



Fort Monroe Foundation Report for the
Fort Monroe Board of Trustees Meeting
Patrick Henry Building
February 16, 2017

The next meeting of the Fort Monroe Foundation (FMF) is scheduled for March 2, 2017 at 1:00pm at Fort Monroe. At this meeting, the FMF will discuss the budget for 2017 and the activities that are planned throughout the coming year. The FMF remains extremely active in terms of assisting with programs and special events at Fort Monroe, while also evaluating the role of the FMF and its future mission at Fort Monroe. The addition of the new Board Members has created an air of excitement and enthusiasm for the potential of the FMF.

The FMF completed several successful holiday programs this past December, as over a thousand people were entertained by three concerts, a tree lighting ceremony in Cannon Park, cookies and punch in the YMCA, and holiday lights on display every evening along Ingalls Road. Through the efforts of the FMF, the wonderment of the holiday season came to life on this property, lending to its natural charm and creating a setting for us to tell the history of this historic site.

Finances

The FMF financials through December 31, 2016 are attached. The FMF cash balance at the close of business on February 7, 2017 was \$102,190.00.

Fort Monroe Visitor Center

The FMF continues to take the responsibility for raising the funds for the exhibits in the Fort Monroe Visitor Center. In addition to the \$200,000 pledge by the Dominion Foundation, the FMF is quietly meeting with other potential donors to provide them information on the Visitor Center and discuss opportunities for their involvement. In recent weeks, the FMA staff and the architects have participated in design development meetings as well as hosted a capacity crowd at the Library to view the initial architectural studies for the building. As these plans develop, and expenses come more into focus, the FMF will use these early drawings to solicit additional support for the exhibits that will go into the building.

Consultant's Report

As reported previously, the FMF hired the services of Stumpf and Associates from Williamsburg, Virginia to provide an in-depth evaluation of the back office operation of the FMF and identify alternatives for increasing the capacity of the operation. The consultant is making remarkable progress in this critical phase of the process and she remains enthusiastic about the potential for the FMF. As the report begins to enter the final phase, the focus will include an action plan for implementing strategies necessary to create a platform for sustained growth. The report will be presented to the FMF Board of Directors at their March meeting.

Annual Giving Campaign

The FMF participated in the 2016 #GivingTuesday fundraising event. This was our most successful year as a participant in the campaign and demonstrates that as we grow our donor list and inform people of our progress at Fort Monroe, the potential for growth in donor giving is achievable. The FMF will also participate in the spring GiveLocal757 campaign. As these two campaigns supplement our other fundraising programs we will be looking to the consultant's report for a "next step strategy" for the implementation of a formal FMF Annual Giving or Membership Program.

Spring Fundraiser

The Executive Director is in the early stages of planning for the Annual Spring FMF Reception. In the coming weeks, the date will be set and invitations will be forwarded to our donor list. This annual event is our most significant and successful annual campaign and remains the primary source of revenue for funding the public events and programs at Fort Monroe.

Pre-Event Reception for WHRO

The Fort Monroe Authority is hosting a WHRO program at the Fort Monroe Theater titled "Race: Let's talk about it!" In an effort to support the program and show our appreciation to WHRO for the effort to produce this program, the FMF and WHRO are co-sponsoring a pre-event reception at the Executive Director's residence for WHRO Board members and participants in the event. The NPS and others will also be invited to the event. The reception and the program are scheduled for February 21.

NPS, Casemate Museum, and the Hampton School Teachers Reception

The FMF will be hosting a reception on March 9 in honor of the Hampton School Teachers that participated in the fourth grade programs last December at the Fort Monroe Casemate Museum. The reception at the home of the Executive Director will provide a meaningful opportunity to say thank you to the teachers, as well as discuss strategies for how to improve the opportunity for the students. All involved are hoping that similar student field trips to Fort Monroe will become an annual event that can be expanded to include additional school systems.

Fourth at the Fort

Fort Monroe is once again the site of a regional fireworks display on July 4th. This year we are partnering with NASA in commemoration of their Centennial year of operation in Hampton. The FMF, FMA, and City of Hampton are partnering on the event to provide the resources for the management and logistics associated with this activity. This year, the fireworks display has been moved from the top of the fortress to a barge in Mill Creek. Virginia Youth Sailing is providing substantial support for the barge that will be used to launch the fireworks. Although this is a new location and a very different type of fireworks display for this year, enthusiasm is extremely high for the potential this event has for Fort Monroe and the City of Hampton.