



2017 ANNUAL REPORT



*Cover photo by Pam Rose.
Rastin Tower lit in white in memory
of Ann Schnormeier.*

From the President

In 2015, our Board transformed from managing a demolition and construction project to a programming role. The 2016 programming year was very ambitious for the Conservancy. For 2017, the Board decided to lessen the number of concerts. This allowed for an increase in the quality of our concerts and expanded availability of the facilities for private events.

In addition to the facilities at Ariel-Foundation Park, the Conservancy also assumed the management of the B&O Depot in 2017. The community now has a number of available options for hosting family and corporate events throughout the year. These facilities are well used by the community and its businesses.

With a decreased emphasis in major events, we were able to increase the number of smaller events and opportunities. The Monday night family movies series became a quick success as families relived the days of the drive-in theater experience. At your request, we also added line dancing, yoga and Tai Chi to our programming. We will continue to grow these and other programs.

As you will read in the report, 2017 was a solid year for financial support. We are very fortunate to have many sponsors who feel supporting an event is a win-win experience. In addition to strong support from our "Friends of the Park," we were very grateful to receive some additional major gifts to support our continued construction and enhancement of the grounds and facilities. Ariel-Foundation Park continues to be a large draw to the Knox County community and is steadily increasing its economic and artistic impact. We believe the 4th of July

celebration had an attendance in excess of 10,000. The McGuffey Lane Concert also drew a very large crowd of enthusiastic supporters. The Rastin Challenge included a first responder team from Florida!

When *Ohio Magazine* named Mount Vernon as one of its Best Hometowns, we were advised Ariel-Foundation Park was a significant factor as an enhancement to the quality of life in Mount Vernon. Ariel-Foundation Park is becoming a premiere attraction in the state of Ohio. Climbing to the top of the Rastin Tower is a must-do activity when in Ohio.

Your conservancy board members and their families each donate many hours to Ariel-Foundation Park each year. They work with a dedicated staff to ensure each visit to the Ariel-Foundation Park is a positive experience. Donors are essential in providing safe and informative events. We have a strong base of very dedicated volunteers that supported us in the last year.

Please thank our volunteers, board members, and staff for their hard work when you have the opportunity.

Please know The Conservancy is very proud of what we were able to accomplish in 2017. We can't wait for another exciting year in 2018 and want you to join us for a concert, walk, or a quiet reflection.



In gratitude,
Kim Rose
Foundation Park Conservancy President

Foundation Park Conservancy Board

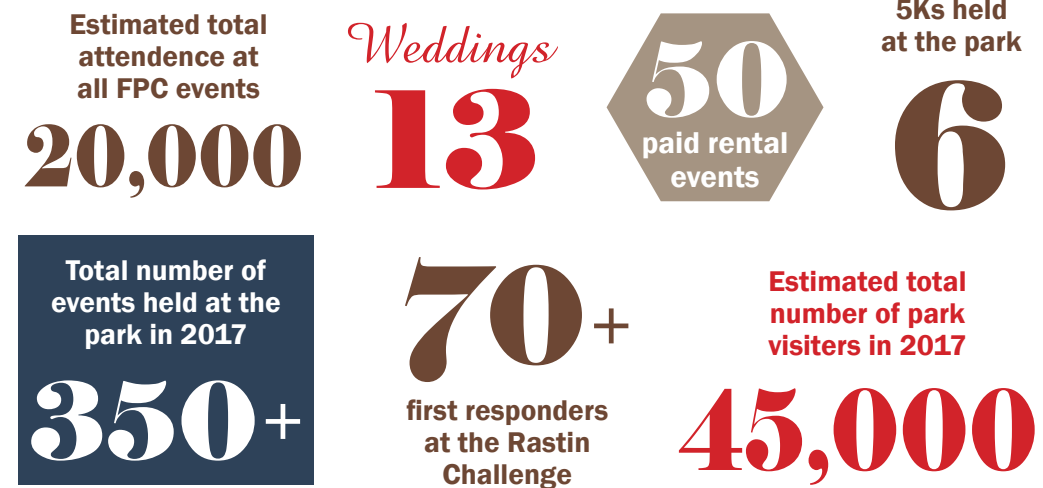
Kim Rose, President
Michael Percy, Vice President
David Stuller, Treasurer
Melanie Bolender, Secretary
Sam Barone
David Carpenter
Susan Kahrl
Jan Reynolds

Park Staff

Scott Zimmerman, Operations Director
Carrie Haver, Marketing Director
Angela Wild, Reservation Specialist
Jeff Boucher, Food/Beverage Manager
Skip Trask, Sound/Lights Tech
Paul Highnam, Events Assistant
Kyle Boucher, Summer Assistant



Events/Activities



The Rastin Challenge

One of Ariel-Foundation Park's signature events is the Rastin Challenge. The Rastin Challenge showcases first responders with a series of physically demanding competitions highlighting their skill, expertise, and teamwork. Firefighters compete in a Combat Challenge and the Rastin Challenge, climbing the tower in full gear. Law Enforcement compete in a Tactical Obstacle Course. Cash awards are presented to the top three finishing teams in each event; remaining funds are invested in a scholarship fund for first responders. This event is hosted by the Foundation Park Conservancy board in partnership with the Mount Vernon Police and Fire Departments and the Knox County Sheriff. The Mount Vernon YMCA supports the Rastin Challenge by offering Youth Challenges that day. The 2017 Rastin Challenge was pleased to welcome a team from Apopka, Florida! (Shown in the collage above, lower left.)



2017 FOUNDATION PARK CONSERVANCY EVENTS

For a complete list of sponsors, please see page 6.

- Monday Movie Night
- Open Mic Night
- Battle of the Bands
- Central Ohio Brass Band, 7 Bridges, Fireworks
- Monday Movie Night
- Young & Unplugged
- Open Mic Night
- McGuffey Lane
- Gospel Music Day: Chestnut Ridge and Kevin Prater Band
- Monday Movie Night
- Open Mic Night
- Jersey
- Rastin Challenge
- Motown Sounds of Touch
- Rick Brunetto Big Band
- Open Mic Night
- Knox County Symphony Children's Concert
- Community Square Dance: Back Porch Swing Band
- Oktoberfest: Frank Ziwich

Capital Improvements

In support of the mission of the Foundation Park Conservancy, we continue to improve and enhance the facilities at the park. We began the year with further enhancements to the Community Foundation Pavilion. These included installing a catering kitchen, adding doors and fencing to the Barone Patio and additional tables for events.

We have also continued to focus on enhancing safety through LED lighting. This includes lighting The Ruins, CCJ Stair Towers, Rastin Tower and downtown bike path bridge. As part of our efforts to recognize our donors and provide park information to visitors, we added a message center sign to the Welcome Center on South Main Street.

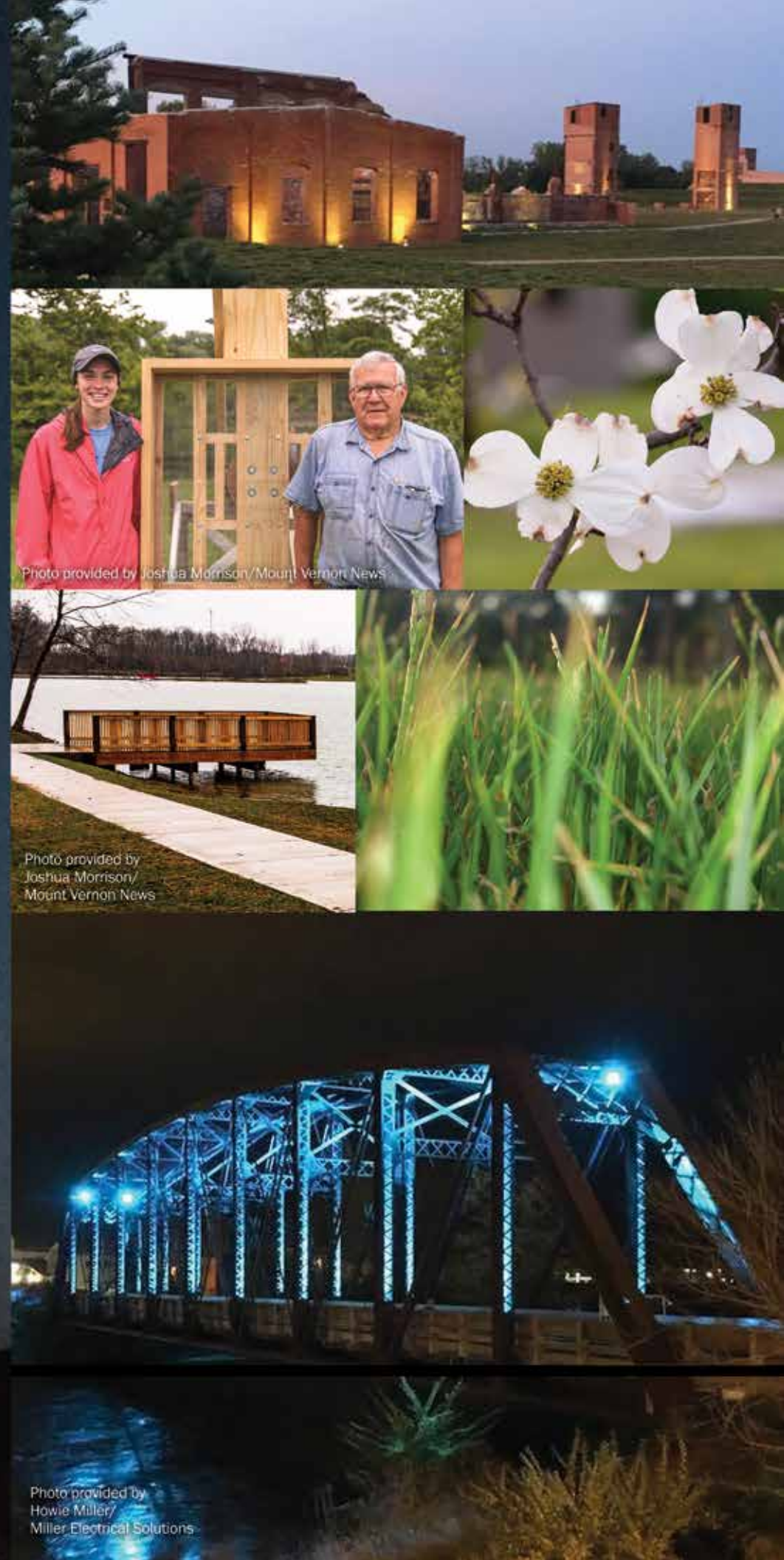


Photo provided by Joshua Morrison/Mount Vernon News

Photo provided by Joshua Morrison/Mount Vernon News

Photo provided by Howie Miller/Miller Electrical Solutions

PARK IMPROVEMENTS

Rastin Tower LED lighting
Downtown bike path bridge LED lighting
Labyrinth solar bollard lighting
Community Foundation Pavilion catering kitchen and fencing
Ruins in-the-ground lighting
Grass improvement
Resurfacing of Event Center stage
Accessible fishing pier
Stage stanchions
Tree plantings
LED digital sign at CA&C Depot
Irrigation of Labyrinth
Drainage project at Community Foundation Pavilion
Live webcam for Rastin Tower lights
Strand lights and electric in Event Center
Picnic tables stained
300 work hours eradicating poison ivy
30 additional tables for events
Osprey nesting pole
Fertilization of upper park
Additional security cameras and wifi

Total investment **\$250,000+**

Volunteers

Ariel-Foundation Park is fortunate to have an active body of volunteers who welcome people to the Clock House Museum, assist with concerts at the Schnormeier Event Center, and perform grounds maintenance to keep the park beautiful. Among the organizations who staffed volunteers in 2017, we'd like to recognize:

- The Town and Country Garden Club
- Psi Iota Xi
- Daughters of the American Revolution
- SubAlpine Hiking Club
- Freedom Riders 4-H Club
- Mount Vernon Nazarene University Men's Basketball Team
- Mount Vernon Municipal Court
- Mount Vernon High School Key Club
- Rotary Club of Mount Vernon

Paula Barone was awarded **2017 Volunteer of the Year** for her dedicated service at park concerts.

In 2018, we welcome local service organizations to "Adopt a Weekend" at the Clock House during the months of April through September, so we can keep it open for local and out of town visitors. Also, help with our free community concert series and movie series is always appreciated.



(Above) Mount Vernon's Rotary Club spent a hot summer evening at the park, picking up trash, weeding, and cleaning mulch beds. Thank you for your hard work!

Total volunteers for 2017

170+

Estimated number of volunteer hours

1,000+

To learn more about volunteer opportunities, please contact Susan Kahrl at stkahrl@yahoo.com.

Marketing



Ariel-Foundation Park was featured in several state-wide and regional publications in 2017:

- *Ohio Magazine* (May) - Special advertising section about Knox County
- *The Crossroads* (August) - Southeast Ohio regional publication, several page feature story
- *Heart of Ohio Magazine* (September) - Brief feature with sponsorship of "Everyday Heroes" section on Mount Vernon resident JJ House.
- *Ohio Magazine* (November) - Best Hometowns Issue showcasing Mount Vernon

The Knox County feature in the May Ohio Magazine issue, for which the Foundation Park Conservancy partnered with the Knox County Convention & Visitors Bureau, along with a site visit, brought significant attention to the Mount Vernon and Knox County area, helping to garner the Best Hometown award.

The Park is also pleased to have strong working partnerships with local media: Mount Vernon News, KnoxPages.com, WQIO/WMVO, and WNZR. Thank you to these organizations for their support through promotion, news coverage, and live broadcasts.

Financial

The Foundation Park Conservancy strives to be a good steward of the financial gifts received. Donations and sponsorships provide for the free Summer Concert Series, important maintenance, various programs and further development of the park. Deepest gratitude is extended to the generous individuals, businesses, and organizations acknowledged on this page.

Thanks to these generous donors, Ariel-Foundation Park can be enjoyed and experienced by countless people of all ages. Knox County residents and visitors from central Ohio and beyond are making memories visiting the park.

2017 Friends of the Park

- | | | | | |
|----------------------------------|--------------------------|--|---------------------------------------|-----------------------------|
| Aaron Alfrey | Keith and Katie Burley | Joseph Humbert | Joseph and Sally Nelson | Ted and Ann Schnormeier |
| Akron Unite WBCCI | Jeff and Cheri Butcher | Tim and Susan Kahrl | Marc and Jennifer Odenweller | Stephen and Laura Short |
| William and Christina Balderaz | Dean and Jodi Colombini | Joseph and Kimberlee Klesner | The Peoples Bank | Carol Shurlow |
| Sam and Paula Barone | Columbia Elementary PTO | Travis Lauritsen | Michael Percy and Nicole Pagano-Percy | Brien and Michele Snyder |
| Barbara Barry | Mike and Carol Conway | Frances LeFurjah Family Fund | David and Marci Pressler | Weston and Stacy Snyder |
| Adam Bartels | Ed and Janice Cosby | Richard and Peggy Mavis | Susan Ramser | Paul and Linda Spurgeon |
| Rodney and Deborah Beckett | Henk and Annie Dekker | David McCann | Roger Rardin/Rardin Family Trust | Richard and Sheila Stallard |
| Phillip Bentz | Dennis-McDaniel CPA | Robert and Elisabeth Meier | Frederick and Deborah Reeder | Brian Stafford Plumbing |
| Melanie Bolender | First-Knox National Bank | Mount Vernon High School Class of 1977 | Kenneth and Jan Reynolds | Rebecca Stilson |
| Jeff and Norma Boucher | Ron and Candace Fox | Joe and Krys Mortellaro | Robert Rock | Martha Stuller |
| Barry and Susan Bowden | Goldman Sachs | Mosaic Financial Group | Robert and Patricia Ronk | Stephen and Janet Thompson |
| Cindy Brass | Burton and Lois Hanson | Amy Murnin | Kim and Pam Rose | Perry and Louise Trinkner |
| Buckeye Garden Club of Mansfield | Paul Hothem | Richard and Susan Murray | | TruCut/Andy Durbin* |
| | | | | Mary Whitacre |

Concert Series Sponsors

- | | |
|--|--|
| Platinum (\$5,000+) | Silver Sponsors (\$1,000-2,499) |
| Ariel Corporation | Allan Bazzoli, M.D. |
| Community Foundation of Mount Vernon & Knox County | Critchfield, Critchfield & Johnston Ltd. |
| Energy Cooperative Operation Round Up | Delta Dental of Ohio, Inc. |
| Knox Community Hospital | Donley Ford-Lincoln |
| Mount Vernon News* | Griffin Insurance |
| Ohio Arts Council | Herald's Appliances and Electronics |
| WQIO/WMVO* | Brian Howe DDS |
| | Family Denistry |
| Gold Sponsors (\$2,500-4,999) | Kenyon College |
| Gordy and Fran Yance | Knox County Properties LLC |
| First-Knox National Bank | Mortellaro McDonald's |
| The Alcove | Mount Vernon Grand Hotel* |
| | White Castle |

Movie Monday Sponsors

- Domino's*
- Southside Diner*
- Youth Philanthropy Initiative of Community Foundation

Rastin Tower Lighting Sponsors

- Deanna Baldwin and Lauren Sanders, in memory of Chelsea Alaimo
 Jason Bostic and Firefighters for Cures, in honor of Brian Ford
 Karen Gall and Codi Collier-Muncie, in memory of Karen Gall
 Dean and Chris Conley, in honor of Les and MaryAnn Corder's birthdays
 Joyce Harris, in memory of Chuck Harris' birthday
 Cindy Higgs, in honor of Bill Higgs' birthday
 Darlene Hinkens, in memory of her Aaron Hinkens' birthday
 Sharon Metcalfe, in honor of Steve Metcalfe's birthday
 Jodi Pursel, in memory of Charles Pursel
 Heidi Rice, in honor of Scott Rice's birthday
 Rachel Robinson, in memory of Nancy Popham

Rastin Challenge Sponsors

- | | |
|----------------------------------|--------------------------------|
| Title Sponsor (\$5,000+) | Up to \$250 |
| Tom Rastin | Blubaugh Body & Frame |
| | Central Ohio Technical College |
| \$1,000 | CES Credit Union |
| Jeff and Norma Boucher | Fire-Safety Services, Inc. |
| Donley Ford-Lincoln | FOP Lodge #32 |
| | Katie J Photography* |
| \$500 | Knox County Health Department |
| Custom Wired | Lynn-Peavey Co. |
| DeCosky GM Center | Ohio CAT |
| First-Knox National Bank | Star-Brite Car Wash* |
| Freund, Freeze & Arnold | Tim Hortons* |
| Get Hosed Apparel* | VASU Communications |
| Griffin Insurance | Ver-Mac Industries |
| Heartland Promotional Products* | Jennifer L. Wilson, Esq. |
| Mount Vernon Nazarene University | |
| Amy Murnen, M.D. | |
| Town Center Market | |
| YMCA of Mount Vernon* | |

Summer Physical Fitness Sponsors

- Knox County Health Department
- Ohio Eastern Star Home
- Public Library of Mount Vernon and Knox County*

Grants Received

Ariel Foundation	\$50,000
Community Foundation of Mount Vernon & Knox County	\$10,000
Energy Cooperative Operation Round Up	\$7,500
Ohio Arts Council	\$3,800

*Denotes in-kind contribution.

THANK YOU!

Mission

The mission of Foundation Park Conservancy is to be the main source of economic support for the preservation, development, programming, and promotion of Ariel-Foundation Park in collaboration with the City of Mount Vernon.

Vision

Ariel-Foundation Park will be a world class example of adaptive reuse that honors its industrial heritage and is the focal point for recreation, entertainment, and social interaction in Knox County.

Support

If you would like to support Ariel-Foundation Park financially, please visit **www.arielfoundationpark.org** and click on "Support the Park" to learn more about the variety of ways and projects in which you can invest. You can donate online safely and directly from the page above or you can mail a check to the address below.

Questions? Please contact marketing@arielfoundationpark.org.



Foundation Park Conservancy

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