

**DRAFT 8.0**

Monumental Honor Inc.  
PO Box 7958  
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DATE: February 2024



**PROPOSAL:**

COMMEMORATE RICHMOND'S MEDAL OF HONOR RECIPIENTS IN A PROMINENT PUBLIC SPACE.

**Monumental Honor: Honor, Unite, Develop**

History is replete with instances when communities are put to the test and must choose a way forward. Richmond, Virginia is emerging from such a test, which led to the removal of monuments along a broad avenue that once showcased Richmond’s status as the capital of the Confederacy. This removal commanded national attention and prompted similar reckonings around the globe. While the city has removed the statues, Richmond has yet to decide, “what next?” The answer holds significance for the city, the nation, and the world.

**Why Monumental Honor?**

- Commemorate Richmond’s most honored Heroes!
- Elevate the ideals of Courage, Selflessness, and Duty
- Inspire the Community and the Nation
- Promote Unity

Richmond has been progressing towards a more inclusive and unifying message for its public art. Monumental Honor (MH) seeks to support that vision by building a monument in a prominent public space to commemorate the Medal of Honor Recipients who were either born in or joined the service from the city of Richmond, VA. The Recipients come from a diverse group of individuals who distinguished themselves in combat since the Civil War. When fully realized, this vision will recognize examples of duty, courage, and selfless service that can inspire us all.

Monumental Honor’s origin story begins on Omaha Beach, Normandy, France. It was here in April 2016 that West Point Cadet Ian Berry toured the battlefield with a professional guide while rounding out his semester abroad. The guide led the group on a path that followed in the footsteps of 1LT Jimmie Monteith, who landed with the 16<sup>th</sup> Infantry Regiment on June 6, 1944. Monteith would later receive the Medal of Honor for his actions that morning, when he cleared mines, destroyed two enemy machine gun positions, and died while assaulting a third position. After learning of 1LT Monteith’s heroism, Ian also learned that Jimmie hailed from Richmond, VA. Inspired by this experience, Ian sought the marker in Richmond’s Forest Hill Cemetery. He found an overgrown plot, largely forgotten by the community who had shaped this American hero. This experience inspired Ian to correct this omission for Montieth and others like him.

Monumental Honor, in partnership with the City of Richmond, strives to preserve the amazing stories of our local Medal of Honor recipients, unite communities, and contribute to economic and personal development for all involved.

**I. Our proposal is to advance a three-fold mission statement: “Honor a Legacy, Unite and Develop a City!”**

**1) Honor the Legacy of the Medal of Honor Recipients**

Monumental Honor shares this mission with our strategic partner, the Congressional Medal of Honor Society (CMOHS), the only organization chartered by Congress to support Recipients. Today the Society creates bonds between Recipients while keeping their memories alive, protecting the legacy of the Medal, and promoting the values and ideals upon which our country was founded. We are honored to join with CMOHS in pursuing these goals.

**2) Unite and Develop the city of Richmond under what is not political, but undeniably honorable.**

MH’s leadership and contributors share a love of Richmond springing from their past and present connections to the city. The organization is led by a combat veteran whose formative training happened at Fort Gregg-Adams. Other Veterans on the Board include the leaders from the West Point Society of Richmond and the President of the Richmond VMI Club. Another board member grew up in Richmond, graduated from U of R Law School and was a member of the “Leadership Metro Richmond” 2020 cohort. The rest of our team includes concerned citizens who care passionately about Richmond’s future.

We all see a monument as a centerpiece for a prominent public space that all citizens can support. Each of the remarkable citizens we seek to honor was either born in or entered military service in Richmond, VA. Like Richmond itself, the city’s Medal of Honor recipients include a diverse assortment of ethnicities, races, ranks, services and conflicts. Recipient actions that earned our nation’s highest honor transcend politics as they demonstrate courage, selfless service, and these Recipients often sacrificed their lives for our country. Richmond has a unique and storied status, with nine Recipients hailing from the city, rivaling the most for one zip code in the nation. Richmonders have a right to boast of our city’s contributions to these ideals. The monument serves as a worthy reminder of this heritage.

Table 1: Richmond’s Medal of Honor Recipients

| <u>Name (Last, First, M.I.)</u> | <u>War/ Campaign</u> | <u>Date of Actions</u> | <u>Service</u> | <u>Rank at Time of Action</u> | <u>Ethnicity /Race</u> |
|---------------------------------|----------------------|------------------------|----------------|-------------------------------|------------------------|
| Beaty, Powhatan                 | Civil War            | Sep 29, 1864           | Army           | 1SG                           | African American       |
| Durham, James                   | Civil War            | June 14, 1863          | Army           | 2LT                           | Caucasian              |
| Mifflin, James                  | Civil War            | August 5, 1864         | Navy           | Engineer’s Cook               | African American       |
| Upshur, William P.              | Haitian Campaign     | Oct. 24, 1915          | Marine Corps   | CPT                           | Caucasian              |
| Dervishian, Ernest H.           | WWII                 | May 23, 1944           | Army           | Tech SGT                      | Caucasian              |
| Monteith, Jimmie W.             | WWII                 | June 6, 1944           | Army           | 1LT                           | Caucasian              |
| Street, George L.               | WWII                 | April 15, 1945         | Navy           | LT CDR                        | Caucasian              |
| Sargent, Ruppert                | Vietnam              | March 15,              | Army           | 1LT                           | African                |

|                     |             |              |      |     |           |
|---------------------|-------------|--------------|------|-----|-----------|
| L.                  | War         | 1967         |      |     | American  |
| Folland, Michael F. | Vietnam War | July 3, 1969 | Army | CPL | Caucasian |

**The Plan.**

**Grow.** Our first order of business is to grow in experience and add organizational capacity. MH was incorporated in October 2022 with a board staffed entirely by volunteers. For many on the board, this is their first community-based project. The board has already addressed this challenge by adding advisers and ex-officio members. As of September 2023, these include:

- **Mr. Jan Craig Scruggs.** Mr. Scruggs is a United States Army veteran who founded the Vietnam Veterans Memorial in Washington, D.C. and served as President of the foundation until his retirement. Mr. Scruggs provides advice to our team and connects our leadership with additional supporters and resources.
- **U.S. Navy Commander (Retired) Paul Galanti.** Mr. Galanti is a career Naval aviation officer with a long history of service to Virginia and Richmond. Mr. Galanti was captured in 1966 in North Vietnam and became a prisoner of war until 1973. After his release, Paul served as both the executive officer and commanding officer of Naval Recruiting in Richmond, VA. Later, Paul served as the Virginia Commissioner of Veterans Services. In honor of his lifetime of service, a wing of the Virginia War Memorial is dedicated to Mr. Galanti. He advises the team and provides valuable insights for working with public agencies.
- **Kathleen "Kat" Blomquist.** Kat currently oversees communications and marketing for the Congressional Medal of Honor Society and is a member of the New York Bar. Ms. Blomquist has 25 years of strategic communications experience in the corporate, government, legal, nonprofit and political sectors. Kat assists with marketing tools and implementing effective public affairs strategies.
- **Mr. Jerryl Bennett.** Jerryl Bennett is a career public servant with over 36 years of federal service. After graduating from the United States Military Academy at West Point, NY and serving in the Army. For the last 15 years, Jerryl has focused on building a “STEM Innovation Network” based in Richmond to serve as a testbed for community development innovation. Jerryl connects MH with community leaders and is instrumental in building the education and development component of our mission.
- **Ms. Vickie Tito and Laura Incoe, Daughters of MOH Recipient Ernest Dervishian.** Vickie and Laura provide a valuable perspective of being descendants of one of our honored Recipients. They assisted with the re-start of Dervishian Day (February 1<sup>st</sup>), and spoke during our first fundraiser Walkathon on Medal of Honor Day, March 25, 2023.

In addition, MH is committed to adding partner organizations to advise and assist in a variety of ways. Current partnerships include:

- **Congressional Medal of Honor Society.** CMOHS came on board with Ian since the inception of this project in June 2022. They agree to fill an Ex-officio role, provide communications and marketing platforms as well as playing an integral role to ensuring Recipients are properly represented in our endeavor.

- **Virginia War Memorial.** The Memorial provides insights and logistical support for MH and supports event planning.
- **West Point Society of Richmond.** The Society provides mentorship, networking, fund-raising, and volunteer support.
- **Virginia Union University.** MH is partnering with VUU to advance their STEM outreach activities as part of the “Develop” line of effort.
- **VMI Club of Richmond.** The Virginia Military Institute (VMI) Club of Richmond provides volunteer support to MH activities.
- **Richmond Public Art Commission (PAC).** The leadership of this important organization provides advice and guidance to our efforts to establish a monument in a public space in the City.
- **HUD Veterans Affinity Group.** Part of the STEAM Innovation Network, HUD VAG works alongside Monumental Honor to provide opportunities for community growth through the design and creation of the monument, as well as education initiatives.
- **Law Firm of Troutman & Pepper.** This firm is providing pro-bono legal services for a specified period of time as the organization grows.
- **Law Firm of Hunton Andrews Kurth.** This firm provides additional pro-bono legal services.
- **Wreaths Across America.** A nationwide nonprofit that honors veterans by distributing wreaths for placement on graves in military cemeteries. They support our mission of honoring local veterans and support our fundraising goals.
- **Virginia Humanities.** The Virginia state humanities council, headquartered at the University of Virginia. MH partnered with VH to support our mural project, which will share the stories of four local Medal of Honor recipients.
- **Richmond Mural Project.** This organization is providing logistical and artistic support for MH’s mural project at 1903 W Main St.

MH’s deliberate plan for growth includes an ambitious schedule of events designed to embed the organization within the greater Richmond community and multiply access to partners and resources. These events include:

- Supported a Boys Scout project at the African American Cemetery in December 2022 that included the creation of a memorial to unmarked graves.
- Took part in Virginia War Memorial muster, an effort that brings together veterans and advocates from across the Virginia Community. We were given the opportunity to share the story of a MOH Recipient during the Korean war and teach young soldiers the values of Medal of Honor Recipients.
- Met with the city Chief Administrative Officer (CAO), Lincoln Saunders and urban planner Maritza Penchin.
- The City Leadership has helped MH to link with Katherine Jordan of 2nd District which includes Monument Avenue.
- Coordinated and executed “Dervishian Day” during a UR Spiders basketball game on February 1, 2023. This event included recognition of the courage and selfless service demonstrated by 1LT Earnest Dervishian during WW II.
- Adopted a section of Route 5 to provide quarterly cleanup. The section includes Powhatan Beaty Bridge.
- Cemetery visits and placemark/headstone maintenance. MH has placed commemorative flags

at local sites, and we are coordinating for refurbishment of Jimmy Monteith’s marker and Michael Folland’s headstone.

- Commissioned a mural at 1903 W Main St, which will highlight four local Medal of Honor Recipients. Painting will begin in Spring 2024.
- Participated in multiple podcasts, including Wreaths Across America Radio and the Wounds of War podcast to share our vision.
- Published an Op-Ed in the Richmond Times.
- Participated in Henrico County’s Juneteenth Celebration at Dorey Park. We set up a booth and shared our vision with hundreds of attendees.
- Met with VFW Post 6364 leadership, Mike Purcell, to organize a partnership for Laps2Honor 2024, our annual walkathon fundraiser.

**Annual event: Walkathon.** On March 25, 2023, MH celebrated Richmond’s first event associated with the national Medal of Honor Day. Over 230 participants and 50 volunteers enjoyed a cool Spring morning enhanced by music from a local band and the presence of several vendors. Each person learned about Richmond’s heroes while walking or running one lap around Swan Lake at Byrd Park for each of Richmond’s Medal of Honor recipients.

This event holds significance both for improving the City of Richmond and honoring Medal of Honor Recipients: We intend to continue this annual Richmond-wide event in conjunction with Medal of Honor Day creating a new tradition that will inspire and bring the city together for generations to come.

**Organize.** MH’s organization expands to meet the challenges associated with securing public property in Richmond, conducting an extensive design competition/selection, and the monument build process. After the unveiling of the monument, MH sustains a limited staff to maintain the monument and extend activities to develop and enhance Richmond. The organization includes volunteer and paid staff.

| <b>Position</b>                           | <b>Name</b>   | <b>Volunteer or Paid</b>         |
|---|---------------|----------------------------------|
| Founder and President, <b>Voting</b>      | Ian Berry     | Volunteer                        |
| Vice President, <b>Voting</b>             | Vacant        | Volunteer                        |
| Treasurer, <b>Voting</b>                  | Max Newcamp   | Volunteer                        |
| Secretary, <b>Voting</b>                  | Carl Grunow   | Volunteer                        |
| Public Relations Advisor, <b>Voting</b>   | Kat Blomquist | Volunteer                        |
| Community Outreach Advisor, <b>Voting</b> | Julian Marsh  | Volunteer                        |
| Executive Director, <b>Voting</b>         | Vacant        | Paid - full time or part time as |

|                                    |             |                                       |
|------------------------------------|-------------|---------------------------------------|
|                                    |             | needed                                |
| Government Relations Consultant    | Vendor TBD  | Paid to provide consistent engagement |
| Design Committee Chair             | Vacant      |                                       |
| Proposal Committee Chair           | Carl Grunow | Volunteer                             |
| Construction/Build Committee Chair | Vacant      |                                       |

**The Process leading to unveiling of a monument on July 4, 2026.**

The process requires four distinct phases:

- 1.) Fundraising & Land Requisition
- 2.) Design Competition & Selection
- 3.) Groundbreaking & Build of the Monument
- 4.) Maintenance of the Site Following 2026

**1.) Fundraising and Land Requisition**

Key Tasks:

- Secure funding for an Executive Director and a Government relations consultant.
- Recruit volunteers to fill vacancies in the MH organizational structure.
- Maintain public facing activities to raise MH’s profile in Richmond
- Secure City approval to use a prominent public space as the site of Richmond’s monument to its MOH recipients.

**Establish paid staff for vital functions.** To ensure continuous progress towards our goal and to ensure timely concurrence from the City of Richmond, MH must sustain effective planning, coordination, and communication with relevant stakeholders. The most effective and realistic way to accomplish this is to hire an Executive Director and engage a government relations consultant.

The Executive Director carries out the direction of the President and Board. Duties include:

- Event planning, coordination, and execution
- Engage the Richmond Planning Commission and sustain situational awareness of developments affecting the future of public spaces
- Engage and monitor activities of paid vendors and consultants
- Represent MH by attending outreach functions
- Follow-up with partner organizations and financial supporters
- Supervise and monitor support from the Government relations consultant



- Provide routine reports to the MH Board

**Recruit Volunteers to complete our organizational structure.** The committees listed in our organization table require Chairpersons and members. MH is engaged in populating these positions. A dedicated Executive Director will greatly enhance our chances of success.

**Maintain Public facing activities to raise MH's profile in Richmond.** Our team continues to build upon previous success. The revival of Dervishian Day at U of R and the first annual Medal of Honor Day Walkathon are good examples. We have adopted a highway that includes Powhatan Beauty Bridge, and we participated in Richmond's signature Juneteenth celebration in Dorey Park. A dedicated Executive Director will greatly enhance our ability to make the most of these events.

**Work with City leadership to identify a prominent public space to locate Richmond's monument to its MOH Recipients.** This task requires timely and effective efforts to secure a favorable decision from the City of Richmond. We are working with the Richmond City Council, the Richmond Chief Administrative Officer, and other stakeholders to achieve success.

A.) We anticipate a requirement of five million dollars, pending exact design. This is based on size and scale, using comparisons of statues erected in recent history such as the Emancipation Statue erected in November 2021.

B.) We are gathering input and seeking advice from the community, city organizations, and city leadership. District councilors, the Richmond Public Art Commission (PAC), and other interested parties are very important to our cause. By working in concert with public leaders and stakeholders, Monumental Honor builds broad support while leveraging public resources.

## **2.) Design Competition & Selection.**

In a careful effort to include the city of Richmond & greater VA in the design & creation of the Monument, we work with the PAC to host a competition with entries open to any persons having lived in the State of Virginia for at least three years or graduated or are attending college in Virginia. MH works with the PAC to establish and Artist Selection Panel.

In coordination with the PAC, MH sends out a general RFQ (request for qualifications). The Artist Selection Panel then reviews the applications and selects three to six artists who are invited to submit a full proposal. MH intends to pay this small group of artists as much as 1% of the total budget for their fully developed proposals.

This competition will occur from August to December of 2024 and the winning design approved and announced on March 25th, 2025.

### **Guidelines and Criteria:**

- A) Promotes unity for all of Richmond!
- B) Inspires feelings that are steadfast and stirring.
- C) Educates the community about Richmond's MOH Recipients and the values their actions represent.
- D) Provides peaceful sitting areas to promote reflection.



Our vision is to create a space that is "**Steadfast and stirring**" meaning it commands respect and elicits feelings of humility, awe, and wonder. It is to be the sort of place that focuses on the selflessness and courage of the Medal of Honor Recipients. We honor the Recipients but focus on the values behind their actions. Our message of Unity is based on our diverse group of Richmonders who, regardless of background or ethnicity, produced greatness in a time of extreme trial.

### 3.) Groundbreaking and Build

A.) Groundbreaking will occur with ample time for the monument to be complete before July of 2026, accounting for unexpected friction points.

B.) Construction will be done by local contractors from the Richmond area. MH will consider at least three credible bids from local contractors. Transparency – inclusion. Access to competitors is open and public. All vendors will be vetted and approved by the board of Monumental Honor.

C) STEM Internships for local students are available during the design and build phase. All contracts include a requirement to accommodate and mentor members of the community.

**Build the Monument.** Selecting contractors to build a monument in a public space is an important decision that requires careful consideration. MH follows the process described below.

- **Define the project scope and requirements:** MH uses the winning design and the results of the site survey provided by Nyfeler and Associates to define the project scope and requirements.
- **Request Proposals:** MH uses the project scope and requirements to issue a request for proposals from Richmond area contractors. Award criteria includes proven success in building monuments or similar public art projects. The source selection board uses well defined evaluation standards to ensure prospective bidders compete in a transparent and fair process.
- **Review contractor qualifications:** Review the qualifications of each contractor who submits a proposal. This includes their experience, qualifications, certifications, and past projects. Also, check their availability to take on the project and their financial stability.
- **Evaluate proposals:** Evaluate the proposals based on the criteria defined in the project scope and requirements. This includes the quality of the proposed approach, the contractor's experience and track record, their proposed timeline and cost estimates, and any additional factors specific to the project.
- **Select the contractor:** Based on the evaluation of the proposals, select the contractor that best meets the project requirements and has the necessary qualifications, experience, and financial stability.
- **Negotiate the contract:** Once the contractor has been selected, negotiate the terms of the contract, including the scope of work, project timeline, payment terms, and any other relevant

details.

- **Monitor the project:** Monitor the project closely to ensure that the contractor adheres to the project requirements, timelines, and budget. This includes regular communication with the contractor, site visits, and progress reports. By following these steps, MH selects a qualified and experienced contractor to build the monument, ensuring that the project is completed to the highest standards and meets the needs of the community.

#### **4.) Maintenance**

Monumental Honor collaborates with the City of Richmond to put in place a long-term site maintenance plan. We include an endowment component in our fundraising plan, and we welcome community businesses and organizations who may donate volunteer time to support the continued care and maintenance of the monument. Together with the local community, we envision using this circle as a place for people to reflect, and to learn in perpetuity.

#### **Conclusion.**

Monumental Honor provides Richmond the opportunity to showcase its hometown heroes, elevate the values of selflessness and courage while unifying the community behind a project we can all support. Richmond's Medal of Honor Recipients, having earned our Nation's highest award, deserve to be commemorated in a way that ensures their brave deeds are not forgotten. Residents and visitors can learn more about the attributes and character of remarkable men who stepped forward in the most difficult circumstances with complete disregard for their lives. Drawn from diverse backgrounds, this group of Richmonders demonstrate that acts of heroism can come from any of us. The City, the State, and the Nation can take this very significant step towards the future leaving behind what was divisive and promoting Unity.

Ian Berry, President & Founder  
Monumental Honor Inc.  
February 2024

Enclosures:

1. Comparable Richmond Monuments

Enclosure 1, Comparable Richmond Monuments

Summary:

| Monument                                 | Location; Date unveiled            | Estimated Total Cost |
|--|------------------------------------|----------------------|
| Emancipation and Freedom Monument, Wiley | Brown’s Island, September 22, 2021 | \$1.3 million        |
| Rumors of War, Wiley                     | VMFA, December 10, 2019            | \$2 million          |
| Maggie Walker, Mendez                    | Broad Street, July 15, 2017        | \$300,000            |

Overall, the cost and duration of construction for these monuments vary significantly based on factors such as the artist, design complexity, and fundraising efforts.

**The Emancipation and Freedom Monument** is a public artwork located on Brown's Island in Richmond, Virginia. The monument was designed by artist Kehinde Wiley and unveiled on September 22, 2021, after several years of planning and construction.

The monument consists of two bronze statues standing 12 feet tall each, mounted on a granite pedestal that is 40 feet long and 5 feet high. The figures depict a man and a woman, both African American, standing with their arms raised in celebration. The man is holding a baby, while the woman is holding a book and a feather pen, symbolizing education and knowledge. The figures are dressed in contemporary clothing, but their poses and gestures are inspired by traditional African art.

The monument is meant to commemorate the ending of slavery in the United States and celebrate the contributions of African Americans to American society. The location of the monument on Brown's Island is significant, as it was once a major hub for the slave trade in Richmond.

The Emancipation and Freedom Monument was funded entirely through private donations, with a total cost of \$1.3 million. The monument is expected to become a major tourist attraction in Richmond and an important symbol of the city's commitment to racial justice and equality.

The other Kehinde Wiley monument in Richmond, Virginia, is called "**Rumors of War**" and is located on Arthur Ashe Boulevard, near the Virginia Museum of Fine Arts. The monument was unveiled on December 10, 2019, after several years of planning and construction.

"Rumors of War" is a bronze sculpture that stands 27 feet tall and depicts an African American man wearing a hoodie and sitting astride a horse. The pose of the man and horse is inspired by the equestrian statue (now removed) of Confederate general J.E.B. Stuart, which stood just a few blocks away on Monument Avenue. However, in Wiley's sculpture, the man is a contemporary figure and the horse is rearing up on its hind legs, suggesting a sense of defiance and urgency.

The monument is meant to challenge traditional notions of power and heroism in public art, and to address the lack of representation of African Americans in monuments and public spaces. The title, "Rumors of War," references a passage in the Bible (Matthew 24:6) that speaks of rumors of wars and the need for peace.

The cost of "Rumors of War" was approximately \$2 million, which was funded through private donations and a grant from the Virginia Museum of Fine Arts. The sculpture has quickly become a popular attraction in Richmond and has been praised for its powerful message and striking visual impact.

A third comparable monument in Richmond is the **Maggie L. Walker** statue, which was unveiled on July 15, 2017. The monument was designed by Richmond-based sculptor Antonio Tobias Mendez and took approximately two years to complete. The total cost of the monument was \$300,000, which was also raised through private donations.