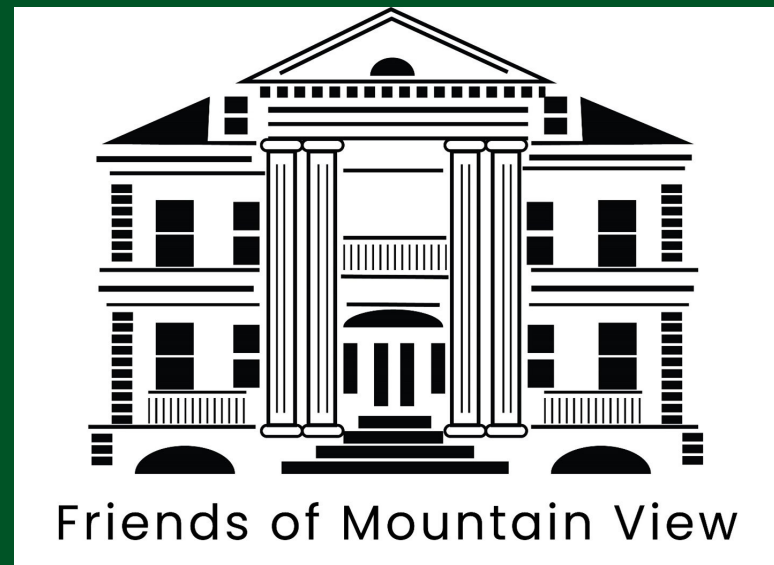


# Annual Report 2024





# Annual Report 2024

Dear Friends and Supporters,

On behalf of the Board of Directors of *Friends of Mountain View, Inc.*, 2024 President Bob Clement and I are pleased to present our Annual Report for the year 2024. It has been a year of growth, as we have made profound progress toward our ultimate goal of restoring Mountain View to its original splendor. We are excited to share the progress we've made with your help!

This past year, we have continued to stay true to our mission of stabilizing and preserving the beauty and functionality of Mountain View. With the help of our devoted supporters, volunteers, and partners, we have achieved remarkable milestones, from completion of a master plan for the eventual renovation of the property, to several maintenance projects to protect and preserve the mansion.

As we look ahead to 2025, we are energized by the possibilities that lie before us. We are focused on several initiatives. We will expand our educational outreach as we wrap up a documentary highlighting Mr. Fishburn and Mountain View. We will seek additional grant funding to support our mission and bolster our collaboration with Roanoke City Council toward rehabilitation of the Mountain View property.

None of this would have been possible without the generous contributions of our supporters. We are deeply grateful for your commitment to our shared vision, and we look forward to another year of working together to ensure that Mountain View remains a vibrant and cherished place for future generations.

Please take a moment to explore this report, where you will find information on our programs, our financial health, and the many ways in which we've made a positive difference in 2024.

With gratitude and appreciation,

Bob Clement

**Robert A. Clement, Jr.**

2024 President

*Friends of Mountain View, Inc.*

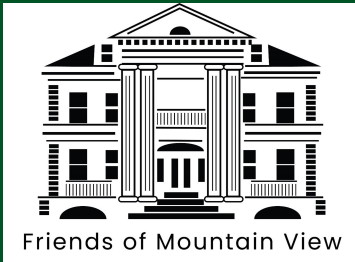
Judy Harrison

**Judith A. Harrison**

2025 President

*Friends of Mountain View, Inc.*





# Annual Report 2024

## History of Mountain View and Junius Blair Fishburn

Mountain View is a 3.9-acre property located at 714 13<sup>th</sup> Street in Roanoke, Virginia. Built in 1907 it was the largest private residence in the City and was the private home of Junius Blair Fishburn (1865-1955). Mr. Fishburn was instrumental in the early development of Roanoke and a prominent financier, journalist and philanthropist. During his time in Roanoke, Mr. Fishburn provided corporate leadership for First National Bank, Roanoke Times & World News, Virginia Bridge and Iron, Roanoke Railway and Electric Company, Stone Printing and Manufacturing Company, and others. His philanthropy included donations of land for six City parks (Mill Mountain, Wasena Park, Highland Park, South Roanoke Park, Norwich Park, and Lakewood Park), Fairy Stone State Park, and the campus at Virginia Polytechnic Institute (Virginia Tech).

Mountain View was designed by Virginia Architect, H.H. Huggins. Contributing buildings consist of a 42-room mansion house; a two-story garage with apartment and an attached steam-heated greenhouse; a two-room servants' quarters cottage; and an ornamental brick chicken coop. Upon his death in 1955, Fishburn donated the property to the City of Roanoke with accompanying deed restrictions and specific instructions that it "be used for recreational purposes." Mountain View is individually listed on the Virginia Landmarks Register and the National Register of Historic Places.

## Friends of Mountain View, Inc.

The Friends of Mountain View, Inc. is designated as a charitable, tax-exempt 501c3 entity with the IRS and registered with the State Corporation Commission to do business in the Commonwealth of Virginia. The purpose of the organization is to "help Roanoke Parks and Recreation fulfill its mission to restore Mountain View as a public recreational facility and to provide promotional and financial support for renovation and restoration of the property through fundraising." The organization operates under an elected Board of Directors.

## 2024 Board of Directors

Robert A. (Bob) Clement, Jr., President, former Director of Neighborhood Services for Roanoke City with experience in historic preservation and community engagement.

Judy Harrison, Vice President, Mountain View historian who has done extensive research on the property and the Fishburn family and serves as a regular volunteer at Mountain View providing guided tours.

Evelyn (Evie) Slone, Secretary, a planner who formerly served as Director of Planning for the Roanoke City who has experience in historic preservation, workshop facilitation, and local building codes and zoning ordinances as well as working with City staff.

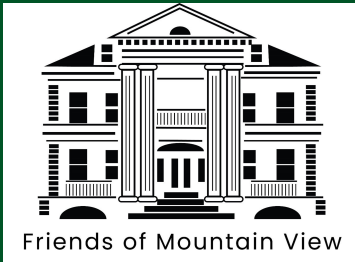
Rob Logan, Treasurer, a real estate professional with extensive experience in the operations of non-profit organizations.

Alison Blanton, Board Member, a professional architectural historian, and preservation consultant with extensive experience in the adaptive reuse of buildings as well as the state and federal historic rehabilitation tax credits.

Mary Louise (Sissy) Kegley, Board Member, great-granddaughter of Junius B. Fishburn, has provided family archives, photographs, and artifacts to assist in the interpretation of the house and Fishburn family legacy.

Lauren Woodson, Board Member, recreational specialist and past Community Recreation Coordinator at Mountain View. She is currently employed as a legislative aid to a member of the Virginia House of Delegates.

Ex-officio City Member - Board members work regularly with the Director of Roanoke Parks & Recreation and the Recreation Coordinator assigned to Mountain View who attends monthly board meetings.



# Annual Report 2024

## Accomplishments 2024

### Wickets & Wine Fundraiser

In the Spring of 2023 and 2024, the Friends of Mountain View joined with the Roanoke Valley Preservation Foundation and the City of Roanoke to host an annual fundraiser to benefit the restoration of Mountain View. The 2023 Wickets & Wine Event raised approximately \$7,000 and the 2024 Wickets & Wine Event raised approximately \$5,000. Several small projects have been identified for implementation.

### Mountain View Master Plan

In collaboration with the City Parks & Recreation Department, The Friends of Mountain View successfully prepared and received grants from the Katherine Nelson Fishburn Foundation (\$55,000) and the Virginia Department of Historic Resources (\$40,000) to undertake a strategic Master Plan for Mountain View to understand more clearly the existing conditions and future direction of this historic property. Friends of Mountain View also contributed approximately \$10,000 in matching, in-kind professional services to the project in the form of planning and historic preservation expertise. Completed in 2024, the *Vision Plan for Mountain View Park* provides a detailed summary of existing conditions (mansion and accessory buildings), potential adaptive reuse and expanded recreational opportunities, strategic recommendations (with preliminary cost estimates) for property restoration, and possible funding options and sources. The Plan identified approximately \$4.4 Million in capital improvement building needs to accomplish the Vision Plan (mansion, garage/greenhouse, Bea's cottage) and an additional \$689,000 in improvements to the property and grounds. As of 2024, Roanoke City Council has allocated \$1.5 million to Mountain View in the City Capital Improvement Plan FY27-28.

### Fishburn Family Reunion

On September 28, 2024 Friends of Mountain View hosted an event for the descendants of Mr. Fishburn. Nineteen family members attended! It was a wonderful event that allowed us to share the Master Plan, have family tour the Mansion who had not been there before, and enabled Board Members to interact and share our vision and hopes for the future of Mountain View.

### Property Clean Up and Small Projects

Friends of Mountain View worked with City Parks & Recreation staff to undertake several exterior stabilization and repair projects in 2024 using both volunteer and contractor labor. Members of the Board volunteered several days prior to our spring Wickets & Wine Event at the Fishburn Mansion to clean the exterior of the front and side porches of the mansion and the main entrance. Following that effort, the board worked with city officials to hire a qualified contractor to continue removing mold and mildew from the exterior painted surfaces of the mansion and the garage. In addition, the contractor repaired exterior wall and water damage on a second-floor bedroom of the mansion. The Friends continue to maintain a list of exterior repair items and coordinate with city staff to address priority maintenance needs.







# Annual Report 2024

## Accomplishments 2024

### Grants Solicitation and Services

During 2024, The Friends of Mountain View continued to identify and solicit funding for the restoration of Mountain View. Guided by the information provided in the completed Master Plan, board members completed a grant application in October 2024 requesting approximately \$1 Million to the Virginia Department of Historic Resources from the *Virginia 250 Preservation Fund*. Unfortunately, the request was not funded by the State; however, we continue to work proactively toward continued project awareness and additional financial assistance.

### Christmas Open House

On December 15, 2024 Parks and Recreation hosted an Open House for the Holidays. After weeks of preparation the mansion was beautifully decorated. Refreshments were served and guests had the opportunity to tour and ask questions about the family and the mansion. The weather was terrible that day, but we had almost 300 guests. Board Members made themselves available for questions and shared information about Friends of Mountain View and the Master Plan.

### Fishburn Short Film

Friends of Mountain View contracted with Chloe Shelton Films to produce a documentary about Mountain View and Junius B. Fishburn, the family and his extraordinary contributions to the City of Roanoke. Descendents have contributed pictures and documents to be used, and some will be doing interviews as well. Nelson Harris, local historian, has also agreed to participate. This film will record the remarkable history for prosperity and allow us to have resources to use to apply for grants, advertise fund raisers and make many more citizens aware of the remarkable historical mansion on 13<sup>th</sup> Street. It should be completed in 2025.

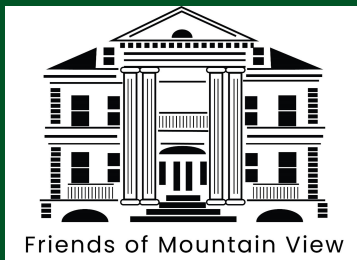
## Financial Snapshot

Friends of Mountain View, Inc. is a 501(c)(3) not-for-profit corporation as designated by the Internal Revenue Service, and is registered as a charitable organization with the Virginia Department of Agriculture and Consumer Services. The Board of Directors is charged with fiscal oversight and accountability for all funds received and expended by Friends of Mountain View, Inc.

Grant Funds received through October 31, 2024 were held by the City of Roanoke, to be disbursed at the discretion of Friends of Mountain View under consultation with City administration. This included \$45,000 in funding from the Katherine Nelson Fishburn Foundation and \$40,000 the Virginia Department of Historic Resources for Mountain View.

### YEAR-END FINANCIAL SUMMARY

	2024	2023
<b>Income Statement</b>		
Gross Income-Unrestricted Contributions	\$14,173.26	\$9,009.40
Operating Expenses	\$10,997.72	\$1,362.06
<b>Balance Sheet</b>		
<b>Assets</b>		
Business Checking & Savings	\$16,251.01	\$13,065.47
<b>Liabilities</b>		
Total Liabilities	\$0.00	\$0.00
<b>Equity</b>		
Total Equity	\$16,251.01	\$13,065.47



# Annual Report 2024

## Program and Activity Direction for 2025

The Friends of Mountain View continue to aggressively advocate for the preservation and restoration of historic Mountain View.

- Additional Board Member 2025 – In January, the Board elected Ashley Webb, an experienced museum executive director, archivist, and historic preservationist to the Board of Directors.
- Advocacy and Outreach – Board members continue to develop partnerships with other community organizations to strengthen our mission using focused strategies for shared understanding and effective solicitation of funding. In addition, the completed film will assist Friends of Mountain View in sharing the important history and assisting the organization in future fund-raising for projects.
- Wickets & Wine 2025 – This fun and successful fundraising event is scheduled for May 31, 2025.
- Implementation of Mountain View Master Plan – Board members continue to work with City Parks & Recreation to further implementation of the Master Plan and solicit continued funding for improvements to Mountain View.

## For More Information

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Friends of Mountain View, Inc.  
P.O. Box 3341, Roanoke, VA 24015  
540.314.4429 [Judith.harrison.66@gmail.com](mailto:Judith.harrison.66@gmail.com)

Web page: <https://friendsofmountainview.org/>

Facebook: <https://www.facebook.com/friendsmountainview>

Donate:



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