A Not-for-Profit Friends Group Supporting
Peninsula State Park

2019 Annual Report
August 22, 2019

P.O. Box 502
Fish Creek, WI 54212
(920) 868-6256

www.PeninsulaFriends.org
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CORPORATE INFORMATION

Date of Incorporation: February 16, 2007

Mission Statement:
Friends of Peninsula State Park Inc. is a 501 (c) (3) organization dedicated to making a meaningful contribution toward the preservation and goals of Peninsula State Park. The Friends believe Peninsula State Park contains a unique, spectacular wilderness and shoreline, worthy of any assistance they can provide.

Goals:
The Friends of Peninsula State Park provide volunteer services and financial support for the interpretive, historical, educational, recreational, and visitor service programs at Peninsula State Park by:

- Recruiting volunteers to help with events and activities such as the First Day Hike, Candlelight Ski, Work*Play*Earth Day, and ski trail grooming
- Assisting with the Door County Half Marathon and the Door County Fall 50
- Providing financial support for programs, projects, and seasonal staff positions through membership fees, donations, and merchandise sales

BOARD OF DIRECTORS

President: Chris Holicek (2020)
Vice President: Michelle Kemp (2020)
Secretary: Judy Ortiz (2021)
Treasurer: Gary Kemp (2019)

COMMITTEE CHAIRS

Membership: Michelle Kemp
Merchandise: David Lea
Research: Rachel Stollenwerk
Trails: Brian Fitzgerald
Hi to all Peninsula Park Friends and volunteers!

Thank you for assisting us in raising money for park projects and helping in so many other ways. A special shout out to Camp Hosts and Nature Center Hosts. Your efforts are greatly appreciated.

With your help, we were able to accomplish many things in 2018:

• Contributed 4,440 volunteer hours to the Park.
• Received the 2018 Hero Award for Outstanding Friends Group from the Friends of Wisconsin State Parks.
• Achieved the goal of raising $750,000 for the new Eagle Tower.
• Provided funding for new grooming equipment for ski trails with the help of a grant from the Raibrook Foundation.
• Provided funding for the preservation of historic documents and photos with support from the Raibrook Foundation.
• Raised over $30,000 to match a state grant for park improvements which will provide new orientation signs, fire rings, grills, and picnic tables.
• Provided grants to fund a summer naturalist and a summer maintenance/trails position.
• Provided funding and volunteers for the planting of trees and flowers at the park entrance with support from the Friends of Wisconsin State Parks.
• Provided grants for orchid research and research into the impact of deer on forest plant communities.
• Provided volunteers for special events and ski trail grooming.

Our priorities for 2019 are:

• Starting construction on the Nature Center addition in October with completion planned by May 2020.
• Working in partnership with the DNR as construction of the new Eagle Tower proceeds.
• Encouraging additional tribute gifts to support enhancements to the park, such as new picnic tables, grills, and fire rings.
• Funding a summer naturalist and a summer trails position at the Park.
• Providing grants for summer research projects.
• Providing volunteers for special events and ski trail grooming.
• Maintaining two long-term funds at the Door County Community Foundation to support current and future programs and research at the Park.
• Selling merchandise to fund programs and provide new equipment for the Park.

We look forward to seeing you at the park throughout the year!
TREASURER’S REPORT
Gary Kemp, Treasurer

Following are the statement of financial position and the statement of activities for the fiscal year ending October 31, 2018. Because the Friends received more than $300,000 in gifts during the fiscal year, the statements were submitted for review by an independent CPA in accordance with state regulations.

FRIENDS OF PENINSULA STATE PARK, INC.
Statement of Financial Position
As of October 31, 2018

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>79,634</td>
</tr>
<tr>
<td>Inventory</td>
<td>10,399</td>
</tr>
<tr>
<td>Beneficial Interest in Assets Held by Community Foundation</td>
<td>259,722</td>
</tr>
<tr>
<td>Restricted Cash</td>
<td>733,897</td>
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<tr>
<td>Trail Equipment</td>
<td>32,183</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>1,115,835</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>2,331</td>
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<tr>
<td>Accrued Payroll Liabilities</td>
<td>443</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>23,925</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>26,699</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undesignated</td>
<td>57,484</td>
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<tr>
<td>Board Designated</td>
<td>25,688</td>
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<tr>
<td><strong>Total Unrestricted</strong></td>
<td><strong>83,172</strong></td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>1,005,964</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>1,089,136</strong></td>
</tr>
</tbody>
</table>

TOTAL LIABILITIES AND NET ASSETS

$ 1,115,835
MEMBERSHIP COMMITTEE REPORT
Michelle Kemp, Vice President

We are fortunate to have a stable group of members who support the Friends of Peninsula State Park. The total of 237 current members breaks down as follows: 27 individuals, 67 families, 16 businesses, 125 life members, and 2 honorary members. Please show your support for these business members:

- The Cookery Restaurant and Wine Bar
- Door Stop Amoco
- Ecology Sports
- Edge of Park Rentals
- Ephraim Business Council
- Gibraltar Grill
- Going Garbage & Recycling
- Great Northern Construction, Inc.
- Hat Head
- Homestead Suites
- Nicolet Bay Concessions
- Nor Door Sport and Cyclery
- On Deck Clothing Company
- Parkwood Lodge
- What Next?
- Wilson's Restaurant & Ice Cream Parlor
MERCHANDISE COMMITTEE REPORT

David Lea, Chair

The sale of merchandise is one of the biggest contributors of operating funds for the Friends. This allows us to provide financial support for many needed projects and programs at the park. Some of the merchandise is specific to Eagle Tower and the Nature Center, and provides funds directly to those projects.

We are very appreciative of the partnership we have with park staff for selling merchandise at the park. Although the Friends handle the ordering and display of items, the park staff are responsible for selling the merchandise and answering questions. We especially thank Jessica Doell, who oversees the financial operations at the park and ensures that staff are trained on selling merchandise.

During this past year, we transitioned to a new point of sale system called Springboard. This has created a few challenges while staff learn the new interface and process. However, the reporting capabilities are vastly improved, which has allowed the Merchandise Committee to do a better job of evaluating sales and managing inventory.

We recently added bug spray to our offerings at the suggestion of the front-line staff, and it has been a welcome addition. Our biggest sellers continue to be pins and patches. We are working hard to keep a supply on hand. Following is a comparison of total sales for last fiscal year and this fiscal year:

**FY 2018 (November 1-October 31):** Gross Sales – $41,759; Net Profit – $27,765

**FY 2019 to date (November 1-July 31):** Gross Sales – $16,875; Net Profit – $9,468

There was a significant focus on Eagle Tower merchandise in FY 2018 with profits of $12,464 just for the tower. These figures are excluded in the following to provide a better comparison of year-to-year sales:

**FY 2018 (November 1-October 31):** Gross Sales – $27,906; Net Profit – $15,301

**FY 2019 to date (November 1-July 31):** Gross Sales – $14,704; Net Profit – $7,608

We believe we are on track for the remainder of the fiscal year, which ends October 31. August through October tend to be some of our busiest months for sales.
RESEARCH COMMITTEE REPORT
Rachel Stollenwerk, Chair

The Friends established a research fund in 2011 to support academic studies that assist park management in making better decisions about park resources. The fund is managed by the Research Committee with the goal of aligning graduate or postgraduate students with grant funding that assists them in their research. Since its start, the Friends have supported seven Wisconsin and Illinois research students with funding in areas including deer habitat, orchid and lake iris evaluation, oak wilt identification and trail management.

The Research Committee is always accepting applications for funding and we encourage all Friends members to share both past research and opportunities for new studies. Reports and grant information is available at peninsulafriends.org/research. Connecting the next generation to the management and preservation needs in our Peninsula State Park is critical to ensuring it remains an asset to our great state for years to come.

TRAILS COMMITTEE REPORT
Brian Fitzgerald, Chair

Last year, we were able to purchase a new gator and grooming attachments to help maintain the cross-country ski trails at the park with grants from the Friends trails fund and the Raibrook Foundation, along with donations from individuals and local businesses and organizations. The new equipment came in handy this past winter as we had a lot of snow and it was a great year for skiers. The volunteers who assist with maintaining the trails appreciate the enclosed cab and the greater capabilities provided by the gator, which makes their job easier and more enjoyable.

The Trails Committee is beginning to look at ideas for building a new warming shelter near the trail head for use during the winter. We will also continue advocating with the state to develop a plan for the trails that will address ongoing maintenance and future needs. We are very appreciative of the ongoing financial support we receive for the trails from the Door County Half Marathon and the Cordon Family Foundation, as well as individuals, organizations, and businesses.