

State of the Park

Annual Report of the
Veterans Memorial Park Foundation of
Pensacola, Inc.

November 11, 2013



*Photo compliments of Jill
Hubb*

**Veterans Memorial Park Foundation of Pensacola
Preface to 2013 Annual Report**

November 11, 2013

To: Ashton J. Hayward, Mayor of Pensacola
P.C. Wu, President, Pensacola City Council

Attachment: Annual Report, State of Pensacola Veterans Memorial Park

On or about Veterans Day of each year we are pledged to submit to the citizens of Pensacola a report on the state of the Veterans Memorial Park. This year is unique in that our Foundation has been in existence for less than six months, and bound to the City of Pensacola by license to oversee the Park for barely one month. However, it has been a year since the formation of the Mayor's Steering Committee to examine problems at the Park and to make recommendations to the Mayor concerning steps to ensure its future welfare – and it is from this Committee's Report that our Foundation has sprung.

On the occasion when our full Board of Directors came together for the first time we agreed to govern our conduct by the light of three watchwords: Fidelity, Stewardship and Accountability. It is by the light of these words that we remain acutely aware of the importance to our community of the treasure that is Veterans Memorial Park. Indeed, the community that we serve, by virtue of the sacrifice rendered to an entire Nation by those we honor, transcends city, county or region. Commissioned by the City of Pensacola, we exercise stewardship over this treasure on behalf of all who honor the sacrifice of those we have memorialized here, and it is in this spirit that we humbly submit our first annual report.

Very Respectfully and For the Park,

Jack Brown, Chairman/President
Veterans Memorial Park Foundation of Pensacola, Inc.

The State of the Pensacola Veterans Memorial Park

The Veterans Memorial Park Foundation of Pensacola was incorporated on May 13, 2013. The following provides a status of the Park and the Foundation licensed to use, manage, and develop the Veterans Memorial Park for the City of Pensacola as we begin the first full year of operation.

Background:

History of the Veterans Memorial Park Foundation of Pensacola, Inc.:

The corporation was formed this year following the recommendations of a steering committee, formed by the mayor of Pensacola, to examine and make recommendations for the future management and stewardship of the Pensacola Veterans Memorial Park. The steering committee reported its recommendations to the Mayor on March 5, 2013. The Mayor accepted the recommendations and requested the steering committee to incorporate to form the non-profit foundation recommended to assume custodial responsibility for the park.

Corporate Mission: to serve in partnership with the City of Pensacola in providing for the care, funding and development of the *Veterans Memorial Park*.

Corporate Values: as indicated in our articles of incorporation, we are committed to the following values:

- Honor
- Loyalty
- Service
- Transparency
- Vigilance
- Accountability
- Inclusiveness
- Altruism

Corporate Objectives:

The specific objectives and purposes of this corporation shall be to collaborate

with the City of Pensacola, whose citizens exercise ownership and bear custodial responsibility for the Veterans Memorial Park, as may be formally known hereafter, and work as Advocate, Provider, Steward, and Protector of the Park. Areas of active support shall include, but not be limited to, the following:

1. Assisting the City of Pensacola in developing, articulating, and managing a unifying theme and mission for advancement and development of the Park.
2. Providing for the ongoing maintenance, preservation, improvement, and development of the Park.
3. Educating the community, especially our children, about the Park and its mission and holding the sacrifices of those memorialized there as worthy of their gratitude, respect, and emulation.
4. Promoting incorporation of the Park into the fabric and culture of our community as befitting its rightful place in the hierarchy of our heritage and history.
5. Employing all means available for a IRC §501(c)3 corporation to identify and obtain funding for the present and future needs of the Park, and
6. Undertaking such other lawful actions and endeavors as complement or fulfill these objectives and purposes.

This Year's Highlights and Accomplishments:

- On April 23, 2013 Corporate Officers were appointed:
 - President – Jack Brown
 - Vice President – Charlie Switzer
 - Secretary – Butch Hansen
 - Treasurer – Mike Swinehart
- On May 13, 2013 The Veterans Memorial Park Foundation is formally incorporated by the State of Florida. Incorporators:
 - Jack Brown, Charlie Switzer, Butch Hansen, Mike Swinehart, David Glassman, Joe Glover
- On June 26, 2013, New Board Members selected by incorporators are installed:

- John Clark, Joe Denmon, Paul Entrekin, Jill Hubbs, John Ochs, Roger Rowe
- Corporate Bylaws were formally adopted by the Board.
- All documents required for establishing a 501.c.3 corporation status with the Internal Revenue Service were filed.
- Committees were formed and chairmen assigned:
 - Nominating Committee: John Clark
 - Finance/Fundraising Committee: John Ochs
 - VMP Maintenance and Planning Committee: Roger Rowe
 - Public Affairs and Educational Outreach Committee: Jill Hubbs
 - Veterans Liaison Committee: Roberto Rivera
 - VMP Events Committee: Paul Entrekin
- Bank accounts have been established and fund-raising efforts have commenced to support the foundation.
- The corporation has obtained Directors and Officers and Liability Insurance.
- The city Council approved a License Agreement to establish the Corporation as the exclusive user of the Veterans Memorial Park to:
 - A. Develop a vision and theme for the Veterans Memorial Park, located along Escambia Bay in downtown Pensacola, hereinafter referred to as the "Park," and utilize and incorporate this theme in decisions and recommendations concerning future growth, expansion, and use of the Park.
 - B. Develop standards for review of organizations that arise around an idea for a new monument or for support of same which will include minimum standards of community involvement, community acceptance and support, financial strength,

consistency with the aforementioned theme and vision, ability to perform, and ability to carry support into the future.

C. Develop an approval process for Park events, subject to City approval, which will readily and without hindrance allow and encourage the citizens to use and enjoy the Park; events that require reservation of a significant portion of the Park and which hinder use of it by others will require more stringent review.

D. Prepare and submit an annual State of the Park report to the City of Pensacola so that it citizens may be periodically, and formally, apprised of issues affecting the Park. This report shall include, but not be limited to, the most recent outside audit of the Licensee's finances, as required annually by the Corporation's Bylaws, as well as any and all reports submitted to the IRS and the State of Florida.

E. Operate with full transparency, as required by the corporate Bylaws, and in accordance with Florida's Sunshine Law which attaches to its mission as stewards of City property.

- The corporation has established web sites with the following URLs that include on-line fund-raising capability:

www.veteransmemorialparkpensacola.com

www.veteransmemorialparkpensacola.org

- The corporation has contracted for the design of a new information kiosk and shelter pavilion for the Park.

- A new landscaping maintenance contract was established to correct immediate deficiencies in the Park and begin long term improvement in the Park's appearance.

Future Plans:

- A *Master Development Plan* for Park, to include a vision and theme, and standards for review of organizations that arise around ideas of new monuments.

- A formal *Policy Standards for VMP Use* approved with the City.

- A formal policy for policing, documenting, retaining and safeguarding mementos left at Park memorials.

- Aggressive fund-raising to endow the continuous maintenance needs of the Park.
- Increased partnering with veterans and other groups to support awareness and future park development.

Financial Status:

The Veterans Memorial Park Foundation, Inc. has received \$11,345.00 in donations since its incorporation. It has expended \$7,320.00 on Park maintenance and improvements, legal fees, insurance, and Veterans Day activities. The corporation currently has a balance of \$4,025.00 to start its first full year of operations.