

RICHMOND RECREATION AND PARKS FOUNDATION

2000 ANNUAL REPORT

MISSION: "The Richmond Recreation and Parks Foundation is an independent charitable organization established to promote parks and recreation in the City of Richmond through citizen involvement, education, and fundraising."

Background

The Richmond Recreation and Parks Foundation (the Foundation) was founded in 1990 with the assistance of the City of Richmond's Department of Recreation and Parks. The Foundation was created to provide a means for citizens to assist the City, primarily the Department of Recreation and Parks (now the Department of Parks, Recreation and Community Facilities) with unfunded physical and program needs. The Foundation is a non-profit, non-stock Virginia corporation. The Internal Revenue Service has approved the Foundation as a 501-(c)-3 charity. Contributions to the Foundation to support the programs of the Foundation and the associated partners are tax-deductible.

From its inception, the Foundation has helped raise funds for City projects; hosted symposia to raise staff and citizen awareness of changing park, recreation, and urban Forest issues, and partnered with dozens of public and private groups to expand their contributions to the City.

At the end of 1999, the Foundation and its partners' accounts had a balance of \$147,224. During 2000, the Foundation and its associated partners received \$430,225 in contributions from all sources. The Foundation distributed \$313,335 to specific projects and expenses within each partner project. At the end of 2000, the Foundation and partner balance was \$264,114, a net increase of \$116,890 over the previous year.

From the end of 1999 to the end of 2000, the Foundation's account increased from \$11,040 to \$12,565. Foundation Officers, the Executive Director, and Board Members are all voluntary, non-paying positions. The Foundation pays a staff assistant to help with Quickbooks, Audit record-keeping, and donation-acknowledgment letters.

***Note:** These figures based on official FY 2000 Independent Certified Audit performed by Keiter, Stevens, Hurst, Gary, and Shreaves, PCof Richmond, VA; October, 2001

Summary of Foundation Accomplishments for 2000

Foundation Consultants Complete Full Audit of Organization

Toward the end of 1999, The Foundation commissioned the accounting firm of Keiter, Stephens, Hurst, Gary, and Schreaves, PC to undertake a comprehensive audit of the Foundation and its partners. Many state and federal agencies and other grant organizations prefer to support Foundations which have been fully audited and have had their fiduciary functions and practices certified. Keiter, Stephens's audit found no discrepancies in the Foundation's fiduciary functions and bookkeeping. Copies of their report are available for inspection at the Foundation's offices.

Foundation's Three Data-bases shifted to Quickbooks

In 2000, the Foundation built a database which compiled all relevant information on all contributors and donations to the Foundation and its partners during 1999. More than 400 contributors were identified. During the last quarter of 2000, the Foundation's financial contractor shifted this information into a 2000 Quickbooks program, and compiled information on vendors (for purchase order and bill payments) and part-time employees for several partner groups (payroll and 1099 information).

The Foundation's official "thank you" letters for donors (acknowledging their tax-deductible contributions, in accordance with IRS requirements) were generated within two weeks of receipt of donations.

Foundation Makes Progress on 1999-2000 Strategic Plan

The Foundation held a Board retreat to assess strengths and weaknesses, identify internal improvements, and develop a plan to meet long- and short-term goals.

Of the seven goals identified, the Foundation made significant progress in achieving the related objectives. These goals included:

- Improve the Foundation's relationship with the City and the Department of Parks, Recreation, and Community Facilities.
- Continue to develop the Foundation's Board through recruitment and training.
- Maintain awareness of current issues impacting our city's parks and recreation services and respond to needs quickly.
- Build a strong, mutually beneficial relationship with partner organizations.
- Seek out funds and resources to help support the work of the Foundation and its Partners
- Promote public awareness of the Richmond Recreation and Parks Foundation.
- Improve the administration and financial management of the Foundation.

Foundation Hosts Urban Forest -Tree Forum

The Foundation organized and hosted a regional Urban Forest - Tree Forum at the Lewis Ginter Botanical Gardens in January 2000. Mayor Kaine gave the opening address; Department of Parks, Recreation, and Community Facilities Director Dinesh Tiwari presented information on the status of the City's Urban Forestry Division and planned improvements; the progress of the City's Adopt-a-Tree program was reported on; State Urban Forestry representatives and regional tree experts identified needs and successful programs. An action plan was developed to work on City urban forest issues (planning, funding, planting, and maintenance) and the need to revive the City Shade Tree Commission. It was resolved to develop a second "urban forest forum" for Winter 2001, under the sponsorship of Mayor Kaine.

Foundation Expands Fundraising Activities with Partners

Working with the Department of Parks, Recreation and Community Facilities, the Foundation helped partner groups raise funds by helping serve beer and wine at certain Landmark Theater events (in cooperation with Thompson Hospitalities, Inc., the concessionaire of the Landmark.) Several partners participated in this: Dogwood Dell, JROC, and the Landmark Theater fund. Additionally, the Foundation helped the 17th Street Farmers Market with several public functions.

The Foundation also helped Partners apply to grants from the VA Department of Forestry; the VA Department of Conservation and Recreation; The Chesapeake Bay

Foundation; Home Depot Foundation; The Robbins Foundation; the Greater Richmond Environmental Action Trust (GREAT); the Flagler Foundation, The Ukrops Foundation; and several neighborhood civic associations. The Foundation served as the fiscal agent for almost all of these grants with Partners.

Board members Pat Daniels and Dr. Pat Brown developed and assembled a Fundraising Resource Book, listing access top all VA Foundations and their funding categories.

Richmond Department of Parks, Recreation, and Community Facilities expands assistance to Foundation.

For the first half of 2000, Department Director Tiwari assigned Ms. Polly Jefferson from his office to provide support to the Foundation. In addition to administrative assistance, minutes and mailings, she helped reorganize the Foundation's work with the Adopt-a-Tree program, began updating the Foundation by-laws, and assisted with the planning and organization of the Foundation's 2000 Tree Forum.

During the second half of 2000, Department Director Tiwari assigned Ms. Barbara Brock to act as the Department's support staff to the Foundation.

Other Accomplishments

- The Foundation has been working with the Department on a Memorandum of Agreement (MOA) pertaining to the Foundation's operation of the Ropes Course on Belle Isle.
- The Foundation has redeveloped and rewritten its Brochure and is currently redesigning its logo.
- The Foundation and several partner groups wrote letters to our US Senators in support of the Conservation and Reinvestment Act (CARA), which was passed by the House but drastically watered down by the Senate.
- The Foundation reviewed the Draft City Master Plan and made recommendations to the Department regarding policies, land uses, and conservation of park properties and natural resources.
- The Foundation hosted a reception to welcome the Department's two new deputy Directors, Marie Coone and Cindy Curtis.
- The Foundation nominated Bette Dillehay, past President of the Foundation, for a Parks and Recreation Citizens Advisory Board Jesse Reynolds Award for outstanding community service, which she was awarded for her 10 years of service to the Foundation and City of Richmond.

Foundation Elects Officers to Serve Again:

As required by the by-laws, the Foundation elects officers at the end of each year. The officers from the previous year were requested by the Board to serve another year each. The 2000 Foundation appointments are as follows:

President :	William J Conkle
Vice President:	Monica Rumsey
Treasurer:	Carl Otto
Corresponding Secretary:	Casey Cockerham

John Zeugner continues to serve as the Foundation's Executive Director.

New Foundation Partnerships

The Richmond Recreation and Parks Foundation is the non-profit “umbrella” under which many private and civic groups work to supplement and expand programs and projects of the Department of Parks, Recreation, and Community Facilities. The Foundation adopted six new partner groups during 2000:

City Dance Troupe: This partner helps support the Dance Education programs in the Pine Camp Cultural Arts Center, some 450 children, ages three and up. It applies for grants and raises funds to send City Dance students to regional dance competitions and special events.

Friends of Scuffletown Park: A Friends group renovating a small neighborhood park in the Fan, bounded by Stuart and Park, Strawberry and Stafford.

Friends of Grace Park: A Friends group landscaping and planting trees in the wide median on Allen Street, between Broad and Monument, in the Fan.

Summer Camp'n'Kids: A Parks and Recreation program to help find funds for city children to attend. Ninety city children attended the 2000 program.

Tree Richmond: A partner finding grants for planting trees Downtown and in Richmond neighborhoods. Tree Richmond has planted approx. 1,800 trees since its inception.

Virginia Power Trees Replacement Fund: A program designed to replace trees under power lines with lower-growing, more appropriate plantings.

Active Foundation Partnerships

Adopt-a-Tree:

Administered by the Department of Parks, Recreation and Community Facilities' Urban Forestry Division, the Adopt-a-Tree Program continues to provide opportunities for citizens and organizations to purchase trees for planting in selected public locations. Approximately 227 trees were planted in the City in 2000 through this program.

Belle Isle Ropes Course / Peak Experiences

Peak Experiences, Inc., a private outdoor/river recreation company, partners with the Foundation to offer team-building ropes course and summer adventure camps on the city's Belle Isle. Peak Experiences returns to the Foundation 6% of gross revenues from use of the Ropes Course, which is usually used for youth scholarships. In 2000, the Foundation was paid \$9,575.40 from Peak Experiences, Inc. \$2,250 of this was allocated to the Summer Camp N Kids program, leaving \$7,025.40 for 2001 programs and other projects (to be determined by MOA described on page 3.)

Billy Austin Sidewalk Project

Billy Austin and Russell Kellbaugh, residents of the Virginia House adjacent to the City's Byrd Park, requested that a sidewalk addition be constructed from the southern end of the original Billy Austin Sidewalk Project to provide a wheelchair connection to the new Maymont Nature Center. The Foundation arranged a

contribution of \$2,000 from the Maymont Foundation, \$2,000 from Vice-Mayor McCullum's Discretionary Funds, and \$2,000 from funds held by the Foundation for the Billy Austin Sidewalk Project. The construction of the connection was completed in Fall, 2000.

Broad Rock Road Family Community Center

Under the leadership of 9th District City Council representative Rev. Gwen Hedgepeth, the Foundation is the fiscal agent for the fundraising for a proposed community facility on Broad Rock Road. It is to be modeled after a new facility in Newport News; the facility is anticipated to cost \$5.4 million, to be built with public and private funds. City Council had already approved a \$330,000 allocation to the project; \$50,000 was allocated in 2000.

Carillon Fund

The Carillon Advisory Committee helps assure the preservation and maintenance of the Carillon and its grounds (the City's WW I Memorial). The Carillon Civic Association also contributes to this fund, to help with the operations and maintenance, and supports concerts and summer productions at the Dell.

Central Virginia Soccer Association

The Central Virginia Soccer Association (CVSA) completed its \$500,000 plus soccer complex (6 fields) in Bryan Park in 1999. VCU teams, City youth soccer leagues, and the CVSA utilize these fields, in rotation. Work during 2000 concentrated on operating and maintenance issues and expenses. Several tournaments were held in the park, and some soccer complex improvements are slated for 2001.

Civil War Days

This partner stages annual Civil War reenactments in Chimborazo Park, in conjunction with the National Park Service office located there. The event has become accepted in the community and does not create controversy. Rather, it focuses on Richmond's historical role as the Capitol of the Confederacy, its strategic defense, and its battlegrounds.

Dogwood Dell

The fund-raising initiative begun in 1998, called "I Support Dogwood Dell", continued in 2000. More than \$2,000 was raised in 2000.

Falls of the James Scenic River Advisory Board

This group serves under the Commonwealth of Virginia's Scenic Rivers Act, to provide assistance and advice to the City of Richmond on the uses of the James River.

Friends of Bandy Field

Friends of Bandy Field continue to improve Bandy Field, designated an official City Park in 1999. Their design committee helped the City develop a handsome railing around the Park's Three Chopt Road frontage, and sponsored a fundraising Fun Run in the Fall, 2000.

Friends of Bandy Field also worked with the City of Richmond to develop conservation easements on Bandy Field and three other major natural areas in the City, in order to prevent any form of development on them and to assure their perpetual preservation as a natural green space. Work still progresses on this initiative.

Friends of Bryan Park

Friends of Bryan Park continued its renovation of Bryan Park's azalea gardens, trails, and ponds. The \$13,000 grant from the State's Department of Forestry, for developing a rehabilitation plan for the Azalea Gardens and a comprehensive survey of the trees in the garden was completed in 2000. \$5,000 of the grant was spent on tree trimming and maintenance, and a plan for a new irrigation system was developed, including educational activities and fundraising promotion material.

The Elmwood Foundation made another \$10,000 donation, and Friends of Bryan Park were also awarded a \$2,000 grant from GREAT, the Greater Richmond Environmental Action Trust, to develop the Park's Meadow area as an environmental education facility.

Friends of Forest Hill Park

Sales of the 1999 book *An Illustrated History of Forest Hill Park* researched, written, and published by the Friends of Forest Hill Park are still brisk, with profits benefit the Friends of Forest Hill Park.

Friends of Forest Hill Park continue to work with the city and neighborhood groups on the park pond's siltation problems, Reedy Creek watershed management issues, and Crooked Branch protection strategies

Work is underway to place Forest Hill Park on the Virginia and National Registers of Historic Landmarks. This Friends group is also working with the Old Stone House Association to partner on operation and maintenance of the 1843 residence in the park.

Friends of James River Park

Friends of James River Park continue to renovate the 17 mile long park. Work in 2000 focused on cleaning and rehabilitating Pump House, just west of the Nickel Bridge, and organized a ceremony commemorating the George Washington Arch, at the Three Mile Lock. Friends of James River Park also applied for a grant from the Flagler Foundation and were awarded \$5,000. Work on the web-site is nearly completed.

The Friends group also worked on facilitating the donation from the Pearsall family of a 2.1 acre parcel of private property to the James River Park System, held a social event on Mayo Island in July, and appointed a Volunteer Coordinator.

Hook A Kid on Golf

This program is designed to encourage participation in golf among inner city youth. During the summer, 150 children per week, for six weeks, attended the Hook-a-kid on Golf's Introduction to Golf sessions. The team placed fifth in the "Traditions of Golf Challenge" Tournament in Peoria, Illinois this year, and sent students to the first First-Tee Training Academy at Kansas State University. Thirty City and Chesterfield County children attended the Tiger Woods Golf clinic in Norfolk, Va in September, and Donald Coleman, program Director, was named by First-Tee "Coordinator of the Year"

James River Outdoor Coalition

JROC was formed in 1998 to help protect the James River, related activities, and support the James River Park System. JROC became involved in the discussions pertaining to the City's 1999 James River Rafting concession contract, and the

kayaking and canoeing permitting process. JROC participated in several fundraising activities for James River Park.

Landmark Theater

This fund is dedicated to continue the restoration of the City of Richmond's Landmark Theater and maximize use of the facility. It is home to both the "Broadway under the Stars" theater series and the Richmond Forum, a politics and current events lecture series. Currently, fundraising efforts for a movable dance platform/stage are underway. The Landmark Theater also provides office space for the Foundation, and a meeting room for its monthly Board meetings.

Friends of Sydney Park

This partner continues to revitalize Sydney Park, a small, triangular City park bounded by Floyd, Morris, and Brunswick, near VCU. Sydney Park's renovation has stimulated positive economic development in its vicinity and is a model for other Fan groups getting involved in revitalizing their parks.

Seventeenth Street Farmers Market

17th St. Farmers Market was organized in 1999 with support from the Richmond Industrial Development Authority and the City Council, to improve and better manage the historic Farmers Market at 17th and East Main, in Shockoe Bottom. It has been a good catalyst for urban revitalization in that area. Its chief areas of activity include expanding its commercial uses (Heirloom Markets on the weekends) and a staging area for community and cultural arts events. It has also helped integrate Shockoe Bottom into the City's growing Canal Walk/Riverfront development.

17th St. Farmers Market developed several major publicity campaigns during 2000; the Summer's Shockoe Tomato Festival, a River Rocks music series, and the First Annual International Brunswick Stew Festival. Additional activities included a Friends of the Market fund-raising program, a campaign to enlist major corporate donors, and successful tie-ins to various Holiday campaign events.

Inactive Foundation Partnerships

CASA

Monroe Park

7th Street Fountain

Shields Lake

Soccer Starts

R-Dog

3 - on - 3 Basketball

Richmond Chapter, National Conference of Artists

Foundation Board Membership, 2000

The by-laws of the Foundation limit the Board of Directors membership at twenty-one members. The 2000 Board membership includes:

Pat Brown

Beatrice Clark-Jones

Bill Conkle

Bette Dillehay

Kathy Emerson

Agnes Cain

Casey Cockerham

Pat Daniels

Diane Dunaway

Monica Esparza

Robert McLeod
Charles Price
Eva Teague

Carl Otto
Monica Rumsey
Carter Tucker

Annual Financial Statements

Richmond Recreation and Parks Foundation annual financial statements are on record at the Foundation office.

Richmond's Landmark Theatre, Room 304
6 North Laurel Street, Richmond, VA 23220
Voice: 804-646-0954 Fax: 804-646-0955

Contact: John J Zeugner, Executive Director
804-288-5005