



Fort Monroe Foundation Report for the
Fort Monroe Board of Trustees Meeting
Bay Breeze Conference Center
July 25, 2013

The Fort Monroe Foundation is scheduled to hold its next quarterly meeting on August 1, 2013.

The Fort Monroe Foundation is enjoying a successful year of fundraising activity and we are participating in the installation of the first phase of our first improvement project, the Mill Creek kayak launch. The Foundation recently received the largest sponsorships to date and we have secured the funding for the upcoming Virginia Symphony Concert in Continental Park. Donations, pledges, and grants to the FMA and the FMF this calendar year exceed \$175,000 and we expect to get more sponsorship donations as we proceed with our end of summer and fall programs.

As we evaluate the potential of the Foundation, we believe we must begin to expand the fundraising activity from purely sponsorship sales to include annual membership opportunities, solicitations for grants, and eventually donations towards an endowment campaign. To move in this direction the Foundation continues to implement the software package designed to manage our annual donor base and we have hired a consultant to evaluate the current status of the Foundation as well as the potential future direction of the Foundation.

The Foundation opportunities have been challenging given the uncertain nature of the property ownership, however the future seems bright as more property comes under the ownership of the FMA.

July 4th Military Appreciation Day and Fireworks: Approximately 20,000 people came to Fort Monroe to enjoy the return of fireworks to Old Point Comfort. The Foundation raised the money to assist the Freedom Support Center with hosting the first ever Military Appreciation Day at Fort Monroe. In addition, the Foundation hosted a sponsor's reception at the FMA house and presented the fireworks display after sunset. The FMA and the Foundation consider the day a success and, with the financial support from the Foundation, strong consideration will be given to hosting the event again next year.

Kayak Launch: The FMA installed the kayak launch in June and the facility is actively in use by the YMCA day campers and other parties who enjoy water activities in Mill Creek. The FMA received a matching grant from NPS Captain John Smith Trail of \$50,000 for the project and the Foundation has accepted the responsibility to secure the matching funds. One pledge of \$25,000 has already been promised and other corporate sponsors have been approached. The FMA and the Foundation are also working with a regional architecture firm to expand the kayak launch project to include improvements to the parking lot, adding stairs to the beach, adding shelters, and planting coastal plants.

Consultant Hiring: The FMF Executive Director along with FMA staff has received a proposal from a local consulting firm for the purpose of evaluating the current status of the Foundation, examining the potential of the Foundation, and establishing a business plan for moving the Foundation forward. Final approval of the proposal is expected in August and the consultant's report will be ready by the end of the year.

Altru Software Update: The FMA staff continues to take classes on how to operate the system and the system is in the early stages of implementation. Eventually the system will be used to track reservations for events, manage an annual donor campaign, and help track designated donations to the Foundation. The software will also allow electronic donations to the Foundation.

Building 300: The FMF continues to seek information on possible grants from FEMA for financial support to raise the building. Additional effort on the renovation of this building has been postponed until we complete the exploration this grant application.

Casemate Museum Project: The FMF will work with the new director of the Casemate Museum on possible improvements to the entrance to the museum. The goal is to determine if a Welcome Center is appropriate and can be created by re-locating some of the exhibit space at the entrance to the museum. The FMF is offering to assist in providing the financial resources for this design and implementation.

Stairs and Landscaping at Outlook Beach: This project is part of the package of projects that the Foundation presents to potential donors. The stairs and landscaping would make the entrance to the beach more attractive and safer for visitors. The project is the first phase of what is expected to evolve into a larger Phase 1 project for the proposed waterfront park.

FMF Board Membership: Bob Aston and Steve Owens have asked to be re-appointed to the FMF Board and the FMA Board of Trustees will be responsible for approving these vacancies. The FMA Trustees will be responsible for filling any additional vacancies created by members who choose not to return.