



PARK & MUSEUM

ANNUAL REPORT

FY 2016



FROM THE FOUNDATION CHAIR



Annual Report FY 2016

MISSION STATEMENT:

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.

As a new year begins to unfold, we take a moment to recall with you a few of 2016's many accomplishments. Every year, the Vulcan Park and Museum staff, board and volunteers seek new ways to bring our mission to life, in direct interactions with visitors, through educational programs that enhance understanding and instill pride in tomorrow's citizens, and with community events that impact vast numbers of area residents. In 2016, new, and wide-reaching initiatives were created or announced, while long-time favorite community events were embraced by new audiences.

2016 could be said to have been the year of international notoriety for Vulcan. Not only did a contingent of dignitaries visit from Sister City Hitachi (where a replica of Vulcan overlooks their city), the *Vulcans on Parade* project expanded beyond the borders of our community – and nation – with one of the statues finding a home in our newest Sister City of Liverpool. And Vulcan was the center of attention for NASCAR fans around the globe when Talladega presented a cast iron replica of Vulcan to the winner of the fall's Alabama 500 race. While this

international attention is wonderful, the most exciting aspect is that it stimulates interest, allowing us to further share the unique stories of our region.

As you've seen in this and prior editions of *Nuts & Bolts*, we continue to promote a sense of community through *Thunder on the Mountain*, the culmination of Independence Day celebrations for more than one million residents of north-central Alabama. And, many have shared with us how they have been inspired by the recipients of *The Vulcans Community Awards*, regular individuals whose passion drives them to achieve great things.

Thanks to city of Birmingham funding, construction projects were completed which allow us to better serve our visitors. A new ticket booth was designed to reflect the timeless beauty of Vulcan's observation tower and Vulcan Center, enhancing visitors' first impressions of the park. And The Anvil, our expanded retail outlet, is the go-to place for Birmingham and Vulcan items, including this year's must-have Vulcan socks!

Speaking of construction projects,

the Kiwanis Club of Birmingham announced that it will reinforce its legacy of supporting parks. The Club's centennial anniversary will be commemorated with transformative trail and park improvements, and a light show on Vulcan that will become a nightly showpiece. We are tremendously grateful to the members of Kiwanis for this generous gift to Vulcan and to the entire community.

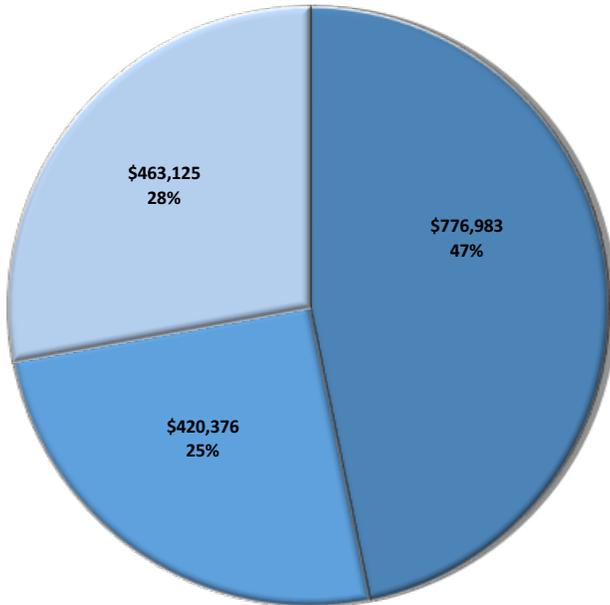
As Vulcan Park and Museum celebrates the successes of 2016 and looks forward to the excitement that lies ahead in 2017, we invite you to take an active role in our mission. As a nonprofit organization, Vulcan Park Foundation's programs require your involvement. Invest in future generations by visiting, supporting our events, shopping in The Anvil, and hosting meetings or social events at the park. Join us in making sure that the colossal icon of our collective spirit inspires the many generations to come.

Sincerely,

Guin Robinson
Chair

Condensed Financials FY 2016

TOTAL INCOME

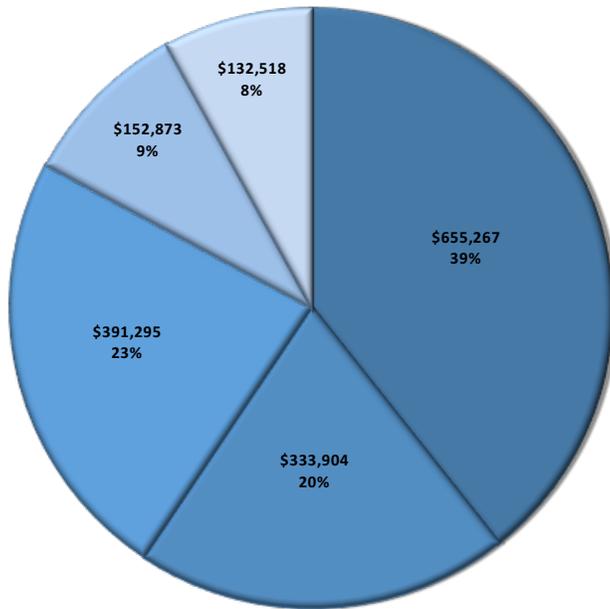


Park and Museum Operations	\$776,983
Grants and Contributions	\$420,376
Government	\$463,125

Total **\$1,660,484**



TOTAL EXPENSES



Visitor Experience	\$655,267
Educational Programs	\$333,904
Community Outreach	\$391,295
General and Administrative	\$152,873
Fundraising	\$132,518
Total	\$1,665,857

ASSETS

Cash and cash equivalents	\$275,491
Contributions receivable, net	\$77,761
Accounts receivable	\$37,870
Prepaid expenses	\$47,706
Trademark, net of amortization	\$6,899
Gift shop inventory	\$84,751
Property and equipment, net	\$1,486,753
Investment assets held by others	\$18,548
Total Assets	\$2,035,779

LIABILITIES AND NET ASSETS

Accounts payable	\$56,776
Other payables	\$46,155
Deferred revenue	\$74,367
Total Liabilities	\$177,298
Net Assets	
Unrestricted	\$1,775,341
Temporarily Restricted	\$83,140
Total Net Assets	\$1,858,481
Total Liabilities and Net Assets	\$2,035,779

THANK YOU TO OUR SUPPORTERS



From left to right: Odessa Woolfolk receives *The Vulcans Community Awards* Lifetime Achievement recognition, three new miniature Vulcans are revealed as a part of the Junior Leadership Board's *Vulcans on Parade* project, and up and coming NASCAR driver Joey Logano wins the first Vulcan Trophy at Talladega Superspeedway in October.

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This listing reflect gifts received between July 1, 2015 and June 30, 2016. We regret any error or omission that may have occurred.



Local girl scouts help lead 2016 Flag Day ceremony at Vulcan Park and Museum.