



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Jai Cole, Executive Director

FROM: Ben Boxer, Public Information Officer
Marketing and Communications Office

DATE: November 3, 2023

Agenda

**Communications and Community Engagement Committee
(Committee of the Whole)**

Wednesday, November 8, 2023 – 6:50 pm

Boardroom, Herrity Building

Chairman: William G. Bouie

Vice Chair: Mike Thompson

1. Fairfax County Park Foundation Projects and Funding Update – Information*

*Enclosures



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

Committee Item
November 8, 2023

INFORMATION

Fairfax County Park Foundation Projects and Funding Update

The Fairfax County Park Foundation's Board Chair, Anita Herrera; Board Treasurer, Rich Harpe, CPA; and Executive Director, Roberta Longworth, will share status updates to the Communications and Community Engagement Committee of the Fairfax County Park Authority Board.

Fiscal Year 2024 funding status for Official and notable Major Projects through October 31, 2023 will be reviewed.

ENCLOSED DOCUMENTS:

Attachment 1: FY 2024 Budget through October 31, 2023

Attachment 2: FY 2024 Official Projects Balances as of October 31, 2023

STAFF:

Jai Cole, Executive Director, Park Authority

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

Aimee L. Vosper, Deputy Director, Chief of Business and Development, Park Authority

Michael R. Peter, Administration Division Director, Park Authority

Roberta A. Longworth, Executive Director, Park Foundation

Margaret P. Thaxton, Director of Development, Park Foundation

Brooke C. Nielsen, Finance Administrator, Park Foundation

**FCPF Fiscal Years 2022-2024 Budget
FY 2024 (July 1, 2023 - June 30, 2024)**

	A	G	H	I	J	K	L	M
		FY 2022 Budget	FY 2022 ACTUAL	FY 2023 Budget	FY 2023 ACTUAL	FY 2024 Budget	FY 2024 ACTUAL	
			(as of 06/30/2022)		(as of 06/30/2023)		(as of 10/31/2023)	<i>FY 2024 Notes:</i>
3	REVENUE							
4	Bench and Tree (Memorials/Commemorations)	\$ 42,000.00	\$ 74,742.00	\$ 50,000.00	\$ 46,119.86	\$ 50,000.00	\$ 26,116.21	High demand, supply chain delays
5	Capital Campaign: Mobile Nature Centers/Equity Outreach	\$ -		\$ -	\$ 35,447.52	\$ 100,000.00	\$ 48,039.33	Fall 2023 Direct Mail Appeal; New \$200K Multi-Year Campaign Goal
6	Capital Campaign: Stewardship Education Center	\$ 54,000.00	\$ 218,845.89	\$ 60,000.00	\$ 176,656.71	\$ 30,000.00	\$ 275.00	Final FY of multi-year Campaign
7	Camp: Rec-PAC and PACT	\$ 30,000.00	\$ 32,681.34	\$ 30,000.00	\$ 45,862.96	\$ 30,000.00	\$ 3,211.56	Spring 2024 Direct Mail Appeal
8	Environmental: RMD IMA, MWEE, Historical, Cultural	\$ 50,000.00	\$ 38,608.00	\$ 40,000.00	\$ 214,961.74	\$ 390,000.00	\$ 284,887.20	Includes GSG Moon Gate project
9	Events: FCPA Community Outreach	\$ 50,000.00	\$ 69,342.39	\$ 60,000.00	\$ 75,512.76	\$ 55,000.00	\$ 28,644.00	FCPA Festivals, Fairs and outreach Events
10	Events: Summer Entertainment	\$ 70,000.00	\$ 173,441.93	\$ 100,000.00	\$ 206,859.28	\$ 140,000.00	\$ 27,125.85	Major sponsors supporting multiple series
11	Land: Open Space (Land Preservation)	\$ 10,000.00	\$ 17,427.57	\$ 15,000.00	\$ 14,374.02	\$ 14,000.00	\$ 3,279.40	DTA Tax insert mailing
12	Land: Trails	\$ 10,000.00	\$ 232,904.56	\$ 20,000.00	\$ 164,021.73	\$ 50,000.00	\$ 1,529.37	Trails Grants and Individual donations
13	Fund: FCPF Investments (Oakton School House & Lazar Fund (Natural Resource Management)) + FCPF Endowment	\$ 39,200.00	\$ 36,943.75	\$ 38,100.00	\$ 40,583.56	\$ 36,000.00	\$ 12,138.21	Oakton SH and Lazar Funds are Open Investments. Open FCPF 'Future Fund' Endowment in FY2024
14	Other Projects	\$ 125,000.00	\$ 78,662.52	\$ 60,000.00	\$ 495,670.63	\$ 375,000.00	\$ 513,872.04	Includes Eakin Park \$280K; MCP Playgournd \$169K and Other Projects
15	Scholarships: FCPA Classes	\$ 10,000.00	\$ 12,647.30	\$ 17,000.00	\$ 10,252.40	\$ 10,000.00	\$ 4,014.26	FCPA Registration / Giving Round-up
16	Adapted Recreation & Equitable Access	\$ 15,000.00	\$ 16,763.55	\$ 35,000.00	\$ 24,446.24	\$ 25,000.00	\$ 68.38	Adapted Aquatics, Clemyontri, CBB., etc.
17	Unrestricted (Foundation)	\$ 90,000.00	\$ 120,935.16	\$ 100,000.00	\$ 132,481.43	\$ 105,000.00	\$ 30,119.67	Calendar Year-end Direct Mail appeal
18	Total Revenue *	\$ 595,200.00	\$ 1,123,945.96	\$ 625,100.00	\$ 1,683,250.84	\$ 1,410,000.00	\$ 983,320.48	
20	Foundation Expenses							
21	Audit/Legal	\$ 10,000.00	\$ 5,825.00	\$ 10,000.00	\$ 7,057.50	\$ 10,000.00	\$ 295.00	Audit, IRS Filing and Legal Counsel
22	Board Meetings	\$ 2,000.00	\$ 157.40	\$ 2,000.00	\$ 156.00	\$ 2,500.00	\$ 327.60	Board Gatherings, Meetings; Security, etc.
23	Corporate Registration	\$ 275.00	\$ 275.00	\$ 300.00	\$ 350.00	\$ 375.00	\$ -	Required VDACS Solicitation Registraion
24	Development/Fundraising/Donor and Board Cultivation	\$ 18,000.00	\$ 3,841.51	\$ 18,000.00	\$ 2,573.27	\$ 20,000.00	\$ 500.00	Recognition, Cultivation, and Fundraising
25	Direct Mail	\$ 46,000.00	\$ 21,224.49	\$ 40,000.00	\$ 11,424.49	\$ 35,000.00	\$ 11,347.19	Postage/Paper increases; Targeted mailings
26	Insurance	\$ 700.00	\$ 697.00	\$ 700.00	\$ 730.00	\$ 775.00	\$ -	Directors & Officers Policy June renewal
27	Office/Administration	\$ 4,000.00	\$ 2,777.22	\$ 4,000.00	\$ 3,144.93	\$ 24,000.00	\$ 580.51	Supplies, Mileage, futyure 900 Hour Staff Salary Support from Gifts without designation exceeded FY23 budget; Program & Event Support for FY24
28	Park Program/Events Support	\$ 35,000.00	\$ 14,310.48	\$ 35,000.00	\$ 49,460.25	\$ 40,000.00	\$ 25,543.09	
29	Printing/Graphic Design	\$ 2,000.00	\$ 12,405.28	\$ 10,000.00	\$ 20,181.95	\$ 8,000.00	\$ 7,004.09	Leveraging Pro-Bono Design, Annual Report
30	Software	\$ 10,000.00	\$ 5,879.13	\$ 10,000.00	\$ 6,354.53	\$ 7,000.00	\$ -	Blackbaud eTapestry database, Zoom
31	Training/Workshops	\$ 1,000.00	\$ 1,578.85	\$ 5,000.00	\$ 1,529.99	\$ 4,000.00	\$ 150.00	CFRE certification, CAP Gift Planning Training
32	Website/Social Media	\$ 20,000.00	\$ 6,848.02	\$ 15,000.00	\$ 6,749.87	\$ 11,000.00	\$ 1,430.00	Webmaster and Constant Contact for Newsletter
33	Total Expenses *	\$ 148,975.00	\$ 75,819.38	\$ 150,000.00	\$ 109,712.78	\$ 162,650.00	\$ 47,177.48	
34	* Excluding In-Kind Gifts and Donations directed to FCPA							
35	EXPENSES							
36	In-Kind support from FCPA							Provided by FCPA at Fiscal Year-end
37	Personnel (Salary and Benefits)	\$ 402,674.57	\$ 408,638.00	\$ 418,781.55	\$ 449,036.81			
38	Total In-Kind from FCPA	\$ 402,674.57	\$ 408,638.00	\$ 418,781.55	\$ 449,036.81			
39	Net Revenue	\$ 446,225.00	\$ 1,048,126.58	\$ 475,100.00	\$ 1,573,538.06	\$ 1,247,350.00		

FCPF Official Projects

FY 2024



FCPF
Fairfax County Park Foundation



Approved by the FCPF Board of Directors on May 17, 2023.
Presented FCPF Approved list for PAB Approval on June 6, 2023.

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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 2024 (July 1, 2023-June 30, 2024).

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 2024 Fundraising Target	Donations Received through 10/31/2023	Comments / Significant Funding Sources
FOUNDATION	★	Annual appeal and ongoing campaign for Unrestricted (Funds without Donor Restrictions) including administrative and fundraising expenses	\$105,000	\$ 30,119.67	Mandatory Reserve Fund to cover FCPA budgeted programs and FCPF expenses per FCPF Financial Management Policies. Surplus may be FCPF board designated. Dec./Annual Fund Direct Mail; Board Giving; CARS Vehicle Donations; Dept. of Tax Admin. Personal Property Insert, workplace giving; social media campaigns
CAMPAIGN	★	Mobile Nature Centers/ Equity Outreach	\$100,000	\$ 48,039.33	Mobile Nature Centers will enable individuals who will benefit from FCPA cultural and natural resources outreach. These 'WONDER Wagons' will be outfitted and equipped with supplies to deliver a variety of interactive field trip experiences to schools and communities. The concept is to activate the nature that is all around us for those who may not have the means for easy access to FCPA facilities. Grants; DAFs, Stock and other major gifts; Fall Direct Mail appeal.
CAMPAIGN		Woodlands Stewardship Education Center at Ellanor C. Lawrence Park	\$30,000	\$ 275.00	Final Fiscal Year of multi-year Campaign; Learning Pods and additional STREAM (Science, Technology, Recreation, Engineering, Art & Math) features enhance this Park Bond Funded project; partner with ECLP Friends Group. Grants, eMail appeals, On-site signage, sponsor appeals.
CAMP	★	Rec-PAC summer camp program support; scholarships for 'Pretty Awesome Children' from low income families	\$30,000	\$ 3,211.56	Six week camp helped fund 3,603 camp scholarships in 2023; 70% qualify for a reduced fee. Includes PACT summer camp outreach to children in supportive housing Office to Prevent & End Homelessness (OPEH). Spring Direct Mail, Grants, Individual and Corporate gifts
COMMUNITY EVENTS/ ENTERTAINMENT	★	Summer Entertainment Series (11 series including Arts in the Parks) summer-long calendar of shows, concerts and movies	\$140,000	\$ 27,125.85	Performer funding for 183 concerts, movies and children's shows in 2023. Enhanced branding and Sponsor recognition addresses increased competition. Individuals at events, Sponsors from Corporation and Community Organization
		Festivals, Fairs and Special events that promote the FCPA's outreach to the community	\$55,000	\$ 28,644.00	Events & programs supported by FCPA Unrestricted funds including Earth Day Fairfax, Healthy Strides, 4-H Fair & Carnival, Honoring America's Veterans, Trailblazers, Friends Capacity Building Grants, Holiday Lights on the Farm, Skate the Wake, etc.) In addition to Community Organization and Corporate Sponsorships

FCPF Official Projects

FY 2024



FCPF
Fairfax County Park Foundation



Project Category	Description of Program/Project need	FY 2024 Fundraising Target	Donations Received through 10/31/2023	Comments / Significant Funding Sources
LAND CARE AND PRESERVATION	★ Trail, stream valley protection, maintenance and beautification of trails, adjacent land and trail amenities	\$50,000	\$ 1,529.37	Trails are most utilized FCPA amenity. FCPF donation signs along Stream Valley trails; adding to existing park kiosks. On-site, Individual, Organizations and Grants.
	Open Space Land Preservation for land acquisition of high ecological value	\$14,000	\$ 3,279.41	Most funds attracted via tax insert for Open Space. Spring Department of Tax Administration Personal Property Tax Assessment Insert.
	Bench & Tree memorials and commemorations	\$50,000	\$ 26,116.21	Commemorative and memorial trees and benches along approved trails and parks. Individuals and Organizations
ENVIRONMENTAL EDUCATION CULTURAL/HISTORICAL	Other Environmental, Cultural and Historical projects and programs including Meaningful Watershed Education (MWEE), and Invasive Management Area (IMA) program	\$390,000	\$ 284,887.20	IMA non-native plant removal, Nature Center MWEE programs; Stewardship training, Resource Mgmt. Division site support/programs, and the Moon Gate Project at Green Spring Gardens. FCPA Friends Groups, Volunteer Teams, Grants, Major and Individual donors
EQUITABLE ACCESS (SCHOLARSHIPS/ PROGRAM & FACILITY SUPPORT)	FCPA Class Scholarships for FCPA classes for individuals of all abilities demonstrating financial need	\$10,000	\$ 4,014.26	Online FCPA class registration and Parktakes promotion, round-up opportunities. Individuals, community organizations, FCPA Option to convert refund to FCPF donation for FCPA Scholarships.
	Adapted Recreation & Equitable Access Projects (Other Park, Program, Facilities support for a variety of FCPA programs supporting the One Fairfax Policy)	\$25,000	\$ 68.38	Expanded to include FCPA Community Connections - supporting the One Fairfax Policy to help ensure that all have access to Fairfax County parks through engagement. Support for additional features, adapted equipment and maintenance of Chessie's and Clemyjontri; programs for individuals with disabilities. (Mobile Nature Center/Equity Outreach capital campaign is tracked separately.) Sponsorships, Targeted mailings, Major Donors, Grants, Carousel Animal Adoptions; Individuals and organizations.
LONG TERM INVESTMENTS	Investment Accounts to endow future needs of FCPA (Lazar Family Fund; Oakton School House; and FCPF Future Fund)	\$36,000	\$ 12,138.21	Donations designated as investment (quasi-endowments) for the established Lazar Fund for FCPA natural resources; and Oakton School House Fund. The FCPF Future Fund will be established in FY 2024 to support the long-term future needs of FCPA.
OTHER PROJECTS*	Not included in categories listed above	\$375,000	\$ 513,872.04	*Other projects outside of the Official Project categories including these notable gifts \$280,000 for Eakin Community Park; \$169,126 McLean Central Park Playgorund; and \$35,454 for McLean Basketball Court; \$12,255 McCutcheon Park Swings and more.
TOTAL TARGET**	FY 2024 Fundraising Target	\$1,410,000	\$ 983,320.49	** Monetary contributions to FCPF (does not include gifts raised by FCPF directed to FCPA or in-kind gifts of goods or services)