



# FAIRFAX COUNTY PARK AUTHORITY



## M E M O R A N D U M

**TO:** Chairman and Members  
Park Authority Board

Chairman and Members  
Park Foundation Board

**FROM:** Kirk W. Kincannon, Executive Director

Roberta Longworth, Executive Director  
Park Foundation

**DATE:** June 22, 2017

### *Agenda*

**Joint Meeting**  
**Fairfax County Park Authority Board**  
**and**  
**Fairfax County Park Foundation Board**  
**Wednesday, June 28, 2017 – 6 p.m.**  
**Boardroom – Herrity Building**  
**Chairmen: William G. Bouie, Park Authority**  
**Stephen Thormahlen, Park Foundation**

1. Presentation to recognize Bruce McLeod’s volunteer service to FCPF Board
2. FY 2017 Check presentation to FCPA by the FCPF
3. Park Foundation FY 2018 Fundraising Projects – Action\* (This item will go to the Park Authority Board on June 28, 2017.)
4. Resolutions – Recognition of Donors for the Summer Entertainment Series – Administrative\* (This item will go to the Park Authority Board on June 28, 2017.)
5. Fairfax County Park Foundation FY 2018 Meeting Dates – Information\* (This item is going to the Park Authority Board on June 28, 2017.)

\*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

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## **ACTION**

### Park Foundation FY 2018 Fundraising Projects

#### ISSUE:

Approval of the Park Foundation's Fiscal Year 2018 Fundraising Projects

#### RECOMMENDATION:

The Park Authority Director recommends that the Park Authority Board approve the attached list of projects for fundraising by the Park Foundation in fiscal year 2018.

#### TIMING:

Board action is requested on June 28, 2017.

#### BACKGROUND:

Projects for which the Foundation receives donations can be divided into two types:

- Projects for which the Foundation is *actively* engaged in fundraising
- Projects for which the Foundation is *not actively* engaged in fundraising  
(The Foundation receives, accounts, thanks and disburses donations.)

Attached is the list of projects recommended for active fundraising by the Park Foundation in fiscal year 2018. This list was approved by the Park Foundation Board at its May 16, 2017 meeting.

Approval of the enclosed list of projects will not preclude the Foundation from undertaking additional projects when exceptional opportunities arise or applying for grants for other park programs. The annual approved list is intended to facilitate Foundation planning and helps clarify project sponsors' expectations.

#### FISCAL IMPACT:

None.

#### ENCLOSED DOCUMENTS:

Attachment 1: Fairfax County Park Foundation Projects for FY 2018

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STAFF:

Kirk W. Kincannon, Executive Director, Park Authority

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Roberta A. Longworth, Executive Director, Park Foundation

## Fairfax County Park Foundation Official Projects for FY 2018

Projects for which the Foundation receives donations can be divided into two types:

Approved by FCPF Board May 17, 2017

Projects for which the Foundation is proactively engaged in fundraising

-Projects for which the Foundation is not actively engaged. (*Receives, accounts, thanks, recognizes and disburses donations.*)

This is the list of projects recommended as a **baseline for active monetary fundraising efforts** by the Park Foundation in Fiscal Year 2018 (July 1, 2017-June 30, 2018).

The list **will not preclude the Foundation from undertaking supplemental projects** when exceptional opportunities arise or applying for grants for other park programs.

The annual approved list **facilitates focused planning, allocation of Foundation resources** and helps to clarify project sponsors' expectations.

Project Category	Description of Program/Project need	FY 2018 Target	FY 2017 Target	FY 2017 as of 05/31/17
Foundation	Annual appeal and ongoing campaign for <b>unrestricted funds</b> including administrative and fundraising expenses	<b>\$85,000</b>	\$90,000	\$90,191
Improvement Capital Campaign	<b>Burke Lake Park</b> improvements and beautification for popular major FCPA park <b>Multi-year campaign</b> projects identified by FCPA <b>2 Picnic Shelters \$300,000 goal</b>	<b>\$60,000</b>	\$60,000	\$58,340
Land Care and Preservation	<b>Open Space Land Preservation</b> for acquisition of open space.	<b>\$26,000</b>	\$25,000	\$27,247
	<b>Trail protection, maintenance and beautification</b> of trails and trail amenities	<b>\$10,000</b>	\$10,000	\$4,425
	<b>Bench &amp; Tree</b> memorials and commemorations <i>(New to Official Project List)</i>	<b>\$15,000</b>	\$10,000	\$13,000
Environmental Education	<b>Invasive Management Area Program (IMA)</b> Non-native plant removal program	<b>\$10,000</b>	\$8,000	\$11,697
Cultural/ Historical	<b>Meaningful Watershed Educational Experience (MWEE)</b> 4 <sup>th</sup> and 7 <sup>th</sup> grade education at Hidden Oaks & Hidden Pond Nature Centers	<b>\$16,000</b>	\$20,000	\$15,585
	<b>Other Environmental, Cultural and Historical</b> projects and programs <i>(New Official Project - Other Projects budget line item)</i>	<b>\$5,000*</b>	0	\$19,962

<b>Project Category</b>	<b>Description of Program/Project need</b>	<b>FY 2018 Target</b>	<b>FY 2017 Target</b>	<b>FY 2017 as of 05/31/17</b>
<b>Community Outreach Events/ Entertainment</b>	<b>Summer Entertainment Series</b> summer-long calendar of shows, concerts and movies held in local parks	<b>\$120,000</b>	\$120,000	\$115,025
	<b>Arts in the Parks</b> educational concert series introduces children to live performances	<b>\$15,000</b>	\$15,000	\$10,070
	<b>Festivals, Fairs and Special events</b> that promote the FCPA's outreach to the community <i>(New Official Project - Other Projects budget line item)</i>	<b>\$10,000*</b>	0	\$6,100
<b>Scholarships/ Program &amp; Facility Support</b>	<b>FCPA Class Scholarships</b> for FCPA classes for individuals of all abilities demonstrating financial need	<b>\$34,000</b>	\$33,000	\$36,661
	<b>Adapted Recreation Scholarships/ Program support</b> for a variety of FCPA programs for individuals with disabilities (golf, aquatics and other programs).	<b>\$10,000</b>	\$10,000	\$2,763
	<b>Adapted Recreation Parks and Facilities</b> (including <b>Clemyjontri Park</b> and <b>Chessie's BIG Backyard</b> ) for individuals of all abilities <i>(New Official Project - Other Projects budget line item)</i>	<b>\$30,000*</b>	0	\$84,067
<b>Camp</b>	<b>PACT summer camp</b> scholarships for children in homeless shelters, transitional and permanent supportive housing (may attend Rec-PAC camps)	<b>\$25,000</b>	\$15,000	\$40,915
	<b>Rec-PAC summer camp</b> program support; scholarships for children from low income families	<b>\$35,000</b>	\$30,000	\$34,269
<b>Other Projects*</b>	See full detail on FCPF Monthly Report.	\$111,000	\$151,100	\$46,864
<b>Total Target</b>		<b>\$506,000</b>	\$446,000	\$617,181

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## **ADMINISTRATION**

### Resolutions – Recognition of Donors for the Summer Entertainment Series

#### ISSUE:

Park Authority Board and Park Foundation Board joint recognition of monetary contributions from various donors in support of the FCPA Summer Entertainment Series.

#### RECOMMENDATION:

The Park Authority Director recommends approval of the resolutions expressing appreciation to various donors who contributed to the Summer Entertainment Series through the Fairfax County Park Foundation and Fairfax County Park Authority.

#### TIMING:

Board action is requested on June 28, 2017.

#### BACKGROUND:

Over the past twelve months, contributions have been received to support the Fairfax County Park Authority's Summer Entertainment Series. Highlights of the contributions to be recognized in collaboration with the Fairfax County Park Foundation via a joint Board Resolution for the Summer Entertainment Series as follows:

Arts in the Parks is a weekly series of family programs held at outdoor amphitheaters at Burke Lake Park in the Springfield District, E.C. Lawrence Park in the Sully District, Mason District Park, and Frying Pan Farm Park in the Hunter Mill District throughout the summer season.

The Braddock Nights series provides community concerts at Lake Accotink Park and Rutherford Park on Friday evenings.

The Nottoway Nights concert series entertains many on Thursday evenings at Nottoway Park in the Providence District.

The Evenings on the Ellipse series on the exquisite back lawn of the Fairfax County Government Center takes place on Thursday evenings during July and August.

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The Hunter Mill Melodies' concert series is located outside Kidwell Farm at Frying Pan Farm Park in the Hunter Mill District.

The Lee District Nights concert series continues at the Leon Plenty Amphitheatre on Wednesday evenings.

The Dranesville District's Music at Arrowbrook Park concert series is held on Saturday evenings.

The Spotlight by Starlight series offers weekly performances during the summer season at the Newton W. Edwards Amphitheater at Mason District Park. Performances from around the world are also held at Ossian Hall Park.

The Sully District's 2017 Starlight Cinema is composed of a series of outdoor drive-in movies spanning three Saturday evenings at Trinity Centre.

The Mt. Vernon Nights series is held at the Workhouse Arts Center at Lorton and at Grist Mill Park.

FISCAL IMPACT:

Monetary contributions have been assigned to Fund 170 (Donations) and dedicated to the Summer Entertainment Series projects as specified by the donors.

ENCLOSED DOCUMENTS:

Attachment 1: List of Contributors and Donation Amounts

Attachment 2: Resolution (Sample)

STAFF:

Kirk W. Kincannon, Executive Director, Park Authority

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Barbara Nugent, Division Director, Park Services

Roberta A. Longworth, Executive Director, Park Foundation



SUMMER ENTERTAINMENT SERIES 2017

DONORS BY VENUE

Cox Communications

Braddock Nights, Evenings on the Ellipse, Hunter Mill Melodies, Lee District Nights, Mount Vernon Nights, Nottoway Nights, Spotlight by Starlight, and Starlight Cinema

Dominion Energy

Braddock Nights, Evenings on the Ellipse, Hunter Mill Melodies, Lee District Nights, Mount Vernon Nights, Nottoway Nights, Spotlight by Starlight, Starlight Cinema, and Arts in the Parks

Transurban

Braddock Nights, Evenings on the Ellipse, Lee District Nights, Nottoway Nights, and Spotlight by Starlight

Ruth and Hal Lauanders Charitable Trust

Music at Arrowbrook Park

Pulte Homes

Music at Arrowbrook Park

Erickson Living

Braddock Nights and Lee District Nights

Christopher Companies

Braddock Nights and Nottoway Nights

Interstate Moving |Relocation |Logistics

Braddock Nights

Fairfax Memorial Park

Braddock Nights

Virginia Commission for the Arts

Braddock Nights, Mount Vernon Nights, Nottoway Nights, and Spotlight by Starlight

Lerner

Evenings on the Ellipse

NOVEC

Evenings on the Ellipse

Arts Herndon

Hunter Mill Melodies and Arts in the Parks

Friends of Frying Pan Farm Park

Hunter Mill Melodies

Brandywine Realty Trust  
Hunter Mill Melodies

TAGS (Transportation Association of Greater Springfield)  
Lee District Nights

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Sheehy Auto Stores  
Lee District Nights

Davis Industries  
Mount Vernon Nights

Tyson's Corner Center  
Nottoway Nights

MEPOP (Mouthpiece Express Performance Outreach Program)  
Spotlight by Starlight

Trinity Centre  
Starlight Cinema

Westfields Business Owners Association  
Starlight Cinema

Pohanka Automobile Group  
Starlight Cinema

Nicole Duffey – KW Duffey  
Starlight Cinema

Allstate Foundation  
Starlight Cinema

PNC  
Arts in the Parks

RZ Foundation  
Arts in the Parks

Friends of Mason District Park  
Arts in the Parks



# RESOLUTION



*WHEREAS, the Fairfax County Park Authority and the Fairfax County Park Foundation, in partnership with Allstate Foundation, have sponsored Starlight Cinema to provide a small-town sense of community through musical entertainment and film productions; and*

*WHEREAS, Allstate Foundation has expressed a desire to enrich the quality of life for the residents and visitors of Fairfax County through support of such popular community programs through the Fairfax County Park Foundation; and*

*WHEREAS, the Fairfax County Park Authority agreed to produce Starlight Cinema with a generous monetary contribution from Allstate Foundation through the Fairfax County Park Foundation;*

*NOW, THEREFORE, BE IT RESOLVED that the Fairfax County Park Authority and Fairfax County Park Foundation express sincere appreciation to*

## *Allstate Foundation*

*for its generous sponsorship contribution and support of the Summer Entertainment Series which enhances the quality of life and expands access to a diverse array of cultural opportunities for Fairfax County residents and visitors.*

*Adopted by the Fairfax County Park Authority Board and the Fairfax County Park Foundation Board on June 28, 2017.*

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*William G. Bouie, Chairman  
Fairfax County Park Authority*

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*Stephen C. Thormahlen, Board Chair  
Fairfax County Park Foundation, Inc.*

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## **INFORMATION**

### Fairfax County Park Foundation FY 2018 Meeting Dates

The Park Foundation Board has approved the following meeting dates, times and locations for Fiscal Year 2018:

Board Meetings (Held on the THIRD TUESDAY every other month)

Location: Herrity Building Park Authority Board Room 9th floor  
12055 Government Center Parkway, Fairfax, VA 22035

7:00 p.m.-8:30 p.m. (Dinner available by 6:30 p.m.)

- Tuesday, July 18, 2017
- Tuesday, September 19, 2017
- Tuesday, November 14, 2017 (Second Tuesday to avoid Thanksgiving week)
- Tuesday, January 16, 2018
- Tuesday, March 20, 2018
- Tuesday, May 15, 2018 (extended Annual Meeting 7:00-9:00 p.m.)
- Wednesday, June TBD, 2018 Joint FCPA Board Meeting 6:00-7:00 p.m.  
(Dinner available by 7:00 p.m.)

Executive Committee Meetings  
(Held on the SECOND THURSDAY of every other month)

Location: Tele-conference

3:00-4:00 p.m.

- Thursday, August 10, 2017
- Thursday, October 12, 2017
- Thursday, December 14, 2017
- Thursday, February 8, 2018
- Thursday, April 12, 2018
- Thursday, June 14, 2018

Unless otherwise directed, the Park Foundation will proceed with the proposed schedule.

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ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Executive Director, Park Authority

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