



PARK & MUSEUM

# ANNUAL REPORT

FY 2015



# FROM THE CHAIRMAN

Vulcan® Park and Museum Annual Report FY 2014-2015



When Vulcan Park Foundation reopened Vulcan® Park and Museum in 2004, one comprehensive mission was crafted to lay the groundwork for the future of the organization and to pave the way for its enormous potential:

To preserve and promote Vulcan as the symbol for the Birmingham region, to advance knowledge and understanding of Birmingham's history and culture, and to encourage exploration of the region.

Vulcan® Park and Museum continually seeks new ways to bring this mission to life to enrich the lives of the tens of thousands of annual visitors – not to mention the lives of the citizens who experience Vulcan in some way, every day. In fiscal 2015, new programs were created while long-time favorites were embraced by new audiences.

The fall of 2014 saw tremendous success with the creation of *The Vulcans Community Awards* recognition program. This mission-driven fundraiser recognizes citizens from the Birmingham region who exemplify pride, leadership and progress, just as Vulcan has symbolized for 111 years. In its inaugural year, nearly 200 individuals were nominated and 13 recipients were honored for their contributions to the betterment of life in our community.

A partnership with the Italian American Heritage Society allowed us to bring *La Storia: Birmingham's Italian Community* to the Linn-Henley Gallery. This fascinating exhibit, dedicated to preserving and sharing the stories of the

people who added to the rich fabric of our unique community, allowed guests to appreciate where we came from, recognize our progress, and appreciate our potential.

*Living Legends*, a new annual program created in partnership with Bright House Networks, gave students the opportunity to interact and learn from community leader Dr. Richard Arrington, Jr. During this forum, presented in recognition of Black History Month, students were inspired by the challenges Dr. Arrington overcame during his terms in office.

The final aspect of our mission is now being upheld in a new, exciting, and creatively artistic way. *Vulcans on Parade*, the brainchild of five young professionals in our community, takes Vulcan from his pedestal and strategically places him in the community for all to see! Human-scale replicas of Vulcan, painted by local artists to showcase our area's many cultural institutions, encourage exploration of our region. Be on the lookout for more *Vulcans on Parade* in the coming year!

As Vulcan® Park and Museum celebrates the successes of 2015 and looks forward to an exciting 2016, we invite you to take an active role. Invest in future generations by visiting, volunteering and supporting our programs and exhibitions. Since Vulcan® Park and Museum is a nonprofit organization, your gifts and memberships are needed to continue to expand our renown and new educational programs and community events.

Join us in making sure that the colossal icon of our citizens' determined spirit is not just preserved but thrives for another 111 years.

Sincerely,

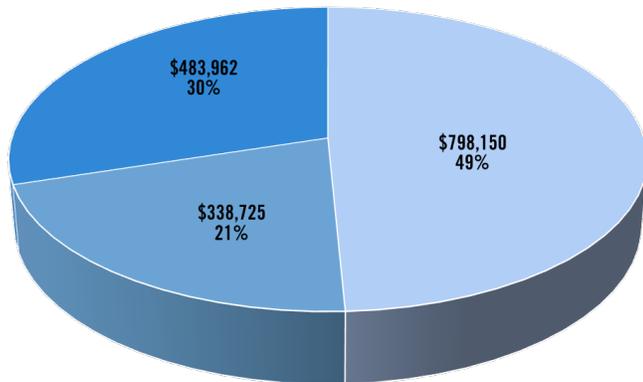
A handwritten signature in black ink, appearing to read 'Earl F. Hilliard, Jr.' with a stylized flourish at the end.

Earl F. Hilliard, Jr.  
Chairman

# Vulcan® Park and Museum

## Condensed Financials 2014-2015

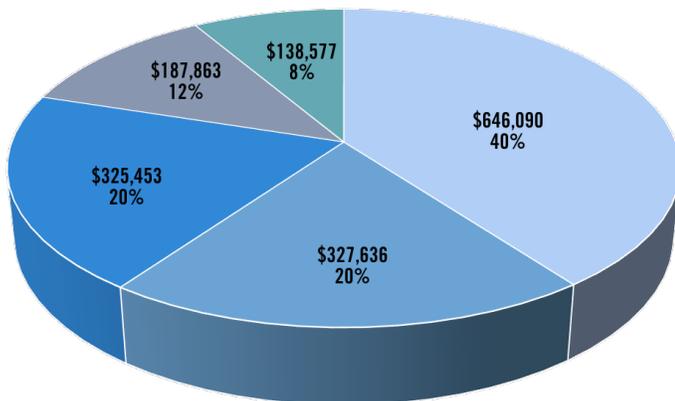
### TOTAL INCOME



Park and Museum Operations	\$798,150
Grants and Contributions	\$338,725
Government	\$483,962
<b>Total</b>	<b>\$1,620,087</b>



### TOTAL EXPENSES



Visitor Experience	\$646,090
Educational Programs	\$327,636
Community Outreach	\$325,453
General and Administrative	\$187,863
Fundraising	\$138,577
<b>Total</b>	<b>\$1,625,618</b>

### LIABILITIES AND NET ASSETS

Accounts payable	\$7,323
Accrued expenses	\$10,282
Deferred revenue	\$70,717
<b>Total Liabilities</b>	<b>\$88,322</b>
<b>Net Assets</b>	
Unrestricted	\$1,841,938
Temporarily Restricted	\$21,916
<b>Total Net Assets</b>	<b>\$1,863,854</b>
<b>Total Liabilities and Net Assets</b>	<b>\$1,952,176</b>

### ASSETS

Cash and cash equivalents	\$264,485
Certificates of deposit	-
Contributions receivable, net	\$40,513
Accounts receivable	\$39,194
Prepaid expenses	\$28,284
Trademark, net of amortization	\$7,526
Gift shop inventory	\$75,486
Property and equipment, net	\$1,477,622
Investment assets held by others	\$19,066
<b>Total Assets</b>	<b>\$1,952,176</b>

# THANK YOU TO OUR SUPPORTERS



From left to right: The Vulcans Community Awards 2014; Mayor Bell blows out the candles at Vulcan's 111<sup>th</sup> Birthday Bash; Phase one of *Vulcans on Parade* installed with artists.

## \$10,000 AND UP

Alabama Media Group  
Alabama State Council on the Arts  
City of Birmingham  
EBSCO Industries, Inc.  
Greater Birmingham Convention and Visitors Bureau  
Italian American Heritage Society  
Kiwanis Club of Birmingham  
Laclede Group Foundation  
Linn-Henley Charitable Trust  
Protective Life Corporation  
Stewart M. Dansby  
Susan Mott Webb Charitable Trust  
The Daniel Foundation of Alabama  
Vulcan Materials Company

## \$5,000 TO \$9,999

Alabama Gas Corporation  
Alabama Humanities Foundation  
Alabama Tourism Department  
Altec Industries, Inc.  
Blue Cross and Blue Shield of Alabama  
Bright House Networks  
Coca-Cola Bottling Company United, Inc.  
Dale's Seasoning, Inc.  
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HealthSouth Foundation  
Junior League of Birmingham  
Vulcan Painters, Inc.  
Warren Averett, LLC

## \$2,500 TO \$4,999

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Don Kirkland  
Eleanor Sklenar  
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Joseph D. Dumontier  
Kay K. Bains  
Lee W. Handley  
Mayer Electric Supply Company  
McMillan's Big & Tall  
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Victor H. Hanson, II  
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Birmingham Fun and Family Magazine  
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*This listing reflect gifts received between  
July 1, 2014 and June 30, 2015. We  
regret any error or omission that may have  
occurred.*