



Final Report for the
War of 1812 Commission Meeting
July 9, 2014

The Fort Monroe Authority (FMA) appreciated the opportunity to host the opening reception on June 19 as well as the Teachers' Symposium on June 20 at Fort Monroe. The Commission provided the necessary leadership and administrative support to make the event a huge success. The partnership with Hampton University provided the necessary administrative support to manage the attendee registration, provide affordable housing for participants, and host the public portion of the event on Saturday, June 21. The positive comments from attendees and participants at the event demonstrate that the Commission met their objective of educating teachers and the public about the War of 1812. The FMA met its objective of hosting an outstanding event as well as educating the public about the unique opportunities to learn of our country's history at Fort Monroe.

Pre-Concert Support:

- The logistical support provided by the 1812 Commission kept everyone on track and insured the appropriate state requirements for procurement and administration were followed.
- Support from the outside event planner, Ann Kirwin, created the opportunity for the FMA staff to provide a supporting role in this event while continuing to respond to their daily job requirements at Fort Monroe.

Opening Reception:

- Excellent opportunity for sponsors to interact with legislators and staff prior to the opening of the Symposium.
- Reception also provided incentive for sponsors to get value for their contributions to the Symposium.

Teachers Symposium:

- Lunch at the Chamberlin provided an opportunity for the FMA to show off some of the amazing assets at Fort Monroe.
- Walking tours of the Fortress and Casemate Museum provided an opportunity for the teachers to experience the property and interact with staff members knowledgeable of the War of 1812.

Dinner Reception:

- The food and setting were much more than a reception and we probably should have done a better job of describing the event to the attendees.
- Attendance to the reception was good but additional marketing of the event would have brought more attendees to the reception.
- Registration for the event should have included a specific designation for attendance to the dinner reception so we could have estimated food better.

Symphony Concert

- Attendance included approximately 1,000 people in addition to the teachers, sponsors, and legislators who attended.

Fund Raising:

- Efforts for fundraising were very difficult and less productive than anticipated
- The event was directed at a specific market, such as teachers, and the targeted philanthropic audience did not respond as anticipated.
- As donation efforts began to fail, the FMA directed efforts to reduce costs such as the entertainment budget. The direct costs of the symphony were reduced from an estimated \$20,000 to less than \$5,000.

In summary, the event was a positive experience for all that attended and it was an excellent opportunity for the Commonwealth of Virginia to use Fort Monroe as an appropriate educational setting.