

Form Name: Annual Reports for Boards, Commissions and Similar Entities
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2024 Annual Report For Boards and Commissions

Name of Board/Commission Maymont Foundation (an operating entity, not a Board or Commission)

Current members (indicate chair, vice-chair, etc.) Maymont Foundation Board of Directors*
Chair, Theresa Wills
Past Chair, Mitch Haddon

* see Maymont.org for current list of all Directors

Is there any proposed legislation on which the board or commission recommends that the City Council or the General Assembly act? No

Meeting Dates of meetings held in 2024 N/A Maymont Foundation is not a Board or Commission.

Is there any information that may have been requested by the standing committee to which the board or commission is assigned to report? No

Is the 2024 meeting attendance record included? No

Is a copy of the body's current by-laws or rules of procedures attached? No

New Projects See attached

If there is additional information the body would like to share, please upload the documents or share in the box below. <https://www.formstack.com/admin/download/file/17392152390>

Long Answer See attached



Dear Mayor Avula, Incoming Chief Administrative Officer, and Deputy Chief Administrative Officer DeShazor,

2024 was a successful year for Maymont! For the first time ever, over 1 **Million** guests came to Maymont to explore, learn and connect with the diverse opportunities Maymont has to offer. This milestone achievement demonstrates Maymont Foundation's broad community service throughout the Region, as well as large contributions to the economic well-being of the City and its residents.

Research conducted recently by SIR demonstrates that 91% of Richmond citizens have visited Maymont and found the experience 'very satisfying.' Data shows that residents representing ALL Richmond City zip codes are in regular attendance. Further, research indicates that over 84% of residents plan to visit Maymont during the upcoming year. Maymont earns a net promoter score over 71%, which is 'extremely high' according to SIR.

Public recognition for Maymont was also widespread. Maymont received a host of accolades straight from citizens including:

- Richmond Magazine Best & Worst - Multicategory winner:
 - #1-Best Place for a First Date
 - #1-Best Free Fun
 - #1-Best Place to Take a First Time Richmond Visitor
 - #1-Best Place for a Child's Birthday Party
 - #2-Best Place to Spend the Day with the Family
 - #3-Best Concert Series
 - #3-Best Summer Camps
- The Knot's #1 - Best Place to Propose in Virginia
- Charlottesville Family Magazine's - Best Zoos and Aquariums
- Style Weekly Reader's Choice Award - Multicategory winner:



Best Park

Best Tourist Attraction

- Virginia Living Magazine's
Best Family Entertainment spot
#3-Best Historic Site.
- TripAdvisor's
Top Richmond Attractions
Top 10 Things to Do in Richmond

In addition to serving our mission to the community, welcoming all with no general admission charge, Maymont Foundation was awarded an \$8M Federal Economic Development Administration grant and is raising an additional \$3.75 million to match these funds. This initiative will expand educational opportunities, enhance the visitor experience and improve accessibility. The improvements include preservation of historical resources and upgrades to the Virginia Wildlife Trail. Historic improvements include the installation of upgraded HVAC and fire detection systems in the Mansion, shoring up structural deficiencies and replacing the existing 1961 Buckingham slate roof (which is failing) with red slate to restore the original historical design intent of the Mansion.

Improvements along the Virginia Wildlife Trail include upgraded habitats for bear, bobcat and fox, the addition of two new species with new coyote and porcupine habitats, increased public engagement and student educational areas and a more cohesive and accessible trail throughout. These construction projects are underway and planned for completion by the end of 2025.

Maymont Foundation is committed to educating students of all ages and supporting early childhood development, students of local school systems, as well as life-long learning. Focused on that mission, Maymont



Foundation engaged over 17,000 students (over 25% from Title 1 schools) with:

- Hundreds of School Field Investigations,
- Dozens of Out of School Day camps,
- 700 Summer Camp participants, including English as a Second Language (ESL) offerings,
- Twenty-nine Toddler Time sessions,
- Nine Scouting programs,
- Sixteen Homeschool sessions,
- Numerous After School Enrichment for the Richmond City Parks and Recreation, Peter Paul Development Center and local Elementary schools,
- School Outreach with Richmond City Public Schools in addition to surrounding county schools including Chesterfield, Henrico, Hanover and Albemarle.

In addition, Maymont Foundation received a Virginia Department of Conservation and Recreation grant for Meaningful Watershed Education Experiences for grades K-12 and worked with RPS and area schools, including many Title I schools, to provide additional educational experiences based on the curriculum guidelines. Further, Maymont Foundation was selected to participate in the Mayor's Youth Academy, received a grant to sponsor the Youth Ambassador program and proudly participates in Partnerships for the Future program.

Maymont Foundation hosted ninety University of Richmond ecology students for learning sessions and hosted interns from other local universities including Virginia Commonwealth University, Virginia State and Virginia Union University. Maymont Foundation also provided workshops, presentations and tailored content to hundreds of local teaching professionals.



In the community at large, Maymont Foundation facilitated senior citizen outreach programs and engaged learners of all ages with workshops, container gardening, adult night hikes, family night hikes, Citizen Science Frog Watch sessions, guided garden tours, guided estate tours, and on-site events for Earth Day, James River Week, and Historic Garden Week.

Daily operations and ongoing maintenance are crucial to the Maymont Foundation's mission and commitment to stewarding Maymont for future generations. Maymont Foundation replaced property perimeter fencing and cattle fencing. Upgraded property included a new HVAC system and upgraded AV system installed in the Garden Hall, safety lighting upgrades along the exterior of the Carriage House, the installation of a public water fountain and filling station on the historic side of the property, installation of new slate stairs on the Woodland Trail that will allow for safer access to the Japanese Garden, the construction of three new aviaries and new three-sided shelters for the elk and cattle, repair of the pedestrian bridge near the bison habitat and the installation of vertical pedestrian fencing at the bear habitat to allow for better public viewing. Improvements to the Robins Nature Center included the completion of Phase 1 of the exterior wood sealant project, the addition of upgraded electrical access and the installation of a 50-gallon touch tank that houses whelks, conch, urchins and horseshoe crabs for public and student educational programs.

In addition, the Japanese Garden West Gate entrance roof was replaced; the Japanese Garden waterfall was rappelled by a climbing expert who removed invasive ivy and vines from the rock outcropping; and a new aerator was installed in the Japanese Garden pond. Other horticulture work included the planting of 17,507 bulbs, flowers and perennial plants; the mitigation of invasive plant species including bamboo; and the care of 5,100 trees - of which 15 are state champions and 543 are original



trees from the Dooley Estate. With assistance from VCU students, Maymont Foundation created a publicly accessible online database of all original Dooley-era trees which includes location of the trees and additional educational content.

Expanding historical interpretation included updating the exhibition housed in the Stone Barn. Also, professional conservator, Claudia Walpole, was contracted to stabilize, reweave areas of loss, and add supportive backing on the Dooley's 17th Century Flemish Framed Tapestry. In addition, Mrs. Dooley's Tiffany and Company Dressing Table and Chair have been lent to the *Wild Imagination: Art and Animals in the Gilded Age* exhibit being shown at Rosecliff Mansion in Newport, RI and will return in January of 2025. Further, Curator Mrs. Kathy Garrett-Cox co-hosted the *Two Men Who Built Their Cities* lecture with the curator of the Lippitt House Museum in Providence, RI, highlighting Mr. Dooley's contributions to the rebuilding of Richmond and his role in Richmond's prosperity. Mrs. Garrett-Cox also participated in the Community Conversations lecture series at the VMFA in the *Willie Anne Wright and the Victorian Connection* lecture.

Maymont Foundation was excited to host the *Of Many* exhibition in the Robins Nature Center, which showcased ceramic works of international and national artisans, in conjunction with the National Council on Education for the Ceramic Arts. New public tours launched this year including the Historic Architecture audio tour and the Guided Historic Estate tour. In the spring Maymont was honored to host the Legacies, descendants of former employees who worked at Maymont in the early 20th century.

Throughout the year, curatorial staff inventoried, cataloged, labeled and photographed the entire historical collection in preparation for packing and storage by Atelier Fine Arts ahead of the Maymont 2025 Economic



Development Administration Grant project work. Each of 6,373 objects included in the collection was entered into a searchable database that will be uploaded to the Maymont webpage allowing the public to view and learn about the collection while the mansion is closed. In the fall, Maymont Foundation oversaw Atelier Fine Arts during the pack-up of the mansion items and the installation of safety barriers for items “sheltering in place” during construction.

Maymont Foundation educates the public while caring for over **400 animals** daily. Domesticated farm animals, rescued Virginia native wildlife and aquatic animals call Maymont their forever-home. This year Maymont added two male **Alpacas**, one female **North American River Otter**, two **African Pygmy Hedgehogs**, one female **crow**, a female **Thoroughbred Horse** and 150 **Lined Seahorses**. In the spring, Maymont passed a USDA inspection and was awarded a 3 year re-certification by the USDA, which oversees animal welfare regulations.

Throughout the year 97,885 guests visited Maymont for the variety of timed-ticket events offered to the public including Bier Garden, Garden Glow, Merry Market, Dominion Energy Family Easter, Herbs Galore, the Richmond Jazz and Music Festival, the Summer Kick-off Festival, and the seven concerts that are part of the Music at Maymont series. In addition to public engagement events, Maymont’s rental spaces hosted 534 birthday, weddings, anniversaries, and corporate meetings, serving many thousands of Richmond citizens.

Volunteerism is alive and well at Maymont. 1,070 volunteers served 5,354 hours at Maymont helping with event operations, maintenance and horticulture projects. The following companies from the Richmond and surrounding communities donated valuable hours to help maintain Maymont: CarMax, APA Virginia, EY, CAVA Companies, PwC, VCU Faculty, Genworth, Wagman Construction, Tesla Forecasting, Amazon,



Capital One, Prophet, KPMG, Publix, Macy's, Gain, Inc., Altria, Allianz, Marsh McLennan Agency, Green Key, Halladay Properties, UNOS, DuPont, Dominion Payroll, South State Bank, Keller Williams, Amwins Insurance, Markel, Berkley Aspire, Comfort Systems USA, Colonial Webb, Dominion Energy, Hunton Andrews Kirth Law Firm and BonfireRed.

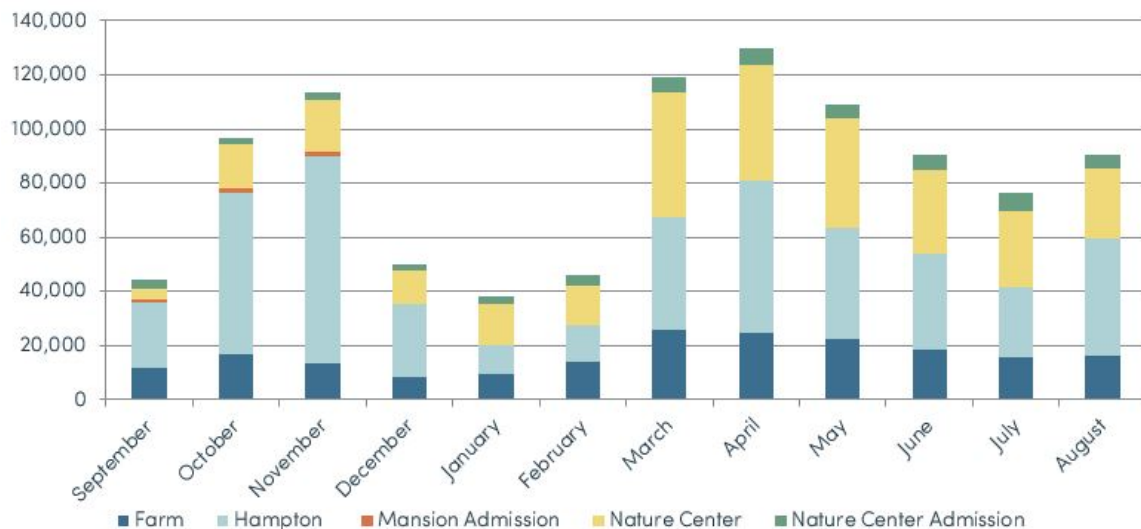
Monthly Attendance as of 12/22/24

Monthly Attendance

Attendance By Month	2019	2020	2021	Under vs. prior	2022	Under vs. prior	2023	Under vs. prior	2024	Under vs. prior
January	18,194	37,587	31,817	(5,770)	22,704	(9,113)	31,827	9,123	35,236	3,409
February	18,723	40,265	29,328	(10,937)	35,873	6,545	31,652	(4,221)	42,305	10,653
March	51,329	74,665	95,467	20,802	57,375	(38,092)	58,226	851	113,297	55,071
April	84,853	66,129	136,217	70,088	96,987	(39,230)	102,641	5,654	123,570	20,929
May	69,964	90,546	116,967	26,421	62,498	(54,469)	80,289	17,791	104,185	23,896
June	56,807	63,024	77,874	14,850	73,962	(3,912)	67,556	(6,406)	68,277	721
July	46,689	37,247	73,292	36,045	50,964	(22,328)	54,299	3,335	69,890	15,591
August	44,128	59,368	62,227	2,859	53,601	(8,626)	69,056	15,455	85,195	16,139
September	36,520	69,900	83,266	13,366	63,548	(19,718)	62,189	(1,359)	87,510	25,321
October	37,103	77,111	78,776	1,665	86,771	7,995	92,295	5,524	143,172	50,877
November	70,399	77,635	54,109	(23,526)	72,967	18,858	108,742	35,775	129,867	21,125
December	44,038	36,281	37,355	1,074	33,194	(4,161)	47,570	14,376	28,365	(19,205)
Total	578,747	729,758	876,695	146,937	710,444	(166,251)	806,342	95,898	1,030,869	224,527

Attendance by Source as of 8/31/24

Attendance by Source





The Maymont Foundation and its care for Maymont and the hundreds of thousands of Richmond residents who visit, is integral to a thriving Richmond Community. We are honored to partner with the City of Richmond to do so.

Please feel free to reach out - I would be happy to answer any additional questions you may have.

Best regards,

Parke Richeson

President and Chief Executive Officer

cc: Mitch Haddon, Past Chair of the Board of Directors

Theresa Wills, Chair of the Board of Directors