

OpSail 2012 Virginia

June 6-12, 2012





The Bicentennial of the War of 1812

Background

On 2 December 2008, the Secretary of Defense released a memorandum to the Secretary of the Navy directing the Navy to "utilize the forthcoming War of 1812 Bicentennial as a lever to jumpstart interest in naval history and heritage." Establishment of the Navy History and Heritage Command (NHHC) based in Washington, D.C.

Three options were submitted for consideration with the CNO selecting option III - a series of large scale events in 2012 at historically significant sites, followed by smaller specific follow on events on the historically accurate bicentennial years.

In order to execute the Commemoration of the War of 1812, the US Navy invited Operation Sail, Inc. (OpSail), The International Council of Air Shows (ICAS) and 5 historic ports to host a series of bicentennial commemorations in Boston, Baltimore, New Orleans, New York, Norfolk/Hampton Roads/Va, (followed by Toronto, and the Great Lakes).

The program officially commences on 1 January 2012 and runs through 2015.

Each event will incorporate historic tall ships, warships, and aerial demonstrations, supported with events and programs unique to each port. First time teaming up of tall ships and warships for event of this nature.



Navy and OpSail, Inc. Goals

- Promote goodwill among nations
- Inspire patriotism
- Develop interest in American maritime history and heritage
- Create unique national educational opportunities for young and old
- Celebrate the way in which the medium of sail can help develop youth
- Further the understanding of the missions of the U.S. Navy
- Celebrates the contributions the U.S. Navy has made in the building of our country





The Virginia Commission on the Bicentennial of the War of 1812 was created to prepare for and commemorate the bicentennial anniversary of Virginia's Participation in the American War of 1812.

OpSail 2012 Virginia was endorsed January 6, 2010 by the Virginia Commission on the Bicentennial of the War of 1812 as a signature event for the Commonwealth.



Significance of OpSail 2012 Virginia to Hampton Roads and the Commonwealth of Virginia

- *Places Hampton Roads and Virginia in a position of high honor as one of five states selected by the United States Government in this national commemoration;
- *Creates an opportunity to advance the rich, historical relationship among the Region, State and Military Forces;
- *Creates a platform to support the initiatives of the Virginia Commission (War 1812);
- *Guarantees worldwide recognition for Virginia's Port, Tourism, and other Regional and Commonwealth priorities;



Significance of OpSail 2012 Virginia to Hampton Roads and the Commonwealth of Virginia

- * Guarantees Direct Economic Impact on the Region's and Virginia's participating communities via attendance/tourism at events;
- *Creates a strategic platform for Regional and Commonwealth Protocol, Diplomatic, Community and Economic Development events;
- *Guarantees strategic Marketing Opportunities for the Region and Commonwealth and for participating communities.



OpSail 2000 PERFORMANCE MEASURES

100% regional participation. Every city of Hampton Roads was represented with landside event(s), and the vast majority of the Hampton Roads cities featured a water and/or ship related activity (parade of sail viewing, water transport terminal, and/or ship berth location.) 14 Parade of Sailing viewing locations; 8 ship docking locations; 40 event sites; 5 event dates.

2 million attendance over 5 days, over all Hampton Roads affiliate events and Parade of Sail route.

\$21 million regional visitor and ship spending impact over 5 days



OpSail 2000 PERFORMANCE MEASURES



Staged a 30 mile Parade of Sail route that served Virginia Beach, Hampton, Portsmouth and Norfolk audiences.

Port of Hampton Roads hosted 50 sailing ships from the OpSail 2000 Fleet: 20 Class A; 30 Class B/C; 5 Military Craft.

Comparable to the New York OpSail 2000 fleet in size and scale. Hampton Roads exceeded all ports in public accessibility to ships. Hampton Roads hosted over 200 US and foreign dignitaries, government and military leaders.

OpSail 2000 PERFORMANCE MEASURES

The regional OpSail 2000 Hampton Roads transportation plan moved over 155,000 passengers; 95,469 by ground transportation; 59,618 by water transit. First year of the combined HRT service.

Over \$5 million in cash and in kind service contributions raised over 4 year period regionally and state.

Credentialed over 500 members of the local, regional and national press for OpSail 2000 Hampton Roads events. Unprecedented coverage for any event in Hampton Roads. 273,730,541 media impressions recorded to date- over \$5,000,000 advertising value equivalent (national and international coverage).



OpSail 2000 PERFORMANCE MEASURES

OpSail 2000 involved over 2,000 regional volunteers;

32 Hampton Roads schools (40 teachers) and 7 Hampton Roads regional attractions participated in the OpSail 2000 Education and Teacher Symposium series;

220 elementary students participated in Magic 2000-OpSail 2000 project;

46 regional groups (33 schools, 3 universities, and 10 community/civic groups) adopted 26 different ships;

25 regional OpSail 2000 arts grants recipients;

More than \$75,000 raised by over 20 regional non profit groups through OpSail 2000 fundraising projects



OpSail 2000 PERFORMANCE MEASURES

Hampton, Portsmouth and Norfolk waterfront hotels reported 90-100% occupancy through OpSail 2000; Chesapeake reported 13% increase over same weekend in 1999.

First Landing State Park, Virginia Beach reported 34% increase in attendance over 1999 (same period—77% increase in day use revenue, 6.5% increase in overnight revenue.)

Chesapeake OpSail 2000 organizers have established the name "Great Bridge Harbor" for the site at the locks where OpSail 2000 events occurred.

Portsmouth OpSail 2000 organizers welcomed 5,000 visitors to Craney Island for a first ever public event.

Hampton OpSail 2000 organizers reported "greater than anticipated" results from the first time Blackbeard Pirate Festival.

Goals and Objectives

OpSail 2012 Virginia Planned Initiatives

To establish *OpSail 2012 Virginia* as the “WOW” Signature Event for the Commonwealth of Virginia’s Bicentennial of the War of 1812;

To position *OpSail 2012 Virginia* as a key participant in the national OpSail2012 project with the other national ports;

To position *OpSail 2012 Virginia* as the “platform event” for cities and communities throughout the region and Commonwealth for participation using *OpSail 2000* as a model for organization and engagement;



Goals and Objectives

OpSail 2012 Virginia Planned Initiatives

To create significant, meaningful and measurable economic and social impact for the Commonwealth and participating communities through the following initiatives:

- A) Virginia Tourism Initiatives
- B) Historical Initiatives
- C) Educational Initiatives
- D) Economic Development Initiatives
- E) International Military Relations Initiatives
- F) International Government Relations Initiatives
- G) Virginia Port Initiatives
- H) Maritime Trades Initiatives
- I) Cultural Initiatives
- J) Government Engagement
- K) Community and Civic Engagement
- L) Corporate Engagement
- M) Commemorative Events and Activities





***Invitation to the Hampton Roads
Community to Participate in
OpSail 2012 Virginia***