



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 16, 2016

Agenda

Joint Meeting

**Fairfax County Park Authority Board
and
Fairfax County Park Foundation Board
Wednesday, June 22, 2016 – 6 p.m.
Boardroom – Herrity Building
Chairman: William G. Bouie, FCPA
Chairman: Bruce McLeod, FCPF**

1. Check Presentation by Fairfax 2015, Inc. for Youth Sports Scholarship Program – Presentation*
2. Check Presentation by the Fairfax County Park Foundation – Presentation*
3. County's Economic Success Plan – Presentation*
4. Reappointment of Stephen Thormahlen to the Park Foundation Board – Action* (This item is going to the Park Authority Board on 6/22/16)
5. Appointment of Michael Gailliot to the Park Foundation Board – Action* (This item is going to the Park Authority Board on 6/22/16)
6. Fiscal Year FY 2017 Planning - Discussion
7. Park Foundation FY 2016 Fundraising Projects (This item is going to the Park Authority Board on June 22) – Action*
8. Fairfax County Park Foundation FY 2017 Meeting Dates – (This item is going to the Park Authority Board on June 22) – Information*

*Enclosures



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

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Joint Meeting Agenda Item
June 22, 2016

PRESENTATIONS

1. Fairfax 2015, Inc. will present a check to the Park Foundation for the Youth Sports Scholarship Program.
2. Fairfax County Park Foundation will present a check to the Park Authority.
3. Eta Davis, Office of the County Executive, will provide a presentation on the County's Economic Success Plan Initiatives.



People Places Employment Governance

Board of Supervisors' Strategic Plan to Facilitate the Economic Success of Fairfax County

Eta N. Davis, Economic Initiatives Coordinator, Office of the County Executive

To Better Position the County for Success

- We believe it is vitally important to determine an envisioned future, plan strategically, and define specific actions that make our collective vision a reality.
- Our Economic Success Strategic Plan is an important lens through which we determine our actions and measure our success.

Strategic Planning is essential

- ▶ Positioning ourselves to remain a leader regionally and nationally
- ▶ Older communities, urbanizing communities
- ▶ Respond to pressures associated with growth
- ▶ Maintain high-quality public services, a vibrant community with places where people want to be, and support our changing and growing population
- ▶ High office vacancy rates affect tax base
- ▶ Fewer federal government related jobs
- ▶ Need for flexibility to respond to change and to take advantage of opportunities
 - ▶ Capitalize on developing business trends
 - ▶ Leverage County successes and respond to market

Economic Success Strategic Plan
Overview

- Overarching Vision
- Board of Supervisors Adopted Priorities
- Board of Supervisors Adopted County Vision
- Fundamental Themes
 - People, Places, Employment, Governance
- Envisioned Future
- Six Goals
 - 92 Actions

<http://www.fairfaxcounty.gov/success/>

Economic Success Strategic Plan
Overarching Vision

Economic Success Strategic Plan

People Places Employment Governance

"... Prosperity can only be achieved and sustained when a community's citizens, businesses and government work in concert for everyone's benefit... Our vision is a community where businesses, residents, and employees of a variety of ages, abilities, and experiences want to live, work, play, learn, and thrive..."

Adopted by the Fairfax County Board of Supervisors on March 3, 2015.

Economic Success Strategic Plan
Fundamental Themes



In order to further implement the Plan's vision of an economically strong and sustainable Fairfax, we focus on four fundamental themes:

 PEOPLE	 PLACES
 EMPLOYMENT	 GOVERNANCE

Each of the four themes contains strategies and a vision of what we aspire to.

Economic Success Strategic Plan
Six Goals



- Further Diversify Our Economy
- Create Places Where People Want To Be
- Improve the Speed, Consistency, and Predictability of the Development Review Process
- Invest in Natural and Physical Infrastructure
- Achieve Economic Success Through Education and Social Equity
- Increase Agility of County Government

Economic Success Strategic Plan
1: Further Diversify Our Economy

To position the County for sustained economic prosperity, we need to diversify our economy. We must cultivate and embrace new business areas and we must grow Fairfax County's brand as a location for innovation and dynamic thinking.

- World class research and development in the County
- Promote, partner, develop innovation centers or similar hubs
- Targeted industries pursued currently include data analytics, cyber security, translational medicine, other emerging technology areas

BISNOW TOP STORIES JOBS CITIES EVENTS VIDEOS ABOUT

HOW FAIRFAX COUNTY WILL BECOME AN INNOVATION HUB

Dec 7, 2015 | Tony Anderson, @tonydc

Facebook Twitter LinkedIn Email Print

No doubt the DC region's tech economy is flourishing, evolving from a heavy federal IT focus to an ecosystem of small tech startups and entrepreneurs. But one jurisdiction is wondering, "Now what?"

Fairfax County, long established as the home of federal IT contractors, is kicking off a plan to establish "innovation hubs" around dense, Metro-accessible areas of commercial, residential and retail activity. The county wants to lure R&D labs, co-working spaces, accelerators and incubators to create an ecosystem of innovation in various concentrated areas, says Fairfax County Deputy County Executive Rob Stalzer. Ultimately it will help diversify and bring more jobs and companies to the county.



Economic Success Strategic Plan
2: Create Places Where People Want To Be

The County's efforts need to be responsive to changing demographics and lifestyle preferences as Fairfax County transitions to a 21st Century community. Increasingly, a broad spectrum of age groups, from millennials to baby boomers, seek freedom from daily dependence on the automobile and prefer to live in vibrant, pedestrian-friendly spaces with an array of work and leisure activities close at hand.

- Focus on creation of mixed use communities in activity centers served by multi-modal transportation options
- Support efforts to enliven places
- Expand activities to market and brand our unique communities
- Implement tools to facilitate repurposing of empty or obsolete commercial spaces, including uses such as public facilities and urban schools
- Continue to improve overall quality of life, maintain our superior public schools, parks, libraries, and public safety services

Economic Success Strategic Plan

3: Improve the Speed, Consistency, and Predictability of the Development Review Process



Foster and facilitate a dynamic land development and entitlement process. The process should provide a meaningful participatory role for county residents to ensure that the community's vision for growth, redevelopment and community reinvestment is realized.

- Create a regulatory process that is collaborative and nurturing for industry and businesses and customers, big and small, while balancing community sensitivity
- Deliberately examine our process and policies. Evaluate and amend as necessary
- Develop a business model for regulatory services designed around meeting agreed upon service levels

Economic Success Strategic Plan

4: Invest in Natural and Physical Infrastructure



Economic success is dependent upon connections to an efficient intermodal transportation network, a sustainable and natural environment, a modern educational system(s) and vibrant public spaces. Such systems provide the ingredients and are assets for a diversified and prosperous economy.

- Dedicate funding and establish longer term maintenance strategies for County-owned infrastructure and facilities
- Maximize return on investment County real estate assets by leveraging partnership opportunities
- Plan for service delivery changes within more urban environments
- Continue to expand multimodal transportation system where appropriate; incorporate transit into Comprehensive Plan updates



Economic Success Strategic Plan

5: Achieve Economic Success Through Education and Social Equity



The County will engage all segments of the community regardless of income, education, and attainment. Helping people reach their highest level of personal achievement is vital to our region's successful ability to compete in the global economy. Linking people to opportunities including education, workforce development, employment, and affordable housing helps ensure lifelong learning, resilience, and economic success.

- Maintain focus on world class public schools
- Explore policy opportunities to address the issue of social equity
- Technical, vocational, middle-skill workforce training and development
- Expand opportunities for students with financial need to pursue post-secondary training and education
- Quantify and prioritize resources for STEM/STEAM prep
- Housing affordability and availability for all levels of income



Economic Success Strategic Plan

6: Increase Agility of County Government



We further recognize limits to government action and the need to establish partnerships with both the private and nonprofit sectors. Governmental action requires an open dialogue with all of our residents and partners based on trust and transparency. The County's goal is to create broad community benefit by increasing economic growth and prosperity.

- Create an agile culture that ensures County workforce and leaders understand the impact of our work on economic success
- Continue to foster coordination and collaboration
- Develop a robust communication and outreach plan to highlight the County's successful programs and innovative projects
- Cultivate new voices
- Work regionally with other jurisdictions on select initiatives

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Board Agenda Item
June 22, 2016

ACTION

Reappointment of Stephen C. Thormahlen to the Fairfax County Park Foundation Board

ISSUE:

Reappoint Stephen C. Thormahlen to the Board of Directors of the Fairfax County Park Foundation.

RECOMMENDATION:

The Park Foundation Board recommends the reappointment of Stephen C. Thormahlen to the Foundation's Board of Directors.

TIMING:

Board action is requested on June 22, 2016.

BACKGROUND:

In accordance with the Bylaws of the Fairfax County Park Foundation, the Foundation Board nominates individuals to become members of the Foundation Board of Directors. Appointments are effective following the concurrence of the Park Authority Board.

Stephen Thormahlen is managing director of PNC Wealth Management in Greater Washington, where he leads a 90-member team and oversees the growth of the company's wealth management services for high net worth individuals, families and businesses in metropolitan Washington – PNC's fastest-growing market and one of the most affluent areas of the country.

Before joining PNC in 2008, Mr. Thormahlen spent 16 years as the president and chief executive officer of Fiduciary Investment Management International in Washington, D.C., a Fiduciary Trust/Franklin Templeton company. Prior to that, he operated his own investment management company and worked as vice president and regional manager for Chase Manhattan Bank. He began his career with PNC's predecessor, Riggs National Bank, as a trust investment officer.

Mr. Thormahlen holds a degree in political science from the State University of New York at Fredonia and has completed graduate coursework in public administration at The American University in Washington, D.C. Active in the community, he serves as a Fairfax County Park Foundation Board Director. He also is a past board member of the

Board Agenda Item
June 22, 2016

Corcoran Gallery of Art's Washington Project for the Arts and the International Art Galleries Association.

Mr. Thormahlen served on the Foundation Board of Directors in multiple roles including chair in 2006 and 2007. Steve returned to serve as a director on the Park Foundation Board in 2013. He was elected as vice chair for fiscal years 2015 and 2016.

The Foundation Board has nominated Stephen C. Thormahlen for reappointment to a second three-year term beginning with the expiration of his current term.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Director

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Roberta A. Longworth, Executive Director, Park Foundation

Board Agenda Item
June 22, 2016

ACTION

Appointment of Michael Gailliot to the Fairfax County Park Foundation Board

ISSUE:

Appoint Michael Gailliot to the Board of Directors of the Fairfax County Park Foundation.

RECOMMENDATION:

The Park Foundation Board recommends the appointment of Michael Gailliot to the Foundation's Board of Directors.

TIMING:

Board action is requested on June 22, 2016.

BACKGROUND:

In accordance with the Bylaws of the Fairfax County Park Foundation, the Foundation Board nominates individuals to become members of the Foundation Board of Directors. Appointments are effective following the concurrence of the Park Authority Board.

The Foundation Board has nominated Michael Gailliot for appointment to the Foundation Board of Directors.

Mr. Gailliot was recruited by Park Foundation Executive Director, Roberta Longworth. His appointment will be for a three-year term.

Michael Gailliot is the president of Hilltop Sand and Gravel Company, Inc., a position held since 1994. In 2010, he became a real estate agent with Century 21 New Millennium in Alexandria, Virginia.

Prior professional experience includes two years in project management with Environmental Science and Engineering, Inc. He served as an associate scientist with Midwest Research Institute from 1989-1992.

Michael holds an MBA in Finance from Marymount University and a BS in Geology from George Mason University. Volunteer positions include President of Mount Vernon High School Athletic Booster Club from September 2011–June 2014; Chairman with the

Board Agenda Item
June 22, 2016

Mount Vernon-Lee Chamber of Commerce February 2012–January 2013. Board memberships include Southeast Fairfax Development Corporation from January 2011-December 2012 and Mount Vernon Lee Chamber of Commerce from 2004-2009. Michael also served on the volunteer fundraising committee for Chessie’s BIG Backyard at Lee District Park.

Michael’s areas of interest include real estate development, the golf industry, solid waste industry, triathlons, and biking.

Michael was honored as Chamber Citizen of the Year by The Mount Vernon-Lee Chamber of Commerce in December 2015. He accepted the Eakin Philanthropy Award from Fairfax County Park Foundation in November 2012. Hilltop Sand & Gravel supported PACT, the Summer Entertainment Series, and Lee District Park.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk Kincannon, Director, Park Authority

Sara Baldwin, Deputy Director, Chief Operating Officer, Park Authority

Aimee L. Vosper, Deputy Director, Chief Financial Officer, Park Authority

Roberta Longworth, Executive Director, Park Foundation

Board Agenda Item
June 22, 2016

ACTION

Park Foundation FY 2017 Fundraising Projects

ISSUE:

Approval of the Park Foundation's Fiscal Year 2017 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 2017.

TIMING:

Board action is requested on June 22, 2016.

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 2017. This list was approved by the Park Foundation Board at its May 17, 2016, 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 2017

Board Agenda Item
June 22, 2016

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 2017

Review by FCPF Board May 17, 2016
Present FCPF Board Approved list to PAB June 22, 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, 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 2016 (July 1, 2015-June 30, 2016).

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.

JBR score – 2016 Joint Boards Retreat score (based on dot exercise).

Project Category	Description of Program/Project need	FY 2017 Target	FY 2016 Target	FY 2016 through 4/30/16	Comments / Significant Funding Sources
Foundation	Annual appeal and ongoing campaign for unrestricted funds including administrative and fundraising expenses	\$90,000	\$90,000	\$ 66,195	Support of FCPF Board budgeted FCPA program/projects Surplus may be FCPF board designated. Year End Direct Mail, 50% Personal Prop. Tax Insert
Recreation Area JBR score – 30	Burke Lake Park improvements and beautification for popular major FCPA park Multi-year campaign projects identified by FCPA 2 Picnic Shelters \$150,000 each Future projects: Educational Classroom and Campitheatre	\$60,000	\$50,000	\$30,768	Campaign initiated in FY 2016; formed excellent partnership with Burke Lake Park staff. Fall Direct Mail appeal, grants, On-site signage, donation box, events, sponsorships.
Land Care and Preservation JBR score - 20	Open Space Land Preservation for acquisition and restoration of open space. Trail protection, maintenance and beautification of trails and trail amenities	\$25,000 \$10,000	\$25,000 \$10,000	\$30,833 \$ 3,967	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. FCPF donation signage pilot to commence in FY2017 at select FCPA Stream Valley trails. Individuals
Environmental, Education JBR score - 14	Invasive Management Area Program (IMA) Non-native plant removal program	\$8,000	\$10,000	\$ 1,048	Non-native invasive species reduce tree cover, decrease water quality, increase erosion and litter and create more habitats for other invasive species. REI Grant, Daughters of the American Revolution pilot

Project Category	Description of Program/Project need	FY 2017 Target	FY 2016 Target	FY 2016 through 4/30/16	Comments / Significant Funding Sources
Cultural/ Historical JBR score - 18	Meaningful Watershed Educational Experience (MWEE) 4 th and 7 th grade education at Hidden Oaks & Hidden Pond Nature Centers	\$20,000	\$20,000	\$15,457	Hands-on educational program about the importance of the Chesapeake Bay Watershed. Fairfax Water, Northrop Grumman Grants
Community Entertainment JBR score - 8	Summer Entertainment Series summer-long calendar of shows, concerts and movies held in local parks Arts in the Parks educational concert series introduces children to live performances	\$120,000 \$15,000	\$150,000 \$20,000	\$85,455 \$10,490	Established series held throughout Fairfax County. Fundraising transitioned from Board of Supervisors to FCPF. Braddock Nights Community Pilot underway. Individuals at events, I-95 I-495 Express Lanes, Cox, Dominion, numerous other Grants. Morning concerts continue to grow in popularity. PNC Bank, RZ Foundation Grants
Scholarships JBR score - 7	FCPA Class Scholarships for FCPA classes for individuals of all abilities Adapted Recreation Scholarships/ Program support for a variety of FCPA programs for individuals with disabilities (water safety, physical exercise and socialization).	\$33,000 \$10,000	\$30,000 \$10,000	\$ 30,573 \$ 4,438	FY2017 Online Registration and Parktakes promotion Individuals registering for FCPA classes, Memorial Fund, Springfield Art Guild Working with recently hired FCPA adapted program specialist to identify grantors and targeted direct mail campaign to fund programs that may be enjoyed by individuals with disabilities. Individuals and organizations
Camp JBR score - 6	PACT summer camp scholarships for children in homeless shelters, transitional and permanent supportive housing Rec-PAC summer camp program support and scholarships	\$15,000 \$30,000	\$10,000 \$30,000	\$ 10,575 \$ 12,132	Identified outcomes measurements, collecting data required by major grantors. Outreach to housing providers via Office to Prevent & End Homelessness. Let's Help Kids, CMCF Grants, Volkswagen??? Six week camp serving 5,300 campers; 70% qualify for a reduced fee. Spring Direct Mail, RZ Foundation Grant

Other Projects See full listing on FCPF Monthly Report including:

Health and Wellness JBR score – 15 **Take 12 Steps for Health** - year-long program with calendar, health expo and 10K/5K race.

Other JBR score – 4 **Various (Springfest Fairfax, PirateFest, 4-H Fair, Discovery Trail, etc.)** - Sponsorships, heritage preservation, diversity matters

Additional New FCPA opportunities that may be FCPF supported
(Pending project definition, budget, timeline, donor/sponsor identification, etc.)

Chessie's BIG Backyard Carousel at Lee District Park– Chesapeake Bay-themed animal 'adoption' sponsorship campaign

RMD Program Support – SOL-based Outreach to Title 1 school students (scholarships, program materials & transportation).

History in Your Hands – 3-D printer and supplies to create copies of collection artifacts for educational purposes.

Board Agenda Item
June 22, 2016

INFORMATION

Fairfax County Park Foundation FY 2017 Meeting Dates

The Park Foundation Board has approved the following meeting dates, times and locations for Fiscal Year 2017:

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 19, 2016
- Tuesday, September 20, 2016
- Tuesday, November 15, 2016
- Tuesday, January 17, 2017
- Tuesday, March 21, 2017
- Tuesday, May 16, 2017 (Annual Meeting 7:00-9:00 p.m.)
- (June, 2017 Date TBD - Joint FCPA Board Meeting 6:00-7:00 p.m.)

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

Location: Tele-conference (as needed)

2:00 p.m. – 3:00 p.m.

- Thursday, August 11, 2016
- Thursday, October 13, 2016
- Thursday, December 8, 2016
- Thursday, February 9, 2017
- Thursday, April 13, 2017
- Thursday, June 8, 2017

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

Board Agenda Item
June 22, 2016

ENCLOSED DOCUMENTS:

None

STAFF:

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