



RIPPAVILLA, INC.
OPERATIONS MANAGEMENT PROPOSAL
FOR RIPPAVILLA PLANTATION

Submitted 2-2-2018

5700 Main Street
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Rippavilla, Inc Executive Summary

CURRENT MISSION STATEMENT OF RIPPAVILLA, INC.

To preserve, restore and interpret the buildings and grounds of the historic Rippavilla property utilizing the highest standards of scholarship, craftsmanship and preservation in order to maintain a site that will serve as an educational institution of the utmost integrity and credibility.

EXECUTIVE SUMMARY

- Rippavilla Plantation is an important historical, cultural, and recreational asset for City of Spring Hill. The site generates sales tax revenues through annual tourism dollars, community events, weddings, and other private bookings. And yet, there is still tremendous growth potential and revenue generation. The gift of Rippavilla provides a unique recreation amenity serving a growing population and creates many opportunities for community interaction. Rippavilla Plantation/Museum also offers a unique platform to tell the stories of the individuals and events that have shaped the history of Spring Hill and Maury County.
- The Rippavilla Inc. Board of Directors is comprised of local dedicated community volunteers, business leaders, and legal counsel. Partnerships and resources procured by these unpaid members have served the property well. As a 501c3 non-profit organization, the board adheres to all federal and state guidelines.
- We plan to engage the community with productive fundraising activities and engaging events. One current example is the upcoming Swanky Plank Vintage Marketplace, which has attracted over 25,000 visitors to Spring Hill creating funds for both Rippavilla and area hotels, retail stores, and restaurants.
- Our dedicated staff has a cumulative cache of over fifty years of professional museum experience including management, curatorial, fundraising, event planning, property maintenance and supervision.
- Over the last 4 months, our management staff has already streamlined the operational costs and have reduced annual expenditures by nearly \$25,000 annually, reinforcing Rippavilla, Inc.'s financial competence and commitment to financially sustainable operations and a results driven attitude.

- We have recently automated our collections and disbursement system that takes care of the revenue flow of the property. All financial transactions are audited and checked monthly by the Rippavilla Inc. Board of Directors. We have updated our internal financial controls to ensure accuracy and transparency. Every transaction pertaining to city property will be documented and made available for inspection by the City of Spring Hill representatives.
- We will safeguard this investment through restoration, day-to-day upkeep, and preventative maintenance to ensure Rippavilla will serve the community for years to come. All the while, adhering to a strict professional and ethical museum standard and through development of a comprehensive master plan.
- This proposal serves as a preliminary roadmap for preserving and operating a sustainable historic site. We believe this proposal aligns the interests of the City of Spring Hill and Rippavilla, Inc. to create an achievable vision with clear goals and metrics, with the intention to reduce dependency on the city, while still remaining an important community asset. It is our desire to implement a plan that holds the organization accountable outlining a stringent set of ethics with the goal of preserving an important part of Spring Hill's history for future generations to enjoy.

Company Profile

Rippavilla, Inc. is a 501(c)3 non-profit organization founded in 1995. It is currently governed by a 20-member volunteer Board of Directors and it employs a Director of Operations, 8 part-time historical interpreters, and a part-time curator.

PHYSICAL ADDRESS

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MAILING ADDRESS

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DIRECTOR OF OPERATIONS

Kate Wilson (931) 486-9037
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CURATOR

John Lancaster (931) 489-1073
curator@rippavilla.org

Proposed Budget

- First and foremost, Rippavilla, Inc. is committed to creating a sustainable operational model.
- It is our goal for City of Spring Hill's allocated \$100,000 be used for capital restoration projects with the intention that a long-term endowment fund be created which will ensure Rippavilla and surrounding outbuildings will be preserved.
- Rippavilla, Inc. is aggressively increasing fundraising efforts. We are restructuring current levels of giving to reflect modern trends; we are reaching out to corporate sponsors; we are in the process of setting up a legacy society; and we have created a new advisory board with the hopes of attracting prospective donors.
- We recommend hiring a marketing consultant to increase public awareness and drive tourism revenue.
- We are in the process of developing a preventative maintenance plan with the intention of lowering overall repair costs and utilities. We are committed to looking for cost savings and reducing our environmental footprint.
- We have recently increased pricing on tour tickets, weddings, and private rentals to be more in line with current market values.
- We are partnering with other historic house museums in the middle Tennessee area to increase tourism.

Proposed Agreement Term

Rippavilla, Inc. proposes an agreement term of three (3) years with an automatic one (1) year renewal each year thereafter. The agreement will also provide for a termination provision that includes an appropriate notification period should either the City or Rippavilla, Inc. desire to terminate the agreement.

Property Management Proposal

The Rippavilla, Inc. Board of Directors proposes to assume the responsibility of Operations Management of Rippavilla assets as outlined in the Preservation Trust agreement in Envelope A and B (i.e. house, barn, Rayburn Amphitheatre, Ikard Center, event barn, slave cabin, and cemeteries). This would include all fundraising activities and events, except for those events the City of Spring Hill expressly desires to conduct on their own as scheduling permits.

1. PROPOSED RESPONSIBILITIES OF RIPPAVILLA, INC

Rippavilla, Inc. would have the authority to fully manage the property, supervise day-to-day business associated or related to the daily operation thereof, and to collect revenue with the goal of creating a self-sustaining operation.

Rippavilla, Inc. would be responsible for general maintenance of the buildings and property with the exception of major structural issues and any capital improvements agreed to with the City of Spring Hill. Rippavilla, Inc. will continue to provide grounds keeping with current arrangement with Leade Services in lieu of farming operations.

The Director of Operations and staff would continue to be employees of Rippavilla, Inc. All revenue from Rippavilla, Inc. activities, such as: tour admissions, gift shop sales, wedding and rental income, fundraising endeavors such as membership and donations, and public programming will be retained by Rippavilla Inc. to support the operations, general maintenance and restoration efforts as outlined in a Master Plan.

RIPPAVILLA INC, OPERATING RESPONSIBILITIES – 501(c)3:

- Interpretation of the house and outbuildings
- Collections management and care of artifacts - held, donated and/or owned
- Management of weddings and other private rentals
- Gift Shop operations and sales
- Volunteer and donor management
- Community outreach and public programming
- Development of educational programming
- Public relations, marketing, and tourism promotion
- Sustainability initiatives
- Lawncare and farming operations
- Rippavilla Board of Directors and Rippavilla Inc. liability insurance and workers compensation insurance and other insurance coverages as needed including, but not limited to, personal property.
- Human resource management of staff including continuing education, performance evaluation, and employee compensation
- Rippavilla, Inc. special events such as Swanky Plank, Lawn and Garden Show etc.
- Guidance and oversight of adherence to Preservation Trust
- Maintain fund of proceeds beyond operational expenses to support Capital Improvements
- Prepare financial audit as may be required by T.C.A. to cover if actually required based on City appropriation.
- Oversee preparation of a Master Plan in collaboration with the City of Spring Hill containing the key plan elements recommended by the Rippavilla Task Force.
- General building maintenance, minor repairs, etc.
- Operational supplies

2. PROPOSED RESPONSIBILITIES OF THE CITY OF SPRING HILL

The City of Spring Hill will provide \$100,000 annually to supplement Rippavilla, Inc. operations, maintenance, and capital improvements. Any funds not used of the supplement will be held in an account for future operational, maintenance, ongoing restoration, and capital project expenses relating to building and property improvements.

The City of Spring Hill will assume responsibility for the remainder of the property outside the Preservation Trust outline to be potentially developed for public use, i.e. walking trails, etc. in accordance with the outlines of the Trust. See Exhibit A.

Upon approval by BOMA of this proposal, Rippavilla Inc. will work with the City of Spring Hill to develop a contract for execution between Rippavilla, Inc. and the City of Spring Hill.

CITY OF SPRING HILL RESPONSIBILITIES

- Rippavilla Inc. will oversee the preparation of a Master Plan for Rippavilla working collaboratively with the City and residents to prepare a plan that reflects the recommended contents as provided in the recommendation from the Rippavilla Task Force
- Major building maintenance for house and outbuildings, i.e. roofs, gutters, walls, foundation, replacement of major mechanical and electrical systems, and extensive repairs, etc.
- Capital Improvement funding (jointly with Rippavilla, Inc.)
- Road maintenance
- Trail development and maintenance
- Fences
- City use/special event coordination and costs
- Insurance - overall property and liability
- Policing/security
- Fire protection/sprinkler systems
- Legal costs for non-Rippavilla, Inc. activities
- Exterior lighting
- Maintenance of the septic system

Exhibit A

Excerpt from easement agreement between Conservation for The Land Trust for Tennessee, Inc., and Rippavilla, Inc.

Easement Summary & Reserved Rights:

Building Envelopes & Structures:

- Currently, there exists one historic antebellum style home with appurtenant structures as well as a few historic structures sprinkled throughout the Property including a slave house and cemetery.
- Grantor reserves the right to maintain, improve, and repair the main historic house (Rippavilla House), however, Grantor is required to obtain written consent prior to any alteration of the exterior of Rippavilla House. Grantor reserves the right to create a 10-acre building envelope (Building Envelope A) around the Rippavilla House within which Grantor may construct appurtenant structures related to the residential, historic, agricultural, or public use of the property.
- Grantor also reserves the right to establish a 1.5 acre building envelope (Building Envelope B) around an existing barn and cinder block building, within which Grantor may construct structures related to the agricultural, historic or public use of the property.
- Grantor reserves the right to construct Agricultural Structures within any *established* building envelope without Grantee's permission, or elsewhere on the Property with the prior written permission of the Grantee.

Subdivision: Grantor has not reserved any subdivision right

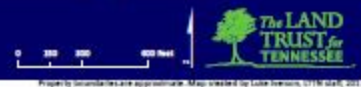
Other Reserved Rights:

- Grantor reserves the right to maintain, repair and preserve the historic Graveyard and Slave Cabin, but may not remove, destroy, relocate or disrupt the historical significant or either.
- Grantor reserves the right to create a Greenway up to 10' in width, some portions of which may be paved. Prior to construction, Grantor shall secure Grantee's written permission
- Grantor reserves the right to hold events on the Property in support of nonprofit fundraising or the recreational opportunities on the Property (see Section 20)
- Grantor reserves the right to conduct activities in support of the historic assets associated with the Property (see Section 20)

Aerial Image



Rippavilla
Maury County, TN

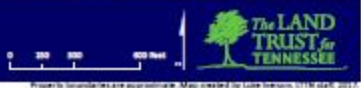


Property boundaries are approximate. Map created by Luke Johnson, 11/16/2023, 2023.

Building Envelopes



Rippavilla
Maury County, TN



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