



# FAIRFAX COUNTY PARK AUTHORITY



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

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

**FROM:** Kirk W. Kincannon, Executive Director  
  
Roberta Longworth, Executive Director  
Park Foundation

**DATE:** June 22, 2018

### *Agenda*

#### **Joint Meeting**

**Fairfax County Park Authority Board**

**and**

**Fairfax County Park Foundation Board**

**Wednesday, June 27, 2018 – 6 p.m.**

**Boardroom – Herrity Building**

**Chairman: William G. Bouie, Park Authority**

**Chairman: Stephen Thormahlen, Park Foundation**

1. Presentation of the 2017 Eakin Philanthropy Award to Timber Ridge at Discovery Square for Sully Highlands Park Sports Complex.
2. Presentation to Recognize Stephen Thormahlen's Volunteer Service to FCPF Board
3. FY 2018 Check presentation to FCPA by the FCPF
4. Park Foundation FY 2019 Fundraising Projects – Action\* (This item is going to the Park Authority Board on June 27, 2018.)
5. Resolutions – Recognition of Donors for the Summer Entertainment Series – Administrative\* (This item is going to the Park Authority Board on June 27, 2018.)
6. Fairfax County Park Foundation FY 2019 Meeting Dates – Information\* (This item is going to the Park Authority Board on June 27, 2018.)

\*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 2019 Fundraising Projects

#### ISSUE:

Approval of the Park Foundation's Fiscal Year 2019 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 2019.

#### TIMING:

Board action is requested on June 27, 2018.

#### 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 2019. This list was approved by the Park Foundation Board at its May 15, 2018, 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 2019

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STAFF:

Kirk W. Kincannon, Executive Director

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Roberta A. Longworth, Executive Director, FCPF

# FCPF Official Projects

Fiscal Year 2018 and Fiscal Year 2019



FCPF  
Fairfax County Park Foundation



Attachment 1

## Approved by FCPF Board May 15, 2018 Presented FCPF Board Approved list to PAB June 27, 2018

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

1. Projects for which the Foundation is proactively engaged in fundraising
2. 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 2019 (July 1, 2018-June 30, 2019).

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	FY18 Target	FY18 Revenue through May 2018	FY19 Target	Comments / Significant Funding Sources
FOUNDATION	★ Annual appeal and ongoing campaign for <b>Unrestricted funds</b> including administrative and fundraising expenses	\$85,000	\$96,032	\$90,000	Support FCPA program/projects Surplus may be FCPF board designated. <i>Dec./Annual Fund Direct Mail; Vehicle Donations; Giving Days; Spring DTA Personal Property Insert, workplace giving campaigns</i>
CAPITAL IMPROVEMENT CAMPAIGN	★ <b>Burke Lake Park</b> improvements and beautification for popular FCPA park; Multi-year campaign for 2 Picnic Shelters near family recreation area. (Raised \$120,000 of \$300,000 goal through FY17)	\$60,000	\$48,965	\$50,000	Campaign initiated in FY 2016; partner with Park staff; installed 2 donation boxes. <i>Sept./Fall Direct Mail appeal, eMail appeal, On-site signage, donation boxes and events</i>
CAMP	★ <b>Rec-PAC summer camp</b> program support; scholarships for 'Pretty Awesome Children' from low income families	\$35,000	\$41,058	\$35,000	Six week camp enabled 2,000 camp scholarships; 70% qualify for a reduced fee. <i>April/Spring Direct Mail, RZ Fdn. Grant</i>
	★ <b>PACT summer camp</b> scholarships for children in homeless shelters and permanent supportive housing (may attend Rec-PAC camps)	\$25,000	\$30,061	\$28,000	Identified outcomes measurements required by major grantors. Direct outreach with housing providers via Office to Prevent & End Homelessness (OPEH). <i>December &amp; May Let's Help Kids, VW, CMCF Grants</i>
COMMUNITY EVENTS/ ENTERTAINMENT	★ <b>Summer Entertainment Series</b> (11 series including Arts in the Parks) summer-long calendar of shows, concerts and movies held in local parks	\$135,000	\$158,729	\$150,000	Fundraising from BOS to FCPF. Enhanced branding and Sponsor recognition to address increased competition. <i>Individuals at events, Transurban, Cox, Dominion, Corporations, PNC, RZ Fdn and Grants</i>
	★ <b>Festivals, Fairs and Special events</b> that promote the FCPA's outreach to the community	\$10,000*	\$8,645	\$10,800	Events partially funded by FCPA Unrestricted donations in past; (Healthy Strides, 4-H Fair, Discovery Trail Map, SpringFest, Honoring America's Veterans, etc.) <i>Grants and Corporate Sponsorships</i>
LAND CARE AND PRESERVATION	★ <b>Trail protection, maintenance</b> and beautification of trails, adjacent land and trail amenities	\$10,000	\$12,259	\$15,000	Trails are most utilized FCPA asset. FCPF donation signs along Stream Valley trails. <i>On-site, Metro Run &amp; Walk, Individuals, Grants</i>
	★ <b>Open Space Land Preservation</b> for land acquisition	\$26,000	\$30,399	\$29,000	Most funds attracted via insert for Open Space. Spring DTA Personal Property Insert
	★ <b>Bench &amp; Tree memorials</b> and commemorations	\$15,000	\$32,300	\$20,000	Typically located along trails in major parks and remote area managed parks.
ENVIRONMENTAL EDUCATION CULTURAL/ HISTORICAL	★ <b>Meaningful Watershed Educational Experience</b> (MWEE education at Hidden Oaks & Hidden Pond Nature Centers	\$16,000	\$14,122	\$15,000	Hands-on educational program about the importance of the Chesapeake Bay Watershed. <i>Northrop Grumman Grant, Specific Programmatic Grant Opportunities</i>
	★ <b>Other Environmental, Cultural and Historical projects</b> and programs including <b>Invasive Management Area Program (IMA)</b> program	\$15,000*	\$93,939	\$35,000	IMA non-native plant removal, Stewardship training, Resource Mgmt. Division site support. <i>FCPA Friends Groups, Volunteer Teams, Grants, Individual donors</i>
SCHOLARSHIPS/ PROGRAM & FACILITY SUPPORT	★ <b>FCPA Class Scholarships</b> for FCPA classes for individuals of all abilities demonstrating financial need	\$34,000	\$39,650	\$38,000	Online FCPA class registration and Parktakes promotion <i>Individuals, Springfield Art Guild</i>
	★ <b>Adapted Recreation</b> (Program, Facilities support for a variety of FCPA programs for individuals with disabilities (golf, aquatics and other programs).	\$40,000	\$77,080	\$45,000	Support for additional features, adapted equipment and maintenance of Chessie's and Clemyjontri; programs for individuals with disabilities. <i>Adapted events, Targeted mailings, Major Donors, Grants, Carousel Animal Adoptions; Individuals and organizations</i>
OTHER PROJECTS*	Not included in categories above	\$25,000	\$32,855	\$50,000	*Includes investment interest and other projects not included in the Official Project categories.
<b>TOTAL TARGET**</b>		<b>\$506,000</b>	<b>\$716,094</b>	<b>\$610,800</b>	** Monetary contributions to FCPF, does not include gifts directed to FCPA or in-kind gifts.

★Priority Projects

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## **ADMINISTRATIVE**

### 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 Executive Director recommends that the approval of the resolutions expressing appreciation to 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 27, 2018.

#### 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 11 Summer Entertainment Series as follows:

Springfield Nights, a new series at Burke Lake Park in Springfield District, is held on Wednesday evenings.

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 Royal Lake Park on Friday evenings.

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

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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.

The Hunter Mill Melodies' concert series, held on Thursday evenings 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 2018 Starlight Cinema is composed of a series of outdoor drive-in movies on the 4 Saturday evenings in August at Trinity Centre.

The Mt. Vernon Nights series is held at the Workhouse Arts Center at Lorton on Saturday nights and at Grist Mill Park in Alexandria on Friday nights.

FISCAL IMPACT:

Monetary contributions of \$191,579.43 in sponsorships made to the Fairfax County Park Foundation plus an additional \$6,000 directed to Fairfax County Park Authority raised in Fiscal Year 2018 will be assigned to Fund 170 (Donations) and dedicated to the Summer Entertainment Series projects as specified by the sponsors. (Note that individual donors who collectively contributed a total of \$9,538 are not included in this sponsorship donation report.)

ENCLOSED DOCUMENTS:

Attachment 1: Sponsorship Donation Report (Contributors and Amounts)  
Attachment 2: Resolution

STAFF:

Kirk W. Kincannon, Executive Director  
Sara Baldwin, Deputy Director/COO  
Aimee L. Vosper, Deputy Director/CBD

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Barbara Nugent, Division Director, Park Services  
Roberta A. Longworth, Executive Director, FCPF

**SUMMER ENTERTAINMENT SERIES (FISCAL YEAR 2018)  
SPONSORSHIP DONATION REPORT**

	DONOR	RECEIVED OR CONFIRMED FUNDS	Total Individual Contributions	TOTAL
<b>Music at Arrowbrook</b>	Pulte Homes	\$ 10,000.00	\$ -	\$ 34,500.00
	Ruth and Hal Lauenders Charitable Trust	\$ 20,000.00		
	Cox Communications	\$ 2,500.00		
	Dominion Energy	\$ 1,000.00		
	Virginia Commission for the Arts	\$ 1,000.00		
<b>Braddock Nights</b>	Erickson Living	\$ 2,500.00	\$ -	\$ 16,350.00
	Fairfax Memorial Park & Funeral Home	\$ 5,000.00		
	BoatUS	\$ 3,000.00		
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Canterbury Woods Civic Association	\$ 150.00		
	Transurban (495 / 95 Express Lanes)	\$ 2,200.00		
<b>Evenings on the Ellipse</b>	Walsh, Colucci, Lubeley, & Walsh, PC	\$ 1,000.00	\$ -	\$ 17,000.00
	NOVEC	\$ 2,000.00		
	Young Won Trading	\$ 1,000.00		
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Transurban (495 95 Express Lanes)	\$ 4,000.00		
	Lerner Corporation	\$ 4,000.00		
	Virginia Commission for the Arts	\$ 1,500.00		
<b>Hunter Mill Melodies</b>	Whole Foods Market	\$ 1,000.00	\$ -	\$ 13,500.00
	Friends of Frying Pan Farm Park	\$ 3,000.00		
	Brandywine Realty Trust	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Dominion Energy	\$ 1,000.00		
	The Floris Conservatory (Scimores Academy)	\$ 5,000.00		
<b>Lee District Nights</b>	Erickson Living	\$ 2,500.00	\$ 50.00	\$ 10,750.00
	Transportation Association of Greater Springfield	\$ 1,000.00		
	Sheehy Auto Group	\$ 1,500.00		
	Cox Communications	\$ 2,500.00		
	Dominion Energy	\$ 1,000.00		
	Transurban (495 95 Express Lanes)	\$ 2,200.00		
<b>Mount Vernon Nights</b>	Cox Communications	\$ 2,500.00	\$ 1,647.20	\$ 7,997.20
	Davis Industries, Inc	\$ 500.00		
	Dominion Energy	\$ 1,000.00		
	Metro Run & Walk	\$ 750.00		
	Virginia Commission for the Arts	\$ 1,600.00		
<b>Nottoway Nights</b>	Cox Communications	\$ 2,500.00	\$ 2,074.15	\$ 8,524.15
	Transurban (495 / 95 Express Lanes)	\$ 2,200.00		
	Virginia Commission for the Arts	\$ 750.00		
	Dominion Energy	\$ 1,000.00		
<b>Spotlight by Starlight</b>	Dominion Energy	\$ 1,000.00	\$ 4,681.03	\$ 10,381.03
	Cox Communications	\$ 2,500.00		
	Transurban (495 / 95 Express Lanes)	\$ 2,200.00		
<b>Springfield Nights</b>	Great American Restaurants, Inc.	\$ 3,000.00	\$ -	\$ 15,700.00
	Anonymous Sponsor	\$ 5,000.00		
	NOVEC	\$ 500.00		
	Sheehy Auto Group	\$ 1,500.00		
	Cox Communications	\$ 2,500.00		
	Dominion Energy	\$ 1,000.00		
<b>Starlight Cinema</b>	Transurban (495 / 95 Express Lanes)	\$ 2,200.00	\$ 988.70	\$ 26,988.70
	Allstate Insurance Company	\$ 500.00		
	NOVEC Helps	\$ 500.00		
	Westfields Business Owners Association	\$ 1,000.00		
	American Disposal Services, Inc.	\$ 500.00		
	Pohanka Automotive Group	\$ 8,000.00		
	Cox Communications	\$ 2,500.00		
	Dominion Energy	\$ 1,000.00		
Wegmans	\$ 4,000.00			
<b>Arts in the Parks</b>	Trinity Centre	\$ 8,000.00	\$ 97.20	\$ 29,888.35
	PNC Foundation	\$ 12,500.00		
	RZ Foundation	\$ 6,000.00		
	Whole Foods Market	\$ 6,041.15		
	Arts Herndon	\$ 250.00		
Friends of Mason District Park	\$ 5,000.00			
<b>GRAND SERIES TOTAL</b>		<b>\$ 177,041.15</b>	<b>\$ 9,538.28</b>	<b>\$ 191,579.43</b>





# Resolution



*WHEREAS, the Fairfax County Park Authority and the Fairfax County Park Foundation, in partnership with Cox Communications, have sponsored Music at Arrowbrook Park, Braddock Nights, Evenings on the Ellipse, Hunter Mill Melodies, Lee District Nights, Mount Vernon Nights, Nottoway Nights, Spotlight by Starlight, Springfield Nights and Starlight Cinema to provide a small-town sense of community through musical entertainment and film productions; and*

*WHEREAS, Cox Communications 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 Cox Communications through the Fairfax County Park Foundation;*

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

## **Cox Communications**

*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 27, 2018.*

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

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



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## **INFORMATION**

### Fairfax County Park Foundation FY 2019 Meeting Dates

The Park Foundation Board has approved the following meeting dates, times, and locations for Fiscal Year 2019:

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 17, 2018
- Tuesday, September 18, 2018
- Tuesday, November 13, 2018 (*Second Tuesday to avoid Thanksgiving week*)
- Tuesday, January 15, 2019
- Tuesday, March 19, 2019
- Tuesday, May 21, 2019 (extended Annual Meeting 7:00-9:00 p.m.)
- Wednesday, June 26, 2019 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 9, 2018
- Thursday, October 11, 2018
- Thursday, December 13, 2018
- Thursday, February 14, 2019
- Thursday, April 11, 2019
- Thursday, June 13, 2019

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

### ENCLOSED DOCUMENTS:

None

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STAFF:

Kirk W. Kincannon, Executive Director

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Roberta A. Longworth, Executive Director, Park Foundation