



Fort Monroe Foundation Report for the
Fort Monroe Board of Trustees Meeting
Bay Breeze Conference Center
February 20, 2014

The next meeting of the Fort Monroe Foundation will be held on March 6, 2014 at Old Quarters #1. The Executive Director will provide a list of activities proposed for the 2014 calendar year and discuss possible projects for the FMF to consider. The Executive Director will also discuss the possibility of new members to the Board.

Third Annual Sponsorship Reception: The FMF Executive Director will host an evening reception in the spring to announce the upcoming Music by the Bay Concert series including the return of the Virginia Symphony to Fort Monroe on the Friday night of Labor Day weekend. The Executive Director will also present several significant events under development at Fort Monroe, including a special military concert to commemorate the anniversary of the Normandy Invasion and Military Appreciation Day on the Fourth of July. Previously this reception has served as the kick-off event for securing sponsorships for the FMF for the upcoming calendar year.

Music by the Bay Concert Series: The Fort Monroe Foundation will use the military concerts held in Continental Park as an opportunity to recognize Foundation sponsors who contributed \$2,000 or more to the Fort Monroe Foundation. In appreciation of these donations, the FMF will offer to hold a catered reception at the FMA House for 25 to 40 people.

July 4th Military Appreciation Day and Fireworks: The FMA and the FMF intend to partner again this year for the creation of a full day of activities at Fort Monroe. The day will focus on special recognition of our military families and we will look for opportunities to provide special incentives for the military families that participate in the activities. Last year an estimated crowd of over 30,000 people came to Fort Monroe to enjoy the activities and watch the return of fireworks at Old Point Comfort. The Foundation will host a sponsor's reception at the FMA House.

Mill Creek Living Shoreline and 7 Mile Trail Project: In addition to the \$70,000 in grants already received or pledged for the Mill Creek Kayak Launch, the FMA and the FMF continue to work on the development of a 7 mile trail around the Fort Monroe property. Additionally, the FMA and the FMF, in conjunction with Kimley-Horne, recently applied for a \$5,000,000 Living Shoreline Grant to restore the natural shoreline along Mill Creek on Stillwell Road.

Altru Software Update: The FMA staff is using the software to record group reservations for facility rentals at Fort Monroe and track donations to the Foundation. The next step for the program is to begin to track ticket sales as well as memberships to the Fort Monroe Foundation.

Electronic Donations to the Foundation: The Foundation can now receive electronic donations. Staff attends events sponsored by the FMF in order to accept donations electronically as they are offered.

Casemate Museum: The Foundation Executive Director continues to work with the Casemate Museum staff to evaluate and promote opportunities for expanding exhibits at the museum.

Ghost Tours inside the Fort: The Foundation is planning to continue to build upon the success of this event from last year and hopes to generate revenue through ticket sales. Last year's inaugural event entertained approximately 160 residents.

Holly Days at Fort Monroe: The Foundation expects to build upon the success of the past three holiday seasons at Fort Monroe and expand this year's activities to include Historic Holiday Home Tours. These events are successful in other communities and expect to generate revenue for the Foundation.

FMF Board Membership: Board attendance and participation is down and the Foundation was not able to obtain a quorum in calendar year 2013. The Foundation Executive Director is looking to makes changes during calendar year 2014 to correct this issue.

Foundation Finances: As of Thursday, February 13, 2014, the Foundation reports a cash on hand balance of \$96,215.00.

Proposed Budget: The Foundation Executive Director prepared a budget for the fiscal year that began on July 1, 2013. The budget projects revenue from sponsorships and donations to exceed \$146,000 and project expenses to approach \$137,000.

As previously reported, the Foundation requires an expansion of the fund raising activity from purely sponsorship sales to include annual membership opportunities, solicitations for grants, and eventually donations towards an endowment campaign. As the Foundation moves toward expanded fund raising opportunities, it continues to plan an event in June to kick-off the annual Foundation Membership Program.

As the Fort Monroe property comes into the ownership of the Commonwealth of Virginia, the ability to provide some certainty to public programs, annual events, and potential naming rights for projects, creates more opportunities for Foundation donations.