



Montgomery Parks
FOUNDATION

MCPB Agenda Item 2- April 19, 2012

April 12, 2012

MEMORANDUM

To: Montgomery County Planning Board

From: Debbie Rankin, CFRE
Executive Director, Montgomery Parks Foundation

Subject: Montgomery Parks Foundation- Board of Trustees Nomination approval request; Presentation of Reviewed Financial Statement for FY11; general operational update

Action Requested

Approve Theresa Cameron and Kelly Groff as members of the Montgomery Parks Foundation Board of Trustees.

Article 3 of the Montgomery Parks Foundation (MPF) Bylaws and Section 3 of the Memorandum of Understanding (MOU) between MPF and M-NCPPC requires Planning Board approval of all MPF Trustees.

Full biographies of Theresa Cameron and Kelly Groff are attached.

Presentation of independent Financial Review

The independent Financial Review approved by the Montgomery Parks Foundation Board of Trustees on March 28, 2012 is presented to the Planning Board as required by the Memorandum of Understanding between M-NCPPC and the Montgomery Parks Foundation.

Please note: The Foundation is on a calendar year (January 1-December 31)

The Foundation received a one year waiver of the required full audit. This waiver was approved as Amendment 1 to the Memorandum of Understanding fully executed by M-NCPPC Executive Director Patricia Barney and Montgomery Parks Foundation President, Joseph Isaacs.

The Financial Review provides an optimistic picture of the progress of the Foundation in its first year. The Reviewed Financial Statements identify revenue and support and includes in-kind donations (those funds provided by the Department) and contributions; expenses are categorized as program expenses, management and general, and fundraising.

Revenue and support:

\$114,744- In-kind from Parks (staff salaries, plus estimated value of occupied office space and equipment, marketing materials office supplies)

\$99,601- Contributions (major gifts, Tribute benches, dues from the Friends program, and donations)

Expenditures (in addition to in-kind support provided above):

\$14,486 – Insurance, outsourced bookkeeping services, audit expense, software and licensing fees, etc.

Overview:

Total operating expenses include the in-kind contribution from Parks plus other expenditures = \$129,230.

Total contributions raised/total operating costs = 77% cost recovery overall

Total contributions raised/total Parks in-kind contribution = 87% return on Parks investment

Summary Remarks

The Foundation continues to make significant progress toward the creation of a sustainable and successful fundraising organization with a mission to identify and solicit non-taxpayer based revenues to support Montgomery Parks. Since last year's presentations to the Planning Board (July and October 2011), the following should be noted:

- **Board Development and Strategic Discussions**

In just over a year, the Foundation has been successful in increasing the membership on the Board of Trustees from 8 to 12 members. The current board reflects a broad base of professional skills and perspectives and will positively support the growth of the Foundation.

Over the last several months, Board and Staff, including the directorate of the Department, have participated in a series of strategic discussions to help guide the direction of the Foundation. The goal of these discussions is to identify a strategic approach to using the limited human resources of the Foundation and direct its focus on program development. These discussions will continue into May at the next board meeting.

- **Foundation Staff**

Raleigh Leichter, Development Program Manager, joined the Foundation staff in January. Raleigh will manage the Foundations donor database, fundraising programs and events, and assist the Executive Director in expanding the overall progress of the Foundation

- **Integration of fundraising programs to the Foundation**

Mary Bradford, Director of Parks, distributed a letter to current park donors and volunteers on March 1 announcing the integration of all existing fundraising programs into the Foundation. This decision allows the Foundation to function as it was intended, as the sole 501©(3) organization charged with soliciting and stewarding donations, grants, and sponsorships on behalf of Montgomery Parks.

- **Advocacy**

The Foundation continues to advocate on behalf of Montgomery Parks in an effort to further its position as the centralized voice in support of the Department. For this budget season, the Foundation has coordinated outside advocates to testify at the County Council Public Hearings in support of the funding for Montgomery Parks in the FY13 budget.

- **Programs**

A number of fundraising efforts were already in place for the last several years administered by parks staff. These programs have also been integrated under the administration of the Foundation. The Tribute Bench and Tree programs have enormous potential to generate revenue and also engage a group of park supporters with a philanthropic intent. With very little marketing, these programs continue to engage a broad spectrum of park users who want to honor or memorialize friends and family in the parks.

- **Grant Management and Administration**

At the beginning of calendar year 2012, the Montgomery Parks Foundation absorbed the administration of the grants program on behalf of Montgomery Parks, as designated in the MOU. The Foundation has already successfully solicited a Bond Bill for the Woodlawn Barn Visitor's Center and received 100% of its funding request for \$300,000. Other grants have been submitted and many are currently under assessment. The Foundation has the capacity to solicit funding from sources not previously available to the Department as a 501©(3) charitable organization.

- **Marketing**

The Foundation staff is working closely with the PACP (Public Affairs and Community Partnerships) Division to create sound marketing strategies to promote the Foundation. Using electronic and traditional materials, the voice and message of the Foundation continues to be developed. Late this summer we plan on conducting a large acquisition mailing to solicit Friends to join our efforts and get the word out to our community that the Montgomery Parks Foundation is ready to assist in their desire to further develop and improve their parks.



Theresa Cameron is manager of local arts agency services for Americans for the Arts where she works closely with the Local Arts Advancement team to help develop and implement programs and services that strengthen the field of 5,000 local arts agencies.

Previously, she was CEO of the Arts and Humanities Council of Montgomery County (AHCMC) in Maryland for 10 years where she oversaw the day-to-day operations of the county's nonprofit local arts and humanities agency that included a staff of nine and a budget of more than \$4 million. While at AHCMC, she developed Creative Montgomery, a countywide cultural planning process as well assisting several organizations in developing cultural facilities including Strathmore Performing Arts Center, Imagination Stage, Olney Theatre Center, etc. She also created enabling legislation for Maryland's arts and entertainment districts. Prior to joining AHCMC, she was manager of corporate and foundation relations at the Association of University Women Educational Foundation and also served for six years as the senior program specialist for the National Endowment for the Arts in its Local Arts Agencies Program. Theresa earned a bachelor's degree in music from the University of Wyoming and credits toward a M.B.A. at the University of Phoenix.

Additionally, Theresa serves on many different boards including: Immediate Past Chair of Maryland Association of Nonprofits Board, Immediate Past Chair of Maryland Citizens for the Arts, Silver Spring Arts and Entertainment District Advisory Committee, the Liz Lerman Dance Exchange, and Lumina Studio Theatre. She also served on the Montgomery County Conference and Visitor's Bureau and the Montgomery County Chamber of Commerce. She is a graduate of Leadership Maryland and Leadership Montgomery and was named one of Maryland's Top 100 Women.



Kelly Groff joined the Conference and Visitors Bureau of (CVB) of Montgomery County, Maryland in 1994 as the Director. Prior to joining the CVB, Kelly served as a Economic Development Specialist for the Baltimore County Department of Economic Development, Tourism Division. Kelly began her career in 1985 as a travel trade development officer with the Baltimore City Office of Promotion and Tourism. Following this position, Kelly worked at the Admiral Fell Inn in Fells Point, Maryland directing the catering and room sales division. Following the position with the Admiral Fell Inn Kelly opened the Clarion Inn at Pier 5 at Baltimore's Inner Harbor as director of sales. Other experience includes Adjunct Professor with the University of Maryland Eastern Shore Department of Hotel Management for the Hospitality Industry based at Shady Grove. Kelly served as a professor for five years teaching Eco & Cultural Tourism and Marketing Hospitality and Leisure Services. Kelly is a native Marylander and has two sons Matthew and Stephen White.