



## **FRIENDS OF WASATCH MOUNTAIN STATE PARK**

### **2023 Year-End Report**

**February 29, 2024**

#### **READY TO COMPLETE 2023 PROJECTS! CHANGES ARE COMING!**

- **New 3-D Archery Targets – RECEIVED! Waiting date to be installed.**
- **New Playground Equipment – RECEIVED! In storage, to be installed in the Spring, exact timing weather dependent!**
- **Golf Course Branding – Wasatch County donated \$15,000 to be used explicitly for this project. Phase I (Soldier Hollow display of Champions banners in the Grill area) will be completed in early 2024.**

#### **Message from the President, Laura Bohn**

**2023 for the Friends of Wasatch Mountain State Park (FOW) was a year to reenergize! And we accomplished this goal because of you, our Members and Donors! Thank you for your support in 2023!**

**I also need to recognize the 2023 Board. This “lean” team embraced and rallied together to reenergize the FOW. Shout out to:**

- **Treasurer – Dale Blackwell**
- **Secretary – Pam Blackwell**
- **Park Manager – Jonathan Hunt**
- **Park Advisor – Kathy Donnell**
- **Technology Advisor – Rod Freudenberg**
- **Technology Advisor – Sally Lutz**

**At the end of 2023 we welcomed Rod into the formal Board role of Technology & Processes Director and June Roscoe into the Board Vice President role. And, as we moved into 2024, Wendi Cole joined the Board as Development & Fund-Raising Director. Even with these additions it still remains a priority to fill Board positions. If you have interest and knowledge/capabilities in the following areas, please consider volunteering for a Board position (2-year terms). Email or call me directly at [ljbohn17@gmail.com](mailto:ljbohn17@gmail.com) or 513-607-8966.**

- **Treasurer and Secretary roles – Dale and Pam joined the Board in 2019 and carried the organization through the pandemic years and 2023. They have gone above and beyond with their service to FOW. It’s time to have others volunteer and step into these Board roles, and we can give Dale and Pam some time back.**
- **Marketing & Communications Director**
- **Events & Activities Management Director**
- **Legal Advisor**

## **2024 Theme – Go BIG! Build – Improve – Grow!**

- **BUILD** organizational strength, resources & capabilities to provide a foundation for the future.
  - Recruit and fill Board positions and volunteer pool.
  - Build relationships with community organizations, businesses, and local governments.
  - Shore up the FOW business/administrative matters (refresh ByLaws, review insurance needs, create Board role descriptions)
- **IMPROVE** operational effectiveness & efficiency through technology and processes.
  - Implement an electronic document repository.
  - Implement a financial management & reporting system.
  - Define & document process procedures.
- **GROW** incoming funds (20% over 2023) and community donations/sponsorships to increase impact potential to the Park and ensure organizational longevity.
  - Implement/expand marketing & advertising, eg social media, website improvements.
  - Expand fund-raising events (eg, Hit & Giggle, joint venture with other nonprofits, increased community sponsorships)
  - Define Membership levels based on \$'s donated and recognize Members within the levels.

### **2024 Projects:**

- **Black Willow Experience** – As part of the overall grant, FOW donated funds to provide materials for ADA accessible materials around a “center-peace” located in the new, Soldier Hollow campground, honoring the black willow trees by Deer Creek trail head and the Chalet.
- 1 additional, new project to be identified.

### **2024 Events** – This is what’s planned at this point, intent/hope is to expand events and fund-raising.

- Late spring/early summer event – possibly coordinate with an Archery Targets and/or Playground ribbon cutting event.
- Hit & Giggle, target August – we had a great success in 2023, let’s go Bigger!
- Holiday Party in December

**2023 Financial Summary:**

<b>2023 Opening Balance</b>	<b>\$32,548</b>	<b>Notes</b>
<b>INCOME</b>		
Memberships	\$4,205	
Individual Donations	\$1,830	Includes \$750 designated donation for Fish Club
Hit & Giggle	\$16,841	Includes \$2,000 sponsor donation from WCF
Holiday Party	\$3,486	
Wasatch County Donation	\$15,000	Designated donation for golf course branding
Misc Income	\$364	2023 snowshoe hikes and registration payments for 2024 winter festival & SS hikes
<b>Total Income</b>	<b>\$41,726</b>	\$16,140 in 2022 (\$11,000 donation from UT Friends of State Parks)
<b>EXPENSE</b>		
Operating Expenses	\$3,096	Business, Technology, & Insurance expenses
Hit & Giggle	\$5,615	
Holiday Party	\$3,364	
Projects/in-kind back to Park	\$2,266	Food for 2023 Winter Festival/Dark Sky events & Fish Club supplies (Archery Targets, Playground, and Golf Course Branding to be paid out in 2024)
<b>Total Expense</b>	<b>\$14,341</b>	\$15,630 in 2022 (\$11,000 donated groomer for XC track)
<b>2023 PROFIT/LOSS</b>	<b>\$27,385</b>	\$807 in 2022
<b>2023 Ending Balance</b>	<b>\$59,933</b>	Jan/Feb 2024 payments for Archery Targets (\$10K), Playground (\$25K), & Golf Course Branding (\$15) will reduce Balance by \$50,000