

State of the Park
Annual Report of the
Veterans Memorial Park Foundation of Pensacola, Inc.
January 6, 2015



VETERANS MEMORIAL PARK
PENSACOLA, FLORIDA

Veterans Memorial Park Foundation of Pensacola Preface to 2014 Annual Report

January 6, 2015

To: Ashton J. Hayward, Mayor of Pensacola
Andy Terhaar, President, Pensacola City Council

Attachment: Annual Report, State of Pensacola Veterans Memorial Park

Following 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 is the first full year of operations for our Foundation but has been a very eventful year where we have made great strides to improve the Veterans Memorial Park and its 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. 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,

W.A. "Butch" Hansen, 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 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:

November 2013:

- An information kiosk and attendant pavilion project was initiated using BP grant funds
- A project to identify the organizations and points of contact for individual monuments and memorials in the Park was initiated to coordinate ongoing care and maintenance efforts

December 2013:

- The Purple Heart Monument was desecrated, pushed over, fortunately with only minor damage. Repair efforts were coordinated with the Purple Heart Foundation and the City.
- The foundation gained approval of the city to use the sites adjacent to the Park and previously indicated for new Park memorials.

January 2014:

- A 6 month extension for the use of grant funding was granted by BP, allowing the use of the grant funds through May 31, 2014.
- The Foundation received a presentation by Captain Rasmussen on a potential design for a Global War on Terror memorial in the Park.
- The Foundation recommended to the city that the Minuteman Statue be placed at the first turnout site near the northern entrance to the Park as a Memorial to the Revolutionary War, and to develop a partnership agreement with the SAR/DAR to get the memorial fully constructed.

February 2014:

- Warranty repairs to the Marine Aviation Bell Tower were completed.
- The development of a proforma partnering agreement was initiated to be used when entering formal relationships with organizations maintaining or developing specific monuments.
- New flagpole lighting was installed under the BP grant funding.
- The mission of the Park was formally established:

“The mission of the Pensacola Veterans Memorial Park is first and foremost to honor and memorialize those who have made the ultimate sacrifice in military service to our Nation. All who sacrificed were one thing, together—Americans. Veterans memorial Park exists as a place of repose and veneration for the spirits of the slain, to be kept forever free of discord and contention.”

- The Foundation agreed to place a plaque in the Park to memorialize SSGT Jesse Thomas, of Pensacola, who was killed in Afghanistan in June 2013.
- The “Heroes among us” speaker series was approved for the year.
- The Crewe of Quasimodo is established as a 501.c.3 and is building a fund to maintain the Bell Tower into the future. This organization would like to partner with the Foundation to maintain the Marine Aviation Bell Tower.
- The lights for the WWII Memorial were repaired and upgraded using BP grant funding.

March 2014:

- A License Agreement change to include the sites in Admiral Mason Park would be considered by the City Council on 3/13/2014.
- The Minute Man Memorial was approved by the City.
- The foundation approved a project to build a foundation and pedestal for the Minute Man statue with a budget not to exceed \$30,000.
- The new lights on the Vietnam Memorial Wall are installed and functioning.
- The Purple Heart monument repairs were completed including the installation of a new foundation.
- A marketing plan to include television, and print media was approved to use the funds designated in the BP grant.

April 2014:

- President Brown participated in WUWF TV spot that will run next month and Bob Rivera participated in WCOA radio spots highlighting the Park,

May 2014:

- The Pensacola Young Professionals were requested to consider a project to develop a GWOT Memorial for the Park gathering ideas from the community.
- Sons of the American Revolution reported that Phase 1 funding for the Minute Man Memorial was in place and that a committee has been formed to raise and coordinate the design, funding and erection of Phase 2 of the memorial.
- The Memorial Day Ceremony at the Park was well attended and provided a wonderful venue to reflect on the meaning of the day.

June 2014:

- The Foundation received a check in the amount of \$80,000 from the Wall South Foundation, the previous licensee for the Park.
- Onsite Guardian out of Louisiana, presented information on a security system that might be considered for the Park

- Because over 300 names have been added to the Vietnam Wall in Washington, DC since the Wall South was constructed, a project to update our Wall will be considered.

July 2014:

- BP has agreed to allow the escrow of funds for a GWOT memorial so as not to lose those funds. A GWOT monument was specifically addressed in the original grant.

September 2014:

- The Foundation proposed a Supplemental Maintenance Agreement with the Crew Of Quasimodo for maintenance of the Marine Aviation Bell Tower.
- Brian Spencer has volunteered to act as a VMP Foundation liaison with the Architectural Review Board (ARB) or other city entities to represent Memorial approval recommendations as needed.
- The Information kiosk and pavilion installations are completed.
- Additional Security System proposals and bids are being considered by the Foundation.

October 2014:

- The bylaws were amended to add a past president position to the board as an ex-officio member for continuity.
- Peter McKanna was elected to the board to replace Joe Denman who resigned.
- Nancy Clark was elected to board to replace Jack Brown whose term expires.

November 2014:

- 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. Captain Lee Hansen, a retired female aviator and Wing Commander, was the guest speaker to support the theme of recognizing the contributions of women veterans. Mayor Hayward provided special recognition to Jack Brown, our outgoing president for his outstanding service to the Park and the city.
- The board elected Butch Hansen as the new president and John Clark as the new secretary of the board.

December 2014:

- The Wreathes Across America organization provided wreathes to all the Park memorials for holiday decorations.
- The Board established the near, short, and long term goals that follow for the VMPPF.
- The Board established standards and criteria for the review of organizations and projects for Park additions and improvements.
- The Board resolved to recommend the installation of sponsor pavers as part of the Revolutionary War Memorial to the city.
- Review Standards and Criteria for potential partner organizations arising from proposed new projects were developed. (attached at enclosure (1))

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. Increase attendance and participation of Foundation board members.
2. Develop and publish an annual budget and make committee reports and set fundraising goals based on that budget (i.e. costs of maintenance, security, cable, web site management, insurance, etc.)
3. Establish a website and social media maintenance contract for the purpose of promotional advertising and education about the Park.
 - To include compelling the disestablishment of the website for the prior Park licensee.
4. Contract for an appropriate security and surveillance system for the Park.
5. Complete a process and criteria for considering partner organizations new memorials, memorial maintenance and improvements, and submit to the City for approval.
6. Develop a realistic proactive fundraising plan.
 - Target specific grant opportunities and organize to develop applications.
 - Develop a list of potential donors and gift goals.
 - Organize board members to call on potential donors.
 - Search for an effective grant researcher/writer

Short term - One year goals:

1. Develop a VMP “Speakers Bureau” aimed at community groups and local schools. Invite field trips and other appropriate events at the Park and provide tour guides and information as desired.
2. Develop a marketing plan coordinated with other city tourist initiatives
3. Refine a process for identifying future board members and consider a succession plan for officers. (to include diversity and needed skills)
4. Identifying groups willing to undertake the care and maintenance of specific memorials, and develop "contracts" for each memorial with appropriate groups to include specific infrastructure improvements/funding responsibilities.
5. Begin the process of establishing a memorial for the Global War on Terror.
6. Make needed infrastructure Improvements:
 - Repair the lighting for the Korean War Memorial

- Re-sod the open area between the Wall, WWII Memorial, Marine Aviation Tower and Kiosk
 - Obtain a podium and other support items for Park events.
 - Make repairs and update the Vietnam Memorial Wall.
 - Develop a plan for permanent restrooms.
7. Development a plan for an “event area” near the apex of the Wall that would provide a permanent dais for ceremonies and better foundation for seating.
 8. Secure BBB and United Way Charitable Accreditation
 9. Organize a robust volunteer program.

Long-term goals:

1. Be recognized as the “premier” veterans memorial park in the Southeast and the country.
2. Complete a detailed Master Plan to include the selection and placement of future memorials, other infrastructure improvements and the use of portions of Admiral Mason Park.
3. Expand the existing space to better accommodate visitors and events.
4. Establish an “endowment (set aside of funds)” of some type for long-term Park maintenance.
6. 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
7. Establish an educational center to “teach” youth and other visitors about US Military Service past and present and sacrifices made.
8. Promote and encourage more community involvement in Park through an outreach effort to other civic groups. (e.g. participation by the Opera Society at Veterans Day was a win-win for both organizations, providing a showcase for Garden Clubs and other groups could be similarly beneficial)

Financial Status:

BANK BALANCE		
1 JAN 2014		\$4,794.96
2014 DONATIONS INCOME		
DATE	PURPOSE	AMOUNT
31-Jan-14	BANK CD PROCESSING	\$100.00
10-Feb-14	DONATION	\$5,000.00
1-Mar-14	BANK INTEREST	\$0.01
4-Mar-14	BANK CD PROCESSING	\$100.00
1-Apr-14	BANK CD PROCESSING	\$100.00
8-Apr-14	DONATION	\$22.00
30-Apr-14	DONATION	\$3,750.00
30-Apr-14	BANK CD PROCESSING	\$100.00
13-May-14	DONATION	\$1,060.00
22-May-14	DONATION	\$250.00
30-May-14	BANK CD PROCESSING	\$100.00
2-Jun-14	DONATION	\$3,011.50
23-Jun-14	DONATION	\$80,000.00
24-Jun-14	DONATION	\$36.08
30-Jun-14	DIVIDEND	\$0.01
1-Jul-14	BANK CD PROCESSING	\$100.00
8-Jul-14	DONATION	\$200.00
17-Jul-14	DONATION	\$500.00
30-Jul-14	BANK CD PROCESSING	\$100.00
31-Jul-14	DONATION	\$1,000.00
6-Aug-14	DONATION	\$24.24
2-Sep-14	BANK CD PROCESSING	\$100.00
2-Sep-14	DONATIONS	\$6,000.00
1-Oct-14	BANK CD PROCESSING	\$100.00
7-Oct-14	BANK CD PROCESSING	\$5.00
21-Oct-14	BANK CD PROCESSING	\$10.00
21-Oct-14	BANK CD PROCESSING	\$1.00
2-Oct-14	BANK CD PROCESSING	\$1.00

27-Oct-14	DONATION LOCK BOX	\$11.00
30-Sep-14	DIVIDEND	\$0.01
30-Oct-14	BANK CD PROCESSING	\$100.00
13-Nov-14	BANK CD PROCESSING	\$1.00
13-Nov-14	BANK CD PROCESSING	\$2.00
14-Nov-14	DONATION LOCK BOX	\$40.00
14-Nov-14	DONATION	\$200.00
31-Dec-14	BANK CD PROCESSING	\$100.00

YTD TOTAL 2014		\$102,224.85
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DATE	EXPENSE	CHEK #	AMOUNT
1-Jan-14	BANK CD PROCESSING FEE		\$50.79
1-Feb-14	BANK CD PROCESSING FEE		\$79.41
10-Feb-14	WALLACE COMPANY	117	\$580.00
4-Mar-14	BANK CD PROCESSING FEE		\$49.95
2-Apr-14	BANK CD PROCESSING FEE		\$45.77
7-Apr-14	FL DEPT OF AG CONSUMER SERVICES APPLICATION FEE	114	\$10.00
18-Apr-14	BANIAKAS & ASSOC ACCOUNTING FEE	115	\$490.00
2-May-14	BANK CD PROCESSING FEE		\$52.41
28-May-14	BANIAKAS & ASSOC 2013 TAXES	116	\$250.00
3-Jun-14	BANK CD PROCESSING FEE		\$50.31
1-Jul-14	BANK CD PROCESSING FEE		\$50.31
4-Aug-14	BANK CD PROCESSING FEE		\$50.31
13-Aug-14	JOHN PANYKO IRS TAX EMP	118	\$275.00

3-Sep-14	BANK CD PROCESSING FEE		\$50.60
1-Oct-14	AUTO OWNERS INSUR	119	\$348.00
1-Oct-14	US LIABILITY INSUR	120	\$755.13
2-Oct-14	BANK CD PROCESSING FEE		\$50.31
4-Nov-14	BANK CD PROCESSING FEE		\$102.14
14-Nov-14	BOOGIE INC	121	\$150.00
14-Nov-14	COX COMMUNICATION	122	\$149.00
18-Dec-14	COX COMMUNICATION	125	\$298.00
18-Dec-14	A&K PORTABLE TOILETS	123	\$191.25
26-Dec-14	COX COMMUNICATION	126	\$149.00
2-Dec-14	BANK CD PROCESSING FEE		\$51.29

YTD TOTAL 2014			\$4,328.98
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BANK BALANCE 31 DECEMBER 2014	\$102,690.83
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**Veterans Memorial Park Foundation of Pensacola (VMPF)
2015 Budget**

BANK CREDIT CARD PROCESSING FEE	\$50.31 PER MONTH	\$603.73
WALLACE CO	\$580 PER MONTH	\$6,960.00
ACCOUNTING & TAX PREP		\$490.00
INSURANCE	ANNUAL	\$1,103.13
COX COMMUNICATON	\$149 PER MONTH	\$1,788.00
PORTABLE TOILETS	VETS DAY	\$191.25
BOOGIE INC	VETS DAY	\$150.00
 TOTAL EXPENSES		 \$11,286.11

**Veterans Memorial Park Foundation of Pensacola (VMPF)
Process and Standards for Reviewing Projects**

The VMPF license agreement with the City of Pensacola requires the VMPF to:

“Develop process and 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.”

The agreement further states that *“The VMP Licensee may not make any improvements to the subject property unless expressly authorized by the City.”*

To comply with these license requirements the VMP has developed the following criteria and standards to be used in reviewing organizations that arise around an idea for a new monument or for support to same or to existing monuments or projects. These criteria and standards should be satisfied prior to the VMPF recommending new improvements or monuments to the Veterans Memorial Park:

- The organization should be a licensed not for profit entity recognized by the State of Florida.
- The stated mission and vision of the organization must be consistent with that of the VMPF. (i.e. to honor the service and sacrifice of those military veterans who have served the Nation)
- The organization should demonstrate adequate financial strength to accomplish the proposed project and should provide financial records and a history of fundraising ability for review. Proposed projects will include preliminary cost estimates for each element of the project (supported by professional estimates) and identify current and potential sources of revenue.
- The organization should demonstrate its good standing and acceptance in the community by evaluating its age as an organization, the size of its membership and donor pool, and its affiliations and sponsorships with other civic groups.
- The organization will retain professional planning and design professionals for new memorials and major rehabilitation of existing memorials and related structures.
- Planning guidelines and architectural standards for new construction will generally follow existing monument design criteria. (e.g. specific physical features, drainage patterns, specific site infrastructure improvement needs, access, circulation)
- New ideas and suggestions presented to the Board will be evaluated in terms of meeting project goals and objectives, park needs, site suitability, cost revenue generation potential, and other relevant considerations.

