

State of the Park
Annual Report of the
Veterans Memorial Park Foundation of Pensacola, Inc.
January 26, 2016



VETERANS MEMORIAL PARK
PENSACOLA, FLORIDA

Veterans Memorial Park Foundation of Pensacola Preface to 2015 Annual Report

January 26, 2016

To: Ashton J. Hayward, Mayor of Pensacola
Charles Bare, 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 our second 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 some 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:

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. We have obtained professional assistance in assessing the maintenance needs of the Park and its Memorials and completed the most urgent repair items identified, and have begun fundraising efforts to complete the remaining items. We were successful in competing for an IMPACT 100 grant which will fund a project to correct drainage problems and enhance our ability to host events. Finally, we were successful in adding highly qualified and motivated new members to our board as a part of established rotation. We spent more money than our fundraising brought in this year because of newly identified and emergent maintenance needs; however, we remain financially sound. The details of our accomplishments include:

November 2014:

- The board elected new officers: President: Butch Hansen, Secretary: John Clark; the other officers remain the same.
- Nancy Clark, the widow of a Korean War veteran, was added to the board to replace Jack Brown.
- A project was initiated to update the names on the Vietnam Wall Memorial to reflect the changes made to the memorial in Washington, D.C. This project requires close coordination with the Vietnam Veterans Organization in Washington D.C.

December 2014:

- The Wreathes Across America Association donated over 100 wreathes to the Park for various memorials during the holiday season.
- 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))

January 2015:

- As required by our license agreement, a process and standards for reviewing new projects for the Park was approved by the Board, submitted and subsequently approved by the City. (attached)
- The board approved a project for the Combat Veterans Motorcycle Association to donate a bench with the same design of existing Park benches that honors combat veterans of all services.
- A VMIO video of the Park at dawn was donated and placed on the web site. The video was professionally produced and has great potential to “sell” Pensacola as well as the Park to potential visitors.

February 2015:

- After reviewing multiple security system proposals and receiving briefs from experts at the Pensacola Police Department, the Board elected to contract for random patrols of the Parks after dark to deter further vandalism.
- The foundation accepted the transfer of a storage trailer and equipment for Park events from the disestablished Wall South Foundation. The trailer will be parked at the protected City Public Works Facility lot.
- Ed Rouse was retained as the Foundation’s accountant.
- The “Heroes among us” speaker series was approved for the year.

March 2015:

- The Foundation secured a P.O. Box for receipt of all official mail. It’s new address is P.O. 12984, Pensacola, FL 32591-2984
- The Pensacola Rose Society volunteered and maintained the many rose bushes in the Park.
- A Spring clean-up event was conducted at the Park with many volunteers from the NAS Medical Training Command. The Boy Scouts conducted a flag retirement ceremony at the same time.

April 2015:

- GLMCO, a professional Monument Company inspected all of the monuments in the park and provided a complete report on their material condition and suggested maintenance items. Estimates for needed repairs included:
 - Vietnam Wall Memorial - \$3,200
 - World War I Memorial - \$6,980
 - World War II Memorial - \$28,160
 - Statue Cleaning - \$1,500
 - Deck Painting –
- The Board also received an estimate for the repair of the Lights on the Korean Memorial. - \$5,200

May 2015:

- Board President Hansen appeared on Blab TV and The Council on Aging TV shows to promote the Park and its events.
- The Memorial Day Ceremony at the Park was very well attended and provided a wonderful venue to reflect on the meaning of the day. Lieutenant General Thiessen, USMC (retired) was the guest speaker. The day marked the 20th anniversary of the “run to the Wall” motorcycle ride performed by over 500 members of the Vietnam Veterans Motorcycle Association.

June 2015:

- The Foundation submitted an application for a \$106,000 grant from the IMPACT 100 Foundation to correct storm water drainage problems and to provide a turf event stage.
- The Crewe of Quasimodo donated \$5000 for maintenance on the Marine Aviation Bell Tower.

July 2015:

- The Daughters of the American Revolution conducted a wreath placement ceremony on July 4th to commemorate 40 years since the end of the Vietnam War.
- Maintenance was completed on the Vietnam Wall Memorial, the World War I Memorial, the statue cleaning, and Memorial deck painting.
- The Board voted to establish sponsor/donor pages on the web site to recognize all contributors to the park.
- Steve Wilmer, a Marine Corps veteran, was added to the Board to replace Jill Hubbs.

August 2015:

- A volunteer group was established to patrol the Park weekly to clean and pull weeds as needed.
- The Board voted to procure hats and shirts with the Park logo to provide to donors.
- The AHERO organization visited the Park as part of their annual “Warrior Hookup” Weekend.
- The Board created and purchased “rack cards,” and distributed them throughout the area to promote the Park.

September 2015:

- The Marine Corps Semper Fi 5K run was conducted at the Park.
- Additional Security System proposals and bids are being considered by the Foundation.

October 2015:

- The Foundation was awarded an IMPACT 100 grant of \$106,000 for a project to improve storm water drainage and enhance the Park event facility with a pervious turf stage.
- Memorial repairs were completed on the Marine Bell Tower, and the Flag Pole lighting.

- The foundation received \$2,200 from Councilman Andy Terhaar for Vietnam Wall lighting repairs.
- The Foundation submitted an application for a RESTORE grant from the county to develop an Education Center with restrooms, a Global War on Terror Memorial, a Park Master Plan, and other outstanding Memorial maintenance.
- Allen Jones, a local photographer who photographed the pictures on our website, agreed to allow large portraits to be produced and sold by the Board to promote the Park.
- Peter McKanna, Paul Entrekin and Butch Hansen were selected for another three year board term

November 2015:

- 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. RADM Don Quinn, USN(retired), was the guest speaker. SSgt Forrest Sibley, USAF, and Sr Airman Nathan Sartain, USAF, local service members recently killed in action in Afghanistan, were memorialized with plaques in the Park as part of the ceremony.
- Butch Hansen, John Ochs, and John Clark were elected to serve another term in their officer positions. Mike Swinehart was elected as the vice president.
- Lisa Rawson, a retired Navy Commander, was selected to replace Charlie Switzer on the Board of Directors. Charlie Switzer's term expired.

December 2015:

- The Wreathes Across America organization provided wreathes to all the Park memorials for holiday decorations.
- The Foundation received a grant of \$5000 from the Escambia Sheriff's Department law Enforcement Trust Fund for participation in the drug abuse prevention and education program.

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 participation of Foundation board members.
2. Develop a realistic proactive fundraising plan.
 - Target specific grant opportunities and organize to develop applications.
 - Develop an annual fundraising event
 - Develop a list of potential donors and gift goals.
 - Organize board members to call on potential donors.
 - Search for an effective grant researcher/writer

- Establish a “Friends of the Park” donor and volunteer base
- 3. Develop a VMP “Speakers Bureau” aimed at community groups and local schools.
- 4. Increase community outreach. Invite 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. Begin the process of establishing a project for a memorial for the Global War on Terror.
4. Make needed infrastructure Improvements:
 - Update the Vietnam Memorial Wall.
 - Complete repairs to the WWII Memorial
 - Develop a plan for permanent restrooms and an education center
5. Secure BBB and United Way Charitable Accreditation.

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.
5. 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, 2015

	Total
<u>Income</u>	
Donation	29,403.03
In-Kind Donations	2,052.46
Sale of Merchandise	1,440.00
Total Income	<u>\$32,894.76</u>
<u>Expenses</u>	
Bank Charges	662.44
Cost of Goods Sold	2,968.50
Depreciation Expense	431.97
Insurance	1,089.00
Lawn Maintenance	15,821.00
Legal & Professional Fees	3,150.00
Office Expenses	296.00
Promotional	670.30
Rent or Lease	300.00
Repair & Maintenance	21,191.87
Security	4,690.68
Stationery & Printing	621.45
Supplies	456.12
Taxes & Licenses	207.15
Utilities	1,639.00
Web Master	6,645.85
Total Expenses	\$60,841.33
Net Operating Income	<u>\$ (27,946.57)</u>
<u>Other Income</u>	
Interest Earned	5.03
Total Other Income	\$5.03
Net Other Income	\$5.03
Net Income	<u>\$ (27,941.54)</u>

Veterans Memorial Park Foundation of Pensacola
 Balance Sheet
 As of November 30, 2015

	Total
ASSETS	
<u>Current Assets</u>	
Bank Accounts	
Business Account Checking (20)	\$73,471.36
Business Savings (01)	25.08
Total Bank Accounts	\$73,496.44
Other current assets	
Pre-Paid Expenses	598.06
Total Other current assets	\$598.06
Total Current Assets	\$74,094.50
Fixed Assets	
Equipment	
Accumulated Depreciation	(431.97)
Total Equipment	457.03
Total Fixed Assets	\$457.03
TOTAL ASSETS	\$74,551.53
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	102,690.84
Net Income	(27,941.54)
Total Equity	\$74,749.30
TOTAL LIABILITIES AND EQUITY	\$74,749.30