



2012 ANNUAL REPORT



VICTORIAN
VILLAGE INC.

A Community Development Corporation

BALANCE SHEET

Balance Sheet As of December 31, 2011

ASSETS

Current Assets

Checking/Savings

Checking - Independent Bank \$19,130.02

Petty Cash on Hand \$323.36

Savings - Independent Bank \$30,569.03

Total Checking/Savings \$50,022.41

Total Current Assets **\$50,022.41**

Fixed Assets

Furniture & Equipment \$3,509.77

Less - Accumulated Depreciation \$-1,504.40

Total Fixed Assets **\$2,005.37**

TOTAL ASSETS **\$52,027.78**

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable \$116.43

Total Accounts Payable **\$116.43**

Other Current Liabilities

24000 · Payroll Liabilities \$633.08

Total Other Current Liabilities \$633.08

Total Current Liabilities \$749.51

Total Liabilities **\$749.51**

Equity

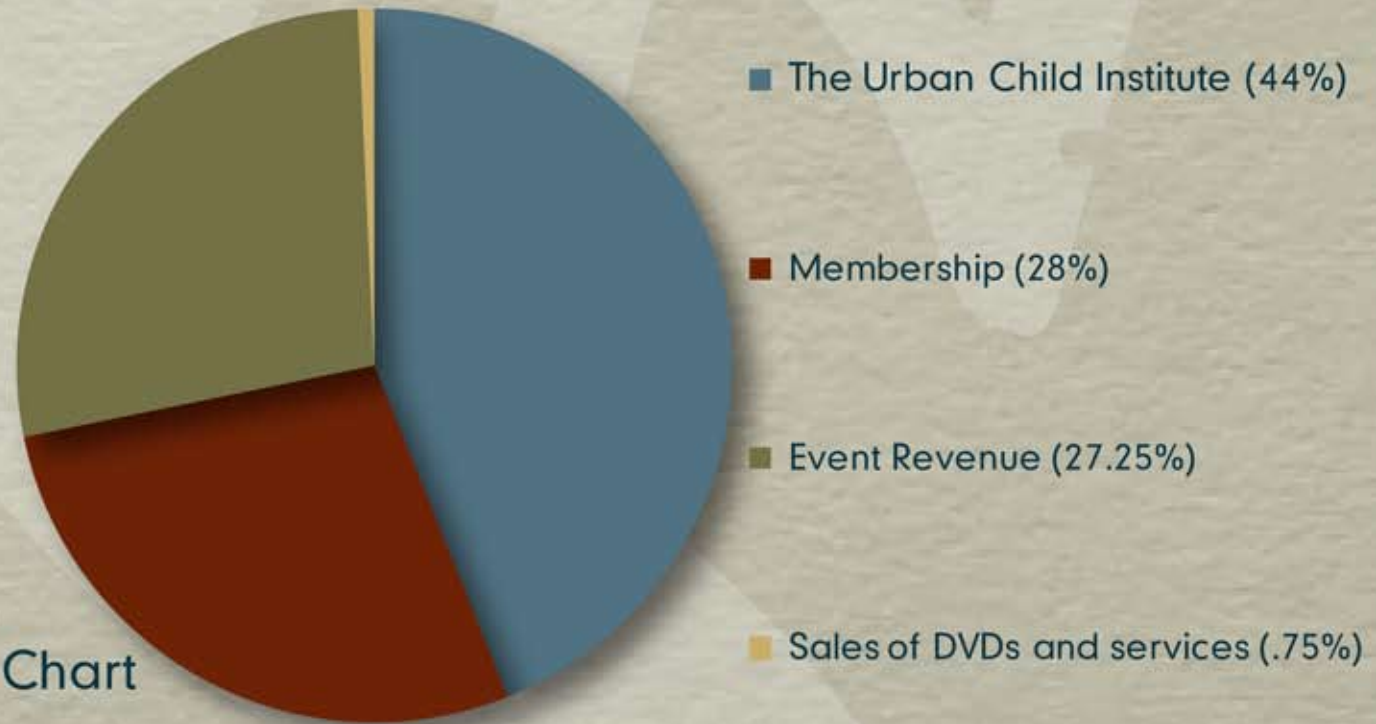
32000 · Retained Earnings \$32,210.35

Net Income \$19,067.92

Total Equity **\$51,278.27**

TOTAL LIABILITIES & EQUITY **\$52,027.78**

2011 FUNDING SOURCES



Victorian Village Inc. 2011 Operating Income Chart

The Urban Child Institute (44%)	\$25,000
Membership (28%)	\$15,867
Event Revenue (27.25%)	\$15,644
Sales of DVDs and services (.75%)	\$415

Total: \$56,926

2011 MILESTONES

- The Annual VVI Board Retreat was hosted by Woodruff Fontaine House Museum on January 29, 2011. Richard Briscoe, a member of St. Mary's Episcopal Cathedral, joined the board. Bridget Ciarmitaro, a consultant for the Assisi Foundation, led a session on board development.
- The Urban Child Institute offered a three-year step-down challenge grant beginning in 2011 at \$25,000; 2012 at \$20,000; and 2013 for \$15,000. The 2011 challenge was met by board donations, memberships and event revenue.
- The Member's Only party was a Mardi Gras Bal held at the VVI headquarters on Saturday, Feb. 26. Thirty eight new and renewing members gave donations with 125 people in attendance.
- The Ambassador Tour Guides began their employment on March 2, 2011. Their salaries, uniforms, equipment and administrative time were funded by the City of Memphis' SCIF grant for \$23,500 and the Durham Foundation at \$15,000 paid in full on March 1.

2011 MILESTONES



- Rhodes College student, Lizzie Steen, interned with VVI in the spring of 2011. Lizzie wrote a script and collected images for a short YouTube promotion of the Victorian Village neighborhood.
- The Downtown Memphis Commission (formerly Center City Commission) awarded VVI a special event grant in the amount of \$2,000 to cover some of the costs of the Victorian Village Home Tour and Right Road Run.
- VVI managed the second Continued Legal Education (CLE) class for Juvenile Court which took place on September 30. VVI collected the fees, booked the Woodruff-Fontaine Club Rooms/Carriage House, and ordered the catered lunch. There were 99 paid attendees and after expenses the event netted VVI \$3,661.
- Media coverage of VVI included two articles on the Ambassadors in the Commercial Appeal and the Daily News, and articles on the Lee House.
- The Ambassadors worked several events held by Memphis Chapter, APTA including the Easter Egg Hunt, the Bridal Show and Holiday Dinner in December.

2011 MILESTONES

- On Saturday, October 22, VVI held the Right Road Run and the Victorian Village Home Tour. Juvenile Court created a run committee to reprise their role from 2010. Corporate sponsors included Comcast, Brother International, Outdoors Inc., and Methodist Le Bonheur printing services. The weather was perfect and, even though competing with at least five other runs, the four miler was well attended and praised for the course. Runners received a complementary ticket to the Home Tour.
- Jocelyn Henderson organized a silent auction which was held during the Home Tour in the Lee House. Lorie Chapman helped organize the event and Chooch Pickard consulted. The auction raised over \$3,000 with very few expense. There were 76 items from 51 donors. It was agreed that another silent auction for a "captive audience" would be even more successful.



- The Victorian Village Home Tour included nine sites and an open house. Mollie Fontaine Lounge served special fare from a sidewalk cart. Tickets to the event were \$15 and VVI members in the Silver level and above were admitted free. A stage was erected in front of the Woodruff-Fontaine House where the run awards were handed out. The Adams Avenue Camerata performed vocal numbers.



2011 MILESTONES



- Randle Witherington received the third Victorian Village Preservation Award for his work on the Lee House, making it a laboratory for his interior design students, and for creating the Ambassador Tour Guide Training Course. The award was given to him at the Home Tour kick-off.
- The H.W. Durham Foundation awarded a grant for \$15,000 to VVI for the Ambassador Program. At the time of the application, the SCIF grant had not been awarded. When both grants were received, the Durham money funded the program through 2011, covering the expenditures that were reimbursed by SCIF after being spent. The Durham funding will continue the Ambassador program past the Feb. 28 ending date through the spring of 2012.
- VVI continues to help market neighborhood stakeholders. The third Haunted Happenings, a Friday night house tour of Woodruff-Fontaine House. The Ambassadors were on duty to direct visitor and report any issues.
- Scott and Nora continued to give presentations on Victorian Village and the key initiatives to civic groups including DAR organizations.

2011 MILESTONES

- Gail Braddock, Regent for the Hermitage Chapter of the Daughters of the American Revolution, helped VVI receive a grant in July for \$10,000 from their national organization. The grant will fund short films about the Mallory-Neely and Woodruff-Fontaine Houses. These films will be used as part of the walking tours and Woodruff-Fontaine will use their film as an introduction to their tour. At the



DEVELOPMENT OPPORTUNITY
FOR SALE
THE HISTORIC GOYER-LEE HOUSE
LISTED ON THE
NATIONAL REGISTER OF HISTORIC PLACES



THE CENTER CITY
DEVELOPMENT CORPORATION
www.downtownmemphis.com
(901) 575.0540

 CITY OF MEMPHIS
A.C. WHARTON, MAYOR

 VICTORIAN VILLAGE INC.
www.VictorianVillageInc.org
(901) 523.0235

December board meeting, Gail replaced Laura Veasart as the VVI Board Advisor from the DAR.

- The Lee House Request for Proposal was issued in June of 2011. After a number of onsite and follow-up meetings, one substantial proposal was submitted by José Velázquez. The next step in early 2012 is for Memphis City Council to approve the proposal.

- Scott invites Robert Fockler, President of the Community Foundation, to meet at the VVI office. Mr. Fockler was pleased with the VVI initiatives and encouraged us to apply for operational funding. We did so but did not receive funding in 2011.
- Mike Lemm with Memphis Park Services became the contact for the Morris Park Master Plan. He has agreed to write the City Council resolution to release the funds set aside by the city for the plan.

2011 MILESTONES

- The Mallory-Neely House Museum was completely off limits to any visitors in 2011. VVI maintained a close relationship with Jennifer Tucker, the Historic Properties Manager, who worked to finalize the roof repair and ADA compliance.



- The Hyde Family Foundations awarded VVI a \$10,000 grant in December for operations. This is the third such grant received by VVI from Hyde and will go towards The Urban Child Institute's match.
- The Ambassador Employment Program funded by Strategic Community Investment Funding (SCIF) paid employees and program expenses from July 2010 through December 2011. The Durham Foundation agreed to allow the remaining funds to be spent on the program beyond the one year grant anniversary.

REALITY CHECK



NO MAJOR COMMUNITY DEVELOPMENT WINS



EXECUTIVE DIRECTOR'S SALARY

BUDGETED \$40,000

ACTUAL \$16,666



FAILED TO BE FUNDED BY:

THE ASSISI FOUNDATION

THE PLOUGH FOUNDATION

THE COMMUNITY FOUNDATION

MAJOR PROJECTS REPORT



LEE HOUSE

THE JAMES LEE HOUSE BED & BREAKFAST



*Luxurious
Bed & Breakfast
in the heart of Memphis*



From the extraordinary craftsmanship of the mansion to its luxurious appointments, the

THE JAMES LEE HOUSE

BED AND BREAKFAST

beckons you to the grandeur and opulence of the early nineteenth century while providing each guest with the latest in modern comfort and convenience.

Indulge in the comfort and elegance of one of our five meticulously appointed suites--affording each guest a one-of-a-kind lodging experience unmatched in the Midsouth.

690 ADAMS AVE.
MEMPHIS, TN 38105
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Our Vision
Our Progress
Your Thoughts

MORRIS PARK



MALLORY-NEELY HOUSE



WOODRUFF-FONTAINE HOUSE



Photo by: Donny Granger

NEW INITIATIVES FOR 2012

DESIGN GUIDELINES



UPDATE MASTERPLAN



SHORT FILMS

ORIGINAL MEMPHIS

One hundred historic sites.

ORIGINAL
MEMPHIS

Countless inspiring stories.

See ▶
Eat ▶
Stay ▶
Play ▶
Know
Us

Attractions

The Cotton Museum



The Cotton Museum at the Memphis Cotton Exchange offers a unique, informative, and entertaining view of the history of Memphis through the lens of a world-changing industry. Located on the historic trading floor of the Memphis Cotton Exchange, the museum sheds light on how a crop shaped the culture and identity of a region, from economic boom & bust cycles to blues music to architecture. Tour two exhibition halls and follow the daily business of a 1929 Cotton Broker with our audio walking tour of Cotton Row. Discover the plant that changed the world and the secret world behind it.

[Learn more](#)

The National Civil Rights Museum



The National Civil Rights Museum at the Lorraine Motel is the assassination site of Dr. Martin Luther King, Jr. The Museum is located at South Main and Huling Streets, in the historic art district of downtown Memphis. The Museum exists to assist in understanding the lessons of the Civil Rights Movement and its impact and influence on human rights movements worldwide, through its exhibits, exhibitions, research and educational programs. It chronicles the civil rights movement beginning in 1955 with historical exhibits, including Room 306, the hotel room where Dr. King stayed in April of 1968.

[Learn more](#)

Woodruff-Fontaine House Museum



The Woodruff-Fontaine House Museum is one of the grand mansions on Adams Avenue, formerly known as Millionaire's Row. This mansion, built in 1879, features beautiful Victorian architectural details and period furnishings. The costumes on display are part of an extensive textile collection, one of the best in the South. Tour three floors of this Victorian-era home Wednesday through Sunday, noon to 4 p.m. Visit the website to see the current special exhibit.

[Learn more](#)

Beale Street



It first rang out over the cotton fields of the Mississippi Delta. It migrated to the streets and clubs of Memphis. It went on to influence the sound of music all over the world. Memphis is the Home of the Blues and the Birthplace of Rock 'n Roll. And it all starts here on Beale Street.

[Learn more](#)



Collins Chapel 61883



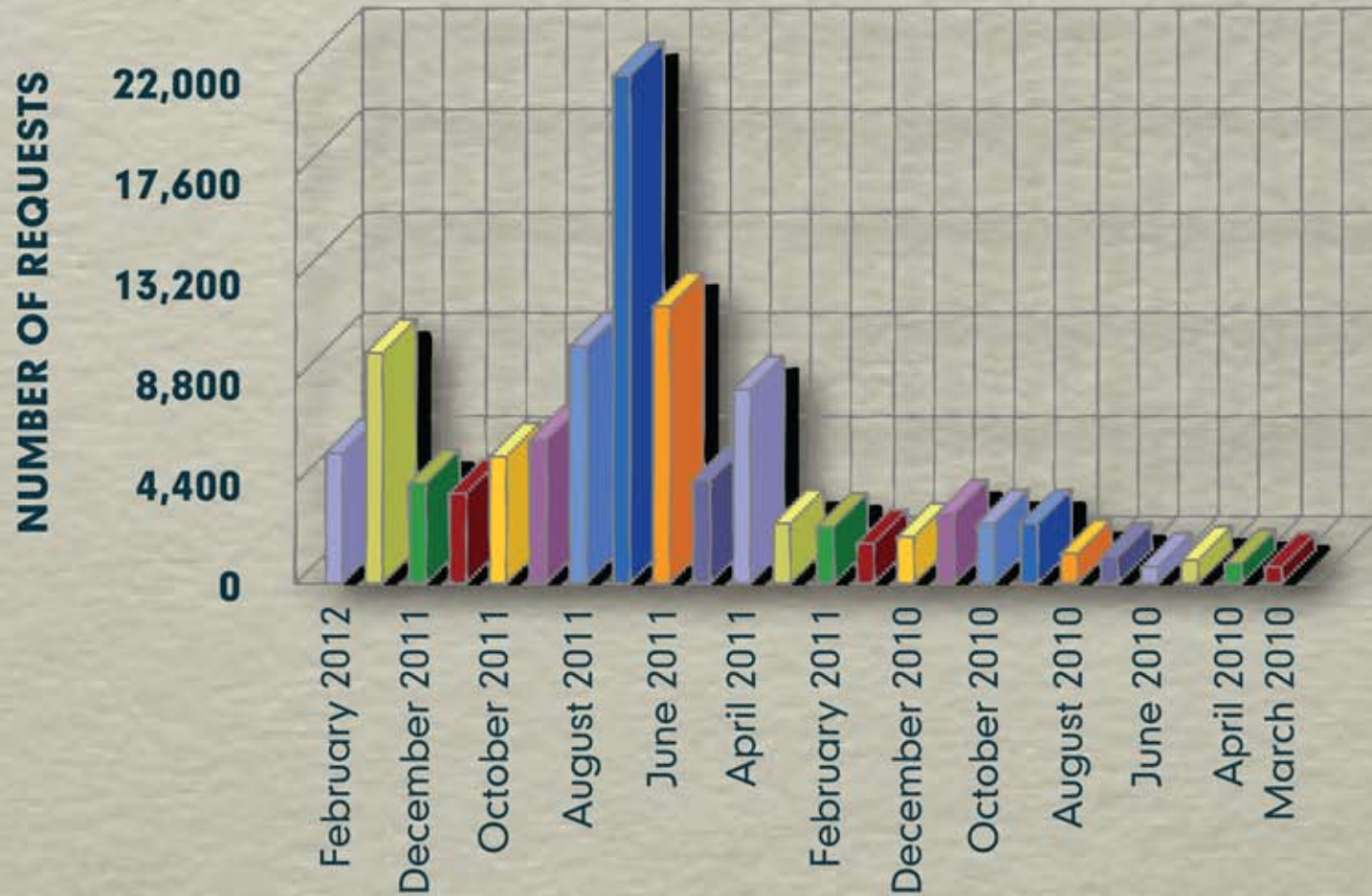
St. Mary's Episcopal Cathedral 61887



Woodruff-Fontaine Taylor House 61888

ORIGINAL MEMPHIS

MONTHLY REPORT



MEMBERSHIP



Mardi Gras 2011

VVI MEMBERSHIP



STANDING COMMITTEES LIST

- Finance
- Historic Properties
- Parks and Streetscapes
- Special Events, Marketing and Membership
- Heritage Tourism
- Residential and Commercial Development