



# **RALPH BUNCHE COMMUNITY CENTER**

## **BUSINESS PLAN**

Developed by:  
**THE RALPH BUNCHE  
ADVISORY COMMITTEE**

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## EXECUTIVE SUMMARY

The Ralph Bunche Advisory Committee (RBAC) was reestablished by the Board of Supervisors on June 7, 2022 to pursue the opportunity to renovate and revitalize the Ralph Bunche High School (RBHS). The RBAC has prepared this Business Plan to explain the proposed vision for RBHS to be known as the Ralph Bunche Community Center (RBCC), hereafter referred to as the Community Center.

This business plan developed by the RBAC with representation from community partners – Ralph Bunche Alumni Association (RBAA), Northern Neck Tourism Commission, University of Mary Washington, Visualize & Rize Foundation, IMPACT King George, Virginia Cooperative Extension, King George County Historical Society, King George County School Board, Department of Economic Development and Tourism, Department of Parks and Recreation, and Board of Supervisors - provides the elements necessary to make this vision a reality. It proposes details in areas of the venue, management, marketing, capital costs, financial plan and strategy and implementation. The property plat, maps and floor plan are included as appendices.

With government and non-profit organizations collaborating, the Ralph Bunche Community Center will unite community members through educational, cultural, social, and recreational offerings. Since opening in 1949, RBHS had a significant role in the history of King George County, but also of the Commonwealth of Virginia and the United States. We cannot afford to let this American icon pass into oblivion. The significance of RBHS lies in its unique role as part of the early fight against the “separate but equal” doctrine established by the Supreme Court case *Plessy v. Ferguson* (1896). King George County became involved as a result of the Federal District Court case *Margaret Smith, et al v. School Board of King George County* (1947) which challenged the “separate but equal” school system in the Commonwealth of Virginia. This case was guided by the National Association for the Advancement of Colored People (NAACP) and the African American law firm of Hill, Martin and Robinson, Richmond, VA. The key players included W. Lester Banks, Martin A. Martin, and Oliver Hill. It is noted that Oliver Hill along with Thurgood Marshall were the key lawyers involved in the historic Supreme Court case *Brown v. Board of Education* (1954).

Ralph Bunche High School has been identified by the Virginia Department of Historic Resources and the National Park Service (NPS) as part of their restoration efforts through the Historic Preservation Fund. In 2021, King George County received a \$500,000 grant through the NPS African American Civil Rights Grant Program to replace the school’s roof. The RBAC continues to work with government agencies, foundations, and individual donors to obtain additional funding toward the revitalization of the former hub of the community.

Refurbishing RBHS and showcasing the Museum affords the community and visitors alike the opportunity to learn the historical context of African American education in King George County and its far-reaching effects which lead to desegregation in education. The Community Center will complement and enhance the current activities of King George Parks and Recreation (KGPR). The separate classroom/conference rooms and gymnasium/auditorium lends itself to private, intimate, and smaller gatherings with the accommodation of a food services area. This can include KGPR sponsored classes, teas, receptions, traveling art shows, tutoring, and local business meetings.

## VENUE

Located on 10 acres of property the nearly 20,000 square foot former school can become a hub of community activity. This includes but is not limited to meetings, social/cultural gatherings, visitor information, gift shop and museum exhibits.

Ralph Bunche High School is owned by King George County and is located at 10139 James Madison Parkway (Rt. 301). This is a major thoroughfare which makes it easily visible and accessible to intra- and interstate travelers.

The RBCC will operate Monday through Friday with set business hours during building occupancy and weekend hours will be determined by the specific usage and scheduled events.

## MANAGEMENT

King George Parks & Recreation will manage the entire complex. Specific areas of the complex will be operated by non-profits including the Ralph Bunche Alumni Association (museum) and others as arranged through legal instruments. Given the proposed function of the building, it is deemed that KGPR, with its many years of experience, is the most viable conduit between the County and the community. The management and operational transition would be minimal. The RBAA would provide volunteer staffing for the Museum and guided tours. Legal instruments will be developed between the County and any organization seeking affiliation with the RBCC.

## MARKETING

The RBCC will be promoting to the general public as well as local organizations and businesses and tourism. King George is an area that has a history rich with events and situations which have an integral place in the growth and history of the United States of America dating from colonial times. The RBCC will provide educational and teaching in the era of the Civil Rights Movement as it relates to the Virginia Standards of Learning (SOL). Other marketing tools include Northern Neck Tourism, internet, media outlets (newspapers, radio stations), social media, and local college partnerships.

## CAPITAL COSTS

The RBHS is an important piece of our Civil Rights history, and the rehabilitation of the building should recognize and celebrate this.

Capital costs are associated with the renovation of the original school building, the auxiliary building, and the remainder of the property. The Wiley-Wilson Engineering firm conducted an evaluation of the entire RBHS in 2010 to evaluate the feasibility of the reuse of the facility for the public. Their study included an assessment of the facility, potential reuse, and an implementation plan. The assessments stated the following: The buildings are structurally sound; however, there are external stabilization issues to be addressed.

A Conceptual Design was developed by Wiley Wilson in 2017 which includes a complete layout of the original 1949 footprint with RBAA Museum space, offices, conference rooms, and restoration of the gymnasium to its glory, for use as recreational space and as a large meeting/event venue.

In the spring of 2022, the Board of Supervisors commissioned an updated evaluation of the property. The updated Wiley Wilson cost analysis is included in the Appendix.

The RBAC capital campaign goal is \$10 million which is based on the updated Wiley-Wilson estimate as well as additional project goals. The estimated costs include building renovation, utility upgrades, parking lot construction, landscaping for the property, museum exhibits, and necessary equipment for end users.

## FINANCIAL PLAN

The RBAC recommends a \$10 million Capital Campaign to fund the restoration/renovation of the RBHS. The plan would require buy-in and development by King George County, the RBAA, and other stakeholders. The first step is to develop a Memorandum of Understanding between the County, RBAA, and other interested stakeholders to establish official partnership with mutual accord on the RBHS. The elements to begin the Capital Campaign are in place – purpose, right time, and the means to make it successful.

## STRATEGY AND IMPLEMENTATION

Proposed is a four-year timeline implementation process that engages the Ralph Bunche Alumni Association, the Board of Supervisors and/or others that may be deemed necessary to seek financial support through corporate pledges and grants.

The RBAC recommends that the following implementation schedule should be considered:

- Present – 48 months: Capital Campaign (On-going throughout the entirety of the project)
- Ongoing Upon Receipt of Grant/Private Funds: Secure engineering services to provide construction documentation and solicit bids
- Ongoing: Bid process / approval by BOS / Contract Issuance
- 24 – 48 months: Construction

Total estimated time is 48 months. Time frames are likely to be overlapping during the process of developing the project.

## VISION

To be recognized for its role towards the desegregation of Virginia's public schools, foster the legacy of the Center's namesake and contribute to the public's future through purposeful use.

## MISSION

To provide an inviting place to learn of the site's history and its significant role towards the desegregation of Virginia's public schools; and to serve as a gathering place for educational, recreational, social, and cultural growth through diverse use.

To accomplish the mission, we will:

- Showcase the historical significance of Ralph Bunche High School as the first accredited school for African American children in King George County, Virginia



- Highlight the important role Ralph Bunche High School played in the road to desegregation in King George County schools and its impact on the Northern Neck and Fredericksburg Regions and the Commonwealth of Virginia
- Collect, preserve, and display documents, artifacts, and memorabilia detailing the experience, history, and education from that era
- Provide a venue for community events, meetings, and trainings.

## OWNERSHIP/LEGAL ENTITY

Ralph Bunche High School and its surrounding property is owned by the County of King George. Ownership includes the approximate 19,700 square foot school (original building and additions) a detached garage on the 10.014-acre tract (Book 25, parcel 83) and an additional 23.818-acre tract (Book 25, parcel 129). (See Map #1) Under a proposed Memorandum of Understanding (MOU), the RBAA, in partnership with the County, will operate and conduct programs associated with the Museum including seeking funds to support the production of interpretive displays, programs or other costs associated with its operations. In addition to RBAA, other organizations who become affiliated with the Center will enter into a MOU regarding the use and costs associated with its operations.

Any building improvements will become the property of King George County. Equipment, furnishings, displays, and interpretive signs not permanently affixed to the walls will be under the ownership of the Tenants per the terms of their respective legal agreements with King George County.

## LOCATION

The Center is located at 10139 James Madison Parkway (Route 301) in King George. Directly positioned on a major thoroughfare, this site is easily accessible and visible to an estimated 12,000<sup>1</sup> daily vehicles. Its location is convenient to Dahlgren residents, commuters, citizens living in the northeast quadrant of the Route 3 and Route 301 intersection, and citizens living around the Courthouse area to include Route 206. All citizens of King George live within 15 miles of the Center.

The Center is also within reach of people residing within a twenty-mile radius and easily can attract persons from Fredericksburg, Bowling Green, Colonial Beach and Montross, Virginia and LaPlata, Maryland to name a few (see Map #2, appendix). The large metropolitan areas of Northern Virginia/Washington, D.C, Richmond, the Tri-Cities and Hampton Roads are also within a 100-mile radius (see Map #3).

## COMMUNITY PARTNERS

The King George County Board of Supervisors reestablished the Ralph Bunche Advisory Committee (RBAC) to make recommendations to the Board on matters relating to the renovation and future use of RBHS. Specific tasks included: determining options for use of the building, identifying potential funding sources, and developing a project implementation schedule. RBAC consists of members from the Ralph Bunche Alumni Association, Northern Neck Tourism Commission, University of Mary Washington,

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<sup>1</sup> 2020 VDOT Daily Traffic Volume Estimates, US 301 at Ridge Road (205)

Visualize & Rize Foundation, IMPACT King George, Virginia Cooperative Extension, King George Historical Society, King George County School Board, King George County Board of Supervisors, King George County Economic Development and Tourism, and King George County Parks and Recreation. Throughout the planning process all members were given the opportunity to present their ideas for the building's future use while new options were developed collectively.

RBAC believes that, in addition to existing partnerships with County organizations, new collaborations will be formed through donations as foundations, businesses and other entities help defray the costs associated with building renovations, interpretive displays and future programs and events.

## OBJECTIVE

RBAC recommends renovating as much of the facility as possible at one time including the Auxiliary Building. Having an active construction site while parts of the facility are open to the public would be detrimental in attracting return visitors. The original building contains the gym, principal's office, nurses' office, library, four classrooms and men's and women's restroom. These spaces would be converted into:

- 1) areas for educational, recreational, and cultural classes as well as group meetings
- 2) a museum dedicated to telling the story of school integration in King George County
- 3) a 150 – 200 person social hall with stage, dressing rooms, and storage room
- 4) joint office space for the KGPR and Center-affiliated organizations contributing to the operations.

A non-profit foundation recently committed to occupy the auxiliary building and lower level of the 1950s addition to provide athletic, recreational, and educational programs for youth. The use of the remaining three classrooms on the upper level of the 1950s addition is still to be determined.

## HOURS OF OPERATION

Similar to the operations of the King George Citizens Center, it is anticipated that the Center would operate Monday – Friday with set business hours; weekend and evening hours would be based on scheduled use, specific programs, and rental requests.

## SERVICES

The Center will fulfill the needs for space for groups in size, whether a few or up to 200 persons through programs, meetings or events offered by the County, County affiliated organizations, civic organizations, or individuals.

- Meeting Space: Consists of three upper-level rooms available as meeting and classroom space for organizations and programs.
- Museum: Located in the original library, the gallery space allows visitors to engage with interpretive displays on the “separate but equal” educational system in King George County and the developments leading up to Brown v. Board of Education.

- Visualize & Rize Center: As stated in the Letter of Intent from October 4, 2022, the Visualize & Rize Foundation will use the Auxiliary Building and the lower level of the 1957 addition for programming that is focused on health, fitness, and STEM education. These areas will include workout space, classrooms, a dedicated STEM room, and a commercial kitchen. The auxiliary building will be retrofitted to support dance fitness/aerobics classes, turf and weight equipment installed to allow specialized training for various sports. The use of the classrooms will offer various workshops on photography, gaming, website building/management, mental health importance, school curriculum support, and hands on training for various life skills.
- Gift Shop: Proposed as part of the museum operations the gift shop will offer a space where visitors purchase merchandise related to education and the museum.
- Social Hall: Located in the gym and offering convenient amenities, it is anticipated to be the center point of events and rentals, as well as restoration of the gymnasium for athletics, performances, and gatherings. Within the gymnasium, there is a stage that can be used productions, lectures, and concerts. The small room at the entrance may serve as a kitchenette for use during rentals and events. The two rooms behind the stage can serve for storage and costume changing for the performers.
- Programs: Parks and Recreation would schedule programs and events utilizing the meeting and classrooms. Programs would focus on diverse audiences, from children to senior citizens, and range from cultural to educational topics, including museum related programs offered by RBAA volunteers and other interested nonprofit organizations to school-aged children.
- Special Events: In addition to new temporary museum exhibits, special events would occur periodically and be sponsored predominantly by King George Parks and Recreation, RBAA, and other interested nonprofit organizations.
- Cooperative Extension Office: The Virginia Cooperative Extension Office offers a wide range of educational programs on subjects such as agriculture, gardening, family and consumer sciences, and 4-H programming.
- Rentals: Following the existing model of the KGPR, groups and individuals would be able to rent the facility during unscheduled hours for private functions. Envisioned is the rental by the business/corporate sector for their needs.
- Visitor Information Services: Being on a major thoroughfare, this facility would make an ideal stop for visitors looking for local, regional, and statewide information. At this venue, guests may find brochures, pamphlets, and tourism publications focusing on King George County, the Northern Neck, and the Commonwealth of Virginia. The entrance to the 1957 addition would be well-suited to install brochure racks and large interactive maps on the walls. Partnerships with Virginia Tourism Corporation and other regional tourism partners could be explored given this prospective use.

## MANAGEMENT

With extensive experience in facility management, operations, scheduling, recreation programming, and special event planning, KGPR is best suited to manage the property on behalf of the County and the



community. Working with the RBAA and other tenants, the Center would be operated and scheduled similar to the King George Citizens Center. KGPR will need a full-time facility manager to oversee the operations of the facility along with specific part time recreation monitors to supervise evening and weekend activities. General Properties will need to conduct routine custodial services.

## OPERATIONAL PLAN

**Museum:** Operated by the RBAA, which has the knowledge and historical evidence to present the history of RBHS, as well pre- and post- RBHS education. RBAA members would be the most credible guides for presenting the history of school desegregation in King George County. RBAA would be responsible for staffing of the Museum and for planning the guided tours. Other historical information on King George County's past may be displayed as well.

**Facility:** The County would facilitate the overall management of the Center. Staff would consist of a full-time facility manager as well as part time building supervisors. Volunteers from associated partners will also serve in staff roles. Business hours staffing would be budgeted based on regularly scheduled hours. Paid part-time staff costs for rentals would be recovered through rental fees. During Museum and lower volume hours, volunteers would be scheduled.

**Visualize and Rize Center:** Operated by the foundation's Executive Director (ED) in accordance with the over site of King George County, the ED and other foundation staff will schedule community events, meetings, and oversee various after school and summer activities. Office space will be utilized to operate the foundation and host board and committee meetings in preparation for foundation events. **Programs:** Through cooperative scheduling, several programs may take place simultaneously based on the space available. The majority of pre-planned programs would be planned by Parks and Recreation, RBAA, and other interested nonprofit organizations.

**Cooperative Extension Office:** Occupying the upper floor of the 1957 addition, the Virginia Cooperative Extension Office will offer educational classes and other programming for the community. Bringing the research and knowledge of Virginia's land grant universities, Virginia Tech and Virginia State University, to the citizens of King George County classes in cooking, gardening, 4-H, and other areas will complement the offerings of the other tenants. In addition, King George County will save \$28,413 annually by no longer having to lease space for this office.

RBAA envisions the schools in King George and the surrounding areas as an important audience for the museum. With the development of SOL related school program at the museum, field trips would provide students with an invaluable lesson on history and civil rights.

**Rentals/Use:** Scheduling of the Center rentals and use would be performed by facility manager in collaboration with the Museum and other affiliated partners.

**Memorandum of Understanding (MOU):** A MOU would be developed between the County and any organization affiliated with the Center. The MOU would cover the responsibilities of affiliated organizations.

## MARKETING

Essential to the Center's success is its ability to promote its services not only to the general public, but also to organizations, businesses, and other entities. King George County has a rich history which has

played an integral part in the growth of the United States dating from colonial times, the Civil War era, the Civil Rights movement, and continuing through today.

Built in 1949, Ralph Bunche High School has a legacy on the road to school desegregation in the history of King George County, the Commonwealth of Virginia, and the United States of America. The inception of Ralph Bunche High School came at a perilous time in America – the Jim Crow era where “Separate but Equal” was still the law of the land. King George was one of a few localities where early civil action lawsuits were filed by Negroes to obtain school facilities equal to those of whites. These test cases in the “Upper South” were directed by the NAACP and were folded into the landmark Brown vs. Board of Education of Topeka, Kansas, which was successfully argued and won by Thurgood Marshall in 1954. King George and Ralph Bunche High School played a major role with the beginning of successful civil actions toward equality that would eventually spread over the South and catch the attention of the country.

Brochures: Various informational brochures will be developed. One would showcase the value of school group visits to the museum for grade levels compatible with history/social studies teaching for the eras between 1896 and 1954. Annually communication of this educational opportunity would go to all school divisions in the wider region. Other brochures could detail the rental availability of the large former gym, which would contain wall art depicting the uniqueness of the historic early Civil Rights era while plays, performances, weddings, and partygoers celebrate amidst reminders of the freedoms won in the 1940s and 1950s. As of September 2022 a rack card featuring the harmonious relationship between and the goals of both the RBAA and the Visualize & Rize Foundation is available.

KGPR Program Guide: The Parks & Recreation Department publishes a program guide three times per year which is available online and in print. This guide contains programs, classes, and events for all ages as well as information on parks and recreation facilities. The Ralph Bunche Community Center would be one of the recreation facilities highlighted in each issue.

Media Outlets: The Center and Museum will develop a website to showcase the facility’s services and opportunities with the ability to schedule Museum group trips, explore services, and learn about schedules. A strong online presence with Facebook, Instagram, Twitter, and other social media applications will be developed to inform the public about programming, events, and rentals. The Advanced Marketing Class at King George High School will assist the RBAC with social media endeavors. These accounts will be kept current to spread information quickly and to spark interest. The area newspaper will be invited to visit when new exhibits, services, and events are announced or highlighted.

Associated Networks and Partners: Each partnering group and association will be kept informed about news of exhibits, services, and events to promote through their memberships and communication networks.

Traveling Exhibition Display: “The Road to School Desegregation in King George” portable display has been developed through the University of Mary Washington’s Museum (UMW) Design and Interpretation class and is currently showcasing the Ralph Bunche High School’s historical legacy at the UMW-Dahlgren campus building. This display can be scheduled for exhibit in other appropriate public

venues across the Commonwealth. The associated video that was produced in partnership with King George County Schools, is available at each KGCS school library as well as the L.E. Smoot Memorial Library. Both the display and the video are useful outreach tools to spark interest in visits to the Center and Museum.

## ESTIMATED CAPITAL COSTS

In its original presentation to the Board of Supervisors, the Ralph Bunche Advisory Committee recommended that the renovation of the RBHS focus on the renovation of the original school built in 1949. Of the 19,700 square feet, the original building's 10,000 square feet includes the school's office, nurse's station, four classrooms, library, men's and women's restroom and gym. The renovation of this 10,000 ft. would convert the existing structure into a multi-use space for community programs and rentals; in addition to a museum to present the timeline of the advances in education achieved by African Americans in King George County, most notably, the construction of RBHS.

The estimated budget for the proposed renovation includes building and interpretive display costs. In 2010 the County enlisted the engineering services of Wiley-Wilson to conduct a stabilization report on RBHS, and also to provide cost estimates for the work proposed in their report. In 2014, while considering developing the original building, the RBAC utilized the estimates provided by Wiley Wilson and added 10% for inflation. With exception of some items that would be needed regardless of whether 10,000 sq. ft or the whole building was being built out, Wiley-Wilson report costs were then multiplied by 51% (% of building being renovated) to provide up to date construction estimates.

The costs associated with the interpretive displays thus depends on the overall interpretive concept, including the displays' lighting, climate control needs and/or technological features. Based on estimates provided by a design firm for the development of Robert Russo Moton Museum exhibits, the RBAC has been notified to expect \$325,000 to implement a professional display.

Wiley Wilson estimates the building renovation to cost \$7,504,446, which does not include the new roof for the main building, (\$528,000 has been appropriated by the Board of Supervisors for this project, due for delivery in September 2022, largely through a \$500,000 grant from the National Park Service African American Civil Rights Historic Preservation Fund), nor does it include all equipment for desired end-users. A breakdown of this estimate includes: \$2,072,570 for new construction main building (replacement costs associated with electrical, mechanical, plumbing, and interior building costs); new additional costs (2022) of \$517,000; \$981,210 for site improvement costs (water/septic, sidewalk, parking area); \$187,000 for contractor related fees; \$250,000 for furnishings, A/E fees; \$362,300 for new construction costs for the auxiliary building; \$978,841 for testing and construction support services and \$1,505,909 for project contingency. The complete, updated financial estimate from Wiley Wilson is included in the Appendix.

## ESTIMATED OPERATIONAL COSTS

Once renovated there will be continuing operational costs that will be incurred by the County. Some of these costs may be passed on to the partner organizations as part of the memorandum of understanding between the County and the respective group.

| <b>Annual Items</b>                      | <b>Annual Cost Estimate</b> |
|--|-----------------------------|
| <b>Fire Alarm/Sprinkler Inspections</b>  | \$1,500                     |
| <b>Trash/Dumpster</b>                    | \$1,200                     |
| <b>Generator Maintenance</b>             | \$2,100                     |
| <b>Electricity</b>                       | \$72,000                    |
| <b>Janitorial Supplies</b>               | \$3,500                     |
| <b>General Maintenance Supplies</b>      | \$2,500                     |
| <b>Phones &amp; Internet</b>             | \$5,000                     |
| <b>Custodian (Salary &amp; Benefits)</b> | \$60,000                    |

## PROPOSED FINANCIAL PLAN

With an estimated 10 million plus dollars in capital costs (building renovations and interpretive displays), the RBAC recommends the launching of a capital campaign to fund the restoration/renovation of the RBHS to provide for the Center. The RBAC has researched many foundations, grants and other philanthropic venues that may support capital improvements costs.

The RBAC Capital Campaign Subcommittee is already engaged in the following tasks as of August 2022:

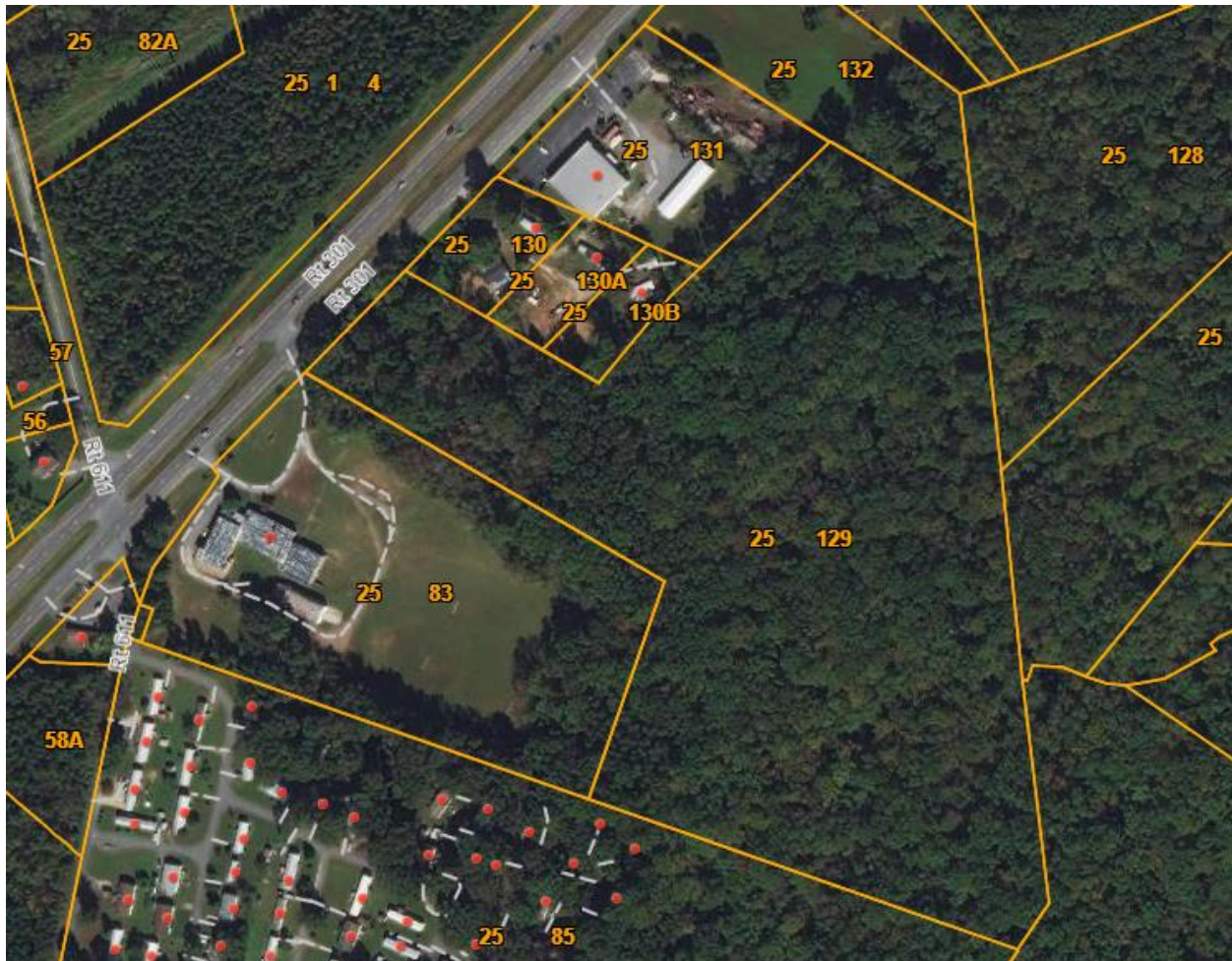
- Define possible major grant funding sources; See Appendix, Grants Spreadsheet
- Define candidates for major gifts; See Appendix, Gift Range Chart, including Grants
- Define corporate funding sources with a physical presence in King George County, and research means to apply for funding
- Draft Letter of Inquiry to solicit invitations for major gifts outside of grant applications
- Define local businesses to solicit financial support, goods, and/or services through a business inquiry letter
- In conjunction with the Marketing Subcommittee, draft a rack card/brochure for inclusion in written correspondence and in-person opportunities
- In conjunction with the Marketing Subcommittee, develop a social media campaign under a new domain that highlights the case for giving and directs traffic to the nonprofits allowed, through MOU, to accept funding on behalf of the project

- Develop a list of in-person marketing opportunities at upcoming local events (KG Fall Festival, Builders Association, etc.)
- Develop “Thank You” materials and a Donor Recognition Wall inside the main entrance to the school; theme for various donation levels will be in keeping with school achievement, i.e., “Dean’s List,” “Honor Roll,” etc.



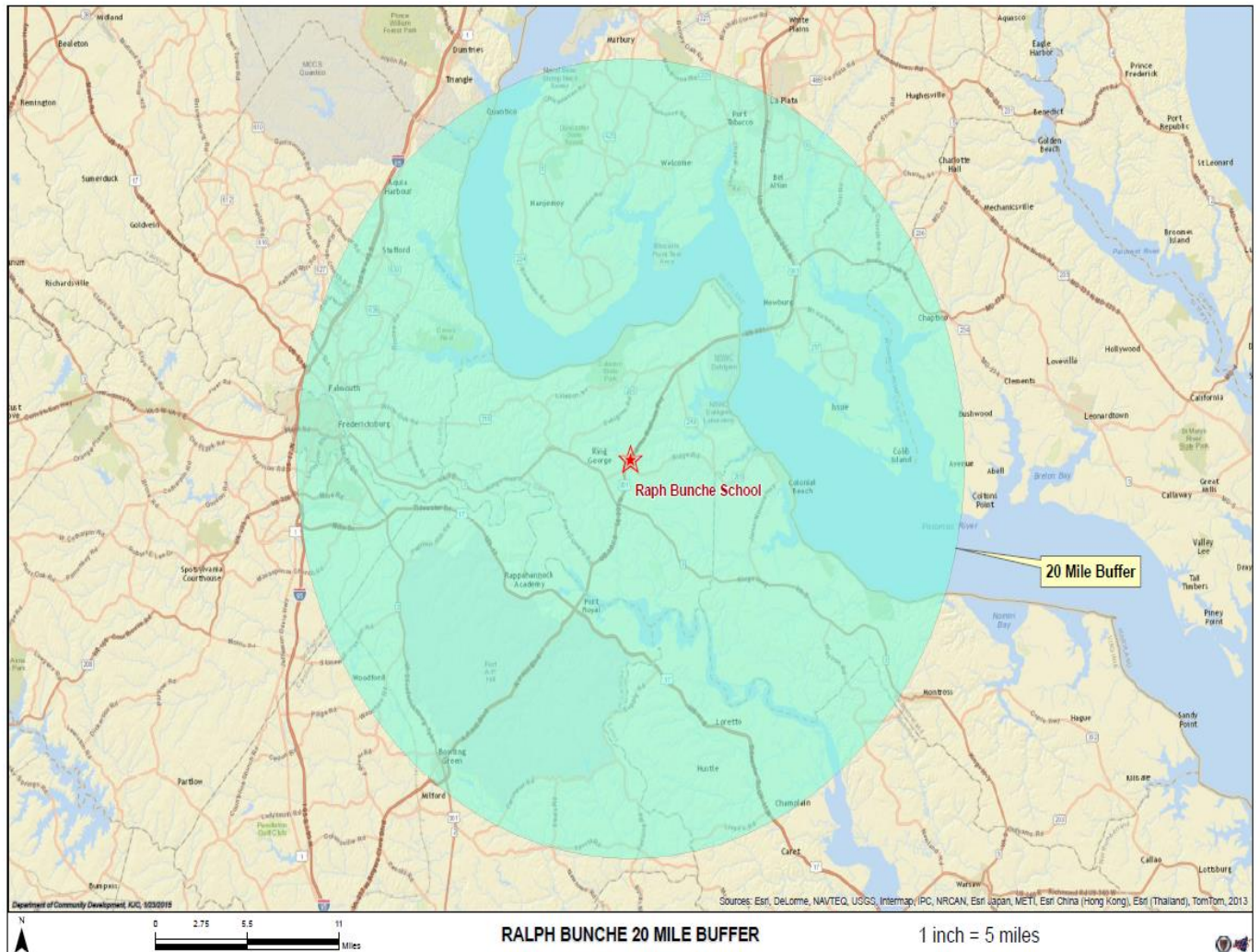
## APPENDICES / MAPS

## Ralph Bunche Property (Map #1)



The RBHS site is owned by the County of King George. Ownership includes the approximate 19,700 square foot school (original building and additions) and detached garage on the 10.014-acre tract (Book 25, parcel 83) and an additional 23.818 acre tract (Book 25, parcel 129)

## Ralph Bunche High School – 20 Mile Radius (Map #2)

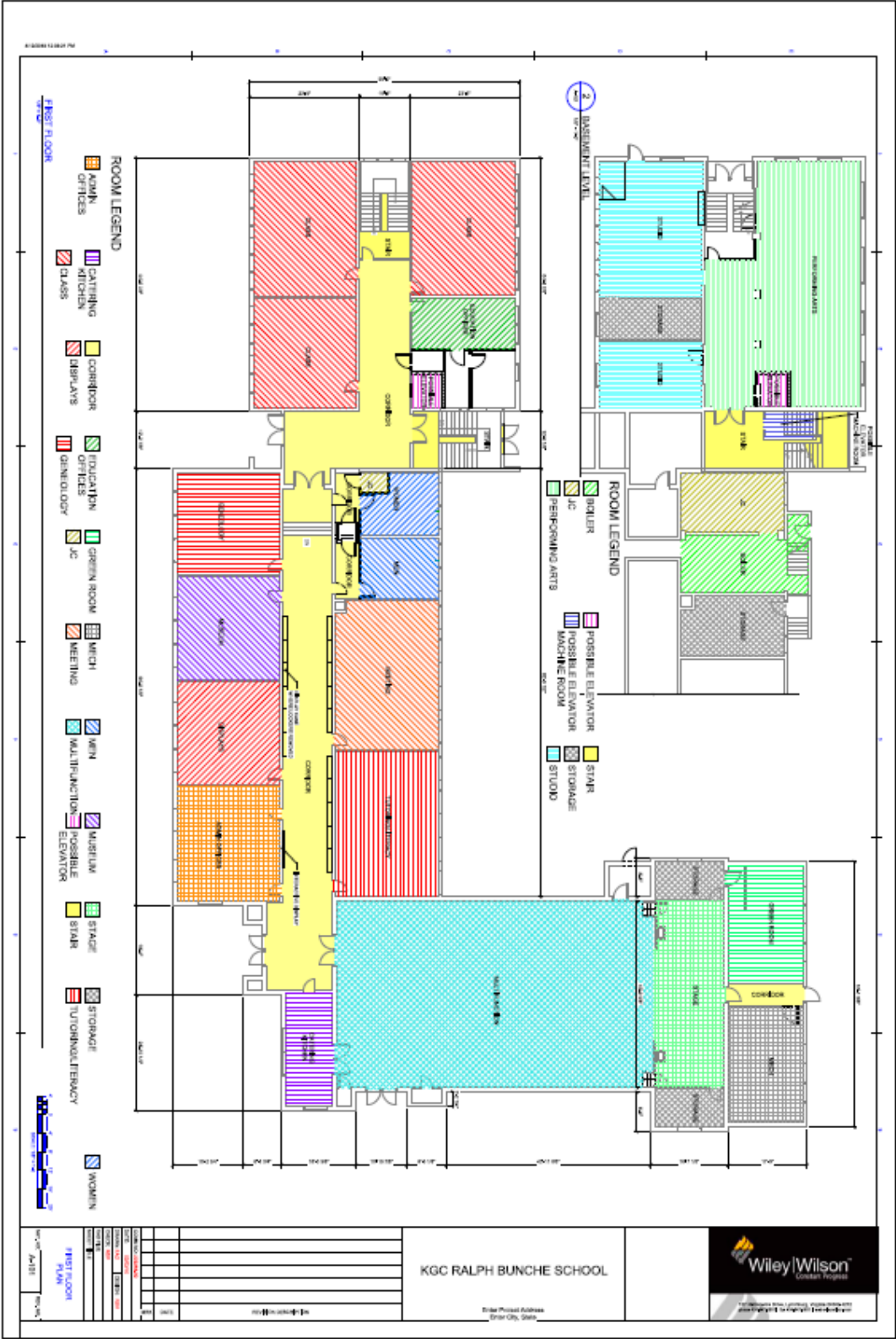




### Ralph Bunche High School – 100 Mile Radius (Map #3)



Proposed Floor Plan





## Promotional Rack Card



### **RALPH BUNCHE HIGH SCHOOL: A KING GEORGE COUNTY LANDMARK WORTH PRESERVING**

Ralph Bunche Alumni Association supports King George County's efforts to renovate Ralph Bunche High School for use as a community center. Here are our priorities:



#### **MUSEUM GALLERY**

The Museum Gallery will allow us to share the story of "The Road to Desegregation in King George County, Virginia" and our fond memories of our beloved high school.



#### **GYMNASIUM/EVENT VENUE**

Returning the Gym to its glory will allow for larger scale event rentals, performances, and athletic events.



#### **MEETING ROOMS**

Renovating classrooms can accommodate meetings and conferences, as well as provide an administrative office for the facility.



#### **VISUALIZE & RIZE FOUNDATION**

Support Visualize & Rize Foundation's goals to provide coaching, resources, and support to youth & their families, particularly those underrepresented in our community.



**RALPH BUNCHE  
ALUMNI ASSOCIATION**

*Preserving The Legacy Since 1949*



[rbaa1949.org](http://rbaa1949.org) [info@rbaa1949.org](mailto:info@rbaa1949.org) [@rbaa1949](https://www.instagram.com/rbaa1949)

### **BUILDING TOMMOROW'S LEADERS, TODAY:**



#### **VISION**

Restore the historical landmark into a thriving multiuse facility that will serve as a hub for individual and community growth.



#### **AFTER SCHOOL PROGRAMS**

Provide tutoring, STEM, technology, and workforce development programs for youth and their parents.



#### **COACHING AND MENTORING**

Support youth through wholistic training for body, mind, and spirit.



#### **RALPH BUNCHE ALUMNI ASSOCIATION**

Honor the legacy & individuals of RBHS and the rich history behind its role in the desegregation of Virginia's public schools.

**Visualize & Rize  
Foundation supports  
King George County's  
efforts to renovate  
Ralph Bunche High  
School for use as a  
community center.**



### **VISUALIZE & RIZE FOUNDATION**

The mission of the Visualize & Rize Foundation is to support youth sports and education programs, enable students, and provide them with the necessary tools to facilitate them to reach their full potential and more.



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### Updated Opinion of Probable Construction Cost

The 2010 report's Opinion of Probable Construction Cost (OPCC) is updated to April 2022 dollars. The building items are updated utilizing an escalation factor. The site improvement costs are updated using a combination of escalation factors and recent construction bid information if available for specific items. Several additional items are added based on our recent site visit. The additional cost items were estimated using RS Means CostWorks software. Allowances are provided for items that are not quantified at this time such as mold abatement, hazardous materials abatement, and structural repairs within walls. The extent of the mold abatement and hazardous material abatement will need further evaluation to assess. Additional evaluation will be needed to determine the extent of structural repairs within walls. It is our understanding that the County is in the process of replacing the roof on the main building and this cost is excluded from the OPCC.

Based on observations made during our April 20, 2022, site visit the following items are added to the OPCC:

- Replace Foundation Drain/Waterproof walls
- Mold abatement allowance
- Replace/repair eaves and overhangs
- Replace gym floor
- Replace gym plaster ceiling
- Repoint exterior brick
- Repair windows
- Masonry wall repair allowance

**King George County  
Assessment of the Ralph Bunche School  
Updated Opinion of Probable Construction Cost**

| <b>Item</b>   | <b>Quantity</b> | <b>Unit</b> | <b>Unit Cost</b> | <b>Cost</b>        |
|---|-----------------|-------------|------------------|--------------------|
| <b><u>New Construction (Main Building)</u></b>        |                 |             |                  |                    |
| Interior Demolition                                   | 19700           | SF          | \$2.40           | \$47,280           |
| Insulate Exterior Walls                               |                 | LS          |                  | \$137,000          |
| Insulate Crawlspace                                   |                 | LS          |                  | \$87,200           |
| Repair Ceilings                                       |                 | LS          |                  | \$202,500          |
| New Elevator and Shaft                                |                 | LS          |                  | \$110,000          |
| Wheelchair Lift                                       |                 | LS          |                  | \$31,000           |
| Refinish Gym Floor                                    |                 | LS          |                  | \$8,600            |
| Display Cabinets                                      |                 | LS          |                  | \$20,800           |
| Reconstruct Toilets including new fixtures            |                 | LS          |                  | \$86,500           |
| Hazardous Materials Abatement Allowance               |                 | LS          |                  | \$100,000          |
| New Fire Stair in 1957 addition                       |                 | LS          |                  | \$45,000           |
| New finishes/painting, flooring, etc.                 | 19,700          | SF          | \$11.20          | \$220,640          |
| HVAC System Upgrades                                  | 19,700          | SF          | \$22.00          | \$433,400          |
| Plumbing System Upgrades                              | 19,700          | SF          | \$4.00           | \$78,800           |
| Electrical - Lighting                                 | 19,700          | SF          | \$9.00           | \$177,300          |
| Electrical - Power                                    | 19,700          | SF          | \$6.00           | \$118,200          |
| Electrical - Service                                  |                 | LS          |                  | \$60,000           |
| Electrical - Special (fire alarm, data, security)     | 19,700          | SF          | \$5.50           | \$108,350          |
| <b>Subtotal Main Bldg. New Construction</b>           |                 |             |                  | <b>\$2,072,570</b> |
| <b><u>New Additional Cost -2022</u></b>               |                 |             |                  |                    |
| Replace Foundation Drain/Waterproof walls             |                 | LS          |                  | \$75,000           |
| Mold abatement in basement allowance                  |                 | LS          |                  | \$50,000           |
| Replace/repair eaves and overhangs                    |                 | LS          |                  | \$200,000          |
| Replace Gym floor resilient type                      |                 | LS          |                  | \$50,000           |
| Replace Gym plaster clg with lay-in                   |                 | LS          |                  | \$30,000           |
| Repoint exterior brick                                |                 | LS          |                  | \$27,000           |
| Repair windows  |                 | LS          |                  | \$35,000           |
| Masonry Wall Repair Allowance                         |                 | LS          |                  | \$50,000           |
| <b>Subtotal New Additional Cost</b>                   |                 |             |                  | <b>\$517,000</b>   |
| <b>New Furnishing/ AV Equipment Allowance</b>         |                 |             |                  | <b>\$250,000</b>   |
| <b><u>New Construction (Maintenance Building)</u></b> |                 |             |                  |                    |
| Structural Repair Allowance                           |                 | LS          |                  | \$35,000           |
| Interior Partitions, Doors and Finishes               | 3400            | SF          | \$25.00          | \$85,000           |
| Replace Roof Allowance                                |                 | LS          | \$75,000.00      | \$75,000           |
| HVAC System Upgrades                                  | 3400            | SF          | \$22.00          | \$74,800           |

| Item  | Quantity | Unit | Unit Cost | Cost                      |
|---|----------|------|-----------|---------------------------|
| <b><u>New Construction (Maintenance Building) (cont.)</u></b> |          |      |           |                           |
| Plumbing System Upgrades                                      | 3400     | SF   | \$4.00    | \$13,600                  |
| Electrical - Lighting   | 3400     | SF   | \$9.00    | \$30,600                  |
| Electrical - Power  | 3400     | SF   | \$6.00    | \$20,400                  |
| Electrical - Service  |          | LS   |           | \$9,200                   |
| Electrical - Special (fire alarm, data, security)             | 3400     | SF   | \$5.50    | \$18,700                  |
| <b>Subtotal Maint. Bldg. New Construction</b>                 |          |      |           | <b>\$362,300</b>          |
| <b><u>Site Improvements</u></b>                               |          |      |           |                           |
| Selective Demolition  | 1        | LS   | \$22,000  | \$22,000                  |
| Clearing and Grubbing   | 1        | Acre | \$5,000   | \$5,000                   |
| Regular Excavation  | 1500     | SY   | \$8       | \$12,000                  |
| Topsoiling  | 150      | SY   | \$45      | \$6,750                   |
| New Parking Lot   | 1300     | SY   | \$165     | \$214,500                 |
| Concrete Sidewalks and Pads                                   | 60       | CY   | \$180     | \$10,800                  |
| Traffic and HC Parking Signs                                  | 10       | EA   | \$350     | \$3,500                   |
| Stormwater Management, Detention                              | 1200     | SY   | \$10      | \$12,000                  |
| Stormwater Management, 24" RCP                                | 160      | LF   | \$220     | \$35,200                  |
| Stormwater Quality Treatment (5% Impervious)                  | 1760     | SF   | \$24      | \$42,240                  |
| EC Blankets (slopes and ditches)                              | 4800     | SY   | \$6       | \$30,720                  |
| Rework Utilities Allowance                                    | 1        | LS   | \$40,000  | \$40,000                  |
| Electrical - Exterior Lighting                                | 1        | LS   | \$136,000 | \$136,000                 |
| Water Supply  | 1        | LS   | \$14,000  | \$14,000                  |
| 2,000 Gallon Septic Tank with Filter                          | 1        | EA   | \$8,000   | \$8,000                   |
| Drainfield Pipe and Excavation                                | 500      | LF   | \$32      | \$16,000                  |
| Drainfield Crushed Stone                                      | 100      | CY   | \$65      | \$6,500                   |
| VDOT / Entrance Improvements                                  |          | LS   |           | \$330,000                 |
| Landscaping Trees   | 20       | EA   | \$450     | \$9,000                   |
| Seeding and Restoration                                       | 1000     | SY   | \$7       | \$7,000                   |
| Erosion and Sedimentation Control                             | 1        | LS   | \$20,000  | \$20,000                  |
| <b>Total Site Improvement Cost</b>                            |          |      |           | <b>\$981,210</b>          |
| <hr/>   |          |      |           |                           |
| <b>Subtotal</b>   |          |      |           | <b>\$4,183,080</b>        |
| Contractor Fees, Including Overhead and Profit (20%)          |          |      |           | \$836,616                 |
| <b>Construction Subtotal</b>                                  |          |      |           | <b>\$5,019,696</b>        |
| Project Contingency (30%)                                     |          |      |           | \$1,505,909               |
| <b><u>Construction Total</u></b>                              |          |      |           | <b>\$6,525,605</b>        |
|   |          |      |           |                           |
| A/E Fees, Testing, Construction Support Services (15%)        |          |      |           | \$978,841                 |
|   |          |      |           |                           |
| <b><u>Total Project Cost</u></b>                              |          |      |           | <b><u>\$7,504,446</u></b> |

## Possible Grants and Funding Opportunities

| FUNDING SOURCE              | PROGRAM                      | WEBSITE LINK  | CEILING   | MATCH | WHAT DOES IT FUND?              | OPENS               | CLOSES           |
|-----------------------------|------------------------------|---|-----------|-------|---------------------------------|---------------------|------------------|
| NATL PARK SERVICE           | AF AM CIVIL RIGHTS           | <a href="https://www.nps.gov/subjects/historicpreservation/fund/african-american-civil-rights.htm">https://www.nps.gov/subjects/historicpreservation/fund/african-american-civil-rights.htm</a>   | 500,000   | 0     | CAPITAL BUILDING ETC            | FALL 22             | LATE FALL/WINTER |
| NATL PARK SERVICE           | HISTORY OF EQUAL RIGHTS      | <a href="https://www.nps.gov/subjects/historicpreservation/fund/history-of-equal-rights.htm">https://www.nps.gov/subjects/historicpreservation/fund/history-of-equal-rights.htm</a>   | 750,000   | 0     | CAPITAL BUILDING ETC            | NOW                 | 9/13/2022        |
| NATL PARK SERVICE           | SAVE AMERICA'S TREASURES     | <a href="https://www.nps.gov/subjects/historicpreservation/fund/save-america-s-treasures-grants.htm">https://www.nps.gov/subjects/historicpreservation/fund/save-america-s-treasures-grants.htm</a>                                     | 500,00    | 1-01  | CAPITAL, MUSEUM, ETC            | FALL 22             |                  |
| NATL TRUST FOR HIST PRESERV | AF AM CULTURAL HERITAGE      | <a href="https://forum.savingplaces.org/build/funding/grant-seekers/gscplabprogram/eachactionfund">https://forum.savingplaces.org/build/funding/grant-seekers/gscplabprogram/eachactionfund</a>   | 150,000   |       | CAPITAL BUILDING ETC            | JAN 23 LOI          |                  |
| VIRGINIA HUMANITIES         | REGULAR GRANTS               | <a href="https://virginiahumanities.org/grants/">https://virginiahumanities.org/grants/</a>   | 20,000    |       | MUSEUM EXHIBITS                 | 1-Sep               | 1/31,7/15        |
| CFRRR                       | LETTER OF INQUIRY            | <a href="https://www.cfr.org/apply/grant-programs/">https://www.cfr.org/apply/grant-programs/</a>   | VARIES    |       | VARIES                          | ONGOING             |                  |
| CFRRR                       | DUFF MCDUFF GREEN            | <a href="https://www.cfr.org/apply/the-duff-mcduff-green-fund/">https://www.cfr.org/apply/the-duff-mcduff-green-fund/</a>   | 20,000    |       | OUTDOOR REC, YOUTH              |                     | 6/5/2023         |
| CFRRR                       | YOUTH IN PHILANTHROPY        | <a href="https://www.cfr.org/who-we-are/youth-in-philanthropy/">https://www.cfr.org/who-we-are/youth-in-philanthropy/</a>   | 10,000    |       | PROJECTS SERVING YOUTH          | SUMMER              |                  |
| CFRRR                       | VIRGINIA HERITAGE FUND       | <a href="https://www.cfr.org/apply/virginia-heritage-fund/">https://www.cfr.org/apply/virginia-heritage-fund/</a>   | VARIES    |       | MUSEUM EXHIBITS                 | 2/6/2023            | 3/7/2023         |
| VIRGINIA DHR                | BIPOC-NEW FUND               | <a href="https://www.dhr.virginia.gov/grants/">https://www.dhr.virginia.gov/grants/</a>   | TBD       |       | CAPITAL, MUSEUM, ETC            | TBD                 |                  |
| IMLS                        | AF AM HIST CULT              | <a href="https://www.imls.gov/grants/available/museum-grants-african-american-history-and-culture">https://www.imls.gov/grants/available/museum-grants-african-american-history-and-culture</a>   | VARIES    |       | MUSEUM EXHIBITS                 |                     | 11/15/2022       |
| VA MUSEUM OF HISTORY        | COMMONWEALTH HISTORY         | <a href="https://virginiahistory.org/commonwealth-history-fund">https://virginiahistory.org/commonwealth-history-fund</a>   | VARIES    |       | CAPITAL, MUSEUM, ETC            | 10/1/2022           | 10/31/2022       |
| VIRGINIA DHCD               | INDUSTRIAL REVITALIZATION    | <a href="https://www.dhcd.virginia.gov/irf">https://www.dhcd.virginia.gov/irf</a>   | 1,000,000 |       | CAPITAL BUILDING ETC            | NOW                 | 8/19/2022        |
| VDACS                       | AFID INFRASTRUCTURE/PLANNING | <a href="https://www.vdacs.virginia.gov/agriculture-afid-infrastructure-grants.shtml">https://www.vdacs.virginia.gov/agriculture-afid-infrastructure-grants.shtml</a>   | VARIES    | 1-01  | AG INFRASTRUCTURE OR PLANNING   | 10/1/2022           | 11/15/2022       |
| VSWCD                       | VCAP                         | <a href="https://vswcd.org/vcab">https://vswcd.org/vcab</a>   |           | 20%   | PERMEABLE PAVEMENT, LANDSCAPING | ROLLING             |                  |
| VOOT                        | REVENUE SHARING              |   |           | 50%   | ROAD ACCESS                     |                     |                  |
| TMOBILE                     | HOMETOWN GRANTS              | <a href="https://www.vdot.virginia.gov/about/resources/FINAL_-_Revenue_Sharing_Brochure.pdf">https://www.vdot.virginia.gov/about/resources/FINAL_-_Revenue_Sharing_Brochure.pdf</a>   | 50,000    | 0     | CAPITAL, MUSEUM, ETC            | QUARTERLY BY SEASON |                  |
| DOMINION ENERGY             | COMMUNITY GRANTS             | <a href="https://www.t-mobile.com/brand/hometown-grants">https://www.t-mobile.com/brand/hometown-grants</a>   | 25,000    | 0     | DEI, BUSINESS, WORKFORCE        | ROLLING             |                  |
| WALMART FOUNDATION          | CENTER FOR RACIAL EQUITY     | <a href="https://www.dominionenergy.com/our-company/customers-and-community/chartable-foundation/social-justice-grant">https://www.dominionenergy.com/our-company/customers-and-community/chartable-foundation/social-justice-grant</a> |           |       | DEI, BUSINESS, WORKFORCE        | ROLLING             |                  |
| BOOZ ALLEN FOUNDATION       | NEED MORE INFO               | <a href="https://walmart.org/diversity-equity-and-inclusion/center-for-racial-equity">https://walmart.org/diversity-equity-and-inclusion/center-for-racial-equity</a>   |           |       | STEM, DEI ETC                   |                     |                  |
| FORD FOUNDATION             | NEED MORE INFO               |   |           |       |                                 |                     |                  |



## Capital Campaign Gift Range Chart

Ralph Bunche High School Capital Campaign Gift Range Chart- \$10,000,000

| Gift Amount | # of Gifts<br>(Includes<br>Grants) | # of Prospects | Total       | Cumulative<br>Total | % to Goal |
|-------------|------------------------------------|----------------|-------------|---------------------|-----------|
| \$1,000,000 | 2                                  |                | \$2,000,000 | \$2,000,000         | 20        |
| \$500,000   | 6                                  |                | \$3,000,000 | \$5,000,000         | 50        |
| \$250,000   | 6                                  |                | \$1,500,000 | \$6,500,000         | 65        |
| \$100,000   | 12                                 |                | \$1,200,000 | \$7,700,000         | 77        |
| \$50,000    | 15                                 |                | \$750,000   | \$8,450,000         | 84.5      |
| \$25,000    | 18                                 |                | \$450,000   | \$8,900,000         | 89        |
| \$10,000    | 25                                 |                | \$250,000   | \$9,150,000         | 91.5      |
| \$5,000     | 30                                 |                | \$150,000   | \$9,300,000         | 93        |
| \$2,500     | 40                                 |                | \$100,000   | \$9,400,000         | 94        |
| \$1,000     | 50                                 |                | \$50,000    | \$9,450,000         | 94.5      |
| \$500       | 100                                |                | \$50,000    | \$9,500,000         | 95        |
| \$250       | 250                                |                | \$62,500    | \$9,562,500         | 95.62     |
| \$100       | 1,000                              | CROWDFUND      | \$100,000   | \$9,662,500         | 96.62     |
| \$50        | 2,500                              | CROWDFUND      | \$125,000   | \$9,787,500         | 97.87     |
| \$25        | 4,000                              | CROWDFUND      | \$100,000   | \$9,887,500         | 98.87     |
| \$10        | 5,000                              | CROWDFUND      | \$50,000    | \$9,937,500         | 99.37     |
| \$1-\$10    | 10,000+                            | CROWDFUND      | \$62,500    | \$10,000,000        | 100       |