

## Visitors take advantage of extended hours, ticket sales rise

Extended summer hours in the Historic Area are reaping rewards for visitors and Colonial Williamsburg alike. Our guests are taking advantage of the longer hours to participate in more programs in exhibition buildings and historic trades shops along the eastern portion of Duke of Gloucester Street. In addition, admission ticket sales are higher, and visitors are spending more on products in Historic Area stores.

During the first three weeks of July, ticket sales in the early and mid-afternoon

hours increased 2 to 2.5% compared to the last week of June. More people are buying Patriot and Royal Governor's Passes rather than the basic ticket. Door counts at exhibition buildings and trades shops increased as well.

The increased late-afternoon visitation in the Historic Area also is having a positive effect on product sales. Managers at the Golden Ball, Tarpley's Store and the Raleigh Tavern Bakery all report stronger July sales.



## Waite wins Environmental Action Award

Peg Waite has been named winner of this quarter's Environmental Action Award. The award is given to increase environmental awareness by individuals and groups within the Colonial Williamsburg Foundation.

Peg's nomination by William Gardiner was based on her long-standing interest in protecting the environment. This is evidenced by articles she included in the *InHouse* publication for tenants of Colonial Williamsburg residential properties, her coordination of our Earth Day Festival in April, and her part in arranging for Historic Area tenants to participate in a recycling program since the city's program is inappropriate for the Historic Area.

Peg chairs the Environmental Action Council awards committee. In an attempt to surprise her, Peg's fellow committee members held a secret meeting to discuss her nomination. When Peg called the official meeting of the award committee the other members told her she already had been selected.

Peg was awarded a coffee mug and a plaque at Tuesday's Environmental Action Council meeting. Winners' names appear

on two permanent EAC plaques, one at the Visitor Center and one at the Franklin Street Office.

If you know of a department, group or individual who:

- \* has instituted a successful recycling program,
- \* has found a way to reduce pollution,
- \* has found a way to use recycled products in their work,
- \* is reducing solid waste, or
- \* has a great new idea on how to improve the environment at Colonial Williamsburg,

here is your opportunity to highlight their efforts by nominating them for the EAC award. Or, if the shoe fits, you can nominate yourself or your own group's program.

A new award is given each quarter. Nominations for the next award will be accepted beginning August 19. A nomination poster will appear at that time with more information. Those who were recently nominated will be reconsidered next quarter. The new winner will be announced during the third week in September. If you have questions, contact Peg Waite at ext. 7353.

## Moving up, moving in



Steve Dreybus has been named senior internal auditor. Gwen Williams, director, Internal Audit department, said Steve's promotion is in recognition of the increased responsibilities he has assumed, as well as the excellent work he has done in his first year with the Foundation.

Steve joined the Internal Audit department on May 23, 1990 as a staff auditor. In the past year Steve has performed audits in Hotel Properties, Admissions, Facilities and Property Management, and Retail Stores.

Steve holds a Bachelor of Science Degree in accounting from Christopher Newport College and is a Certified Public Accountant.

## Changes in August performance schedule

Please note the following changes in the August performance schedule.

*The Irish Widow* performance scheduled for Saturday, August 17 has been canceled because the Lodge Auditorium is not available that evening.

The performance of *Musical Diversions* scheduled for the Capitol at 8 p.m., Tuesday, August 27 has been canceled. It has been replaced, at the **same time and date**, with a performance of *Governor's Evening Music* at the Palace.

## What's happening

- ✓ Nimble Thimbles, Mondays, 5:30-7 p.m., Woodlands Caucus Room.
- ✓ Fencing, Tuesdays, 5:45 p.m. in the PTB.
- ✓ Town Criers Toastmasters, 2nd and 4th Tuesdays, noon, PTB.

# United Way Pacesetter Campaign kicks off August 5

Employees of Colonial Williamsburg have always been friends of the United Way. Now, more than ever, the United Way needs our friendship!

The 1991 fund-raising campaign begins August 5. United Way captains will come to you soon after. Last year, Colonial Williamsburg employees gave more than \$100,000. This year, our goal is \$110,000.

This goal may sound challenging to you, but together, we can make it a reality.

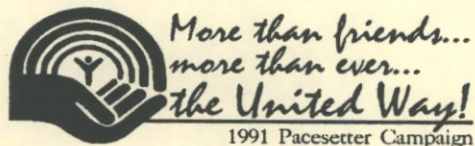
For added incentive, we will have prize drawings for people who give \$10 or more. Prizes include:

- Seven vacation days
- Kirk-Steiff pewter pitcher
- Pair of framed prints: Open and Closed Irises
- ABC linen assortment from Stevens Linens
- Aromatique fragrance basket
- Graves Mountain Lodge gift basket

- Rowena's sauces and jams gift set
- Goodwin Guild Weavers lap blanket and pillow
- Foreign Advisory pair of delft candlesticks
- Vaillencourt chalkware figurine
- Nancy Thomas folk art ark
- Impact pair of framed prints
- Wythe Candies gourmet basket
- One-hour Tazewell Club massage
- One-month membership at Tazewell Club
- Six-month theater passes for two to Williamsburg Theater
- Dinner for two at a colonial tavern
- Dinner for two at the Cascades
- Dinner for four at the Groaning Board
- Tickets for two to the plantation dinner at the Cascades.

If you give at least \$26, you will be eligible for the grand prize drawing for a weekend trip for two to Wintergreen.

**Be a friend...give the United Way!**



## Two architectural historians receive grants from National Endowment for the Humanities

The National Endowment for the Humanities has awarded two Colonial Williamsburg architectural historians research grants totaling \$231,000.

Edward A. Chappell received \$130,000 to complete a survey of early Virginia domestic and agricultural buildings. The work will take three years. NEH's division of research programs, reference materials/tools made the grant.

Vanessa Patrick has been awarded \$101,000 to study 18th-century Virginia building trades. Vanessa will examine the building process in the colony with specific attention to six of its towns. Funded by the NEH division of research programs/ interpretive research projects, the study should take two-and-a-half years.

"At a time when so much financial

news is bad, I am delighted that these historians have both secured handsome research grants from the NEH," said Cary Carson, vice-president of Colonial Williamsburg's research division.

Ed, director of architectural research since May 1980, administers and initiates research projects in historic architecture, landscape architecture and conservation.

A Virginian, Ed has a degree in history from the College of William and Mary, and a graduate degree in architectural history from the University of Virginia.

Vanessa, a member of the architectural research department since 1982, earned an undergraduate degree in medieval studies from Mount Holyoke College in South Hadley, Mass., and a master's in architectural history from the University of Virginia.

## 96% give Williamsburg 'good to excellent' rating

Direct-marketing of Williamsburg, Inc. (DMW) surveyed more than 300 visitors in the Greater Williamsburg Area between March 21 and April 11 of this year. The results show visitors had a good time and want to come back.

The surveys were conducted at Busch Gardens, Duke of Gloucester Street, Berkeley Commons, the Williamsburg Pottery, Colonial Williamsburg Visitor Center, Berkeley Plantation and Carter's Grove. The purpose of the survey was to provide *The Great Entertainer Magazine* with a demographic analysis of visitors for the spring 1991 season.

The average age of respondents was found to be 43.6. The majority (78.5%) of the people were married, and a slight majority (55.8%) traveled without children. Most visitors were middle-to-upper income: 41% of household incomes were between \$21,000 and \$50,000, and 52.9% were above \$50,000. The majority (85.4%) traveled by car or van. The average number of nights per visitor was 2.78.

Eighty-two per cent indicated that they planned to visit Colonial Williamsburg. Most planned to shop at the Williamsburg Pottery, Berkeley Commons and the Outlet Malls as well. Other attractions in the area included Busch Gardens, 20%; Jamestown, 31%; Yorktown, 21%; Plantations, 26%.

The majority (96%) of the people surveyed were satisfied with their Williamsburg experience. More than half, (52%) rated the visit as excellent, while 44% rated it as good. Most of the visitors hoped to come back within the next two years: 52% said yes and 34% said maybe.

DMW will conduct similar surveys during the summer and fall. Data will show how the types of visitors vary from season to season, helping the hospitality industry anticipate the needs of visitors at different times of the year.

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**The Extra** is published weekly by the Communications Department. Deadlines are 5 p.m. every Tuesday. Call Sally Riley, ext. 7968, for assistance. Send announcements via interoffice mail to *CW News Extra*, GBO. Or, FAX them to Sally Riley, ext. 7702.