



AMERICA'S 250 MARITIME CELEBRATIONS

APRIL – AUGUST 2026

October 21, 2021



Virginia Highlights



- ✓ More than 2M visitors over 10 days; 30% out of state;
- ✓ More than 20 countries involved;
- ✓ Hosted dozens of government, military, business leaders;
- ✓ 100% Regional Cooperation from Hampton Roads, Peninsula, Upper Peninsula and up through Chesapeake Bay region;
- ✓ Total Economic Impact more than \$150M;
- ✓ Total Budget \$10M, cash and in-kind;
- ✓ Extensive education programs for K-Higher Ed;
- ✓ 500 members of local, regional, national press- Unprecedented 273,730,541 media impressions, \$5M advertising value;
- ✓ Largest fleet of tall and military ships among 6 ports;
- ✓ 14 Parade of Sail viewing locations;
- ✓ 8 ship docking locations;
- ✓ 40 event sites;
- ✓ 10 event dates;
- ✓ Maximized all forms of land and water transportation.

Opportunities



- Tourism- Domestic and International
- Regional/State/East Coast Marketing Collaborations
- Government Relations – US & International
- Military Engagement and Relations US & International
- Port of Virginia
- Economic Development- local, state level
- Education K – Higher Education
- Historical
- Community Engagement
- Small Business Opportunities
- Media/Press Hosting

↓ NORFOLK ↓ VIRGINIA BEACH ↓ PORTSMOUTH ↓ CHESAPEAKE ↓ HAMPTON ↓ YORKTOWN ↓ VIRGINIA EASTERN SHORE ↓



OpSail 2012TM

virginia

JUNE 1-12, 2012

A world-class sea, land and air spectacle!

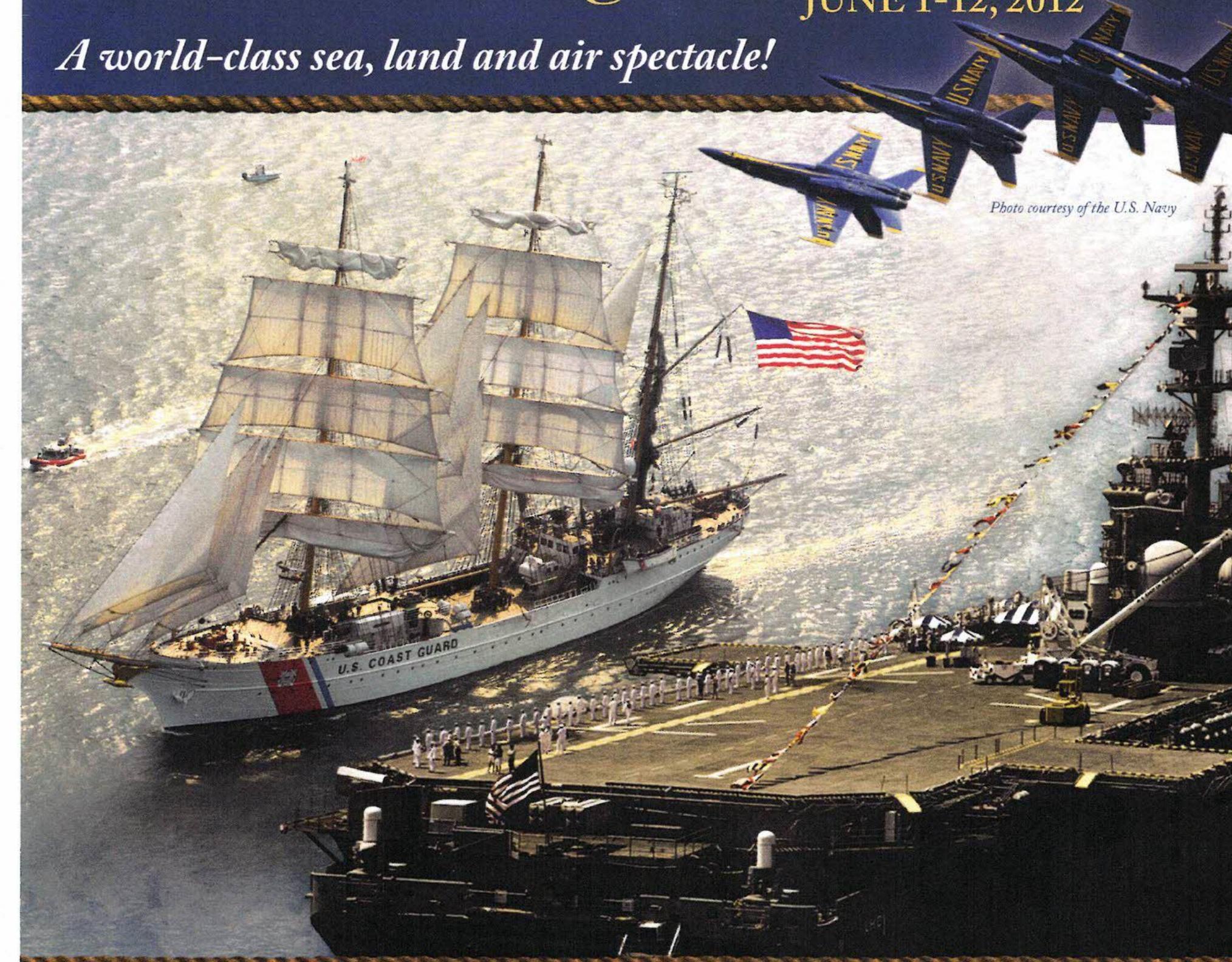


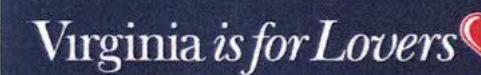
Photo courtesy of the U.S. Navy

GRAND PINNACLE AWARD SUBMISSION 2012

Presented by
Norfolk Festevents, Ltd. | Norfolk, VA | www.festevents.org

PREPARED ON JULY 12, 2012

Virginia is for Lovers

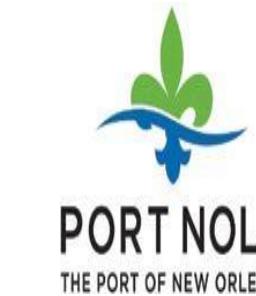


NORFOLK
Life. Celebrated Daily.

FesteventsSM



2012-2015
"Our Flag Was Still There"



Independence
Seaport Museum



NOTIONAL CITIES



ORGANIZATION

Coordination by
Norfolk Festevents

Executive Director

I

Regional/State/Federal

Executive Council

I

Regional Work Groups

- **Community Engagement**
- **Marketing/Tourism**
- **Education**
- **Cultural Events**
- **Maritime/Port Ops**
- **Port Initiatives**
- **Economic Development**
- **Business Development**
- **Military Relations**
- **International Relations**
- **Government Relations**
- **Security**
- **Transportation**





HAMPTON ROADS PLANNING DISTRICT COMMISSION
RESOLUTION 2010-02

A RESOLUTION OF THE HAMPTON ROADS PLANNING DISTRICT COMMISSION TO
ENDORSE AND SUPPORT OPERATION SAIL 2012

WHEREAS, Operation Sail (OpSail) 2012 is a national military and maritime project sponsored by the U.S. Department of Defense to commemorate the Bicentennial of the War of 1812 and the *Star-Spangled Banner*; and

WHEREAS, OpSail 2012 Virginia has been endorsed by the Virginia Commission on the Bicentennial of the War of 1812 as a signature event for the Commonwealth; and

WHEREAS, the City of Norfolk, Virginia was selected to be one of five official ports of call to participate in the Bicentennial Commemoration; and

WHEREAS, the sixteen cities and counties of Hampton Roads embrace this historic world-class event and support the joint efforts of the planning and execution of OpSail 2012; and

WHEREAS, Hampton Roads recognizes the importance and potential great benefit to the region and state of this rare opportunity.

NOW, THEREFORE, BE IT RESOLVED that the Hampton Roads Planning District Commission does hereby pledge support of OpSail 2012 and encourages all citizens of the region to join in the international camaraderie that it will foster.

APPROVED and ADOPTED by the Hampton Roads Planning District Commission at its meeting on the twenty-first day of July 2010.



Bruce C. Goodson
Chairman
Hampton Roads
Planning District Commission



Dwight L. Farmer
Executive Director/Secretary
Hampton Roads
Planning District Commission



THANK YOU



Independence
Seaport Museum

