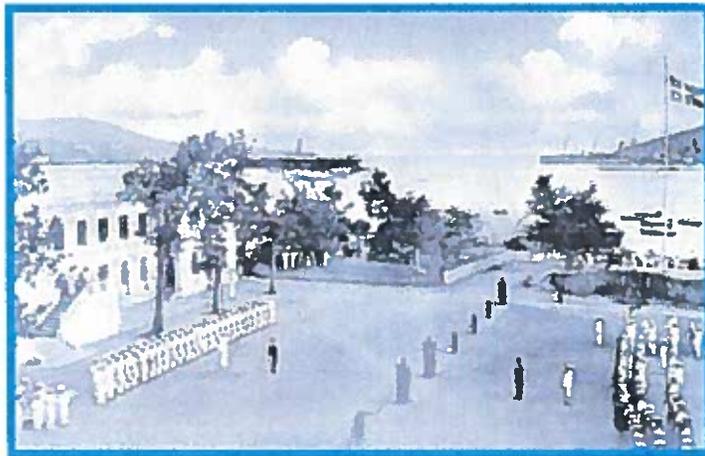


Committee on Finance

31st Legislature of the Virgin Islands
Earle B. Ottley Legislative Hall
Capitol Building
St. Thomas



Presentation by

Pamela C. Richards
Chairman

2017

Testimony of Pamela C. Richards
Chairman
Virgin Islands Transfer Centennial Commission
Committee on Finance
August 15, 2016

GOOD AFTERNOON, HONORABLE SENATOR CLIFFORD F. GRAHAM, CHAIRMAN OF THE SENATE COMMITTEE ON FINANCE, OTHER ESTEEMED COMMITTEE MEMBERS, NON-COMMITTEE SENATORS OF THE 31ST LEGISLATURE OF THE VIRGIN ISLANDS, MEMBERS OF THE VIEWING AND LISTENING PUBLIC, LADIES AND GENTLEMEN.

I AM PAMELA C. RICHARDS, CHAIRMAN OF THE VIRGIN ISLANDS TRANSFER CENTENNIAL COMMISSION AND I AM ACCOMPANIED TODAY BY FELLOW COMMISSION MEMBERS (LIST) AND OUR EXECUTIVE DIRECTOR, KEVIN N. JACKSON.

THE CENTENNIAL COMMISSION WAS ESTABLISHED FOR THE PURPOSE OF "FORMULATING PLANS AND MAKING PREPARATIONS TO COMMEMORATE AND CELEBRATE IN THE YEAR 2017 THE 100TH ANNIVERSARY OF THE TRANSFER OF THE VIRGIN ISLANDS FROM DENMARK TO THE UNITED STATES OF AMERICA." WE ARE HERE TODAY TO REQUEST FUNDING FOR THIS MILESTONE EVENT IN VIRGIN ISLANDS HISTORY. THE COMMISSION IS FULLY COMMITTED ON ENSURING THAT WE CAPITALIZE ON THIS UNIQUE MILESTONE IN VIRGIN ISLANDS HISTORY. IT IS OUR INTENTION TO MAKE OUR TRANSFER CENTENNIAL MEANINGFUL AND MEMORABLE THROUGH COLLABORATING WITH OUR PUBLIC AND PRIVATE SECTORS TO CREATE AND DEVELOP EVENTS AND PROJECTS THAT WILL INSPIRE ALL VIRGIN ISLANDERS TO APPRECIATE OUR TERRITORY'S RICH PAST, ASSESS AND IMPROVE UPON OUR PRESENT AND CREATE A VIBRANT AND SUSTAINABLE FUTURE ... WE WILL NEED SUFFICIENT FUNDING TO CARRY OUT OUR MANDATE.

LEGISLATION CREATED A RECEPTACLE FOR ANY FUNDING THIS BODY APPROPRIATES FOR THIS COMMISSION; ACT NO. 7157 CREATED THE CENTENNIAL SPECIAL FUND WITHIN THE TREASURY OF THE VIRGIN ISLANDS. THE FUND IS

ADMINISTERED BY THE COMMISSIONER OF THE DEPARTMENT OF FINANCE AND
MANAGED BY THE COMMISSIONER OF TOURISM.

IN CREATING SIGNATURE PROJECTS AND EVENTS FOR THIS TERRITORY-
WIDE, MULTI-YEAR OBSERVATION, IT IS OUR GOAL TO DEVELOP AND SUPPORT
EVENTS AND ACTIVITIES THAT PROMOTE INCLUSIVENESS, EMPOWERMENT, A
SENSE OF PRIDE, STEWARDSHIP AND A LEGACY FOR ALL VIRGIN ISLANDERS. WE
SEEK TO CAPITALIZE AND HIGHLIGHT THE STRENGTH, PRIDE AND DIVERSITY OF
THE PEOPLE OF THE U.S. VIRGIN ISLANDS.

WE FULLY RECOGNIZE OUR CENTENNIAL PLANNING COMES IN THE MIDST
OF EXTRAORDINARY TIMES. OUR ISLANDS AND OUR PEOPLE FACE ENORMOUS
CHALLENGES ... AND OPPORTUNITIES. ALTHOUGH WE MAY NOT HAVE ABUNDANT
FUNDS TO PLAN AND OBSERVE OUR TRANSFER CENTENNIAL WE DO HAVE MORE
THAN SUFFICIENT COMMUNITY PRIDE, ENERGY AND RESOURCEFULNESS TO PAY
TRIBUTE TO OUR TERRITORY IN A MEANINGFUL WAY.

WE HAVE MADE PARTNERED WITH MANY OF THE MULTITUDE AND
VARIETY OF FESTIVALS AND EVENTS THAT MAKE A SIGNIFICANT IMPACT ON
VIRGIN ISLANDERS AS WELL AS THE TOURISM INDUSTRY OF OUR COMMUNITIES
AND ISLANDS.

AS WE PREPARE FOR OUR TRANSFER CENTENNIAL MILESTONE, WE'VE
DEVELOPED A CALENDAR OF ACTIVITIES, PROJECTS AND EVENTS THAT
COMMEMORATE OUR DIVERSE NATURE AND ENCOURAGE ECONOMIC GROWTH
AND DEVELOPMENT. EVENTS RANGE FROM MAJOR CELEBRATIONS TO
EXHIBITIONS AND FESTIVALS FEATURING ARTS, DANCES AND FOODS TO PARADES
AND HISTORICAL EVENTS TO MAJOR MULTI-CULTURAL CELEBRATIONS TO
PROFESSIONAL AND SPORTING EVENTS TO PLAYS, CONCERTS AND ALL FORMS OF
PERFORMING ARTS. WE ACTIVELY SEEK AND ADVERTISE THAT NEWLY CREATED
OR EXISTING EVENTS ARE ELIGIBLE TO APPLY FOR AND BECOME OFFICIALLY
SANCTIONED EVENTS. SOME OF THESE PARTNERS WILL NEED FINANCIAL AND
MARKETING SUPPORT.

AT THE BEGINNING OF THE YEAR, WE HIRED AN EXECUTIVE DIRECTOR;
OUR ORIGINAL INTENT WAS TO COMPLEMENT THAT POSITION WITH SUPPORT

STAFF IN THE CORRESPONDING DISTRICT, HOWEVER, ANTICIPATED FUNDING NEVER MATERIALIZED. NEVERTHELESS, IT WAS IT OBVIOUS ALMOST IMMEDIATELY, THAT WE NEED MORE SUPPORT STAFF SIMPLY TO HANDLE THE DAILY INQUIRIES THAT COME FROM AROUND THE WORLD, TO MANAGE OUR COMMUNICATIONS WITH THE PUBLIC AND COORDINATE THE EVENTS THAT WE ANCITIPATE. FOR THIS REASON, WE SEEK FUNDING FOR THREE ADMINISTRATIVE ASSISTANT POSITIONS (ONE ON EACH ISLAND).

AS DEDICATED AS SOME OF OUR MEMBERS ARE, WE CANNOT CREATE, ORGANIZE AND MANAGE EVENTS WITHOUT ASSISTANCE. THE MOST EFFICIENT WAY FORWARD IS TO PARTNER WITH PROFESSIONAL ENTITIES TO MANAGE AND COORDINATE MANY OF THESE ACTIVITIES ON A FULL-TIME BASIS. YOU WILL NOTE FROM THE ATTACHED BUDGET, WE REQUIRE FUNDING FOR MARKETING, PROFESSIONAL FEES AND SERVICES, EXPENSES RELATED TO EVENT PRODUCTION AND PUBLICATIONS AND THE MANAGEMENT OF OUR BUSINESS OFFICE(S).

WE PROPOSE THAT THE REQUESTED FUNDING OF \$275,000 SUBMITTED IN THIS YEAR'S BUDGET BE INCREASED BY \$1.4 MILLION. WE BELIEVE THAT AN APPROPRIATION OF \$1.6 MILLION WOULD BE SUFFICIENT, PARTICULARLY WHEN COUPLED WITH FUNDING THAT WE ARE SEEKING FROM PRIVATE SECTOR PARTNERS, OUR ALLOTMENT FROM THE SALE OF THE NEW OFFICIAL LICENSE PLATE OF THE TERRITORY, WHICH FEATURES A CENTENNIAL MOTIF AND OUR CONTINUED SALE OF BRANDED COLLATERAL ITEMS, AND SUPPORTED BY ONGOING ASSISTANCE FROM THE DEPARTMENT OF TOURISM AND OUR GRANT FROM THE DEPARTMENT OF INTERIOR.

WE INVITE YOU TO LEARN MORE ABOUT OUR CENTENNIAL EVENTS AT OUR SOON-TO-BE-LAUNCHED WEBSITE AT WWW.VITRANSFERCENTENNIAL.ORG OR OUR FACEBOOK PAGE AT UNITED STATES VIRGIN ISLANDS CENTENNIAL 2017.

WE APPRECIATE AND ENCOURAGE YOUR SUPPORT AND ASSISTANCE IN CARRYING OUT OUR MANDATE AND WE THANK YOU FOR YOUR CONSIDERATION. MY COLLEAGUES AND I ARE PREPARED TO ADDRESS ANY QUESTIONS THAT YOU MAY HAVE. THANK YOU FOR YOUR ATTENTION.

Virgin Islands Transfer Centennial Commission

Members

Pamela C. Richards, *Chairman*

Gerville Larsen, *Vice Chair*

Patricia Frorup

Patrice Harley

Lois Hassell-Habtes

Myron D. Jackson

Sonia Jacobs Dow

Hans Lawaetz

Clement Magras

Shawn-Michael Malone

Colette Conroy Monroe

Shelley Moorhead

Robert O'Connor

Eugene Petersen

Marlene Petersen-Boschulte

Sammuel Sanes

Charles W. Turnbull

Kevin N. Jackson

Executive Director

Government Officials

Virgin Islands:

Governor Kenneth E. Mapp

Commissioner Beverly Nicholson Doty

United States:

Superintendent Joel Tutein

COMMITTEES

BUDGET & DEVELOPMENT (FUNDRAISING/SPONSORSHIP)

HISTORY & HERITAGE / PUBLICATIONS (COLLECTIBLE MERCHANDISE)

KICK-OFF / CLOSING CEREMONIES

PROGRAM (EVENT CELEBRATIONS & PARTNERSHIPS)

PUBLIC RELATIONS

THEMED TRIMESTERS

SEPTEMBER-DECEMBER 2015
VIRGIN ISLANDS PRE-COLUMBIAN PERIOD

JANUARY-APRIL 2016
INDIGENOUS VIRGIN ISLAND INHABITANTS

MAY THRU AUGUST 2016
COLUMBUS AND EARLY EUROPEAN ARRIVAL

SEPTEMBER-DECEMBER 2016
DANISH COLONIALISM AND THE TRANS-ATLANTIC SLAVE TRADE

JANUARY-APRIL 2017
EVENTS LEADING UP TO TRANSFER DAY

APRIL-AUGUST 2017
THE VIRGIN ISLANDS UNDER AMERICAN RULE

SEPTEMBER-DECEMBER 2017
A LOOK TOWARDS THE FUTURE: CONTINUED PROGRESS TOWARDS EQUAL
CITIZENSHIP OR SELF DETERMINATION

METRICS FOR FACEBOOK PAGE

United States Virgin Islands Centennial 2017
Week of July 24 - July 31

Metric	Last Week	Previous Week	Trend
Page Visits	220	184	19.6%
Weekly Total Reach	17.1K	8.55K	99.8%
People Engaged	1.92K	638	200.2
Total Page Likes	5.2K	5.12K	1.5K

SAMPLING OF PROJECTS & EVENTS

IN SEARCH OF IDENTITY



IN SEARCH OF IDENTITY
Architectural Exhibition by the Chamber



BYFO
 Association of Architects in Denmark

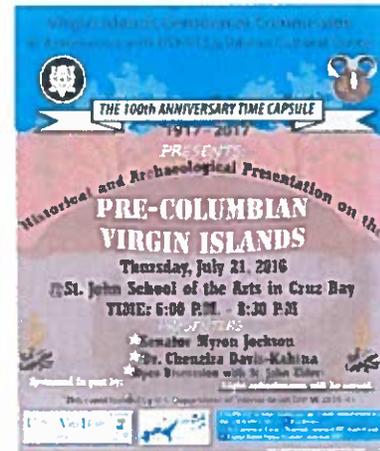
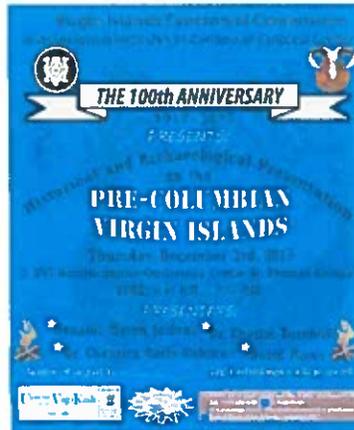
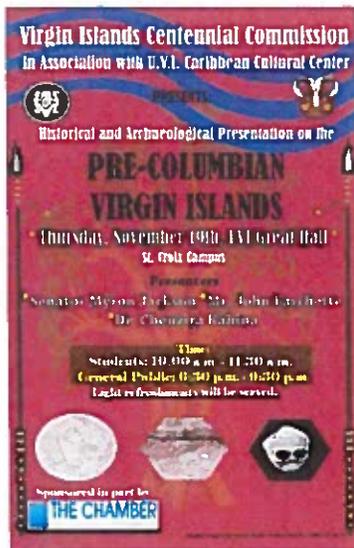


The Royal Danish Academy of Fine Arts
 School of Architecture, Urban and Landscape



AARHUS SCHOOL OF ARCHITECTURE

CENTENNIAL LECTURE SERIES



VI Transfer Centennial Budget

EXPENSES

Employee Salaries		\$240,000.00
ED	\$90,000.00	
Adm Asst I	\$50,000.00	
Adm Asst II	\$50,000.00	
Adm Asst III	\$50,000.00	
Fringe benefits & payroll taxes		\$103,200.00
ED	\$38,700.00	
Adm Asst I	\$21,500.00	
Adm Asst II	\$21,500.00	
Adm Asst III	\$21,500.00	
Advertising/Promotion/Web site		\$129,000.00
Radio	\$10,000.00	
Newspaper	\$5,000.00	
Periodicals	\$10,000.00	
Posters/Fliers	\$6,000.00	
Festivals	\$25,000.00	
Social Media	\$20,000.00	
Television	\$20,000.00	
Telephone	\$3,000.00	
Web site	\$15,000.00	
Disc/Video	\$15,000.00	
Professional fees and services		\$180,000.00
PR	\$50,000.00	
Program Committee	\$30,000.00	
Fundraising Committee	\$25,000.00	
Publications / Collectibles	\$25,000.00	
Kick Off / Closing	\$25,000.00	
History & Heritage	\$25,000.00	
2017 Transfer Day Events		\$191,000.00
<i>Dignitary Accommodations</i>	<i>\$75,000.00</i>	
Awards	\$6,000.00	
Gala Balls	\$50,000.00	
Parades	\$30,000.00	
Welcome Receptions	\$30,000.00	
Program Committee Events		\$130,000.00
Exhibits	\$30,000.00	
Lectures	\$25,000.00	
Festivals	\$75,000.00	
Publications		\$437,500.00

Collectibles	\$50,000.00	
Publications	\$200,000.00	
<i>Commemorative Booklet</i>	<i>\$187,500.00</i>	
Communication/IT/Telephone	\$1,200.00	\$220,200.00
Fundraising		
fees	\$20,000.00	
Hotel Accommodations	\$15,000.00	
Official Ceremonies	\$41,000.00	
Postage & delivery	\$5,000.00	
Sub-grants to partner orgs	\$100,000.00	
Supplies	\$8,000.00	
Travel/Entertainment/Meetings	\$30,000.00	
Miscellaneous	\$0.00	
Total Expenses	\$1,630,900.00	\$1,630,900.00

CALENDAR 2017 (TENTATIVE)

Centennial Art Exhibit – Territorial

February 1 – April 5, 2017

Centennial Concert Kick-Off

January 28, 2017	St. John
February 18, 2017	St. Croix
March 18, 2017	St. Thomas

Centennial Cultural Expo

February 25, 2017	St. Thomas
March 03, 2017	St. John
March 11, 2017	St. John

Government House Centennial Recognition Reception

March 27, 2017	St. Thomas
March 28, 2017	St. John
March 29, 2017	St. Croix

Centennial Parade – Territorial

March 30, 2017

Centennial Gala Ball (fee based)

March 31, 2017	St. Thomas – Marriott Frenchman's Reef
April 01, 2017	St. Croix – Renaissance Carambola Beach Resort and Spa
April 02, 2017	St. John - Westin

Transfer Day Symposium

May 12, 2017	St. Thomas
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Centennial Roundtable Summit: Where We Are Going from Here?

June 09, 2017	St. Croix
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Centennial - Arts & Crafts Fair

June 17, 2017	St. Thomas
July 01, 2017	St. John
July 03, 2017	St. Croix

Centennial Storytelling & Folklore

September 02, 2017	St. Thomas
October 07, 2017	St. Croix
November 04, 2017	St. John



Virgin Islands Transfer Centennial Commission
315 Prince Street
St. Croix, VI 00840