



FAIRFAX COUNTY PARK AUTHORITY

M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

Chair and Directors
Park Foundation Board

FROM: Kirk W. Kincannon, Executive Director

DATE: June 20, 2019

Agenda

Joint Meeting

Fairfax County Park Authority Board

and

Fairfax County Park Foundation Board

Wednesday, June 26, 2019 – 6 p.m.

Boardroom – Herrity Building

FCPA Chairman: William G. Bouie

FCPF Chair: John E. Osborn

1. FY 2019 Check Presentation to FCPA by the FCPF
2. Park Foundation FY 2020 Fundraising Projects – Action* (*This item is going to the Park Authority Board on June 26, 2019.*)
3. Designation of Stephen C. Thormahlen as Director Emeritus of the Fairfax County Park Foundation Board – Action* (*This item is going to the Park Authority Board on June 26, 2019.*)
4. Resolutions – Recognition of Donors for the 2019 Summer Entertainment Series – Administrative* (*This item is going to the Park Authority Board on June 26, 2019.*)
5. Fairfax County Park Foundation FY 2020 Meeting Dates – Information* (*This item is going to the Park Authority Board on June 26, 2019.*)

*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 2020 Fundraising Projects

ISSUE:

Approval of the Park Foundation's Fiscal Year 2020 Fundraising Projects.

RECOMMENDATION:

The Park Authority Executive Director recommends Park Authority Board approval of projects for fundraising by the Park Foundation in fiscal year 2020 as attached.

TIMING:

Board action is requested on June 26, 2019.

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 2020. This list was approved by the Park Foundation Board at its May 21, 2019, 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 2020

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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 2019 and Fiscal Year 2020

Approved by FCPF Board May 21, 2019 Present FCPF Board Approved list to PAB June 26, 2019

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 2020 (July 1, 2019-June 30, 2020). 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 2019 Target	FY 2020 Target	Comments / Significant Funding Sources
FOUNDATION	★ Annual appeal and ongoing campaign for Unrestricted funds including administrative and fundraising expenses	\$90,000	\$95,000	Rebuilding reserve fund to fund FCPA programs and cover FCPF expenses. Surplus may be FCPF board designated <i>Dec./Annual Fund Direct Mail; Board Giving; Vehicle Donations; Giving Days; Spring DTA Personal Property Insert, workplace giving; social media campaigns</i>
CAPITAL IMPROVEMENT CAMPAIGN	★ Burke Lake Park improvements and beautification for popular FCPA park; Multi-year campaign for 2 Picnic Shelters near family recreation area. (Additional funding of \$55,702 will reach \$352,603 updated goal)	\$50,000	\$55,702	Campaign initiated in FY 2016; partnered with Park staff; installed 2 donation boxes. <i>Sept./Fall Direct Mail appeal, eMail appeal, On-site signage, donation boxes, major donor appeals; FCPA approved Mastenbrook Grant and Proffer support.</i>
CAMP	★ Rec-PAC summer camp program support; scholarships for 'Pretty Awesome Children' from low income families	\$35,000	\$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>
	PACT summer camp scholarships for children in homeless shelters and permanent supportive housing (may attend Rec-PAC camps)	\$28,000	\$30,000	Identified outcomes measurements required by major grantors. Direct outreach with housing providers via Office to Prevent & End Homelessness (OPEH). <i>December & May VW, CMCF Grants</i>
COMMUNITY EVENTS/ ENTERTAINMENT	★ Summer Entertainment Series (11 series including Arts in the Parks) summer-long calendar of shows, concerts and movies held in local parks	\$150,000	\$170,000	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>
	Festivals, Fairs and Special events that promote the FCPA's outreach to the community	\$10,800	\$35,000	Events partially funded by FCPA Unrestricted funds in past; (Healthy Strides, 4-H Fair, Discovery Trail Map, Golf, SpringFest, LFP Trout, Honoring America's Veterans, etc.) <i>Grants and Corporate Sponsorships</i>
LAND CARE AND PRESERVATION	★ Trail, stream valley protection, maintenance and beautification of trails, adjacent land and trail amenities	\$15,000	\$10,000	Trails are most utilized FCPA asset. FCPF donation signs along Stream Valley trails. <i>On-site, Metro Run & Walk, Individuals, Grants</i>
	Open Space Land Preservation for land acquisition of high ecological value	\$29,000	\$15,000	Most funds attracted via insert for Open Space. <i>Spring DTA Personal Property Insert</i>
	Bench & Tree memorials and commemorations	\$20,000	\$30,000	Typically located along trails in major parks and remote area managed parks.
ENVIRONMENTAL EDUCATION CULTURAL/ HISTORICAL	Lazar Family Fund for FCPA Natural Resource Management	\$0	\$38,000	Donations to build funding for future investment (quasi-endowment) for the protection and maintenance of FCPA natural resources <i>Lazar formal \$3,000 monthly commitment and gifts from friends, family members and others.</i>
	Other Environmental, Cultural and Historical projects and programs including Meaningful Watershed Education (MWEE), and Invasive Management Area (IMA) program	\$35,000	\$45,000	IMA non-native plant removal, Nature Center MWEE programs; Stewardship training, Resource Mgmt. Division site support/programs. <i>FCPA Friends Groups, Volunteer Teams, Grants, Individual donors</i>
SCHOLARSHIPS/ PROGRAM & FACILITY SUPPORT	FCPA Class Scholarships for FCPA classes for individuals of all abilities demonstrating financial need	\$38,000	\$20,000	Online FCPA class registration and Parktakes promotion <i>Individuals, Springfield Art Guild</i>
	Adapted Recreation (Program, Facilities support for a variety of FCPA programs for individuals with disabilities (golf, aquatics and other programs).	\$45,000	\$50,000	Support for additional features, adapted equipment and maintenance of Chessie's and Clemjontri; programs for individuals with disabilities. <i>Adapted events, Targeted mailings, Major Donors, Grants, Chessie's Carousel Animal Adoptions; Individuals and organizations including Friends of Clemjontri Park.</i>
OTHER PROJECTS*	Not included in categories listed above	\$66,000	\$61,200	*Includes investment interest and other projects not included in the Official Project categories.
TOTAL TARGET**		\$611,800	\$689,902	** Monetary contributions to FCPF (does not include gifts directed to FCPA or in-kind gifts of goods or services)

★ Priority Projects

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ACTION

Designation of Stephen C. Thormahlen as Director Emeritus of the Fairfax County Park Foundation Board

ISSUE:

Designate Stephen C. Thormahlen as a Director Emeritus of the Fairfax County Park Foundation Board.

RECOMMENDATION:

The Park Authority Executive Director recommends approval of Stephan C. Thormahlen's designation as Director Emeritus of the Fairfax County Park Foundation Board.

TIMING:

Board action is requested on June 26, 2019. Designation would be effective as of July 1, 2019.

BACKGROUND:

In accordance with the Bylaws of the Fairfax County Park Foundation, Section 6, the Park Foundation Board may, at its discretion, confer the status of director emeritus who has served three full terms. A director emeritus serves with a non-voting status.

The Foundation Board has unanimously nominated Stephen Thormahlen as Director Emeritus at a regular meeting of the Fairfax County Park Foundation Board on May 21, 2019.

The Foundation Board has two other directors emeritus, Dr. Gerald Gordon and Mr. Bruce McLeod.

Mr. Thormahlen joined the Foundation Board of Directors in 2003. He served multiple officer roles over three full terms including chair in 2006 and 2007. Following a hiatus, Steve returned to the Park Foundation Board in 2013 and served as chair for fiscal years 2017 and 2018.

Stephen Thormahlen retired as managing director of PNC Wealth Management in Greater Washington, where he led a 90-member team and oversees the growth of the company's wealth management services for high net worth individuals, families and businesses in

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

Steve and his wife, Adriane, generously support Fairfax County Park Foundation projects including Chessie’s Big Backyard and Burke Lake Park.

ENCLOSED DOCUMENTS:

None

FISCAL IMPACT:

None

STAFF:

Kirk W. Kincannon, Executive Director
Sara Baldwin, Deputy Director/COO
Aimee L. Vosper, Deputy Director/CBD
Roberta A. Longworth, Executive Director, Park Foundation

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ADMINISTRATIVE

Resolutions – Recognition of Donors for the 2019 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 and Park Foundation Executive Directors recommend 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 26, 2019.

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:

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

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

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

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

The second year of Springfield Nights at Burke Lake Park in Springfield District will entertain many on Wednesday evenings.

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

The Sully District's 2019 Starlight Cinema is composed of a series of outdoor drive-in movies on the 4 Saturday evenings in August at Trinity Centre.

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

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

FISCAL IMPACT:

Monetary contributions including \$236,722.67 in sponsorships made to the Fairfax County Park Foundation or directed to Fairfax County Park Authority are assigned to Fund 170 (Donations) and dedicated to the Summer Entertainment Series projects as specified by the sponsors. The Sponsorship Donation Report includes all Summer Entertainment Series funds received to date in Fiscal Year 2019 and identifies committed funds that have not yet been received by the report date. Donors who collectively contributed a total of \$1,303.09 are not individually listed.

ENCLOSED DOCUMENTS:

Attachment 1: Sponsorship Donation Report (Contributors and Amounts)

Attachment 2: Resolution Certificates

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STAFF:

Kirk W. Kincannon, Executive Director

Sara Baldwin, Deputy Director/COO

Aimee L. Vosper, Deputy Director/CBD

Cindy Walsh, Division Director, Park Services

Roberta A. Longworth, Executive Director, FCPF

SUMMER ENTERTAINMENT SERIES (FISCAL YEAR 2019)
SPONSORSHIP DONATION REPORT

	DONOR	FUNDS RECEIVED OR COMMITTED *	INDIVIDUAL CONTRIBUTIONS	TOTAL
Music at Arrowbrook (Dranesville District)	Pulte Homes	\$ 20,000.00		
	Ruth and Hal Lauenders Charitable Trust	\$ 45,000.00		
	Dominion Energy	\$ 1,000.00	\$ -	\$ 69,500.00
	VA Commission for the Arts	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
Braddock Nights	Erickson Living	\$ 5,000.00		
	Fairfax Memorial Park	\$ 5,000.00		
	BoatUS	\$ 1,000.00		
	Interstate Moving - Morrissette Family Foundation	\$ 4,000.00		
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	VA Commission for the Arts*	\$ 2,350.00	\$ 117.08	\$ 25,617.08
	Mouthpiece Express*	\$ 800.00		
	Metro Run & Walk	\$ 1,000.00		
	Kings Park West Civic Association	\$ 500.00		
	Canterbury Woods Civic Association	\$ 150.00		
	Transurban/495-95 Express Lanes	\$ 2,200.00		
Evenings on the Ellipse (Government Center)	Walsh, Colucci, Lubeley, & Walsh, PC	\$ 1,000.00		
	NOVEC	\$ 1,000.00		
	Young Won Trading	\$ 1,000.00		
	VA Commission for the Arts	\$ 1,500.00	\$ -	\$ 12,000.00
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Transurban/495-95 Express Lanes	\$ 4,000.00		
Hunter Mill Melodies	Friends of Frying Pan Farm Park	\$ 3,000.00		
	Brandywine Realty Trust*	\$ 1,500.00		
	The Floris Conservancy (Scimores Academy)*	\$ 2,500.00	\$ 85.00	\$ 10,585.00
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
Lee District Nights	Erickson Living	\$ 5,000.00		
	Transportation Association of Greater Springfield	\$ 1,000.00		
	Sheehy Auto Group	\$ 2,000.00		
	VA Commission for the Arts*	\$ 1,000.00	\$ 97.50	\$ 17,797.50
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Hilltop Sand & Gravel	\$ 3,000.00		
Transurban/495-95 Express Lanes	\$ 2,200.00			
Mount Vernon Nights	VA Commission for the Arts	\$ 1,600.00		
	Dominion Energy	\$ 1,000.00		
	VA Commission for the Arts*	\$ 500.00	\$ 97.50	\$ 6,497.50
	Cox Communications	\$ 2,500.00		
	Mouthpiece Express	\$ 800.00		
Nottoway Nights (Providence District)	Tyson's Corner Center	\$ 1,500.00		
	Dominion Energy	\$ 1,000.00		
	VA Commission for the Arts	\$ 750.00	\$ 7.00	\$ 12,957.00
	Linda and Nigel Smyth	\$ 5,000.00		
	Cox Communications	\$ 2,500.00		
	Transurban/495-95 Express Lanes	\$ 2,200.00		
Spotlight by Starlight (Mason District)	Cox Communications	\$ 2,500.00		
	Supporters of Mason District Park (incl. Arts in the Park)	\$ 5,869.58		
	VA Commission for the Arts*	\$ 750.00	\$ -	\$ 12,319.58
	Dominion Energy	\$ 1,000.00		
	Transurban/495-95 Express Lanes	\$ 2,200.00		
Springfield Nights	Great American Restaurants, Inc.	\$ 3,000.00		
	Mosquito Hunters of Annandale-Springfield	\$ 1,100.00		
	NOVEC	\$ 500.00		
	Sheehy Auto Group	\$ 2,000.00	\$ 9.00	\$ 13,309.00
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Metro Run & Walk	\$ 1,000.00		
	Transurban/495-95 Express Lanes	\$ 2,200.00		
Starlight Cinema (Sully District)	I-66 Express Lanes	\$ 20,000.00		
	Pohanka Family Foundation	\$ 4,000.00		
	NOVEC Helps	\$ 250.00		
	Trinity Centre	\$ 8,000.00	\$ 750.00	\$ 43,500.00
	Westfields Business Owners Association*	\$ 3,000.00		
	Dominion Energy	\$ 1,000.00		
	Cox Communications	\$ 2,500.00		
	Wegmans	\$ 4,000.00		
Arts in the Parks	PNC Foundation	\$ 5,000.00	\$ 140.01	\$ 12,640.01
	RZ Foundation	\$ 6,000.00		
FCPA Summer Entertainment Series	McLean Project for the Arts	\$ 1,500.00	\$ -	\$ 1,500.00
	GRAND TOTAL	\$ 233,919.58	\$ 1,303.09	\$ 236,722.67

*Funds committed/not yet received

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INFORMATION

Fairfax County Park Foundation FY 2020 Meeting Dates

The Park Foundation Board has approved the following meeting dates, times, and locations for Fiscal Year 2020:

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 16, 2019
- Tuesday, September 17, 2019
- Tuesday, November 19, 2019
- Tuesday, January 21, 2020
- Tuesday, March 17, 2020
- Tuesday, May 19, 2020 (extended Annual Meeting 7:00-9:00 p.m.)
- Wednesday, June 24, 2020 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 8, 2019
- Thursday, October 10, 2019
- Thursday, December 12, 2019
- Thursday, February 13, 2020
- Thursday, April 9, 2020
- Thursday, June 11, 2020

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

ENCLOSED DOCUMENTS:

None

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STAFF:

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