

THE ARTS & RECREATION FOUNDATION OF OVERLAND PARK

MISSION STATEMENT: To provide and promote art, recreation, nature, education, and culture that build community and enhance quality of life.

PURPOSE: Founded in 1995 to work in partnership with the City of Overland Park, we support cultural amenities supported by Parks and Recreation Services. These include public art installations and programs, Overland Park Arboretum & Botanical Gardens, and Deanna Rose Children's Farmstead.

PROGRAM: We sponsor 3 "Friends" organizations each led by an advisory board whose members each bring a passion for one of the areas - Friends of the Arboretum, Friends of the Farmstead, and Friends of Overland Park Arts. The advisory boards lead the way on special events, membership recruitment, and assisting city staff with program delivery.



FRIENDS OF OVERLAND PARK ARTS

raises funds for public art installations and assists the City's Arts Supervisor with arts programs including Overland Park's public art gallery - Art at the Center, the Fall Festival, and arts education for elementary-school-age children. The major fundraising event is the Nutcracker Tea Party.



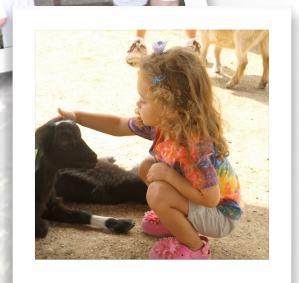
FRIENDS OF THE ARBORETUM

promotes and provides for the Overland Park Arboretum & Botanical Gardens by fundraising for capital improvements, exhibits and programs. Current priority is completing its pledge to LongHouse and its surrounding enhancements. Memberships, commemorative gift opportunities, Spring Plant Sale, Terra Luna, and the Holiday Luminary Walk raise funds.



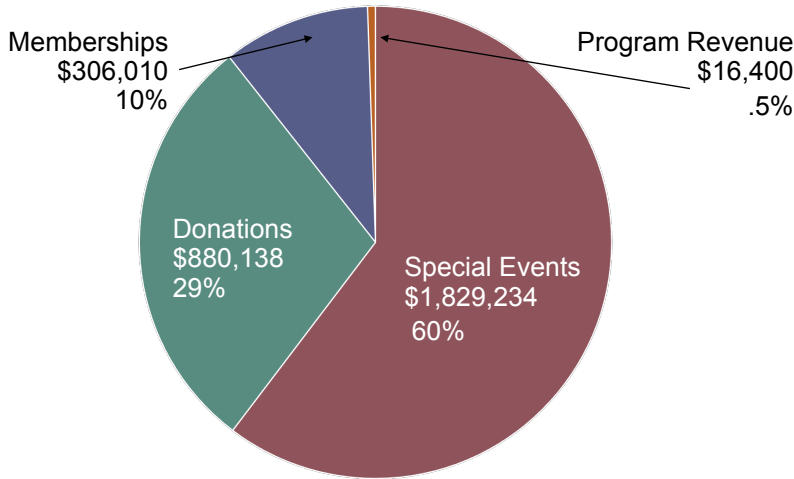
FRIENDS OF THE FARMSTEAD

promotes and provides for Deanna Rose Children's Farmstead, one of the metropolitan area's favorite attractions for families of young children. Main Street, the Dairy Barn, the 1-room Schoolhouse, play areas, and the new Mackenzie's Island are just a few of the results of fundraising efforts. Annual fundraising events are Georgia's Chicken Run, Pumpkin Hollow and Night of the Living Farm.



Total Revenue \$30,000,000+
Total Donors 60,000+
Total Gifts 120,000+

2022 REVENUE



PATRONS SERVED ANNUALLY

Farmstead Visits 350,000
Arboretum Visits 140,000
Arts Program Participants 25,000

2023 BOARD OF DIRECTORS

President - Phil Bressler - Rhycom, Inc.
 V. P. - Development - Holly Streeter-Schaefer - Burns and McDonnell
 V. P. - Strategy - Doug Richards - Smart Factory.IO
 Secretary - Emma Bland - Lifted Logic
 Treasurer - Marga Spangler - UMB Bank
 Past President - Tanya Wilson - Husch Blackwell LLP

Members-at-Large

Jeffrey Byers - T-Mobile
 Abigail Czinege - Kompass Funding
 Karen Lazowski - Clear Path Events, Inc.
 Dennis Patton - Johnson County K-State Research & Extension
 Christine Ricci - Liquid Mobile IV
 Melissa Seiler - HUB INTERNATIONAL
 Ken Selzer - Retired Insurance Executive
 Elaine Stolze - The American Theatre Guild KC
 Terri Thompson - Museum at Prairiefire
 Jeff vonSeldeneck - RevTech360

Ex Officio Members

Chair, Friends of the Arboretum - Carlos Corredor
 Chair, Friends of Overland Park Arts - Inas Younis
 Chair, Friends of the Farmstead - Katie Lord
 Overland Park City Council Representative - Fred Spears
 Director, Parks and Recreation City of Overland Park - Jermel Stevenson

CORE VALUES

- **Stewardship** - Protecting and preserving the vision, mission, reputation and assets of the Foundation and the resources of our city through leadership, accountability, informed decision-making, and fiscal responsibility.
- **Integrity** - Earning trust by honoring donor intent and building relationships based on honesty, respect, dedication, doing what is best for the common good, and follow-through.
- **Collaboration** - Committing to cooperation through teamwork, partnerships, communication, use of best practices, and joint promotion of activities and programs.
- **Community** - Building strong relationships, valuing volunteers, listening to our stakeholders, creating ownership and engaging the entire community.

ORGANIZATIONAL GOALS

- Elevated Fundraising**
- Strong Community Connections**
- Leadership and Resource Growth**

2023 BOARD PRIORITIES

1. Meeting 2023 fundraising goals.
2. Improving execution and management of special event fundraising.
3. Incorporation of inclusivity, diversity, equity and accessibility into ARFOP fundraising initiatives and funding priorities.
4. Increasing the impact of Friends of OP Arts on the community.
5. Developing plans for continuity and future management.

BOARD OF DIRECTORS ROLES & RESPONSIBILITIES



Board service is two-pronged. Members are not only responsible for governance as a body but are also expected to support the organization as individuals.

Directors act as a body to govern ARFOP with the objective of representing the community's interests within ARFOP.

Responsibilities are to:

1. Act in ways consistent with the purposes and mission of ARFOP and its agreements with the City of Overland Park.
2. Ensure compliance with all federal, state and local obligations, and fulfill all contractual obligations.
3. Provide financial oversight, and ensure a realistic budget that maximizes resources.
4. Safeguard assets from misuse, waste and embezzlement.
5. Select and monitor the Executive Director, and evaluate performance.
6. Determine overall short-term and long-term goals and priorities. [3-5 Year Strategic Plan]
7. Approve fundraising strategies [Annual Development Plan] that ensure ARFOP has the financial resources to fulfill its mission.
8. Monitor and evaluate fundraising projects to measure return on investment and effectiveness.
9. Determine annual and long-term program priorities in partnership with the City of Overland Park. [Annual Program Plan]
10. Monitor and evaluate programs to measure return on investment, effectiveness and impact.

Directors act as individuals to support ARFOP with the objective of representing ARFOP's interests within the community.

Responsibilities are to:

1. Contribute financially. Minimum requirements:
 - a. Annually, join each of the Friends groups (\$50-\$100 per group per year)
 - b. Annually purchase 2 Patron-level tickets to Stems: A Garden Soirée or make an annual unrestricted donation of \$500.
 - c. Make a one-time gift/pledge to a current capital campaign to ensure 100% board support.
2. Attend Board meetings regularly.
3. Assist staff in raising funds:
 - a. Support (as a sponsor, ticket purchaser and/or volunteer) as many fundraising events as possible.
 - b. Make business contacts on behalf of ARFOP.
 - c. Solicit cash and in-kind donations and/or accompany staff on solicitation calls.
 - d. Recruit volunteers.
4. Act as an ambassador in the community on behalf of ARFOP.
5. Serve on standing, special and *ad hoc* committees as appointed.
6. Advise staff in areas of expertise.
7. Act as a sounding board for Executive Director and staff.
8. Lend name and personal credibility to ARFOP's fundraising and public relations efforts.





GROWING TO INSPIRE

Driven by the need for private investment to help the City achieve its vision of the Overland Park Arboretum & Botanical Gardens, ARFOP began a capital campaign for the benefit of the Arboretum in 2017.

The result – LongHouse, the Arboretum’s new visitor center and community gathering place with expanded parking, surrounding event spaces, gardens and landscape features, opens September 2023.

It provides panoramic views of the existing gardens to the east and south; a café with interior and exterior seating; spaces for arts and horticulture displays, a board room, a 4,000-square foot multi-purpose room overlooking a water-side terrace, a community room, a catering kitchen for weddings and festive occasions - all along with a wing for retail space, administration and volunteers.

The campaign raised over \$11,500,000 - more than half of the total cost - from individuals, businesses, foundations, and special event fundraising. ARFOP would not have accomplished this feat without the dedication and work of Board members and other volunteers. New opportunities for capital improvements to Overland Park’s cultural amenities are in the future, and ARFOP will once again look to its leadership and volunteers to steer projects to success.

STEMS: A GARDEN SOIRÉE

Since 2008, the Arts & Recreation Foundation has been putting on the party of the summer at the beautiful Overland Park Arboretum & Botanical Gardens at the peak of its summer beauty. Thousands have attended and delighted in the ambience and surroundings. Whether attendees come as a guest of a corporate sponsor or come for a not-to-be-forgotten date night, everyone has a wonderful time.

Sip wine.

Taste delicious food from top restaurants and caterers.

Enjoy art, music, fireworks, beautiful surroundings and more.

Meet friends at the party of the summer – the place to see and be seen.

Support a vision of recreational and cultural enrichment and inspiration for present and future generations.



PUBLIC-PRIVATE PARTNERSHIP

Great communities grow and prosper when the business community, philanthropic institutions, individual citizens and local government work together toward that goal. ARFOP is doing its part to make this true in our community. By working with the City of Overland Park, our donors, and our generous corporate sponsors, ARFOP is creating great places, experiences and memories for all who live, work and play in Overland Park.

Visit our website - www.artsandrec-op.org - or contact staff at info@artsandrec-op.org, to learn more about becoming a member of our team and helping us make great things happen!

