



Fort Monroe Foundation Report for the
Fort Monroe Board of Trustees Meeting
Bay Breeze Conference Center
June 19, 2014

The Fort Monroe Foundation held the Third Annual Sponsor's Reception on April 24 at the FMA House on Fenwick Road. At this reception, past, present, and future donors to the Fort Monroe Foundation were treated to an enjoyable evening on the Bay with live music provided by the Hampton Roads Philharmonic Orchestra. At this event, the FMF presented the lineup for this year's Music by the Bay Concert Summer Concert Series. Highlights for this year's activities include a D-Day Commemoration Concert on June 6th in Continental Park, the second annual "Fourth at the Fort" Fourth of July Celebration at Fort Monroe with a fireworks display launched from on top of the ramparts, and the annual Virginia Symphony Concert on Friday night of Labor Day weekend. Participation in these concert activities is expected to approach 40,000 attendees.

Attendance and enthusiasm for the events at Fort Monroe was exciting and almost \$35,000 was pledged to the Foundation at the event. As recognition for these sponsorships, the FMF Executive Director will be hosting private corporate receptions at the FMA House throughout the year.

FMF Finances

The Foundation cash balance close of business 6/11/2014 is \$86,033.72 and the Foundation financials through March 30, 2014 are attached. Some of the expenses for the year have already been paid, such as 50% of the fireworks contract for the Fourth of July Celebration.

At the last Foundation meeting the Board voted to change the fiscal year from a July to June time frame to a calendar year. This change will allow donations to be more closely aligned with the events that the FM Foundation hosts at Fort Monroe and should allow planning and budgeting to be easier to explain and understand. In order to accommodate this change the Foundation will end this current budget on June 30, 2014 and then prepare a 6 month budget for July 1 to December 31, 2014. The following budget will be a full budget for the 2015 calendar year beginning on January 1 and ending on December 31, 2015.

The Waterfront Park Project and 7 Mile Trail

The FMA, in partnership with the FMF, has accepted the challenge to employ a landscape architecture, engineering, and architecture firm to plan and program the 7 Mile Trail project that was a product of the Master Plan. The selection team has narrowed the final RFP responders down to four firms and interviews are expected in late June. The final design is expected by the end of the year and will become the basis for a capital campaign that carries the Foundation for many years. The FMF is currently working with donors to secure the funding for the conceptual design phase of the project.

D-Day Memorial Concert

The Music by the Bay concert series began with an outstanding performance by the US Air Force Heritage of American Band in Continental Park. This concert included static displays of military equipment and uniforms, in addition to the specially designed musical arrangement. Attendance was estimated at over 1,000 people. The Fort Monroe Foundation staffed a booth and presented t-shirts with the Foundation logo for donations in excess of \$25.

Fourth at the Fort

The FMA and the FMF are hosting the Second Annual "Fourth at the Fort" fireworks display at Fort Monroe. The Fort will be open all day with a focus on evening activities beginning at 6 PM with food vendors, special activity booths, a concert by the US Fleet Forces Wind Ensemble, and a spectacular fireworks display launched from the Fort ramparts near Outlook Beach. The fireworks are paid for by the FMF and the Executive Director will be hosting an evening reception at the FMA house.

Special Ticketed Events at Fort Monroe

The Foundation continues to explore the opportunity for ticketed events at Fort Monroe, such as ghost tours or a holiday home tour. Last year the FMF organized a free ghost tour as a practice run and entertained approximately 150 people. Additionally, the FMA staff visited numerous historic home tour sites in the region from North Carolina to Maryland. Staff believes Fort Monroe can host a holiday home tour and this event can become a revenue producing event for the Foundation. This opportunity continues to be investigated.

Fort Monroe Foundation Projects

Living Shoreline Project: The Fort Monroe Authority and the FMF continue to wait on the response to our application for a \$5 million dollar Living Shoreline Grant from the Federal Fish and Wildlife Agency. The significance of this project is that it will increase the water quality in Mill Creek, provide more habitats for wildlife, and provide access and walking trails for the public as part of the 7 Mile Trail project. Response on the grant application is expected in the coming weeks.

Executive Director visits Historic Sites in Virginia

The Executive Director recently visited five sites in Virginia to meet with executives from these historic sites. The goal was to learn best practices and receive suggestions for advancing the formation of the FMF. Several themes emerged including:

- You have to have an Assistant Development Director dedicated full time to reaching out to donors, organizing events, and setting appointments with significant sponsors.
- You have to own the property.
- You need to have a project or capital campaign to develop the interest from the donors.

They want to be involved in something tangible. The Executive Director will evaluate these suggestions and review at the next FMF Board meeting.

Annual Membership Program

Planning is underway to evaluate a January 1, 2015 start date to an annual membership program for the Fort Monroe Foundation.

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