



Fort Monroe Foundation Report for the  
Fort Monroe Board of Trustees Meeting  
Bay Breeze Conference Center  
October 16, 2014

The Fort Monroe Foundation held its second meeting of the year on October 03, 2014. The Executive Director discussed a successful summer of fundraising events including receptions at the Fort Monroe Authority House for Music by the Bay sponsors, accepting donations for Foundation "Tee" shirts at the Thursday evening concerts, and selling ads in the Virginia Symphony Orchestra program. Additional cash donations were also received at the Fort Monroe Authority staff table during the concerts.

**FMF Finances:**

The Foundation cash balance at the close of business on September 30, 2014 was \$64,039.79. The Foundation financials through August 31, 2014 are attached.

The Foundation continues to provide support to the Fort Monroe Authority by providing grants to offset expenses associated with public programs. For example, the Foundation recently provided the funds to pay for the expenses associated with the new Girl Scouts exhibit at the Casemate Museum. In order to offset the costs, the Foundation received a sponsorship from Top Guard Security that covered the expenses associated with the exhibit as well as the invitation only reception prior to the opening of the exhibit.

The Foundation also provided the food and drinks for the volunteer picnic. Volunteers have provided over 860 hours to the Casemate Museum and other responsibilities at the Fort this past year. Approximately 60 people came to the volunteer recognition picnic hosted by both the Fort Monroe Authority and the National Park Service.

**The Waterfront Park Project and 7 Mile Trail:**

The Fort Monroe Authority has selected the design team for the Waterfront Park and negotiated a fee of approximately \$100,000. The Foundation has secured two pledges of \$50,000 and the design team will soon meet with the Fort Monroe Authority staff to begin the design process. The conceptual design will be completed in 2015 and will include a public design charrette as well as public presentations to the Fort Monroe Authority Board of Trustees.

This Waterfront Park design will include a conceptual plan for the entire waterfront owned by the Commonwealth of Virginia. The conceptual plan will be supplemented by more detailed drawings of individual park spaces in the Waterfront Park. These spaces will include sites such

as Continental Park, the Kayak Launch area, and Outlook Beach. Additionally, the Waterfront Park concept plan will be further supplemented with perspective drawings to better illustrate what the spaces will look like from the ground level and approximate cost estimates will be provided so that the Foundation can begin to market projects to philanthropic organizations interested in improving Fort Monroe. The ultimate goal is that the park would be an opportunity for people to invest in portions of the site as small as a brick paver to larger donations that would include naming rights to specific areas.

As part of the Waterfront Park conceptual design, the Fort Monroe Authority is also securing the services of a sign consultant who specializes in signage for campus settings such as Fort Monroe. Fort Monroe is challenged by internal signage to direct people to our historic sites, our individual buildings, as well as displaying property regulations. This service will be invaluable to both the Waterfront Park as well as the entire Fort Monroe campus. Once the contract is negotiated, the Foundation will assume responsibility for finding sponsors or grants to pay for this additional portion of the design project.

### **Special Ticketed Events at Fort Monroe:**

**Ghost Tours:** The Fort Monroe Authority staff is preparing the Ghost Tours program for October 24<sup>th</sup> and 25<sup>th</sup>. Tickets for the tours go on sale Monday, October 6, 2014. The Foundation obtained a naming rights sponsor for the event to cover the expenses for the evening. The tours are titled "Where History meets Mystery" and the staff at Fort Monroe is looking forward to expounding upon this successful event from last year. Proceeds from the ticket sales will go to the Fort Monroe Authority.

**Holiday Events and Homes Tours:** Additionally, the Fort Monroe Authority staff continues to plan for the traditional tree lighting and holiday concert at Fort Monroe while also planning for a holiday home tour. Four homes have been selected for the tour and both the Chamberlin and the Casemate Museum will participate. Staff is also reaching out to the two churches on the property to invite their participation. The Fort Monroe Foundation will identify a sponsor for this activity and once again provide the resources for much of the equipment and programming associated with this event.

### **Music by the Bay Sponsors:**

**Sponsors Receptions:** The primary source of revenue for the Fort Monroe Foundation continues to be the ability to offer receptions at the Fort Monroe Authority House for Music by the Bay sponsors. This year, 11 receptions were held at the Fort Monroe Authority House for 10 sponsors who contributed \$2,500 or more. Additionally, the Fort Monroe Authority House was recently rented for a private wedding reception in exchange for a small donation to the Foundation.

**2015 Sponsorships:** In preparation for 2015, the Foundation is preparing a save the date card for the April Music by the Bay kick-off reception for sponsors. The Foundation realizes that many organizations are designating their sponsorship dollars at the end of this year and the Foundation needs to be part of the planning process.

**Fort Monroe Administrative Activities:**

**Development Consultant:** The Foundation has hired Lisa Marston of RMG and Associates to assist the Foundation with improving their on-line profiles, designing an annual giving campaign, improving the Foundation website, and evaluating the effectiveness of the Altru software. The effects of her involvement are already apparent as we improve our internet appearance on various donation websites as well as work with the Howell Creative Group on improvements to the website. The annual campaign is under design now and we are preparing to participate in a "Day of Giving" campaign on December 2<sup>nd</sup>.

**Next Meeting:**

The Fort Monroe Foundation's next quarterly meeting is scheduled for November 6, 2014.