



Fort Monroe Foundation Report for the  
Fort Monroe Board of Trustees Meeting  
Bay Breeze Conference Center  
December 18, 2014

The Fort Monroe Foundation has been engaged in a series of exciting activities at Fort Monroe this fall. After the conclusion of a successful summer concert series the FMF provided financial assistance to the FMA to support Ghost Tours at the Fort, a special exhibit in the Casemate Museum for the Girl Scouts, the Holiday Concert at Fort Monroe, and the Mistletoe Home Tours. Finally, the FMF participated in the National Day of Giving Campaign on December 2, 2014 and received financial support from internet donations as well as personal checks.

**FMF Finances:**

The FM Foundation cash balance at the close of business on October 31, 2014 was \$64,610.00. The FMF financials through October 31, 2014 are attached.

The FMF continues to provide support to the FMA by providing grants to offset expenses associated with public programs. Specifically, this fall the FMF received a \$2,500 sponsorship from Weymouth Funeral Home for the Fort Monroe Ghost Walks. To assist the FMA with December holiday activities the FMF received a \$3,000 sponsorship from the Maloney Foundation for the holiday concert and tree lighting ceremony. Additionally, the FMF received a \$5,000 sponsorship from WM Jordan for the Mistletoe Home Tours at Fort Monroe.

**December 2nd National Day of Giving:**

With the assistance of an outside consultant, as well as the dogged determination of the staff to establish an internet donations program, the Foundation joined other organizations to promote the National Day of Giving Campaign on December 2, 2014. Through the generous support of our friends and over 65% of the FMA Team, the FMF received over \$7,600.00 in donations. As a benefit to the donors, the FMF hosted a reception at the FMA house for approximately 30 donors after the Holly Days concert and tree lighting.

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

The Foundation received \$50,000 from the Peninsula Community Foundation for the conceptual design for the Waterfront Park at Fort Monroe. This financial commitment fits perfectly with the mission of the Peninsula Community Foundation to fund projects that benefit the community by improving the quality of life on the Peninsula. The Towne Bank Foundation has pledged a matching contribution of \$50,000 and the check is expected before year end.

The landscape architecture firm of WPL Site Design has been selected to be the prime architect on the conceptual park design. The conceptual plan will encompass the entire waterfront property owned by the FMA and 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 Mill Creek 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 philanthropists interested in improving Fort Monroe. The ultimate goal is that the Park would be an opportunity for people to invest in portions of the Park as small as a brick paver to larger donations that would include naming rights to specific areas.

The FMA continues to research the addition of a campus wide sign design consultant to supplement the Waterfront Park design team. The Foundation is seeking sponsorships and donations for the sign design consultant. The consultant will be responsible for designing a sign program to direct people to our historic sites, individual buildings, and displaying property regulations. The FMA already sees the need for these services and it is appropriate to incorporate it into the Waterfront Park design scope of work.

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

**Ghost Walks:** The FMA staff produced the Fort Monroe Ghost Walks program entitled "Where History Meets Mystery." Over 500 tickets were sold to the two day event and over \$7,000 was generated for the FMA. All proceeds from the event went to support the FMA and all expenses for the production were covered through the generous sponsorship of Weymouth Funeral Home. The FMA staff considered the event a tremendous success and is looking forward to expounding upon this event next year.

**Holiday Events and Homes Tours:** Four homes have been selected for the tour and both the Chamberlin and the Casemate Museum will participate. Additionally, the YMCA building and the Lighthouse will be open for partial viewing. Special Events staff has also secured the services of a food vendor and local performers to entertain attendees as well as provide ambiance for the event. As a result of the financial sponsorship provided by WM Jordan, all proceeds from this event will go to support the FMA.

#### **Holly Days Holiday Concert and Tree Lighting:**

Through the generous support of the Maloney Foundation, the Foundation was able to provide financial support to the FMA for the purchase of holiday lights and decorations for the Fort Monroe property. Approximately 350 people enjoyed the Holly Days holiday concert in the Post Theater and many of those visitors also participated in the tree lighting ceremony in Cannon Park. The lights on Ingalls Road and the Bandstand are nightly reminders that this annual donation allows the Fort Monroe to be decorated for the holidays.

**Music by the Bay Sponsors:**

**April 2015 Sponsors Receptions:** The primary source of revenue for the Fort Monroe Foundation continues to be the ability to offer receptions at the FMA house for Foundation sponsors. The FMA house is prepared to participate in this programmed activity and the date of the annual donor's reception will be announced in early 2015.

**Fort Monroe Administrative Activities:**

**Development Consultant:** Lisa Marston of RMG and Associates has provided significant assistance to the Foundation with improving on-line profiles, making recommendations for our Foundation website, and providing direction for the #GivingTuesday campaign. As we conclude her contract, we will be receiving direction and guidance on the implementation of an Annual Campaign and evaluations on the effectiveness of the Altru Software. The benefits of her involvement will be felt at the Foundation for years to come and we hope to find additional revenue to continue her involvement in specific programs at Fort Monroe.

**Next Meeting:**

The Fort Monroe Foundation will hold its next quarterly meeting on March 5, 2015.