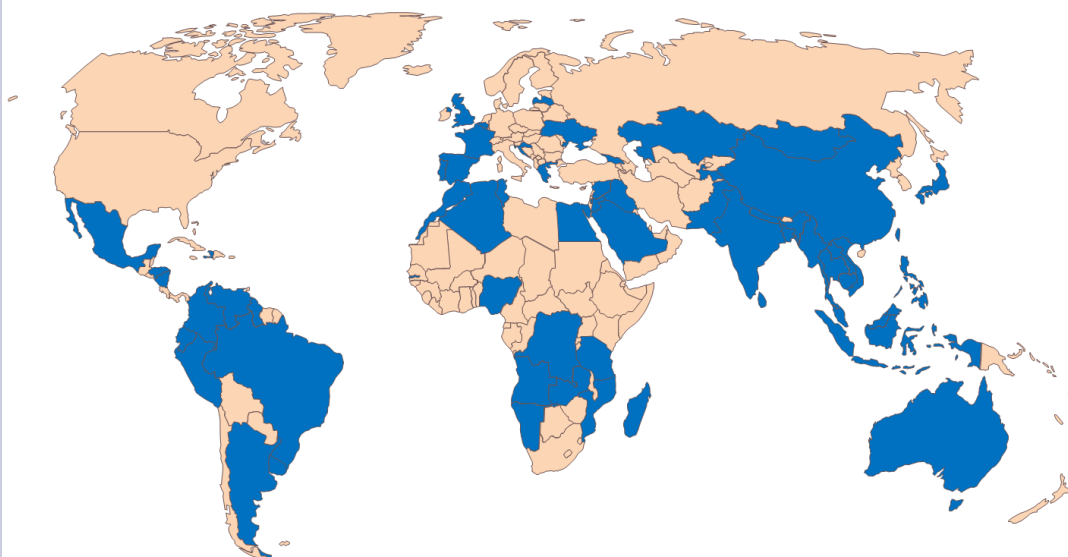




## Annual Report 2015



[www.gulfcoastdiplomacy.org](http://www.gulfcoastdiplomacy.org)

Journalism      Economic Development      Interfaith Diversity  
Rule of Law      Administration of Justice      Environment  
**Promoting Global Relationships**  
Women's Rights      US Society      Agriculture      Volunteerism  
NGO Management      Grassroots Democracy      Energy  
**"One Handshake at a Time"**  
Emergency Preparedness      Youth      Performing Arts  
Historic & Cultural Preservation      Democracy & Human Rights

# GULF COAST CITIZEN DIPLOMACY COUNCIL

8 January 2016

Dear Members:

Last year was a banner year. The U.S. Department of State kicked off its year-long celebration of the 75<sup>th</sup> anniversary of the International Visitor Leadership Program (IVLP) at a meeting providing professional development and networking opportunities. I co-chaired the event alongside the Deputy Director of the Office of International Visitors in the Bureau of Educational and Cultural Affairs at the U.S. Department of State, and over 900 attendees gathered from around the country and world to explore best practices in exchanges. It was simultaneously thrilling and inspirational!

Back in Pensacola, we welcomed hundreds of visitors from 67 different countries through 32 different projects. We started the calendar year with a group looking at entrepreneurship and ended our new fiscal year with projects focusing on piracy, disaster management, and community policing. We partnered with the Women's Civic Forum with a speaking engagement for an International Women of Courage, we invited members of the community to learn more about the Syrian refugee crisis at a presentation given by IVLP participants, and the Mayor of Pensacola proclaimed the day of our membership party as International Visitor Leadership Program Day.

Other 2015 highlights include when our Brazilian Youth Ambassadors marched with the youth of Bethel AME Church in the MLK Day parade to hand out books to spectators and when our five month collection of empty pill bottles for the Malawi Project grew from a small booth at Earth Day to expanding into all the extra space in our office. I also cannot forget all the excitement we felt when a local environmentalist we recommended wowed the selection committee and was sent on a fully funded U.S. Department of State reverse exchange to Cambodia last spring.

It was definitely a special year. Thank you for your enthusiasm & generosity. Thank you for being part of our team!

Warm regards,



Jena Melançon  
Founder & Executive Director

# GULF COAST CITIZEN DIPLOMACY COUNCIL

## MISSION

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The Gulf Coast Citizen Diplomacy Council is a non-partisan, non-profit organization whose mission is to create and encourage collaboration between like-minded community stakeholders who value sharing the central Gulf Coast with the rest of the world by:

- Facilitating professional and personal interaction for international leaders during official visits to the central Gulf Coast
- Enhancing respect and communication through international exchanges and alliances
- Forging cultural, educational, and business relationships with the global community through citizen diplomacy
- Promoting greater understanding of global affairs in our community through a balance of public events, educational activities, and the IVLP
- Promoting the central Gulf Coast as an important center of commerce, culture, and tourism

## A SAMPLE OF OUR 2015 PROJECT TOPICS

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ASEAN Volunteerism and Youth	Jovenes en Accion
Civil Service Management in the U.S.	Law Enforcement: Community Policing
Coastal and Marine Resources Management in the U.S.	Leadership Development through Scouting and Sports
Combating International and Organized Crime	Legislative Fellows
Community Approaches to Social Issues	Maritime Piracy and Security
Emergency Preparedness and Disaster Management	Military Bases and Local Communities
Engaging a Diverse Community: Cultural Resources, Programs and Services	State and Local Governments
Entrepreneurship and Small Business Development	Sustainable Urban Development
Environmental Protection and Biodiversity Conservation: Wildlife Conservation	Transparency and Accountability in Government
International Woman of Courage	Young Leaders: Developing Future Women Leaders
IVLP Gold Stars' Tour: Alumni Connecting the World	Youth Ambassadors 2015 — Brazil

# LOCAL IMPACT

## GULF COAST CITIZEN DIPLOMACY COUNCIL ESCAMBIA & SANTA ROSA COUNTIES, FL

### Economic Impact Calendar Year 2015

<p>★ <b><u>U.S. Department of State &amp; U.S. Library of Congress Lodging Funding</u></b> The Citizen Diplomacy Council hosted <b>253</b> visitors &amp; interpreters in 2015 who stayed in local hotels a total of <b>855</b> nights. (\$102,955 in hotel rooms plus \$12,040 in taxes)</p>	<p><b>\$114,995</b></p>
<p>★ <b><u>U.S. Department of State Transportation Funding</u></b> Funds were provided for local transportation of delegates in tour buses. <i>This figure does not include their flights into Pensacola Regional Airport nor does it include the occasional rental car transactions handled directly by the interpreters.</i></p>	<p><b>\$34,116</b></p>
<p>★ <b><u>U.S. Department of State Per Diem &amp; Visitors' Personal Expenditures</u></b> Each delegate &amp; interpreter received a per diem slightly over \$60 a day to use for taxis and food. In addition, delegates spent a considerable amount of time in their off-hours shopping. (\$60 a day x 855 days in town = \$51,300 + unknown shopping expenditures)</p>	<p><b>\$51,300</b></p>
<p>★ <b><u>U.S. Department of State &amp; U.S. Library of Congress Grants</u></b> The council received four grants from the U.S. Department of State and one grant from the U.S. Library of Congress for its citizen diplomacy work.</p>	<p><b>\$84,014</b></p>
<p>★ <b><u>U.S. Department of State &amp; U.S. Library of Congress Cultural Funding</u></b> Additional funds were provided for cultural activities, meetings, leadership training, and honorariums.</p>	<p><b>\$15,272</b></p>
<p>★ <b><u>Corporate, Individual, and Special Fundraising Contributions</u></b> Financial and in-kind contributions from corporations and individuals provided support in the form of monetary contributions and in-kind donations.</p>	<p><b>\$23,666</b></p>
<p>★ <b><u>Volunteer Support</u></b> An estimated <b>649</b> hours of volunteer time was donated by community volunteers. In addition, approximately <b>370</b> hours of volunteer time was donated in the two counties by the international guests themselves through presentations to classrooms, environmental volunteer projects, assistance at an area soup kitchen, and work in an area food bank. The total value of all volunteer hours is estimated at <b>\$22,021</b>. The Independent Sector calculates the average value of each hour of volunteer time in Florida, based on 2014 figures provided by the Bureau of Labor Statistics, at \$21.61; Please note that 2014 is the latest year for which state-by-state numbers are available as there is a lag of almost one year in the federal government's release of state-level data.</p>	<p><b>\$22,021</b></p>
<p><b>Economic Impact in Escambia &amp; Santa Rosa Counties</b></p>	<p><b>\$345,384</b></p>

**Gulf Coast Citizen Diplomacy Council, Inc.**  
**Profit & Loss**  
January through September 2015

	Jan - Sep 15
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Donation	395.00
Grant - NCIV Travel	575.00
Grant, Community Partnership	55,106.00
Grant, FFS DoS	3,600.00
Grant, Youth Ambassadors	13,325.00
Hotel Contribution	7,454.10
Interest	114.96
Membership - Parties	3,520.00
Membership - Corporate	1,050.00
Membership - Other Events	715.00
Membership Dues - Individual	5,005.00
Other Income	137.83
Program Ser Exp Reimbursement	713.67
Program Ser Rmbrsmnt, YA	2,561.22
Program Service Rmbrsmnt, OW	4,302.96
Transportation Contributions	3,268.57
	101,844.31
<b>Total Income</b>	
<b>Expense</b>	
Board & Officers Insurance	1,246.00
Communications	1,198.92
Donation to a local cause	25.00
Florida Dept of State	61.25
Fundraising Expense	107.80
Legal Fees	125.00
Marketing	1,428.09
Membership	
Membership Meetings & Events	1,101.54
Membership Parties	2,609.99
	3,711.53
<b>Total Membership</b>	
NCIV Meals & Taxis	14.38
NCIV Travel	1,586.52
Office Equipment	563.49
Other Miscellaneous Expenses	47.55
Payroll Expenses	4,567.51
Postage and Delivery	571.47
Printing and Reproduction	1,688.19
Professional Memberships	318.33
Program Ser Exp OW Rmbrsbl	165.97
Program Ser Exp to be Rmbrsd	1,196.62
Program Serv Exp, YA Reimbrsble	12,418.93
Program Service Exp, WP	635.84
Program Service Exp, CultureGm	4.95
Program Service Exp, YA	1,485.24
Program Service Expenses, Other	1,111.00
Salaries and Related Expenses	59,669.28
Supplies and Materials	1,469.41
	95,418.27
<b>Total Expense</b>	
<b>Net Ordinary Income</b>	6,426.04
<b>Net Income</b>	6,426.04

In calendar year 2015, we changed our fiscal year to match the federal grant cycle. This resulted in a nine month accounting period for 2015. Starting October 1, 2015, our new accounting period runs from October 1st to September 30th.

# GULF COAST CITIZEN DIPLOMACY COUNCIL

## IMPACT

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We are proud of the economic impact our program has, but what really excites us are the intangible impacts we are making. We like to think of our members as active citizen diplomacy gardeners who are busy planting seeds of mutual understanding here at home and around the world.

Thirty current and 314 former Chiefs of State or Heads of Government are IVLP alumni, but alumni also include artists, teachers, doctors, attorneys, and law enforcement professionals. As you hear from those you have met, let us know what they are doing because we love hearing about their important work.

In the first nine months of 2015 we provided three opportunities for international visitors to engage locals through community presentations. In March we heard from an International Woman of Courage, founder of the first female *jirga* in Pakistan, “Women’s Empowerment in Pakistan: Breaking the Glass” was the title of our May event, and in September we gathered for a discussion with Jordanians about educational resources for Syrian refugees.

From January to September, our visitors also engaged local students in 12 school, classroom, and club presentations.







We also partnered with the Bay Area Food Bank, FAVOR House, the Florida Department of Environmental Protection, Habitat for Humanity, Manna Food Pantries, Ocean Hour, and the Ronald McDonald House to coordinate 15 volunteer activities for international visitors.



We began offering community coffees in 2012 and they continue to be popular. At the request of the Community Relations Branch of the Office of International Visitors in the Bureau of Educational and Cultural Affairs at the U.S. Department of State, we have written a description and basic “how to” instructions so councils around the country can hold their own. From January to September, our visitors enjoyed 10 of these coffee interactions.



Our partnership with the Malawi Project generated publicity and netted 89 pounds of medicine bottles, thanks to the energy of our interns & the support of the community.

It was a great nine months!

# **GULF COAST CITIZEN DIPLOMACY COUNCIL**

## **WHAT DO OUR VISITORS DO?**

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We create distinctive experiences for our exchange professionals based on U.S. foreign policy goals and visitor interests. Each project is unique. To give you a glimpse into the IVLP experience, here are outlines for two of our 2015 projects.

### **Outline for a two day IVLP program looking at combating international and organized crime**

- I. **Welcome & Orientation at Pensacola City Hall with Councilman Charles Bare**  
Purpose: To welcome visitors to the city; To give them the opportunity to meet with an elected official; To present the honorary citizenship certificates from Mayor Ashton Hayward
- II. **Meeting with KlaasKIDS to address Human Trafficking**  
Purpose: To examine the work of a NGO in combating abduction and trafficking of minors
- III. **Crime Lab Tour and Organized Crime Meeting at the Florida Department of Law Enforcement**  
Purpose: To see how evidenced is managed and processed; To exchange best practices on fighting organized crime with a state-level law enforcement agency
- IV. **Optional Cultural Event:** Gallery Night in Downtown Pensacola
- V. **Weekend activities:** Dinners with locals and optional tour of Fort Pickens
- VI. **Visit to Naval Education and Training Security Assistance Field Activity International Training Center**  
Purpose: To detail the anti-terrorism and piracy classes offered by the U.S. Navy to officials from other countries
- VII. **Cultural Activity:** Tour and Lunch at the National Museum of Naval Aviation
- VIII. **Site Visit to & Meeting with the City of Pensacola Police Department K-9 Unit**  
Purpose: To highlight a law enforcement K-9 unit and its training



# **GULF COAST CITIZEN DIPLOMACY COUNCIL**

## **Outline for a two and a half day IVLP program looking at coastal and marine resources management in the U.S.**

- I. **Optional Cultural Activity:** Bands on the Beach
- II. **Welcome & Orientation at Pensacola City Hall with Councilwoman Sherri Meyers**  
Purpose: To welcome visitors to the city; To give them the opportunity to meet with an elected official; To present the honorary citizenship certificates from Mayor Ashton Hayward
- III. **Discussion at the Center for Environmental Diagnostics and Bioremediation at the University of West Florida**  
Purpose: To highlight university research in coastal and marine ecosystems; To learn about the effects of the BP Oil Spill on the Gulf of Mexico
- IV. **Site Visit to the Gulf Ecology Division of the Environmental Protection Agency**  
Purpose: To discuss coastal policy issues with a local office of a federal agency
- V. **Optional Cultural Activity:** Evening nature walk through Gulf Islands National Seashore with volunteers from the Gulf Coast Citizen Diplomacy Council
- VI. **Meeting at the National Oceanic and Atmospheric Administration (NOAA) Southeast Fisheries Science Center Lab in Panama City**  
Purpose: To highlight various marine and coastal research programs being undertaken by NOAA in the Gulf of Mexico
- VII. **Site Visit to the Navarre Beach Marine Science Station**  
Purpose: To highlight marine and coastal management-focused environmental education
- VIII. **Evening activity:** Dinners with locals
- IX. **Discussion with the Escambia County Community and Environment Department Marine Resources Division**  
Purpose: To highlight a local government agency developed to protect local marine, freshwater, and coastal resources

# **GULF COAST CITIZEN DIPLOMACY COUNCIL**

## **2015 MEMBERSHIP UPDATE**

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The Gulf Coast Citizen Diplomacy Council relies on its members for hospitality efforts and facilitation of programming. For the first time in 2015, we created a membership directory to facilitate joint hosting between members; and in the first nine months of 2015, our members hosted 48 IVLP dinner parties in addition to more than 800 meals to youth and professionals who stayed in homes rather than hotels. We also introduced a membership name tag to increase membership visibility at our community coffees and receptions.

Increasing the numbers of hosts willing to participate in our "Dinner with a Delegate" program is our goal for the future. You can help us by inviting your friends to our events and including them when you host visitors for dinner. They will not only meet friendly locals, but they will also meet fascinating international participants, thanks to you!

## **2015 BOARD MEMBERS**

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The GCCDC board rotates every May. In 2015, we said good-bye to Angela Deane, Monsignor Luke Hunt, Dennis Kohli, John McMahon, and Gregg Noble. We thank them for their efforts and commitment to citizen diplomacy.

Our 2015 board members are Alex Andrade, Randle Carpenter, Maria Alonso Chavez, Allan Ford, Rachel Hendrix, Richard Hough, Kasey Jones, Tara Jones (Secretary), Karen Jurkowich (Chair), Cookie Kichler, Ric Nickelsen (Treasurer), Tom Ninestine, Julie Tippins Parker, Stephen Reyes, Wesley Wachob, Linda Wade, Lusharon Wiley, and Keith Wilkins.

If you are interested in serving on the board, please let our office know. Applications are received in February and March each year and are reviewed in April and May.

## **2015 OFFICE VOLUNTEERS & MEETING FACILITATORS**

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We rely on the goodwill of the community and on the dedication of our members. In addition to the proposals, programs, events, and hospitality dinners, there are thank you notes to be written and appointments to be facilitated. We have much appreciation for Gary McGraw, Patricia McGraw, Kim Rivera, Susan Senkarik, Janine van Reeth, and our board members who together volunteered 625 hours in fiscal year 2015. Thank you for all you added to our programs!

# GULF COAST CITIZEN DIPLOMACY COUNCIL

## 2015 SAMPLE VISITOR FEEDBACK — AND THOUGHTS ON EXCHANGES

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*[It] was a good experience! The professionals at the meetings were excellent with experience in each topic.*

- IVLP participant from Colombia (February 2015)

*America is simply gorgeous! The people are just as helpful & approachable. The places are amazingly spectacular! Wow! Thank you so much for giving me this chance and opportunity.*

- IVLP participant from the Philippines (March 2015)

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*U.S. Department of State Exchanges are...*

...In the national interest

Exchanges are uniquely able to reach young people, woman, girls, and underserved audiences, helping establish a lifetime of connection.

...An investment for the future

More than 50 U.S. Department of State, Bureau of Education & Cultural Affairs (ECA) alumni are now Nobel Laureates. Upon completing an ECA program, educators, professionals, students, and civil society leaders at all levels yield a tremendous multiplier effect.

...A pathway to global skills

Young Americans learn crucial languages important to our national security and their futures.

...All-American

Thousands of Americans, including tens of thousands of volunteers from all walks of life, host and interact with exchange participants from around the world.

...Good for the economy

The majority of international participants spend their exchange dollars in communities throughout the United States.

# **Our Corporate Sponsors**

City of Pensacola

Dreamcatcher Shuttle

Escambia County

Hilton Pensacola Beach Gulf Front

McMahon & Hadder

Premier Island Management Group

U.S. Department of State

University of West Florida, Office of

Diversity & International Education and Programs

Wade, Palmer & Shoemaker, P.A.