

EXECUTIVE DIRECTOR REPORT FORT MONROE AUTHORITY



BILL ARMBRUSTER
NOVEMBER 18, 2010

Topics



- **FMA POLICY GUIDANCE**
- **TIME LINE**
- **MEETINGS**
- **CONFERENCES & VISITS**
- **MEDIA COVERAGE**
- **STAFF ACTIONS**

FMA POLICY GUIDANCE



TIME LINE - GUIDING PRINCIPLES



- **PRESERVE THE HISTORIC ASSETS**
 - KEEP THEM VITAL
 - GUARANTEED BY PROGRAMMATIC AGREEMENT, DESIGN STANDARDS AND RESIDENT HISTORIC PRESERVATION OFFICER
- **OPEN IT UP TO THE PUBLIC**
 - ESTABLISH LARGE-SCALE OPEN SPACE PARK
 - CREATE & PROMOTE NATIONAL TOURISM DESTINATION SITE - PLANNING UNDERWAY
 - SEEK PARTNERSHIP AS UNIT OF NATIONAL PARK SERVICE
- **SEEK ECONOMIC SUSTAINABILITY**
 - STATE \$16.6M INVESTMENT IN START UP
 - BREAK EVEN BY 2022 WITH A 19% RETURN OVER 15 YEARS
- **ALLOW NEW DEVELOPMENT WITHIN STRICT LIMITS**
 - MAXIMIZE PRIVATE SECTOR PARTNER INVESTMENT
 - CREATE JOBS

TIME LINE - PATH TO TAKEOVER

SEPTEMBER 2011



- **NOVEMBER 2010**
 - HIRE MARKETING FIRM & DIRECTOR
- **DECEMBER 2010**
 - OLD POINT COMFORT FOUNDATION FORMALLY CONSTITUTED
- **DECEMBER 2010**
 - COMMONWEALTH & ARMY MOU (PA REQUIRED) CONSTITUTED

TIME LINE 2011



- **JANUARY**

- **COMPLETE NEGOTIATIONS WITH ARMY ON ECONOMIC DEVELOPMENT CONVEYANCE**

- **FEBRUARY**

- **FMA TAKES MANAGEMENT & BEGINS MARKETING OF SECOND INCREMENT FAMILY HOUSING, AVAILABLE VACANT OFFICE & RETAIL SPACES**
- **SERVICE PROVIDER SELECTIONS BEGIN**

- **MARCH**

- **ENVIRONMENTAL IMPACT REVIEW COMPLETE**
- **PRIVATE ORGANIZATIONS REMAINING AT FORT MONROE**
- **FINALIZE FORMAL AGREEMENT WITH FMA**
- **CASEMATE MUSEUM ARMY & FMA MOA SIGNED**

TIME LINE 2011



- **MARCH 2011(CONTINUE)**

- HRSD ADMINISTRATIVE ORDERS DETERMINATION FOR FORT MONROE
- COORDINATION WITH CC AND VERIZON TO DETERMINE SERVICE REQUIREMENTS

- **APRIL 2011**

- FEDERAL CARETAKER WORKFORCE ESTABLISHES ON-POST PRESENCE
- POST FINAL DESIGN STANDARDS TO WEBSITE ON THE 27TH

- **MAY 2011**

- 24TH – CONTRABAND DECISION COMMEMORATION
- 19TH - FMA BOARD MEETING
- 8TH - ARMY PUBLIC CONCERT (EARTH, WIND AND FIRE)

TIME LINE 2011



- **JUNE 2011**

- INITIAL INCREMENT OF MWR FACILITIES CLOSE OR TRANSFER TO FMA
- 24TH – BOARD MEETING (TENTATIVE)

- **JULY 2011**

- 4TH – ARMY FOURTH AT THE FORT (SUMMER CONCERT SEASON CONCLUDES)
- BAY BREEZE COMMUNITY CLUB OPERATIONS TRANSFER TO FMA

- **AUGUST 2011**

- 1ST: FINAL INCREMENT OF ARMY FAMILY HOUSING TRANSFERS TO FMA
- MWR FACILITIES (MARINA RESTAURANT, FITNESS CENTER, AUTO CRAFT SHOP) CLOSE OR TRANSFER TO FMA

- **SEPTEMBER 2011**

- 15TH ARMY CLOSING CEREMONY/TRANSITION TO FMA
- CITY OF HAMPTON OP AND MAINTENANCE MUNICIPAL SVCS

MEETINGS



- City of Hampton October 15th November 3rd, 16th
- Legislative Staff /City of Hampton October 15th
- Park Service Task Force - October 20th
- Fort Monroe Private Organizations – November 4th
- Norfolk District USACE/CW – November 4th
- Virginia Tourism Corporation- November 4th

CONFERENCES AND VISITS



- **Visits**
 - Army BRAC Team October 20
- **Conferences**
 - Preservation Virginia September 20-22
 - National Preservation Institute September 28-29
 - VML Conference October 3-5
 - ULI Conference October 12-15
 - Army Retiree Appreciation Day October 14
 - Colonial Dames –November 13
 - Virginia Governors Housing Conference –November 16-18

MEDIA COVERAGE



- **12 ARTICLES IN THE MEDIA MARKETPLACE IN SEPTEMBER**
 - **TWO FRONT PAGE, ABOVE THE FOLD**
- **THE ASSOCIATED PRESS STORY GENERATED 15 ADDITIONAL STORIES**
 - **A TOTAL OF 27 PLACEMENTS.**

STAFF ACTIONS



- **NEW STAFF POSITIONS**
 - MARKETING DIRECTOR – SELECTION PROCESS UNDERWAY
 - MARKETING SERVICES FIRM – SELECTION PROCESS UNDERWAY

- **DIRECTOR OF PUBLIC PROGRAMS**
 - DEPARTURE NOVEMBER 30TH