



The Colonial Williamsburg Foundation

What They Are Saying:

Statements of Support from Influential Members of the CW Community

Rockefeller Family Members –

Catharine Broderick, Steven C. Rockefeller, John D. Rockefeller IV

“Through the years, Colonial Williamsburg has had to adapt – its very survival depends on this. Would our grandfather and great-grandfather John D. Rockefeller, Jr. (JDR, Jr.) have endorsed the current change? Yes. Because his primary goal was that Colonial Williamsburg would continue to tell the story of our Nation’s founding for generations to come.”

“We respect the dedication, courage and wisdom of the current leadership for its willingness to address the financial crisis confronting the Foundation today. It is essential that action is taken to ensure a sustainable pathway forward, thereby allowing Colonial Williamsburg to preserve, and even enhance, its core educational mission.”

Taylor Reveley, President, The College of William & Mary

“Colonial Williamsburg is a national treasure, and it is William & Mary’s cherished neighbor and partner. It is essential that the Colonial Williamsburg Foundation find a financially sustainable path forward. Those of us at the university wish CW great success and hope the plan laid out today will enable the Foundation to preserve Colonial Williamsburg’s core mission for generations to come.”

Karen Riordan, President & CEO of the Greater Williamsburg Chamber & Tourism Alliance

“By making smart, responsible choices each day, Colonial Williamsburg will remain a world-class destination, offering guests a great educational experience and a great hospitality experience.”

Thomas K. Norment, Jr. - Virginia State Senator

“Now that a balanced, carefully crafted approach has been presented to address the Foundation’s current financial situation, it is essential for our community to understand it, and ultimately to support it.”

“The reason Colonial Williamsburg leadership and the Board developed this comprehensive plan, the reason they’re not just staying the course and doing slight variations of what traditionally has been done, is to prevent having to do this again in the future. The plan to stabilize the Foundation’s finances will get us out of the cycle of layoffs, giving us and our mission the bright future we all want – and that our country so desperately needs – from Colonial Williamsburg.”

“There is no denying this is a challenging situation. Because there are no easy answers and time is not on our side, difficult choices must be made. The Foundation’s leadership and Board have presented a detailed, comprehensive plan – and an opportunity – to return Colonial Williamsburg to stable financial health.”

John Boardman – Local 25 Union Leader

“Given the significant financial challenges facing Colonial Williamsburg, hard decisions are necessary—there just are no easy answers. Mitchell Reiss and his team have laid out a vision, and, more importantly, a detailed plan for their path forward. They have taken great care to treat the loyal and dedicated employees who make Colonial Williamsburg special with respect and dignity while helping ensure a brighter future.”

Don Pratt -- President of Merchants Square Association, Owner - Aromas

“Losing \$148,000 each day is staggering and must be addressed. Colonial Williamsburg must take these proposed steps to get its financial house in order and do what is necessary to preserve and sustain our nation's most important historic site. Failure to do so would be devastating to the nation and to our beloved city. Under Mitchell Reiss’ and the Board’s leadership, it’s exciting to see that CW has a serious plan that will solve both near and long term financial challenges while reinforcing its core mission. They recognized that small steps won’t work and that they’d just keep managing from crisis to crisis.”

Bobby Braxton, former Williamsburg city council member

“While change is never easy and will, in some cases, be painful -- the loss of this national treasure would be far more devastating to the people who work at Colonial Williamsburg, to our community, and to the country that desperately needs to hear the stories they tell and the lessons they teach. The cost of not taking action is much greater than working to restructure and re-focus efforts.”