



Fort Monroe Foundation Report for the
Fort Monroe Board of Trustees Meeting
Bay Breeze Conference Center
August 21, 2014

The Fort Monroe Foundation continues to have an active summer season by hosting Sponsor's Receptions at the FMA House and producing exciting special events such as the Fourth at the Fort Fireworks Celebration. The weekly summer concerts are in full swing and the planning for the end of the season Virginia Symphony Orchestra Concert at Continental Park is complete. Hundreds of people enjoy the weekly military band concerts in Continental Park and we are planning for 3,000 people to attend the symphony concert. The Foundation continues to enjoy financial support from our corporations and citizens who see the value of supporting special events at Fort Monroe. We will continue to find ways to recognize these supporters and grow the base of supporters into an annual campaign.

FMF Finances

The Foundation cash balance at the close of business on July 31, 2014 was \$84,417.86. The FM Foundation financials through June 30, 2014 are attached. Some of the expenses for the year have already been paid, such as 100% of the fireworks contract for the Fourth of July Celebration.

The Foundation has enjoyed finding new ways of seeking donations from visitors to Fort Monroe by presenting donors who donate \$25 dollars with a Fort Monroe Foundation "Tee" shirt. Additionally, the Foundation has included a cash "DONATION" jar at Special Events and the public has responded with on-site donations. The community also continues to support the Freedom Flags Over Freedom's Fortress with \$300 donations to pay for a flag over the Fort as a flag was recently presented to a husband by his wife as a birthday present. The Foundation continues to work with the Casemate Museum Foundation to develop a path forward for the two organizations to raise money and manage the Casemate Museum.

The Waterfront Park Project and 7 Mile Trail

The FMA and the Foundation are in the final stages of negotiations with a local design team to prepare a conceptual park design for the Waterfront Park at Fort Monroe. This Waterfront Park Design will include a conceptual plan for the entire waterfront owned by the FMA. 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 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 Foundation is actively meeting with both public and private foundations for the purpose of requesting grants to pay for the design of the Waterfront Park. An announcement that the Waterfront Park design is fully funded is expected soon.

Fourth at the Fort

Fort Monroe was proud to celebrate Independence Day with its second annual Fourth at the Fort Celebration. Although fireworks are a tradition at Fort Monroe, this year marked the first time the fireworks were launched from the top of the ramparts facing Outlook Beach. The unusual launch site took advantage of the unique features of the ramparts and presented a close proximity fireworks display from a perch above the crowds that created significant viewing areas. The property was open all day with a focus on evening activities with food vendors, special activity booths, and a concert by the United States Navy Fleet Forces Wind Ensemble. The Vice Mayor of Hampton and the Lt. Governor of Virginia both addressed the audience. The fireworks were paid for by the Foundation and the Executive Director hosted an evening reception at the FMA House on Fenwick Road for the Music by the Bay Summer Concert Series Sponsors.

Music by the Bay Concerts

The Thursday night concerts have generated crowds that average 400 to 500 people except for the D-Day concert and the 1812 Symphony Concert that generated close to 1,000 attendees. The Moat Monsters continue to sell hot-dogs and the FMF is offering "Tee" shirts with the Foundation logo for donations in excess of \$25.

Sponsors Receptions

The FMA House has hosted 7 Sponsors Receptions this summer with two more remaining. These receptions are a benefit to the corporate sponsors and introduce hundreds of guests to the success of the mission at Fort Monroe.

Special Ticketed Events at Fort Monroe

Ghost Tours: The FMA staff is preparing the Ghost Tours program for late October that will be used to benefit the Foundation. The title for the activity will be where “History meets Mystery” and the staff at Fort Monroe is looking forward to expounding upon this successful event from last year.

Holiday Events and Homes Tours: Additionally the FMA staff continues to plan for the traditional tree lighting and holiday concert at Fort Monroe while also considering a holiday home tour. Planning continues for this event as the staff determines the possibility for using this activity to generate revenue for the Foundation.

Fort Monroe Foundation Projects

Living Shoreline Project: The Fort Monroe Authority and the Foundation did not receive the Living Shoreline Grant from the Federal Fish and Wildlife Agency. Although we are all disappointed in the outcome, many valuable lessons were learned about the grant writing process and future grants are being identified for applications in the future.

Casemate Museum Project: The historic structures report continues for the Casemate Museum facility. The result of this report will become the future basis for fundraising activities associated with preserving the fortress.

Fort Monroe Administrative Activities

Assistant Development Director: As reported at the last meeting, the research by the Foundation Executive Director has determined that the future success of the Foundation is dependent upon a position dedicated solely to the development of the Foundation. This person would be responsible for management of the data base, fundraising letters, follow up calls, and other fundraising activities. They would need to have a level of expertise in managing the Foundation’s Altru software program or some similar software application.

Altru Software Update: The FMA staff is now using the system for some aspects of the work associated with the Foundation. Additional training is needed to make the system fully operational.

Annual Membership Program: Planning is underway to evaluate a January 1, 2015 start date to an annual membership program for the Foundation.

Next Meeting

The Fort Monroe Foundation will hold its next quarterly meeting on Thursday September 4, 2014.