



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, Director

DATE: June 4, 2015

Agenda

Joint Meeting

**Fairfax County Park Foundation Board and
Fairfax County Park Authority Board Wednesday, June 10, 2015 –
6 p.m. Boardroom – Herrity Building
FCPF Vice Chair: Steve Thormahlen for Bruce McLeod, Chair
FCPA Chair: William G. Bouie**

1. Check Presentation by the Friends of Colvin Run Mill – Presentation
2. Check Presentation by the Fairfax County Park Foundation – Presentation
3. Targeted Effort to Expand Park Foundation Board of Directors – Discussion
4. Fiscal Year FY 2016 Planning - Discussion
5. Park Foundation FY 2016 Fundraising Projects (This item is going to the Park Authority Board on June 10) – Action*
6. Fairfax County Park Foundation FY 2016 Meeting Dates – (This item is going to the Park Authority Board on June 10) – Information*

*Enclosures



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ACTION

Park Foundation FY 2016 Fundraising Projects

ISSUE:

Approval of the Park Foundation's Fiscal Year 2016 Fundraising Projects.

RECOMMENDATION:

The Park Authority Director recommends approval of the attached list of projects for fundraising by the Park Foundation in fiscal year 2016.

TIMING:

Board action is requested on June 10, 2015.

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 2016. This list was approved by the Park Foundation Board at its May 19, 2015 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 2016

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STAFF:

Kirk W. Kincannon, Director

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 2016

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

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

Approved by FCPF Board May 19, 2015
Present FCPF Board Approved list to PAB June 10, 2015

This is the list of projects recommended as a baseline for *active* monetary fundraising efforts by the Park Foundation in Fiscal Year 2016 (July 1, 2015-June 30, 2016). The list 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 facilitates Foundation planning and helps to clarify project sponsors' expectations.

Project Category	Description of Program/Project need	FY 2016 Target	FY 2015 Target	Comments / Significant Funding Sources
Foundation	Annual appeal and ongoing campaign for unrestricted funds including administrative and fundraising expenses	\$90,000	\$90,000	Surplus may be FCPF board designated for specific projects. <i>Year End Direct Mail, 50% Personal Prop. Tax Insert</i>
Camp	PACT summer camp scholarships for children in homeless shelters, transitional and permanent supportive housing	\$15,000	\$10,000	Outreach via Office to Prevent & End Homelessness doubled registrations to 60 campers in FY2015. <i>Let's Help Kids, Volkswagen, CMCF Grants</i>
	Rec-PAC summer camp program support and scholarships	\$30,000	\$30,000	Six week camp serving 5,300 campers; 70% qualify for a reduced fee. <i>Spring Direct Mail, RZ Foundation Grant</i>
Environmental, Cultural & Historical Education	Invasive Management Area Program (IMA) Non-native plant removal program	\$10,000	\$10,000	Non-native invasive species reduce tree cover, decrease water quality, increase erosion and litter and create more habitats for other invasive species. <i>REI Grant</i>
	Meaningful Watershed Educational Experience (MWEE) 4 th and 7 th grade education at Hidden Oaks & Hidden Pond Nature Centers	\$20,000	\$20,000	Hands-on educational program about the importance of the Chesapeake Bay Watershed. <i>Fairfax Water, Northrop Grumman Grants</i>
Recreation Area	Burke Lake Park improvements and beautification for popular major FCPA park <i>NEW PRIORITY PROJECT</i>	\$50,000	\$0	Multi-year campaign for highly visited major park with a 218-acre lake with fishing, boating, rowboat rental, camping, a miniature train, a carousel, outdoor volleyball courts, open fields, an 18-hole par 3 golf course, clubhouse with snack bar and driving range, disk golf, horse shoe pits, an ice cream parlor, picnic areas with grills, 3 playgrounds, trails, amphitheater, and miniature golf course. <i>Fall Direct Mail appeal, On-site signage, events, sponsorships, Commemorative trees and benches</i>

Project Category	Description of Program/Project need	FY 2016 Target	FY 2015 Target	Comments / Significant Funding Sources
Scholarships	FCPA Class Scholarships for FCPA classes for individuals of all abilities	\$30,000	\$30,000	<i>Increase would require additional appeal/requests. Individuals registering for FCPA classes</i>
	Adapted Recreation Scholarships for a variety of FCPA programs for individuals with disabilities (water safety, physical exercise and socialization).	\$10,000	\$10,000	<i>FY 2014 represents Adapted Aquatics support. Expand scope to provide numerous activities and programs that may be enjoyed by individuals with disabilities. Individuals</i>
Summer Entertainment	Summer Entertainment Series summer-long calendar of shows, concerts and movies held in local parks.	\$150,000	\$170,000	Established series held throughout Fairfax County. Fundraising transition from Board of Supervisors to FCPF. Contributions to be directed to FCPF. Individuals at events Transurban, Cox, Dominion Grants Morning concerts continue to grow in popularity. Fundraising transitioning from BOS to FCPF. PNC Bank, RZ Foundation Grants
	Arts in the Parks educational concert series introduces children to live performances	\$20,000	\$20,000	
Health & Wellness	Take 12 Steps for Health year-long program with calendar, health expo and 10K/5K.	\$12,000	\$12,000	Increased notoriety and participation with 500 runners. <i>Lead sponsor declined - funded by FCPF in FY2015.</i> Cigna Grant
Land Care and Preservation	Open Space Land Preservation for acquisition and restoration of open space.	\$25,000	\$25,000	Most funds attracted via insert for Open Space. Individuals registering for FCPA classes 50% Personal Property Tax mailing Insert Trails represent a very popular and most utilized FCPA asset. <i>FY2015 Gerry Connolly Cross County Trail event.</i> Individuals
	Trail protection, maintenance and beautification of trails and trail amenities (i.e.: kiosk, signage, shelter)	\$10,000	\$10,000	
	TOTAL OFFICIAL PROJECTS	\$472,000		

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INFORMATION

Fairfax County Park Foundation FY 2016 Meeting Dates

The Park Foundation Board has approved the following meeting dates, times, and locations for Fiscal Year 2016:

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 21, 2015
- Tuesday, September 15, 2015
- Tuesday, November 17, 2015
- Tuesday, January 19, 2016
- Tuesday, March 15, 2016
- Tuesday, May 17, 2016 (Annual Meeting 7-9 p.m.)
- (June, 2016 Date TBD - Joint FCPA Board Meeting 6-7 p.m.)

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

Location: Tele-conference (as needed)

2 p.m.

- Thursday, August 13, 2015
- Thursday, October 8, 2015
- Thursday, December 10, 2015
- Thursday, February 11, 2016
- Thursday, April 14, 2016
- Thursday, June 9, 2016

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

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ENCLOSED DOCUMENTS:
None

STAFF:
Kirk W. Kincannon, Director
Sara Baldwin, Deputy Director/COO
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