

2023 Treasurer's Report

Virginia-Highland Civic Association (VHCA) raises money through Summerfest, Tour of Homes, and the Concert Series in John Howell Park. With these funds, VHCA contributes to maintenance and improvements for multiple parks, hosts year-round neighborhood events, engages planning consultants to guide new development to be in line with the Virginia-Highland Master Plan, initiates transportation improvements, and spearheads the John Howell Park renovation efforts. Year to date our largest expenses outside of Summerfest and Tour of Homes total \$58,256 and include:

- \$24,786 - Neighborhood Events
- \$15,879 - Parks
- \$9,291 - Administration
- \$8,300 - Planning

Neighborhood events include the Town Halls, the 50th Anniversary Gala, and the Concert Series. The cost for them includes some expenses captured in other categories as well, i.e. insurance, communications. For 2023, our budget included a net expense to host a celebratory anniversary event with no net profit. We felt the need to celebrate our 50 year milestone and coming out of the pandemic warranted a net cost. To our delight, we ended up raising \$2,794 with the Gala event. The costs to host VHCA's Concert Series are covered by VHCA with all net proceeds going to the John Howell Park (JHP) renovation. VHCA's March concert raised \$3,763. We look forward to rounding out the Concert Series with events in John Howell Park on September 9th and November 11th.

Park expenses include \$9,142 for North Highland Park improvements and maintenance. It also includes \$5,771 in maintenance for John Howell Park and \$966 for The Triangle at the corner of Virginia and N.Highland Ave. We supplement City of Atlanta parks management with ongoing maintenance tasks. We support and collaborate with the Friends of Orme Park, with the funding for the Orme Park bench coming from VHCA's subsidiary, Virginia-Highland Conservation League ([VHCL](#)). Expenses associated with John Howell Park's renovation design and construction drawings are also paid by VHCA's subsidiary, Virginia-Highland Conservation League (VHCL). VHCL costs are not reflected in VHCA's accounting since that organization for tax and entity purposes. Funds held by VHCL for John Howell Park renovation is currently \$66,297.70. Year to date, VHCA has contributed \$3,763 to these funds for the John Howell Park renovation.

Administrative costs are primarily \$5,970 for insurance and \$3,245 for tax filing and accounting. Insurance coverage includes North Highland Park, as property of VHCA, and for all of our events.

Planning expenses enable VHCA to draw on the expertise of planning consultants to realize the vision of the community captured in the [Virginia-Highland Master Plan](#). We rely on their guidance to inform the neighborhood's position on rezoning, especially for massive undertakings like we have seen from the Portman projects and from the Atlanta Botanical Garden's rezoning for a storage building on Monroe. VHCA's expenses for this service include \$4,600 for rezoning applications on Monroe and Ponce, \$1,500 for Amsterdam Walk and \$2,200 for the Portman development at the corner of Ponce and Beltline.

Summerfest historically has been VHCA's main source of income. Not hosting Summerfest in 2020 and 2021 left VHCA in a risky position to try to kick start the event back in 2022 and this year. The event has a considerable up-front and overall cost. Additionally, it has an unknown revenue which is largely dependent on weather. In total, this year's Summerfest one-day model cost \$177,688 and brought in \$221,285 in revenue. Net, the event contributed \$43,597 to VHCA for 2023. This is a primary source of funds for all expenses described above. A full accounting of Summerfest costs and income is available in the latest Budget and Actuals on the website.

Virginia-Highland [Tour of Homes](#) also drives income for VHCA. This year's event is October 21, and we hope to see you there! Your ticket price goes directly to the expenses we have outlined here.

We began 2022 with \$132,562 in the bank including \$32,542 in checking and \$100,020 in savings. To cover operating expenses and upfront costs of Summerfest, a total of \$50,000 was moved from reserves (\$25,000 in both March and June). Having raised a net of \$43,597 with Summerfest, I transferred \$50,000 back into reserves in early August. This restores the savings account balance to \$100,087 and leaves \$38,039.77 in checking (\$5,000 sponsorship check to be received shortly).

The board looks forward to leveraging a stronger financial position that enables us to distribute community grants at the end of the year. Giving back directly to the community is a very large part of why people serve on VHCA board. We happily voted in the August board meeting to award \$10,000 in grants to the schools that serve our community: \$2,500 each to Springdale Park Elementary, Virginia-Highland Elementary, Howard Middle School and Midtown High School. We look forward to continuing this trend of rebuilding our momentum with a successful Tour of Homes in October. Hope to see you there!

**Our 501c3, the Virginia-Highland Conservation League (VHCL), is where project funding is received with tax deductible donations. Funds for John Howell Park's renovations, Orme Park improvements, Fire Station 19 improvements, etc are held by VHCL. Virginia-Highland Civic Association is a 501c4, a nonprofit which must exclusively promote social welfare. Unlike a 501c3, which is a charitable designation, the Civic Association's status enables us to advocate for the welfare of residents through the city of Atlanta's neighborhood planning unit system. Drawing city resources and funding to our community is a key focus point for us - whether through the Parks and Rec Department, City council, transportation, and even the incredible folks at watershed management now and then sloshing through sewer pipes to find point source pollution. We also engage with APS in support of the community, which presents itself in a myriad of ways. All that is to say - the Civic Association draws on as many resources as possible to serve the community directly. All volunteer run, we owe the community a debt of gratitude for the many volunteers who have invested their time in the community since 1971.*