

State of the Park
Annual Report of the
Veterans Memorial Park Foundation of Pensacola, Inc.
February 1, 2018



VETERANS MEMORIAL PARK
PENSACOLA, FLORIDA



Veterans Memorial Park Foundation of Pensacola Preface to 2017 Annual Report

February 1, 2018

To: Ashton J. Hayward, Mayor of Pensacola
Gerald Wingate, President, Pensacola City Council

Attachment: Annual Report, State of Pensacola Veterans Memorial Park

Each year we are pledged to submit to the citizens of Pensacola a report on the state of the Veterans Memorial Park. This is our fourth full year of operations for our Foundation. It has been a very eventful year where we have made great strides to improve the Veterans Memorial Park and its sustainment and stature in the community.

In accordance with our bylaws, we have seated a new board with new leadership, however we remain committed 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. It is our nation's eternal responsibility to remember and honor those that have borne the battle, served and sacrificed all on our behalf. 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 annual report.

Very Respectfully and For the Park,

Paul Entrekin, Chairman/President
Veterans Memorial Park Foundation of Pensacola, Inc.

PRESIDENT
PAUL ENTREKIN

VICE PRESIDENT
MIKE SWINEHART

SECRETARY
JIM MURPHY

TREASURER
PETE FRANO

PAST PRESIDENT
W.A. "BUTCH" HANSEN

BOARD MEMBERS:

ANDY CAPUTI

JIM DURR

DAVE GLASSMAN

PETE MCKANNA

RICHARD PENROSE

**NANCY BULLOCK-
PREVATT**

STACY PRUITT

LISA RAWSON

CITY REPRESENTATIVE

BILL WEEKS

LEGAL ADVISOR

ED HOLT

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 complete our first full year of operation.

Background:

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

The corporation was formed in 2013 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. The city of Pensacola entered into a license agreement with the foundation on November 12, 2013 for the use management and further development of the Pensacola *Veterans Memorial 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:

The Park has had an outstanding year by increasing community awareness of this wonderful facility, increasing visitor traffic by the community, tourists, and military reunion groups, and hosting an increased number of community events. We have obtained professional assistance in assessing the maintenance needs of the Park and its Memorials, combined the landscaping maintenance with the adjacent Admiral Mason Park, completed the most urgent repair items identified, updated the Wall South Memorial with 140 new names, formally recognized the founders of the Park and the Wall South, updated the Marine Aviation Memorial with recent casualties from mishaps, obtained approval for a memorial for the casualties of 9-11 and have continued fundraising efforts to complete the remaining maintenance items. We were also successful in adding highly qualified and motivated new members to our board as a part of our established director rotation. As you know, we support the needs of the Park and our sponsored events with private donations and grants. This year, for the first time, our fundraising efforts brought in more revenue than the expenditures of our maintenance projects because we have aggressively sought new grant opportunities and improved other fundraising projects, but we have also accomplished more maintenance with the help of a robust volunteer program and with self-help events. The recent combination of our landscaping needs with the contract for Admiral Mason Park will also reduce our recurring costs and provide more benefit to the City through the contract oversight provided by our dedicated board. We remain financially capable to perform the maintenance and sustainment needs of the Park, and hope that new capital improvements and needed memorial repairs and upgrading may be expanded. The details of our accomplishments include:

January 2017:

- Gulf Coast Veterans in Need organization donated \$5,000 to the Park for the purpose of commemorating any future local service members killed in action during the ongoing war on terror. The donation came as a result of their vote to dissolve.

February 2017:

- The names on Panel 3S of the Wall South were recreated through the efforts of several volunteers and updated in the locator data base in the kiosk. The board approved a proposal from Digipro Media for \$12,000/yr to upgrade and manage the web site and to perform targeted promotional and fundraising campaigns with a goal of raising \$40,000.

March 2017:

- Through significant volunteer support and professional guidance, the Park landscape was greatly improved through the trimming of the large hedge behind the Wall South. The assistance of many Sailors from NAS Pensacola who volunteered their time which helped to significantly reduce paid labor costs.
- The Pensacola Rose Society volunteered and maintained the many rose bushes in the Park.
- On March 25th, the park participated in the Ciclovía event as a stop on the exercise course through downtown. The event was a big plus for the Park and brought many visitors that may not have otherwise visited.
- Mr. Tom Andrews, owner of a local cleaning company, volunteered to clean all concrete walkways and walls in the Park with a pressure washer and the volunteer help of many JROTC students.
- On March 29th, the Wall South was updated for the first time, with the engraving of 140 new names on panel 31S. The work of several volunteers was used to research and determine the names that had been added to the Vietnam Memorial in Washington, DC since the building of the Wall South. Many community members and news media attended the engraving event.

April 2017:

- An Easter Sunrise Service was sponsored at the Park by the area Lutheran Churches. The service was a tremendous success as the Park provided a superb location for the event. The church intends to make this a regular event at the Park.
- The Foundation applied for funding from the County as an outside agency and tourism asset seeking support for memorial improvement projects.
- Prospective Navy Senior Enlisted Leaders returned to the Park for a very significant an education and team-building event which was supported by our board members.

May 2017:

- The “Heroes Among Us” speaker series began for this year on Thursday, May 25.
- On May 20th the HER Foundation, dedicated to helping female veterans, conducted their fundraising 5K run at the Park.
- NJROTC students and several other volunteers provided the workforce to replace mulch in the Park, greatly enhancing the appearance and saving the Foundation thousands in labor fees. The mulch was provided by Lowes at a very significant discount.

- The Memorial Day Ceremony at the Park was extremely well attended and provided a wonderful venue to reflect on the meaning of the day. Commander Scott Moyer, USN (retired) was the guest speaker. The day included the Boy Scouts of America conducting a flag retirement ceremony at the Park (which is now a regular event), the dedication of the 140 names added to the Wall South, the presentation of our Student Essay Contest winners, the Pensacola Opera singers, and the annual “Run to the Wall” motorcycle ride performed by over 500 members of the Vietnam Veterans Motorcycle Association.

June 2017:

- The Foundation submitted an Impact 100 grant application seeking \$107,000 in funding for a restroom to support events at the Park, particularly school visits.
- Our largest volunteer event yet, with over 70 volunteers to replace sod at the park occurred on Saturday June 17th. Volunteers from USMC and Navy students at NAS Pensacola, as well as other volunteers from the community, participated in the event laying 9 pallets of sod provided by Woerners Landscaping at a great discount. The event greatly enhanced the Park and saved thousands of dollars to the foundation.

July 2017:

- The local HOG Chapter participated in the Nation of Patriots ride on July 30th at the Park. The flag being relayed around the country this year was handed off at the Park where it was raised over the Park and rendered honors by local service members.

August 2017:

- The Foundation bylaws were modified to allow directors to be elected for a third three-year term if approved by the executive committee.
- The Foundation Board of Directors voted to add an Operations Officer to the Executive Committee.
- Re-Entry Alliance Pensacola (REAP) agreed to provide work for the Park on October 5 in preparation for Veterans Day to help maintain the Park and take on landscaping projects not covered in our landscaping contract. The board voted to enter this agreement with REAP which would be supervised by our maintenance and volunteer coordinators.
- On August 19th, the 5th Anniversary of the dedication of the Marine Aviation Tower, the Foundation hosted a memorial event at the Marine Aviation Tower to recognize the service members lost in three separate recent USMC aircraft mishaps. Family members from across the country attended the ceremony which involved the dedication of plaques at the base of the tower to memorialize their loved ones. This will become an annual event at the Park.
- The AHERO organization visited the Park as part of their annual “Warrior Hookup” Weekend.

September 2017:

- The Foundation approved a fundraising project to replace the old light fixtures at the base of the Wall South with granite plaques that commemorate the major operations of the war and the military units that participated. Sponsors for each of the 22 plaques will be sought.
- Aircraft Aviation Firefighters Association reunion included a memorial service at the Park on September 21.
- The Foundation presented a brief to City Council on Tuesday, September 26, detailing the accomplishments of the Board and our operating in the black this year.
- Navy Chief Petty Officer selectees from NAS Pensacola and Corry Station again held an education and volunteer event at the Park as part of their indoctrination program. About 100 people, selectees, active duty and retired CPOs attended the event which has become an annual volunteer and education event at the Park.

October 2017:

- The landscaping contract through the city began.
- The Foundation received \$10,000 received funding from Escambia County to support the 9-11 memorial construction.
- The REAP program volunteers completed significant landscaping improvement projects with outstanding results saving substantial money for the Park.
- October 25th marked the 25th anniversary of the dedication of the Wall South Vietnam Memorial.
- The Board of Directors selected Nancy Bullock-Prevat ,Andy Caputi, Richard Penrose and Stacy Pruitt as new board members

November 2017:

- The annual Red, White, and Blue flag event used the Park to accept the flag from the Mobile team, retire colors for the evening, and then have a ceremony at 8:00 a.m. on November 1 as the flag continued its journey, through Navarre and eventually ending in Tampa.
- The newly seated Board of Directors elected officers: President: Paul Entrekin, Vice President: Mike Swinehart, Secretary: Jim Murphy, Treasurer: Pete Frano, Operations: Pete McKanna
- The Veterans Day Celebration at the Park was a great success with outstanding participation by the community and support by WCOA and other veterans groups. Vice Admiral Jerry Unruh USN (retired), was the guest speaker. The ceremony included the formal recognition of the founders of the Wall South, the dedication of the new granite plaques at the base of the Wall South, recognition of the winners of our student essay contest, and a great performance of the Pensacola Children's Chorus.
- The Escarosa Coalition of the Homeless conducted a candlelight awareness walk at the Park on November 18.

December 2017:

- The Bear Family Foundation donated \$2500 for Park Maintenance and improvements.
- The Wreaths Across America Association donated over 100 wreaths to the Park for various memorials during the holiday season.

Future Plans:

The following goals are established for the Foundation to guide future decisions regarding the stewardship and further development of the Park.

Near term “priority” goals:

1. Review the license agreement with the city.
2. Develop the master plan concept and community partner relations for potential funding assets as a tourism and educational asset.
3. Improve and better execute the proactive fundraising plan.
 - Target specific grant opportunities and organize to develop applications.
 - Develop an annual fundraising event
4. Increase community outreach. Invite additional field trips and other appropriate events at the Park and provide tour guides and information as desired.

Short term - One year goals:

1. Develop a marketing plan coordinated with other city tourist initiatives
2. Refine a process for identifying future board members and consider a succession plan for officers. (to include diversity and needed skills)
3. Identify a fundraising leader for the memorial for the Global War on Terror. (\$400,000)
4. Make needed infrastructure Improvements:
 - Develop a plan for permanent restroom presence (portable or permanent) to support student field trips, reunions, speaker events and other tourism visits.
 - Landscaping and irrigation repairs (\$1,000)
 - Complete repairs to the WWII Memorial (\$30,000)
 - Replace the lighting on the Korean Memorial (\$17,000)
 - Replace non-functional Park entrance lighting (\$7,500)
 - Replace failing sidewalk lighting (\$34,000)
 - Replace up-tree lighting (\$3,000)
 - Develop on-line Park tour guide on Park WiFi

Long-term goals:

1. Be recognized as the “premier” veterans memorial park in the Southeast and the country.
2. Establish an “endowment (set aside of funds)” of some type for long-term Park maintenance.
3. Develop an on-line guided tour of the Park using new free WiFi capability.
4. Hire a part time “administrator” responsible for financial (paying bills, preparing financial reports, etc.), filing appropriate governmental reports, donors (recognizing, thanking, etc.), assisting in identifying potential donors/contributors, assisting board in committee assignments.

Financial Status:

Veterans Memorial Park Foundation of Pensacola

PROFIT AND LOSS

January - December 2016

	TOTAL
INCOME	
Donation	41,761.18
In-Kind Donations	2,268.66
Total Income	\$44,029.84
EXPENSES	
Bank Charges	603.06
Insurance	1,145.00
Lawn Maintenance	10,795.00
Legal & Professional Fees	18,189.61
Office Expenses	2,964.29
Promotional	5,590.36
Repair & Maintenance	19,848.00
Security	5,512.19
Utilities	2,056.38
Web Master	7,000.00
Total Expenses	\$73,703.89
NET OPERATING INCOME	\$ -29,674.05
OTHER INCOME	
Interest Earned	0.04
Total Other Income	\$0.04
NET OTHER INCOME	\$0.04
NET INCOME	\$ -29,674.01

Veterans Memorial Park Foundation of Pensacola

BALANCE SHEET

As of December 31, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Business Account Checking (20)	43,820.53
Business Savings (01)	25.13
Total Bank Accounts	\$43,845.66
Other Current Assets	
Pre-Paid Expenses	0.00
Uncategorized Asset	4.78
Total Other Current Assets	\$4.78
Total Current Assets	\$43,850.44
Fixed Assets	
Equipment	889.00
Accumulated Depreciation	-493.68
Total Equipment	395.32
Total Fixed Assets	\$395.32
TOTAL ASSETS	\$44,245.76
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	0.00
Retained Earnings	73,919.77
Net Income	-29,674.01
Total Equity	\$44,245.76
TOTAL LIABILITIES AND EQUITY	\$44,245.76

