

RICHMOND RECREATION AND PARKS FOUNDATION

Citizens in Service to the City of Richmond



2001 ANNUAL REPORT

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 tax-exempt 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 enhance their contributions to the City. The Foundation helps with fundraising and grant applications, and is the fiduciary agent for all partners and projects. The Foundation's Officers and Board of Directors are all volunteers; no Foundation funds support personnel.

The Foundation's office, telephone, and some support services are donated by the City's Department of Parks, Recreation and Community Facilities (the Department). It is located in the Richmond Landmark Theatre building and maintains a website at www.rpfoundation.org.

Year 2001 Summary

At the end of 2000, the Foundation and its partners' cash accounts had a balance of \$250,781.07. During 2001, the Foundation and its associated partners received \$176,927.33* in contributions from all sources. The Foundation distributed \$204,862.73* to specific projects and expenses within each partner project. At the end of 2001, the Foundation and partner balance was \$222,845.67*. Additionally, stock holdings for partners began 2001 at \$20,596.94, and ended 2001 valued at \$18,030.01*.

**Note:* These figures from the Foundation's Internal Accounting System (QuickBooks); This is currently (July 2002) being audited by Gary Hall, Accountants. This Report will be amended as needed following the Full Certified Audit.

From the end of 2000 to the end of 2001, the Foundation's account increased from \$12,565.20* to \$13,848.89*, a net increase of \$1,283.69*. 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.

Summary of Foundation Accomplishments, 2001

Foundation Assistance to City and Department

Foundation Hosts Mayor's Tree/Urban Forest Forum

The Foundation organized a second annual regional Urban Forest - Tree Forum at the Maymont Nature Center on March 5, 2001. Partial funding came from a Virginia Department of Forestry (DoF) grant (\$1,248.94).

Richmond Mayor Tim Kaine again gave the opening address. Department of Parks, Recreation, and Community Facilities Director Dinesh Tiwari presented an update on the City's Urban Forestry Division and described the planned funding increases (\$330,000) for the program, explaining how Urban Forestry's importance had been increased. He also described the progress of the City's Adopt-a-Tree program. State Urban Forestry representatives and regional tree experts identified Urban Forestry needs and successful programs. Progress was reported on reviving the City Shade Tree Commission and on the City urban forest issues: planning, funding, planting, and maintenance. Neighborhood groups are starting their own Tree Inventories and will request Department of Forestry grant funding.

It was resolved to develop a third "urban forest forum" for Winter 2002 at the Lewis Ginter Botanical Garden, to identify local initiatives showing promising results.

Outcomes from the 2001 Forum include:

- A partnership with Clean City Commission to revive the Shade Tree Commission. A draft resolution for its reanimation, a letter urging Council members to make new appointments, and a draft Tree Ordinance, was submitted to the Department of Parks, Recreation, and Community Facilities, for its review, but it got no further.
- The Byrd Park West Neighborhood Association initiated a grant request to the Department of Forestry for a Geographic Information System (GIS)-based Tree Inventory, using Karen Townsend, a local Landscape Architect, as project manager, and neighborhood volunteer help. \$8,000 partial funding was provided by DoF, and a second neighborhood, Fulton Hill in the City's East End, was also selected for a GIS inventory.

Foundation supports City application for \$289,000 UPARR Grant –

The Foundation supported the City's application for a federal Urban Parks Renovation and Revitalization Grant, which requested \$278,000 for the renovation of the T B Smith Recreation Center, in the City's southside. The Foundation provided a \$1,000 match for this project, which was funded.

Foundation evaluates feasibility of Conservation Easements for some City Parks

The Foundation organized several conferences on the potential use of Conservation Easements in Richmond. Discussions included top City Administration, the Virginia Department of Conservation and Recreation, and various park advocacy partner groups.

Outcomes:

Two New Parks taken into City Park Systems, under Department of Parks, Recreation, and Community Facilities:

- Crooked Branch Ravine Nature Park, 20-22 acre wild area with Reedy Creek Coalition
- Stony Point Park; 100 acres formerly of Larus Property.

Foundation Uses Passages/PE Ropes Course income to support Department Summer Youth Programs

The Foundation used the revenues generated from the Ropes course to fund 16 scholarships for the Department of Parks, Recreation, and Community Facilities Summer Camp N Kids program, including dance and basketball scholarship positions. The Foundation also paid for the associated publicity printing costs, and sat on the scholarship selection committee.

Donation to Carillon Concert, Veterans Day, 2001

The Foundation donated \$200 to support the Carillon Concert on Veterans Day, November 11, 2001, and made introductory remarks.

Foundation assists Department with PM Employee Community Foundation Grant

The Foundation assisted Patti January, director of the Departments Humphrey-Calder Recreation Center, with writing and applying to the Philip Morris Employee Community Foundation for a new Computer for Kids after-school program at two City Rec. Centers. Only one school program was funded, for \$15,000.

Foundation assists Department with new City Cultural Arts Division

During the summer of 2001, the Department created a new Cultural Arts Division and appointed Brian Little as its director. He approached the Foundation with ideas for Fundraising. The Foundation assisted with the development of a Fundraising Letter of support from the Executive Director, mailing stationery, a tri-fold brochure, and a mailing list to potential donors. The Foundation established a credit card processing station at its Treasurer's office, at a cost to the Foundation of \$30.00 per month.

The Foundation also assisted the Cultural Arts Division on several grant applications.

Note: Additional initiatives also described in Foundation Business Summary, page 7

Foundation Assistance to Partner Groups

Major Grants and Contributions

The Foundation and its Partners apply to public and private agencies and individuals for support. The foundation acts as the fiscal agent for these groups, and files all necessary state and federal reporting forms. The following groups contributed grants, donations and in-kind services amounting to \$5,000 and above:

Peak Experiences	to	Belle Isle Passages
Capital One Services, Inc.	to	Broad Rock Community Center
Carillon Civic Assoc.	to	Carillon and Dogwood Dell
Th. Jeffres Memorial Fund	to	East End Community Gardening Project
Va Dept. of Forestry	to	Herm. Rd. Tree Planting Proj. & Foundation
City Council Discretionary Funds (various)		F. of Forest Hill Pk, Herm. Rd. Tree Planting Proj.; Meadow Pk; Sydney Pk; Tree Richmond.
Fan's Woman's Club Pks.	to	Meadow Park, Grace & Scuffletown
US Golf Assoc. Fdn.	to	Hook-a-Kid on Golf
Phillip Morris Employee Comm. Fdn.		H-C Computer Project
Hurricane Fence Co.	to	Scuffletown Park
Anon citizen	to	James River Park System
Anon citizen	to	Friends of Bryan Park, Dog Dell, Sydney & Forest Hill Pks.

Foundation 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.

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 eight new partner groups during 2001

Church Hill Cultural Arts Festival

Partnering with Councilperson Rev Dolores McQuinn, the last of a twenty-year running Arts Festival program, was planned for August 2001. Almost \$5,000 was raised for the event.

Davis-Robinson Median Tree Planting Project

Sponsored by the Museum District Civic Association, this project is to plant trees on the median between Robinson and Davis Avenues, between Lakeview and the RMA, next to Byrd Park's Fountain Lake.

East End Community Garden

Bill Sinyard, with the City's East End Development Initiative, applied to the Thomas F Jeffers Memorial Trust Fund, to support the development of Community Gardening in the East End, promoted by Councilperson Rev Dolores McQuinn. This group was awarded \$10,000.

Friends of James River Pump House

Friends of James River Park System have evaluated the repairs and rehabilitation needed for Pump House (owned by Public Works) and began Fundraising for the Pump House specifically. Dr. Ralph Hambrick will be the group's Treasurer.

Friends of Paradise Park

Paradise Park is a fan 'pocket park' bounded by Allen Avenue, Floyd Avenue, Vine and Grove Avenue. Ms Peg Sattenfield applied to the Foundation for partnership, in order to raise funds to develop a master plan to modernize the park, improve safety and security, discourage bad uses and attract new users, plan for new playground equipment, and improve maintenance.

Hermitage Rd Tree Planting Project

In partnership with Richard Stutts and Tree Richmond, the Hermitage Road Historic District Association plans to plant new street median trees from Bellevue Avenue to Westbrook Avenue. Councilman Bill Johnson endorsed the project and contributed \$3,200, Mayor Kaine contributed \$1,818, and a grant for \$4,894.92 came from the Virginia Dept. of Forestry.

Meadow Park /Fan Woman's Club

Meadow Park is located between the 1800 blocks of Park and Stuart Avenues. On Behalf of the Fan Woman's Club, Ms Anne Patten proposed a Friends group to raise funds to install an irrigation system, brick sidewalks, benches, and do regular cleanups and maintenance. They had already raised \$18,000, and were willing to contribute \$1,000 a year to help with the Park's maintenance.

Friends of Monument Ave. West

Ms Mary Glenn Taylor is organizing a project to plant trees on the Monument Avenue median, from the RMA bridge west to Staples Mill Road.

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 200 trees were planted in the City in 2001 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 2001, the Foundation was paid \$9,481.02 from Peak Experiences, Inc. \$7,129.34 of this was allocated to the Summer Camp N Kids program.

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. 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. \$11,780 was contributed in 2001, including a \$7,500 grant from Capital One. \$28,448 was disbursed.

Carillon Fund

The Carillon Civic Assoc. made a total of \$13,832 contributions to the Carillon fund. The Foundation supported a Carillon bell concert for Veteran's Day.

Central Virginia Soccer Association

The Central Virginia Soccer Association (CVSA) operates, with the City, a 6-field soccer complex in Bryan Park. VCU teams, City youth soccer leagues, the Richmond Kickers and the CVSA utilize these fields, in rotation. Several tournaments were held in the park, and work continues on improving operating and maintenance issues and expenses.

Dogwood Dell

The fund-raising initiative begun in 1998, called "I Support Dogwood Dell", continued in 2001. More than \$8,000 was raised in 2001.

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 appropriate uses of the James River.

Friends of Bandy Field

Friends of Bandy Field continue to improve Bandy Field. The Friends sponsored a fundraising Fun Run in the Fall of 2001, and 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.

Friends of Bryan Park

Friends of Bryan Park continued its renovation of Bryan Park's azalea gardens, trails, and ponds. The 2001 Earth day Celebration was held in Bryan Park, and Friends of Bryan Park completed the Park's Meadow project (an environmental education facility, funded in part by a \$2,000 grant from GREAT, the Greater Richmond Environmental Action Trust.) Friends of Bryan Park also hired an Executive Director, published the Azalea Garden Manual, and revitalized its governing board.

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 watershed protection strategies. Friends of FHP requested and were awarded a \$3,000 grant from DEQ to evaluate a new biological water quality testing methodology.

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 Grace Park

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

Friends of James River Park System

Friends of James River Park System continue to renovate the 17-mile long park. The Friends applied to the Virginia Department of Conservation and Recreation, Land & Water Conservation Fund for a \$59,400 grant to complete a section of riverside trail, between the Park Visitors' Center, east to the south shore Floodwall. Called the "Missing Link" project, it was to resolve right-of-way and easement conflicts with the Norfolk-Southern Railway in the vicinity of the Lee Memorial Bridge and construct a safe connector to unite the interrupted part of the park system.

Work in 2001 also focused on analyzing and rehabilitating Pump House, just west of the Nickel Bridge, and further development of the Slave Trail (from the Manchester Docks to Shockoe Bottom).

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. Friends of James River Park was also given a \$10,000 from an anonymous donor.

Friends of Scuffletown Park:

This Friends group continued to renovate a small neighborhood park in the Fan, bounded by Stuart and Park, Strawberry and Stafford. The acquired a \$500 contribution from the Fan's Woman's Club, and an in-kind donation from the Hurricane Fence Co. valued at more than \$10,800.

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, 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 the James River Park System and JROC.

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.

\$1,000 was donated by Mayor Kaine, and \$1,000 from VM McCollum.

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 including spaces for Farmers - vendors, 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 2001; the Summer's Shockoe Tomato Festival, a River Rocks music series, and the Second 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.

Summer Camp'n'Kids:

A Parks and Recreation program to help find funds for city children to attend. Ninety city children attended the 2001 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.

Foundation Business Summary

- RR&PF Strategic Planning Retreat, Jan 2001. Available at Foundation Office
- 2001 Mayor's Tree Forum Report, available at Foundation Office
- RR& PF Brochure Revision New Copy, photos, Available at Foundation Office
- Foundation Redesigns Logo.
- Foundation works with Department on MOA for operation of the Ropes Course on Belle Isle.
- Foundation continues work on Friends of City Parks proposal
- Foundation Board Members attend Green-Blueway Conference in Washington DC.
- Foundation Consultants Complete Annual Report
- Foundation Board Membership Notebook compiled by Department Liaison Barbara Brock
- Foundation continues work on Web site – dummy set up, refined, ready for launch
- Foundation generates 2001 Donor Thank-you letters, Post Cards
- Foundation continues work on Gift Catalog with P & R Dept. & Citizens Advisory Board
- Foundation considers Riverfront Conservation and Development Seminar; discussions with Trust for Public Lands
- Foundation Consultants Complete Full Audit of Organization
- Keiter, Stephens, Hurst, Gary, and Schreaves, PC complete second comprehensive audit of Foundation and partners. Audit found no discrepancies in the Foundation's fiduciary functions and bookkeeping. Copies available for inspection at the Foundation's office.

Foundation Elects Officers to Serve Again:

As required by the by-laws, the Foundation elects officers at the end of each year. Officers from previous year were requested to serve another year each. The 2001 Foundation appointments are as follows:

- President : William J Conkle
 - Vice President: Patricia Daniels
 - Treasurer: Carl Otto
 - Corresponding Secretary: Casey Cockerham
- John J Zeugner continues to serve as the Foundation's Executive Director

New Board Members

- Marshall (Marc) Derks – Attorney with Circuit Court
- Iris Holiday _ Public Affairs, Dominion- VA Power
- Polly Jefferson – Former department liaison and Fan Activist
- Kerry Keenan – Architect with First Union Bank

Foundation Board Membership, 2000

The by-laws of the Foundation limit the Board of Directors membership at twenty-one members. The 2001 Board membership includes:

Pat Brown	Beatrice Clark-Jones
Casey Cockerham	Bill Conkle
Pat Daniels	Marc Derks
Bette Dillehay	Diane Dunaway
Kathy Emerson	Monica Esparza
Iris Holiday	Polly Jefferson
Kerry Keenan	Robert McLeod
Carl Otto	Charles Price
Monica Rumsey	Carter Tucker

Foundation 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

Carl Otto, the Foundation Treasurer, is the Foundations Registered Agent.

The Foundation Board of Directors meets monthly; typically on the third Wednesday of each month, at 8:15 a.m. at the Landmark Theater. The meetings are open to the public.

For additional information, please contact John J Zeugner, Executive Director, at 804-288-5005.