

# **RICHMOND RECREATION AND PARKS FOUNDATION**

*Citizens in Service to the City of Richmond*

## **2003 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 its 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 parks, recreation, and urban forest issues, and partnered with dozens of public and private groups to enhance their contributions to the City. The Foundation provides funds to the City's Summer Camp N Kids program and the James River Park System. The Foundation also 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 its 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.rrpfound.org](http://www.rrpfound.org).

### **Year 2003 Financial Summary**

At the end of 2002, the Foundation and its partners' cash accounts had a balance of \$207,100.46. During 2003, the Foundation and its associated partners received \$423,215.00\* in contributions from all sources. The Foundation distributed \$347,911.61\* to specific projects and expenses within each partner project. At the end of 2003, the Foundation and partner balance was \$282,403.85\*. Additionally, stock holdings for partners began 2003 at \$10,153.60 and ended 2003 valued at \$13,167.01\*. This represents a 69% value increase in donations/ grants from 2002, a 24% increase in disbursements, and a 36% increase in total partner asset holdings during 2003.

The Foundation added four new partner groups: Canoe Run Park, the City of Richmond's Clean City Commission, Tree Stewards, and Tricycle Park (details, page 3)

\*Note: These figures from the Foundation's Internal Accounting System (QuickBooks); An annual independent audit is performed by Walter Rock & Associates, Accountants. This Annual Report will be amended, as needed, following the completion of the full Certified Audit. All records are on file at the Landmark Theatre Office.

## **Summary of Foundation Accomplishments, 2003**

### **Foundation Assistance to City and Department**

#### **Foundation Uses Passages/PE Ropes Course income to support Department Summer Youth Programs and James River Park System**

The Foundation used the revenues generated from the Ropes course to provide scholarships for the Department of Parks, Recreation, and Community Facilities Summer Camp N Kids program. More than \$7,000 was awarded to provide 17 scholarships for the Outdoor Adventures (Passages) Camp, and fund more than \$1,000 in dance and basketball scholarship positions. The Foundation also paid for the associated publicity printing costs, and sat on the scholarship selection committee.

Additionally, \$4,112 was donated to the Friends of James River Park in 2003, to be used exclusively in the James River Park System.

#### **Foundation Launches Hurricane Isabel Tree Replacement Fund Drive**

The Department's Urban Forestry Division estimates that around 10,000 city trees were damaged or destroyed by the hurricane that hit Richmond on September 18, 2003. Its impact was most conspicuous in the city's flagship parks, along tree-lined avenues, and in historic neighborhoods. Almost \$2,000 was raised in the first three months, and several larger corporations in the region intend to help with tree replanting in the fall of 2004.

Additionally, the Foundation helped Rebecca Pokorny set up the City's first Tree Stewards program, engaging citizens to help with the care and maintenance of the City's Urban Forest.

#### **Foundation assists the Department with Cultural Arts Division**

As in 2002, the Foundation assisted with the annual Cultural Arts fundraising letter. The Foundation keeps a credit-card processing station at its Treasurer's office.

The Foundation also assisted the Cultural Arts Division on several grant applications, most notably with several local foundations.

- \$75,000 to rehabilitate Dogwood Dell amphitheatre, stage, and sound system.
- \$20,000 for summer 2004 theatre /drama intensive study program for City of Richmond high school students.

#### **Miscellaneous Supporting Contributions**

- Dogwood Dell Opening Reception
- Landmark Theatre Opening Reception for "Miss Saigon"
- American Flag and Flagpole rehabilitation for Kanawa Plaza

### **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 corporate and private organizations contributed grants, donations and in-kind services amounting to \$197,500 during 2003. Some of these groups wish to remain anonymous, so the following list shows the grants and gifts of \$5,000 and above.

Dogwood Dell Restoration  
17<sup>th</sup> Street Farmers Market  
Cultural Arts Program, P R CF  
17<sup>th</sup> Street Farmers Market  
17<sup>th</sup> Street Farmers Market  
17<sup>th</sup> Street Farmers Market  
17<sup>th</sup> Street Farmers Market

Donor: A private Richmond Foundation  
Donor: Ukrops Super Markets  
Donor: A private Richmond Foundation  
Donor: Verizon Foundation  
Donor: The Community Foundation  
Donor: Phillip Morris USA  
Donor: First Market Bank

Dogwood Dell  
: Friends of Forest Hill Park  
Foundation Fundraising Activities with Partners

Donor: A private Richmond Foundation:  
Donor: A private Richmond Family

Working with the Department of Parks, Recreation and Community Facilities, the Foundation helped partner groups raise funds by helping to serve beer and wine at certain Landmark Theater events. Several partners participated in this: Dogwood Dell, 17th Street Farmers Market, and the Landmark Theater fund. Additionally, the Foundation helped the 17th Street Farmers Market start its Mercado Nites during the summer, several festivals and several public receptions.

### **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 in partnership with the Department of Parks, Recreation, and Community Facilities. The Foundation adopted four new partner groups during 2003

Canoe Run Park – Organized to help rehabilitate a playground in a small city park between Semmes Avenue and Riverside Drive, several blocks west of the Lee Bridge. This partner raised approximately \$1,500 during FY 2003.

Clean City Commission – Organized with leadership and assistance from the City’s Department of Public Works, this group has helped energize and involve citizens and neighborhoods to clean up and beautify the city’s streets, medians, gateways, parks, and other public spaces. Its March city-wide clean-up was a huge success. This partner raised approximately \$3,250 during 2003.

Tree Stewards – Organized to educate and organize citizens to take better care of city trees, its first class of 20 was very successful. The graduates repay the City with 40 hours of community service, aimed at tending trees and median plantings. This partner raised \$600 during FY 2003.

Tricycle Park – This initiative, to start community gardening in the city’s east end, acquired a lease on a vacant section off of East Leigh Street between 23<sup>rd</sup> St and 24<sup>th</sup> St., and actually has started planting gardens. Plots are laid out and the group is now working to get water to the site. This partner raised approximately \$7,351 during FY 2003.

### **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. Although this program was inactive during most of 2003, new leadership from the Urban Forester and new positions, funded in part by grant monies from the State Department of Forestry, have revitalized the program, with ambitious plans for 2004

#### 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, and these funds are used to support the James River Park and the City’s Summer Camp N Kids program. In 2003, the Foundation allocated \$8,244 of this donation for scholarships in the Summer Camp N Kids program.

#### Broad Rock Road Family Community Center

This project was initiated by former 9th District City Council representative Rev. Gwen Hedgepeth in 1998, with assistance from the City Manager's Office. Modeled after a new facility in Newport News; the Richmond facility is expected to cost \$5.4 million, to be built on City property, with construction funding from public and private sources. Robert Evans, formerly with the City Manager's Office, managed the project with Rev. Hedgepeth. The Foundation was the fiscal agent for the fundraising through 2002. A parallel initiative, the Family Focus Foundation, was started in 2002 by Rev. Hedgepeth, which is to supersede the Broad Rock Road Family Community Center. The Family Focus project was given its own IRS tax-exempt status in 2002.

In January of 2004, fiscal improprieties in the Broad Rock Road Family Community Center account came to light, pertaining to inappropriate disbursements and an investigation of the project ensued. As a result, the Foundation has frozen this partner's account until the investigations are complete.

#### Carillon Fund

The Carillon Civic Association makes substantial contributions to the Carillon Fund every two years. The Foundation donated funding for a Carillon bell concert for Veteran's Day.

#### Central Virginia Soccer Association

The Central Virginia Soccer Association (CVSA) partners with the City to operate a 6-field soccer complex in Bryan Park. VCU teams, City youth soccer leagues, the Richmond Kickers and the CVSA use these fields, in rotation. Several tournaments were held in Bryan Park, raising \$3,400 for soccer field maintenance, and work continues on improving operations and maintenance issues.

#### Davis-Robinson Median Tree Planting Project

Initially sponsored by the Museum District Civic Association, this project first planted trees, landscaped and irrigated the medians between Robinson and Davis Avenues, and between Lakeview and the RMA. The project has since extended into Byrd Park's Fountain Lake area. This partner raised approximately \$1,445 during FY 2003.

#### Del Ealey Memorial Gateway Program

This group organized to honor VA Delegate Roland D Ealey by developing and funding the landscaping of the median at the intersection of Fairfield Avenue and Mechanicsville Turnpike, placing a memorial stone, and street furnishings as a City Gateway project. This partner raised approximately \$15,840 during FY 2003.

#### Dominion (formerly Virginia Power) Tree Replacement Fund:

A program designed to replace trees under power lines with lower-growing, more appropriate plantings. Dominion contributed another \$1,000 to this program in FY 2003.

#### Dogwood Dell

The fund-raising initiative begun in 1998, called "I Support Dogwood Dell," continued in 2003. Due to the vision and diligence of the Cultural Arts Program director, Brian Little, application was made to a local philanthropic Foundation for a matching grant to renovate Dogwood Dell. This anonymous Richmond Foundation contributed \$75,000 to renovate the amphitheatre, stage, dressing rooms, and orchestra pit, and install a new sound system. This matched the \$75,000 capital expenditure the City had approved in the previous budget.

#### East End Community Garden

In 2000, Thomas F. Jeffers Memorial Trust Fund awarded a \$10,000 grant to the City's East End Development Initiative, to support the development of Community Gardening in the East End. Portions of this money are to be passed to the Tricycle Gardening project in 2003.

#### First Tee Golf Project

City Manager Jamison initiated a fundraising campaign to complement the First Tee program in the City, already active in realizing a small 9-hole golf course adjacent to the City Driving Range, near the Main Post Office on Brook Road. This partner raised approximately \$3,450 during FY 2003.

#### Falls of the James Scenic River Advisory Board

This partner group was established in 1990 under the Commonwealth of Virginia's Scenic Rivers Act, to provide guidance and advice to the City of Richmond and other localities on appropriate uses of the James River. Reorganized in 2003 into the state's Department of Conservation and Recreation, it is getting active with river protection, urban forest, and viewshed issues.

#### Fan Woman's Club - Meadow Park Improvement Project

Meadow Park is located between the 1800 blocks of Park and Stuart Avenues in Richmond's historic Fan District. The Fan Woman's Club raised more than \$18,000 for an irrigation system, brick sidewalks, benches, and does regular cleanups and maintenance. They plan to contribute \$1,000 a year to help with the Park's maintenance.

#### Friends of Bryan Park

Friends of Bryan Park continued its renovation of Bryan Park with the designation of the park to the state and national Register of Historic Landmarks and the hiring of a part-time Executive Director. In September, it published *An Illustrated History of Joseph Bryan Park* and held a large public ceremony in October to celebrate the park's history. This Partner raised approximately \$11,816 during FY 2003.

#### Friends of Forest Hill Park

Friends of Forest Hill Park continue to improve the City's southside flagship park. In 2003, the group worked with the city and neighborhood groups on the park pond's siltation problems, Reedy Creek watershed management issues, and Crooked Branch watershed protection strategies. In 2003, the group worked with the Chesapeake Bay Foundation, the City Urban Forester, and KCI Technologies to sponsor an urban tree planting project. 15 students from Binford Model Middle School carried out this project, planting 47 saplings in Forest Hill Park.

Friends of Forest Hill Park successfully received recognition to place Forest Hill Park on the Virginia and National Registers of Historic Landmarks, and the Friends group raised a \$5,000 private donation for a structural assessment of the 1843 Old Stone House, in advance of planned renovation. This partner raised a total of \$9,346 during FY 2003.

#### Friends of Grace Park

This Friends group is landscaping and planting trees in the wide median on Allen Street, between Broad and Monument, in the City's Fan District.

#### Friends of James River Park System

Friends of James River Park System continue to renovate the 17-mile long park. The Friends helped raise money and organize resources for several improvement projects, including work on the "Missing Link" project and creating a bike and pedestrian link from Oregon Hill to the Belle Isle parking lot. Additional funds and labor was performed to assist park operations, managements, and maintenance.

This Partner raised approximately \$11,725 during FY 2003. The Friends group continues work on soliciting donations of easements and properties adjacent to the James River Park System. Friends of James River Park was also given an \$1,100 Department of Forestry grant for reprinting *A Walking Guide to Belle Isle*.

#### Friends of Paradise Park

Paradise Park is a Fan District 'pocket park' bounded by Allen Avenue, Floyd Avenue, Vine and Grove Avenue. Friends are raising funds to develop a master plan to modernize the park, improve safety and security, discourage inappropriate uses, attract new users, plan for new playground equipment, and improve maintenance.

#### Friends of Scuffletown Park:

This Friends group continues to revitalize a small neighborhood park in the Fan, bounded by Stuart and Park, Strawberry and Stafford. A community garden flourishes there, and more improvements are to come. This Partner raised approximately \$195 during FY 2003.

#### Friends of Sydney Park

This partner quietly maintains 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 to get involved in revitalizing their neighborhood parks.

#### 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. This Partner raised approximately \$4,625 during FY 2003.

#### James River Outdoor Coalition

JROC was formed in 1998 to help protect the James River and support the James River Park System. In 2003, JROC applied for and was given its own IRS tax-exempt status. JROC thanks the Foundation for its support.

#### 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. The Landmark Theater also provides office space for the Foundation, and a meeting room for its monthly Board meetings. Currently, fundraising efforts for a movable dance platform/stage are underway. This Partner raised approximately \$3,215 during FY 2003.

#### Friends of Monument Ave. West

Richmond resident Mary Glenn Taylor organized an ambitious and highly successful landscaping project on the Monument Avenue median, to plant ginkgos and dawn redwoods from the RMA bridge west to Staples Mill Road.

She was also instrumental in persuading Henrico County to fund landscaping improvements for the rest of Monument Avenue, west to Glenside Road.

#### Seventeenth Street Farmers Market

17th St. Farmers Market was organized in 1999 with support from the Richmond Industrial Development Authority and the Richmond City Council, to improve and better manage the historic Farmers Market at 17th and East Main, in Shockoe Bottom. It has been a Foundation partner since 1999, and has been a steady catalyst for urban revitalization in that area. Its chief areas of activity include spaces for produce and other 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 hosted dozens of major and minor events during 2003; the summer Shockoe Tomato Festival, a River Rocks music series, Saturday Mercado, and the Fourth 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. This Partner raised approximately \$197,547 during FY 2003.

#### Sister City Fund

This fund was established to raise funds to build better connections with Richmond-on-the-Themes, Richmond's Sister City in England. The fund sent Mayor McCollum, Ralph White, City Naturalist and James River Park Manager, and several other officials on a cultural exchange program (education, economic development, and tourism) to Richmond on the Themes. The fund was started by an initial grant of \$1,000 by Councilman Joseph Brooks.

#### Strengthening Liberty's Arm

This fundraising effort was to replace the bronze dedication plaque on the small Statue of liberty in Chimborazo Park, which was stolen by vandals. This partner raised approximately \$ 310 during FY 2003, and the plaque was replaced with a small ceremony.

#### Summer Camp' N' Kids:

An expanding Parks and Recreation program to provide summer camp experiences for City children. This includes an Outdoor Adventure program (rafting, rock-climbing, team and self-esteem building, etc.), basketball, ballet, and many more. Ninety city children attended the 2003 program. The Foundation allocated \$8,244 for scholarships in 2003's Summer Camp N Kids program.

#### Tree Richmond:

This partner has secured grants and City Council funding for planting trees in the Downtown area and surrounding neighborhoods. Tree Richmond has planted more than 2,000 trees since its inception, and has been active in tree planting projects on Brook Road and Monument Avenue in 2003.

#### Urban Light Works

This group aims to develop multi-media and new technology outdoor shows for various venues, such as under the overpasses near Shockoe Slip and Shockoe Bottom, and at special events, such as Carpenter Arts Center events. This partner raised approximately \$ 9,063 during FY 2003.

#### Weekend Warriors

This group aims to promote adult flag football competition in the City of Richmond. No funds were raised in 2003.

#### Westview Gardening Project

Sponsored by the Westview Civic Association, this project is to plant trees and landscape the triangle park at the intersection of Maple Avenue and Fergusson Street, and includes planting trees on Libbie and Kensington Avenues. This partner raised \$625 in FY 2003.

### **Foundation Business Summary**

- RR&PF Strategic Planning Retreat, Feb 2003, available at Foundation Office
- RR& PF Brochure Revision New copy, photos, etc., available at Foundation Office
- Foundation publishes 2002 Annual Report
- Foundation continues work on Web site [www.rrpfound.org](http://www.rrpfound.org)
- Foundation generates 400 Donor Thank-you letters for FY 2003
- Foundation Consultants Complete Full Audit of Organization
- Keiter, Stephens, Hurst, Gary, and Schreaves, PC completes fourth 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. In 2003, Officers from the previous year were requested to serve another year each. The 2003 Foundation Officer appointments are as follows:

- President: Patricia Daniels
- Vice President: Monica Rumsey
- Treasurer: Carl Otto
- Corresponding Secretary: Casey Cockerham

In December, 2003, the Foundation held new Officer elections. The 2004 Officers are:

- President: Diane Dunaway
- Vice President: Monica Rumsey
- Treasurer: Carl Otto
- Corresponding Secretary: Casey Cockerham

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

#### New Board Members

- Lila Kerns – General Manager, 17<sup>th</sup> Street Farmers Market, replaced former Board member Kathy Emerson, who was the Markets' General manager since 1999.
- Leighton Powell – Executive Director, Scenic Virginia
- Karen Townsend – Urban forestry consultant and arborist

#### **Foundation Board Membership, 2003**

The by-laws of the Foundation limit the Board of Directors limits membership at twenty-one members. The 2003 Board membership includes:

Pat Brown	Casey Cockerham	Bill Conkle
Pat Daniels	Diane Dunaway	Kathy Emerson
Monica Esparza	Iris Holiday	Polly Jefferson
Lila Kerns	Kerry Keenan	Carl Otto
Leighton Powell	Charles Price	Monica Rumsey
Karen Townsend		

#### **Foundation Annual Financial Statements**

Richmond Recreation and Parks Foundation annual financial statements are on record at the Foundation office. Our Partner's fiscal records are held in trust; however, each partner can consider disclosing its records upon written request. Please contact the Foundation at:

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.

The Foundation's website is : [www.rppfound.org](http://www.rppfound.org)

For additional information, please contact:

John J Zeugner, Executive Director, at 804-288-5005, or  
Carl Otto, Treasurer, at 804-648-3041

## Memorandum:

To: Richmond City Council Members, City Officials and City Department Directors, and Other Interested Parties

From: Diane Dunaway, Current President  
Pat Daniels, Foundation Past President  
John Zeugner, Executive Director

Date: 23 June 2004

Re: Richmond Recreation and Parks Foundation 2003 Annual Report and Update Presentation

The Richmond Recreation and Parks Foundation will be making a presentation to Richmond City Council next Monday evening, 28 June 2004.

We'll make a brief Power Point presentation about our mission, history, structure, and plans for the future.

In order to provide you with additional information on the Richmond Recreation and Parks Foundation in advance of the meeting, we are enclosing copies of the Foundation's 2003 Annual Report and a Foundation information brochure.

We hope that this will provide for you an overview of the Foundation's mission, its expanding role in the community, and some insight into the Foundation's (and its partners) financial and service contributions to the City of Richmond.

### Our main projects for 2004-2005 include:

- Plant 400 trees in Byrd Park in November, 2004, to replace 400 lost during hurricane Isabel. Partnering with Luck Stone Corporation and its regional offices, Urban Forestry Division, Friends of Byrd Park, and other city groups.
- Publish Gift Catalog for memorial gifts of trees, benches, other park needs and expand fund-raising initiatives
- Improve working relationship with Parks & Rec's CAB.
- Expand website to make more interactive, and to process credit card donations
- Host symposium with LGBG to raise awareness of trees and urban forest
- Assist James River Park System with conservation and protection issues
- Reactivate the City's Tree Commission

If you need additional copies, or have questions, please call the Foundation office, 646-0954, or the Executive Director at 288-5005.