cultures that came together to shape our community and the nation. This festival is a free educational opportunity at which we focus on providing opportunities to teach about each culture as well as explore healing through engagement and knowledge.

- a. The layered program will include presentations and performances that will take place on a stage throughout the day as well as other activities
- b. Hands-on family activities, cultural displays and demonstrations, traditional dance and music, food, heritage arts & crafts, a special evening performance of roots music
- c. Broaden the story, providing a deeper context of the early formation of Hampton and its legacy on our current lives.

Legacy Projects

2. Traveling Exhibit

*Timeline – Design begins August 2018
Materials fabricated August – October 2018*

Delivery of exhibits October 2018
Promotion to universities, libraries, attractions, October 2018 –
February 2019
Scheduling and transporting exhibits to travel locations - Ongoing

The traveling exhibits have been produced. With this grant and support from Hampton Convention & Visitor Bureau, we were able to fabricate three traveling exhibits: one substantial sturdy exhibit and two exhibits that involve six pull-up screen displays that impart the history of the first African landing in English-occupied North America at Point Comfort in 1619. The displays are available for two-week loan periods through the Hampton History Museum. Their availability is being promoted through the museum and demand for them has been strong.

A traveling exhibit including wall panels, limited cases with artifact reproductions and some artifacts, traveling crates for materials, interactive installations. Additionally a portable, less substantial exhibit will be fabricated for broader awareness and outreach.

- a. Coordination of content in partnership with National Park Service, Casemate Museum and Fort Monroe Authority, and notable historians
- b. Production and fabrication coordinated through Hampton History Museum through RFP procurement process
- c. Scheduling of traveling exhibit in Hampton, Virginia and Nation to educate the public about First African Arrival in English North America at Point Comfort

Education

1. Summer K-12 Educators Institute

Timeline – Pilot program occurred involving 23 K-12 educators, four scholarly experts, and four days of learning – July 2018
Compilation of materials for distribution to K-12 educators in Hampton and statewide – August 2018
Identify dates, location and experts for 2019 – September 2018
Promotion of program to Virginia educators Jan – June 2019
Execution of program July 2019

The pilot K-12 Institute was very successful. It was held July 23-26, 2018 and successfully educated 35 Hampton City Schools teachers on the history of the first African landing at Point Comfort. Four subject matter experts spoke during the program, each taking one day of the four to fully expand on their portion of the program. The program was received with enthusiasm from Hampton City Schools and each day was covered by the Daily Press.

We are in the process of planning, publicizing and accepting registrations for the 2019 K-12 Institute. The Institute will be held at Scripps Howard School of Journalism, which will allow the four-day program to be easily recorded. Our intention is to expand the

reach of this year's institute by accepting teachers from throughout the Hampton Roads region and making the program available for mass distribution to public television stations and school systems throughout Virginia and the nation.

- a. Identify scholars of African Diaspora
- b. Target an audience of teachers for grades 9-12 in Hampton Public Schools
- c. Apply a community-based pilot initiative in 2018; draw from educators nationally for the 2019 year
- d. Follow guidelines from the Landmarks of American History Workshops and the Summer Institutes for K-12 Teachers the National Endowment for Humanities
- e. Promote to local and statewide for public awareness

All of these steps were completed in 2018 and are being repeated in 2019.

3. Activity 5 – Virginia Indian Presence in the Colony Symposium

Timeline – Identify location, dates – October 2018

Confirm scholars, speakers and panelists Oct-Dec 2018

Publicize Jan – April 2019

- a. Host the Symposium of the **Virginia Indian Presence in the Colony in 2019** be held in 2019
- b. Dr. Ashley Atkins Spivey, Director of the Pamunkey Indian Tribal Resource Center has consented to serve on the Symposium.
- c. Three other scholars representing the indigenous peoples in the state have been contacted.
- d. Identify host venue
- e. Establish and publish schedule; publicize to media, general public

We had difficulty with this Symposium. While it was planned in accordance to the steps detailed above, the speakers engaged, and publicized, it had to be cancelled due to internal disagreements between the participating tribal representatives.

4. The Witness Project

Timeline – Identify Project Coordinator Sep 2018

Planning implementation and logistics Sep-Oct 2018

Identify equipment and materials Oct 2018

Student/educator travel, research, image reproduction Nov-Mar 19

Engage consultant to guide student projects – Jan – May 2019

Outdoor film showcase Jun-Aug 2019

Involves exploring historic events and then creating a narrative presentation about the events chosen. Utilizes video production and historical research.

- a. Designed to engage students ages 12-18 in an educational program around the Point Comfort narrative that builds real-world skills and also motivates and provides concrete proof to young adults that individuals can change the world
- b. Combines skill building and technical support from a variety of sources including teachers, artists in the community, historians, curators and collection managers
- c. Students learn about interpretation, analysis, history, research methods, writing, design, etc.
- d. Professionally-designed exhibit panels can be hung at the school to showcase the work
- e. The final component is a festival that would last for 1-2 days. A visual art and film festival by design, this event would explore, each year, oral history projects, independent film, and film as a medium to address social justice. Student films created during the year-round Witness Project would be shown and exhibits developed by the young curators will be displayed and presented throughout the event.

The Hampton History Museum had difficulty getting traction with this program in the '18-'19 academic year and now plans to roll out the program to students in September, 2019.

ARTICLE V – RESPONSIBILITIES OF THE PARTIES

A. Recipient Responsibilities:

1. The Recipient shall carry out the Statement of Work in accordance with the terms and conditions stated herein. The Recipient shall adhere to Federal, state, and local laws, regulations, and codes, as applicable.
 - a.) Embrace public participation in an array of City-planned commemorations such as an educational speaker series, multicultural cuisine, multiple genres of music performances including an evening concert with broad appeal, history and heritage interpretive tours, unifying ceremonies of reflection and interpretive exhibits that educate visitors and residents in 2019 and then become available as traveling exhibits for educating the general public about the details of this lesser-known aspect of American history

Following a launch event at Queen Street Worship Center on February 1, 2019, Hampton Convention & Visitor Bureau and the Hampton 2019 Commemorative Commission have produced a promotional video, produced an annual visitor guide with commemoration event calendar, produced a dedicated visitor guide for Hampton University Students, hosted a speaker series, a Unity Worship Service, and many special events that call attention to the year-long Commemoration. Heritage Tours, Traveling exhibits, community and organizational presentations have generated visitor, community and media interest in the commemoration.

Support promotion of the Fort Monroe Visitor Center and the special interpretive opportunities presented to visitors there. Historical and heritage tours will be especially important during 2019.

Cultural Tours and media press visits are being coordinated through partnership with the Hampton CVB, Fort Monroe Authority and the 2019 Commemoration.

- b.) The Hampton History Museum and Hampton Convention & Visitor Bureau will share the history of the First Arrival through museum exhibits, events, Fort Monroe and NPS brochure distribution at statewide welcome centers, printing and distribution of a dedicated informational booklet that spotlights all Hampton African-American heritage sites and their history, and a calendar of events that includes City 2019 commemorations as well as activities planned by community organizations that pay tribute to the First Africans' Arrival while drawing community participation. It will be especially important for the City of Hampton, Fort Monroe Authority and National Park Service to work in tandem to cross-promote activities, attractions, entertainment, dining and lodging in order to maximize the experiences of Hampton visitors and the economic impact of the 2019 commemoration.

This is ongoing; a dedicated calendar of commemorative events was produced in February, was reprinted in March and another update is in the works for release this month. A dedicated heritage tour booklet is in production. The CVB, 2019 Commemoration and Fort Monroe Authority are partnering to produce a commemorative program and an insert in the Daily Press newspaper.

- c.) Promote Education & Outreach efforts of the 2019 Commemorative Commission that will enhance the wider understanding of the 1619 African Arrival at Point Comfort through a series of initiatives that seek to educate and engage. Summer institutes for K-12 teachers will involve scholars of the transatlantic slave trade, the African Diaspora, and the lives of free and enslaved Africans in the Virginia colony, who will provide lectures and classroom exercises while guiding the teachers through the use of primary research resources and site-specific historical interpretation. Film screenings with scholarly public discussions and podcasts with guest speakers will further engage and inform the public. Presentations dedicated to 2019 including a Symposium of the Virginia Indian Presence in the Virginia Colony and Heritage Day at Hampton History Museum will use history as a lens to cultural art forms. Students collaboratively research and curate an exhibit about their school, neighborhood or community, learning about interpretation, analysis, history, research methods, writing, and design in The Witness Project.

This is ongoing. Education has been a substantial and essential component of our 2019 outreach.

- d.) Promote marketing 2019 commemorations to national, state and local audiences which will be critical to its success. Calling attention to the anniversary during

local, statewide and national events will serve to generate public awareness. Materials such as rack brochures and cards, information booklets, calendar of events, and “save the date” reminders will be produced and distributed through a variety of forums. HamptonVA2019.com and social media Facebook and Twitter engagement, as well as print, radio, billboard, metro station, and transit bus advertising will be utilized to promote commemorations and Fort Monroe as the site on which the First Arrival of Africans occurred. Budget permitting, Airport signage and light-pole banners will also be utilized. It will be key to engage members of the media in informing the traveling public of the First African Arrival, and the history of Fort Monroe and Hampton through showcasing the many Hampton sites that interpret Hampton’s remarkable 400-year story. Through aggressive media relations, Hampton Convention & Visitor Bureau will pitch, host and support travel journalists and social media influencers who will then share Hampton’s story with their readers

This is ongoing. The CVB co-sponsored the 2018 annual convention of the Association of African American Museums in August 2018 and the Region One Conference of the North American Travel Journalists in April 2019 as a means of marketing and publicity. The CVB has conducted numerous press tours, bringing journalists into Hampton to experience heritage sites and the 400-year arc of history. CVB media team members conducted media desk-side visits in New York and Washington DC to pitch this story to a variety of publications and media outlets.

The following materials and initiatives have further publicized the 2019 commemoration of the first African landing in English-occupied North America at Point Comfort:

- 2019 Visitor Guide with cover dedicated to the commemoration
- 2019 Hampton University Student Visitor Guide
- Commemorative Events brochure (three printings)
- 2019 Commemoration rack card distributed to Virginia welcome Centers
- 2019 Commemoration Bookmarks distributed at events and in Hampton libraries
- Series of print advertisements to run in event programs, magazines, travel publications and in USA Today and Washington Post.
- Community presentations and outreach
- 11-minute, 3-minute and two 30-second promotional videos that generate awareness and promote August 23-25, 2019 commemorations
- Radio advertising and scheduled interviews with regional radio stations
- Postcard mailing to Hampton residents
- Series of news releases about the commemorative events
- Among others and more in development.

