



CIVIC MEMORIALS DEVELOPMENT GUIDE



Dozens of ways to help you create an icon that commemorates the service, valor or bravery of distinctive community members.

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*“Given that the vast majority
of Americans
have never heard
a shot fired in anger,
the imaginative presentation
of military history
is vital,
lest rising generations
have no sense
of the sacrifices of which
they are beneficiaries.”*



George Will

Argyle Area Veterans Memorial

Military plaza for local heros

- Overall Size: **Largest tablet is 7' 0" wide x 4' 8" tall**
- Materials: **Medium Barre Grey**
- Location: **Argyle, WI**
- Year Installed: **2009**

In the shadow of the Freedom Fighter stands two stately Medium Barre Grey memorial tablets. Each side is filled with the names of veterans who have valiantly served to maintain our freedom.



Monument to Freedom

Combining modern and historic architecture to celebrate all warriors in between

- Overall Size: 17' 6" wide x 8' 6" tall
- Materials: Newbury Grey
- Location: Lindon, UT
- Year Installed: 2011

With the beautiful Wasatch Mountains as a backdrop, this bold military feature uses angles, bronze plaques and statuary to accent the unique place that each branch of our defenders have in American history. Utilizing polished Newbury Grey Granite and black lettering, this large memorial can be seen from a distance in any direction.



Coal Miners Memorial

Coal miner sacrifices see the light of day

- Overall Size: 11' 6" wide x 5' 8" tall
- Materials: **Multi-Color Red & Black Supreme**
- Location: **Cherry, IL**
- Year Installed: **2009**

Marking the 100th anniversary of the 1909 Coal Mining Disaster, this unique memorial utilizes Black Supreme and Multi-Color Red Materials. The Black Supreme creates a wonderful canvas for the detailed laser etching depicting the equipment of the day from over a century ago. The wild movement in the graining of the Multi-Color Red intensifies the emotions of men fleeing the fire underground of which, alas, 259 perished.



African-American Legislators Memorial

Achievements by minority groups instill pride and historic significance

- Overall Size: 5' 0" x 6' 10" tall
- Materials: **Black Supreme**
- Location: **Austin, TX**
- Year Installed: **2010**

The concept of the open book design signifies multiple meanings including life and learning. In the case depicted here, 52 African-American lawmakers are honored for overcoming great odds to serve the great state of Texas. These early civil rights pioneers are brilliantly inscribed with laser etching on the two panels of the Black Supreme Memorial.



USAF Memorial “Air Force Museum Valor Park”

Each element is awe inspiring

- Overall Size:

Medal of Honor 12' 0" wide x 13' 0" long x 0' 4" thick

Tablets 2' 0" wide x 1' 0" thick x 6' 0" tall

Posts 1' 4" square x 12' 0" tall

- Materials: Black Standard and Stanstead Grey

- Location: Dayton, OH

- Year Installed: 2000

Twelve 1' 0" thick monoliths in the background and four Stanstead Grey supports in the foreground grace this park at the U.S.A.F. Museum in Dayton, Ohio. These monoliths praise the Congressional Medal of Honour (Air Force) recipients while the supports lift the “Missing Man” formation to a distinguished level.





Civil War Soldier

Elevate the prominence of your memorial even within a monument environment

- Overall Size: **4' 0" square x 11' 0" tall**
- Materials: **Stanstead Grey**
- Location: **Washington Court House, OH**
- Year Installed: **2007**

When this bronze Civil War soldier was revitalized, the committee decided to give him a lift as well... on an eleven foot pedestal. This polished Stanstead Grey pedestal adds graceful beauty to this solemn defender.



In Memory of Our Soldiers

Vertical dimension adds significance to the message

- Overall Size: **6' 0" deep x 12' 0"**
- Materials: **Stanstead Grey**
- Location: **West Chicago, IL**
- Year Installed: **1997**

Blending the new with the old! When this stately spire needed a new touch, the committee decided to add coping and pavers. This handsome addition is crafted with axed top and margins on Stanstead Grey.



World War I and II Memorial

The World's wars. A city's town square

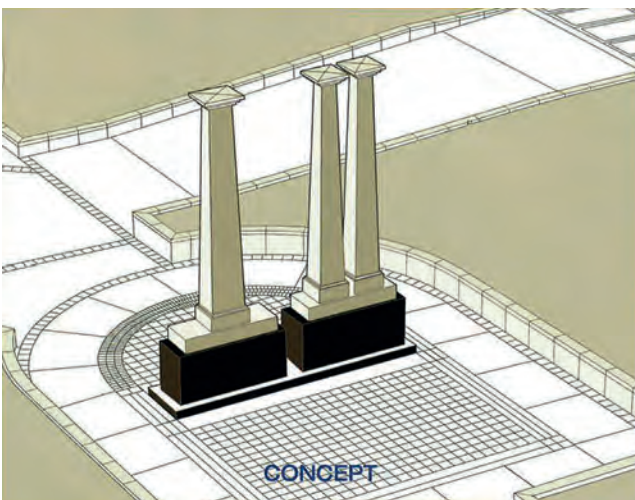
- Overall Size: 22' 0" wide x 26' 0" tall
- Materials: Stanstead Grey and Black Standard
- Location: Peoria, IL
- Year Installed: 2007

After nearly 5 Years of planning and fundraising, this solid work of art came to fruition before Memorial Day 2007. The two world wars are represented by the Roman Numerals I & II. Over 800 names of Peoria County Veterans who lost their lives in the line of duty are engraved on the front and back of this 73 ton tribute.





From initial design to final project completion.



Columbus Police Memorial

The city's finest protectors deserve the finest memorial

- Overall Size: 15' 0" wide x 10' 0" tall
- Materials: Barre Grey with Black Standard Inserts
- Location: Columbus, OH
- Year Installed: 2000

The scenic downtown location and the sheer size of this memorial combine to make a fitting tribute to the members of the police force who paid the ultimate price. The steeled Barre Grey tablets are precisely recessed to receive the polished Black Standard panels. Contrasting colors are frequently used to create classic and timeless memorials.

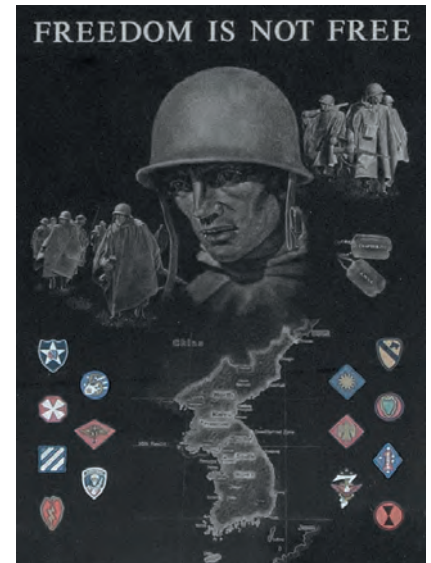


Korean War Veterans Memorial

Space, simplicity and balance

- Overall Size: 13' 7" wide x 8' 10" tall
- Materials: **Black Standard**
- Location: **Loves Park, IL**
- Year Installed: **2009**

The beauty of this Memorial Plaza speaks for itself. It was produced domestically out of our Black Standard Granite. Contrasting white benches pull the white tones out of the etchings and engraving for maximum effect.



“To Serve and To Honor” Memorial

Massive memorial started as simply a wall plaque

- Overall Size: 20 pillars 22” wide x 10’ tall
- Materials: *Pillars* Sunset Mahogany
Pavers and Benches Buffalo Mahogany
- Location: **Gahanna, OH**
- Year Installed: **2005**

Suburban high school students with initiative and a good cause drew out community involvement and support. From start to finish this interactive Veterans Memorial was completed in less than nine months.

Support of community members is displayed on sponsored granite pavers and benches.

See **CASE STUDY** pg#33



Operation Iraqi Freedom

Laser gives an otherwise typical shape majestic beauty

- Overall Size: **5' 0"** wide x **10'** plus tall
- Materials: **Black Supreme**
- Location: **Fort Carson, CO**
- Year Installed: **2004**

At a time when soldiers were returning from Iraq, this memorial remembers those who didn't get to see home again. Black Supreme with high definition laser etching, this tribute rises to over 10 feet high.



International Fallen Firefighters Memorial

A fitting reminder of their devotion

- Materials: **Black Supreme**
- Location: **Colorado Springs, CO**
- Year Installed: **2002**

This Black Supreme memorial is very well known. Originally completed in 1976, this continually expanding memorial honors professional firefighters and emergency medical personnel who were killed in the line of duty. The many components including the “Somewhere, Everyday” statue which epitomizes the courage and bravery displayed daily by professional firefighters, combine to create a tribute which is emotionally affecting. Needless to say, its beauty attracts visitors from all over the world each year.



Moscow Veteran's Memorial

An immovable force standing still

- Overall Size: **3' 4" wide x 9' 2" tall**
- Materials: **Flash Black**
- Location: **Moscow, OH**
- Year Installed: **2002**

Some memorials commemorate specific wars or specific branches of the Armed Forces. This one memorializes all wars and all service branches. Incorporating war *matériel* and equipment that is no longer used has a stunning impact on the public.



Beaver Creek Memorial

The envy of monuments

- Overall Size: **6' 0"** wide x **18' 0"** tall
- Materials: **Polished Impala Black & Steeled Barre Grey**
- Location: **Beaver Creek, OH**
- Year Installed: **2001**

A blending of pentagonal pedestals with a turned, fluted column lifts the symbol of our nation's liberty to soaring heights. The emblems of each branch of the Armed Forces, along with a brief history of each branch is carefully inscribed on the five sides of this awe-inspiring memorial.



Vietnam Veterans Memorial

The war scene brings this memorial alive

- Overall Size: 17' 4" width x 7' 10" tall
- Materials: **Black Supreme** and **Barre Grey**
- Location: **Erie, PA**
- Year Installed: **2012**

While troops returning from the combat in Vietnam were met with a negative public reaction this memorial attempts to restore to them the valor they deserve. As more and more Vietnam veterans get older and pass on, this beautiful scene brings the difficult atmosphere they endured to life.



A TO Z GUIDE

*Dozens of ways to help you create an icon
that commemorates the service, valor or bravery
of distinctive community members.*



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A Why have a civic memorial?

To preserve a community's special memories and/or honor those who have made a significant impact in your community.

Stories told by community memorials:

SELF-SACRIFICE

Those who incurred physical loss or death - the ultimate sacrifice - for a cause greater than themselves.

LOSS & PERSEVERANCE

Commemorate a time when something was taken from us yet we continued on. Natural disasters such as tornadoes, fires, hurricanes, and earthquakes.

LEADERSHIP

Civil rights, women's suffrage, entrepreneurial, technological, political, medical, community, philosophy, academic, etc.

BATTLE

A moment in time honored upon the location itself.

HEROISM

Civilian or military persons who rose to the occasion to protect and save others.

PATRIOTISM

Deeds which further one's own country.

SPORTS/ENTERTAINMENT/ART

An individual or team who excelled in their field to reach noteworthy praise and achievement.

LABOR

Those striving to improve conditions of the working class.

B Gathering ideas

Create a theme for your memorial and gather ideas based upon the special memories you are preserving.

- Who are you memorializing?
- Is it a person or a group of people?
- What story do you want to tell about this person or group?
- Where did the(se) people serve?
- Do you want this to be a fundraiser for a bigger cause?
- Do you want to make a splash or create a quiet spot for remembrance?
- How do you want to use this memorial when it is completed?

Now for the vital step, out of the answers to the above questions, create a mission statement. Doing this will clarify the purpose of the memorial for others as well as yourself. Your purpose must be very clear to get public buy-in.

Remember, creating a civic memorial is a great achievement. These projects have taken less than 9 months and greater than 5 years to complete, and sometimes they are considered on-going projects. A compelling mission statement will help your project to drive itself and maintain focus until it is completed.

C Gather support for your ideas

“You really have got to get the whole community behind you”.

It is very important to raise the public profile of your project. You will find newspapers have a priority towards community initiatives.

- Create press release in newspapers locally and more broadly.
- Speak with other parties in a similar position as yourself.
- Schedule public speaking with others who will support the mission statement.
- Speak to Government or Organizational leads which the service members supported in their line of duty.
- Create a one-page flyer to post in community centers and to pass out individually.
- Ask public to show their support to you by tweeting, texting or liking your idea.
- Pass out t-shirts at a community gathering.

While it is critical to involve everybody and gain their support, be warned that the supporters may have their own ideas on where the project should go.

At this point you should search out a Civic Memorial Specialist to help you through this process.

D Establish a committee

Create an organization of legitimate stakeholders to administrate the memorialization process.

A project of this significance is too much for one or two people and the project may fail. You will find great value from members of the below positions:

- **Community leaders and politicians** love to be involved in these projects; although this may push the project into a bid project. These members are vital to help support you through the zoning and approval stages quickly. **People** who will be **affiliated with the mission** through service they've done.
- **Financial advisors and fundraising specialists** will help immensely. Even if this is a service that you need to pay for, it is well worth it.
- If at an educational center, include **students or student groups** (clubs, etc.). Doing so will provide youthful energy and they will make the excitement flow quickly throughout the community.
- **Experienced Media** or **Public Relations partners** for marketing and fundraising advice. Also, if your media person is known within the community, they will have ties they can work with for donations and support.
- **Educators or historians** who focus on the same purpose as the memorial will focus on.
- If you can get a **philanthropist** involved it will make the project move more quickly. Money is the most common of constraints with these memorials.
- **Parks** and Recreation Planners or **Public Art Specialists** can be an asset. They can give an insight on how to make the memorial functional, suitable and useful to the community.

Splitting up the committee into sub-committees for particular portions of the workload is a good way to increase concentration to detail. They will report to the whole committee what they provide for approval. Example sub-committees are legal, design and fundraising/publicity.

The civic memorial specialist shouldn't be part of the committee but rather viewed as an advisor.

E Plan meeting times for accountability

Agree with all members on a time which would work to meet on an ongoing basis. We recommend weekly meetings, at least in the beginning stages of the memorial. Make sure to consider the work or study schedules of all attendees.

F Establish proceeds policies

What philosophy will you have regarding proceeds?

- Raise only enough to pay for this memorial (You must remember to include costs for any maintenance requirements as well as for anything which will be changed later included new names, etc.).
- Raise additional proceeds to support families of those affected.
- Raise additional proceeds to support current service members.

If you choose to raise additional proceeds to support those affected or current service members, be very proud of this fact and publicize it throughout the process.

G Apply for non-profit status and municipality approval

If you are starting a corporation with the sole purpose of creating this memorial, you should avoid paying taxes. Filling out non-profit paperwork won't take long and the link is as follows:

<http://www.irs.gov/Charities-&-Non-Profits/Application-for-Recognition-of-Exemption>

Discuss your plans with local government as early in the process as possible so you can gain their zoning approval and public support.

H Location, location, location

Where you would like your memorial placed is a large question. It depends upon many factors including funding, purpose of the memorial and current memorial functions in the town. Also consider:

- Common requirements for location of a memorial.
- Near to where public annual celebrations are currently held.
- Will a public organization (school, municipality, state building, etc.) donate the space?
- Is the location safe for the young? Keep them in mind if there is water nearby.
- How will disabled citizens be able to interact in the memorial? Is it relatively flat or will stairs and ramps be required?
- Near urban areas to increase traffic to the memorial and to reduce the chance of vandalism.
- Sometimes “quietude” is desirable.

Brainstorm with the committee for their requirement ideas. Also ask them for help finding plots.

Hopefully one of the locations is glaringly obvious. If not, score all potential locations on a Pugh Matrix to clarify which is the best. An example of the Pugh Matrix is shown in **Appendix A**.

I Create the budget

Decide what funds you will need to achieve the mission.

Establish a minimum budget, an ideal budget and a premier budget. Will you be able to raise this level of funds?

Keep in mind that although you cannot depend upon this possibility, often community organizations will donate their work (e.g.: landscaping around the memorial or marketing services) pro bono. Beware of generous donors offering to provide amateur work. Confirm before-hand that it will not be sub-standard.

We have provided a list of standard costs which you must keep in mind. This list is shown in **Appendix B**.

J Move forward

Once you find out that the budget is workable you should move forward immediately:

- Begin fundraising immediately.
- Purchase or acquire Land (if necessary).
- Complete zoning for the memorial. If you have spoken with the city council ahead of time and gotten their support, they may waive fees and make this a quick process. To keep the project private will keep the project from the formal bid process.
- Have an architect do a site survey.

K Create a design from your ideas

Look at other Memorials with similar themes. It is proven that if you visit at least one other memorial sometime during the idea gathering stage it will help you form your thoughts.

Create a list of requirements, wishes and limitations for your memorial. Every one of these checkpoints should be based upon the mission statement you created in step B. Some key points to remember are:

- Lighting as part of the design can make a memorial look beautiful at night.
- It may be important to include space for further expansion.
- Consider ADA requirements when designing your memorial as the veteran's community includes many aged persons.
- Make sure that the final design is signed by an architect for viability and stability.
- Do you want to take advantage of economical "standard" designs or create a custom or specialized design?
- The current trend in memorials is towards high-tech components and should be thought about with caution. Technology is changing every day and you want your memorial to always be new. Furthermore, most high-tech components have a tendency to easily break. If you can't resist the idea, consider an independent component that can easily change with technology such as a downloadable app.

You should make sure that this is done in a brainstorming meeting with the whole committee. Group brainstorming is much more effective because ideas build on other ideas. Make sure to listen to EVERYONE's ideas before discounting any of them.

Using the information gathered in your brainstorming meetings, work with your civic memorial specialist or a professional designer to create the design for your memorial.

Otherwise, design competitions are a great way to increase public involvement and establish a creative design.

L Design competition - Requesting public artists' designs

Use a public Call For Entry (CFE) submittal to find artists who can provide what you need. This CFE should outline the mission statement, specific goals, requirements and limitations and the location that the memorial will be located. Commonly, there is a monetary award given for time spent to the artist who wins the competition and this should be outlined in the CFE. The artists should be approved by the judges based upon the work that they have previously completed. The CFE should also outline the steps required to submit their proposals, what their submittals should look like and the contest date.

More information regarding the CFE process can be found at www.callforentry.org

M Design competition - Setting it up

Choosing the judges that you will have on your panel must be done carefully. They should have different viewpoints for diversity of opinion while still embracing the mission statement and the specific goals, requirements and limitations.

N Design competition - Public meetings

The competition day should be open to the public. This allows them to feel involved and see that due diligence has been given for this memorial. Every design should be displayed. The Judges will pick the best few designs and these will be shown to the public. While there must be a way for the public to submit feedback, this may or may not be shown to the judges. The top contenders will be given feedback about their design and a final competition date will be set. The judges will again review the designs on this final day and make a decision to go with an artist and their design.

There is a lot more information regarding public competitions which can be found online at www.callforentry.org and <http://americansforthearts.org/pdf/networks/pan/callforartistsguide.pdf>

O Publicize and raise funds

Fundraising is a lot easier when you can point to something which got you thinking about a memorial (e.g.: a local soldier just died). It also will help you to have an eye-catching design or rendering of the future memorial that can be used for media purpose.

INFORM THE PUBLIC ABOUT YOUR PROJECT BY:

- Publishing an article in newspapers or other media types.
- Installing a sign at the sight of the future memorial.
- Posting photos on social media throughout the development process.

DECIDE HOW YOU WILL RAISE FUNDS:

- Sell bricks, benches, or just have a plaque showing sponsors.
- Facebook campaign.
- Create a walkathon with the theme being what the service members had to endure.

THINGS TO REMEMBER ABOUT FUNDRAISING ARE:

- Create a visible difference between someone who gives a little to someone who gives a lot. Differentiate between donations from organizations and donations from individuals.
- The more excitement and theme you can create, the better your fundraising will be.
- If there isn't a professional media person in your committee, any dollars spent to get advice from a good one will be returned many times over.
- If you don't attain the level of funds that you need, how would you reduce the size or design of the memorial?

For more fundraising ideas, visit www.civickmemorials.com

P Bid requirements?

Some organizations or communities require a bid if the cost will be over a certain level. Confirm that this requirement is taken care of if it applies.

O Purchase your memorial or subcontract the whole project

You must remember that from drawing approval the memorial could take several months to manufacture and deliver. Consider subcontracting the whole project to your civic memorial specialist as a way to reduce time spent and hassle.

Commonly, upon request, your civic memorial specialist will be able to provide you with progress photos of your memorial as it travels through the production process. If the memorial is intricate or large, it is a very good idea to request dry-fitting and inspection at the plant.

R Create donor pavers, benches or plaques

If you have included pavers, benches or plaques for fundraising, it can be a long process to get every sponsors' graphics and text organized and correct. First, you must create guidelines for each sponsor like quantity of lines, what type of text, etc. Next, you must create and send out a form to every donor whereon they can submit their design. Then, have your civic memorial specialist create proofs from the submitted designs. You must require a signed approval of these proofs to remove any liability.

S Prepare foundation and landscape for your memorial

Preparing the location where the memorial will be installed is important. An adequate foundation is very important to confirm that your memorial will endure. It is common for your civic memorial specialist to coordinate this part of the project for you. Otherwise, a landscape architect is a good choice to ensure quality.

T Study your personalization for accuracy

It is not very hard to find a typo on some memorials which have been set for 30 years. Because the memorial is so durable, you must make sure that there are no errors in your etching or sandblasting. This will be your last chance to catch changes or errors. The diligence and experience of a hired editor is a simple way to make sure the details are perfect.

U Installing your memorial

Setting a memorial is a specialist task. This is done by your civic memorial specialist or someone that they recommend. It requires experience to properly handle granite because the weight, shape and finish can vary greatly.

V Landscape

Once your memorial installation is complete, you can breathe a sigh of relief. However, you must plan for the finishing of landscaping. Laying donor bricks, benches or a sponsor tablet is very important. You must also fill-in any excavation around it and clean the surrounding area. Use landscape planning to proactively prevent grass trampling and bald spots. Remember, native plants will require less care.

W The unveiling and dedication ceremony

The celebration makes the whole project worthwhile. Once your memorial is set, you get to show it to the public. This process includes a formal recognizing of the service members duties they performed and to set the tone for the memorial going forward. Although it should be abundant by the design of the memorial, the mission statement should be announced. This celebration is normally centered upon a public holiday or date of historical importance to the theme of the memorial.

It is important to have a PA system as well as an alternative location for inclement weather.

Who to invite

- Service members like firefighters and police
- Army, Navy, Airforce, etc
- Person related to the mission of the memorial by their current position or relationship with those memorialized
- Political and community leaders
- Church leaders

These ceremonies commonly include the following phases:

- **Music** National Anthem - Other songs of the same theme of the memorial throughout the ceremony
- **Presentation of the colors**
- **Invocation**
- **Speeches** Welcome speech and introduction
History of cause
Keynote speeches and other speeches given by political and community leaders, relatives of those honored, people in a like position to those honored
- **Thanks given** To donors
To people who are currently in the position of those honored.
- **Ceremonial** Laying of a wreath, this bespeaks the beauty and brevity of life
Moment of silence
21-gun salute
Taps
- **Tour of the memorial**
- **Food & drink** Luncheon
Wine and cheese

X Problems to consider

Some issues that a memorial committee will need to carefully consider during the creation process of your beautiful memorial:

1. Will there be service members' names added later? Have you included space where these will go? Will this be orchestrated on an annual basis? You must allocate funds ahead of time to cover this additional expense.
2. Will any part of the design require maintenance or upkeep? How can we reduce or eliminate this? Can we request this service be provided by the municipality?
3. If the memorial doesn't go forward as planned, what will happen to the donors' proceeds? Will you just reimburse each donor or donate it to a mutually agreed upon charity? If it doesn't go forward because of budget reasons, can we reduce the memorial to fit our available funds?

Y Appendix A Pugh chart

Please e-mail pughchart@tecstonegranite.com to request a free copy of this document.

COMPARISON OF POSSIBLE LOCATIONS FOR CIVIC MEMORIAL								
		Available Options						
DECIDING FACTORS		RATE OF IMPORTANCE	Bevelheymer Road	High School	Veterans Cemetery	Plymouth Hill Rd	Main St Square	Option 6
2. Add factors which will influence the committee's decision								
How visible will the location be?		7	2	8	5	2	10	
How peaceful will the location be?		4	10	5	10	10	3	
Proximity to location of current holiday activities		9	1	10	10	10	10	
Cost		6	6	10	6	1	3	
Construction viability		7	3	0	3	4	7	
Secure from vandalism?		5	0	6	2	2	10	
Access to highways		5	0	5	2	8	0	
Other factor								
Other factor								
Other factor								
WEIGHTED TOTAL			140	276	244	198	259	

1. Add all location possibilities

4. Give each factor a score from 1(worst) to 10 (best) for each location

3. Rate each factor according to how much it matters to the committee

5. Compare your Weighted Total to make your decision

Z Appendix B Common costs of a civic memorial

LAND	Real estate	\$
	Broker charges	\$
	Closing costs	\$
LEGAL	Zoning costs	\$
	Not-for-profit organization application	\$
TRAVEL FEES	Idea gathering trips	\$
ARCHITECTS	Drawings	\$
	Foundation	\$
	Memorial	\$
	Approvals	\$
ENGINEERS	Soil samples	\$
	Topography surveys	\$
COST OF FUNDRAISING, ADVERTISING AND PUBLICITY	Media relations	\$
	Fundraising collateral (benches, etc.)	\$
MONUMENT	Granite	\$
	Bronze	\$
PERSONALIZATION COSTS	Sandblast, etching, etc. for current memorial	\$
	Sandblast, etching, etc. for future changes to memorial	\$
FOUNDATION WORK	Excavation	\$
	Concrete/gravel/etc.	\$
	Skilled concrete finisher	\$
INSTALLATION	Crane	\$
	Operator	\$
	Skilled mason for installation	\$
	Electrical/plumbing/etc.	\$
LANDSCAPING	Lighting	\$
	Flowers/grass/etc.	\$
CEREMONY COSTS	Food and drink	\$
	Music	\$
	Keynote speakers	\$

CASE STUDY

Lincoln High School veterans memorial *“To Serve and To Honor”*



Lincoln High School Veterans Memorial

"To Serve and To Honor"



Although it may seem daunting trying to pitch the idea of a towering community memorial, the reality is they are being erected all the time, realized not by the effort and persuasion of retail memorialists but by the passions of the communities themselves. In this bulletin, we provide an inspiring case study of one small town dedication that was developed, expanded, and realized by the energy and determination of impassioned high school students led by their teachers and administrators!

Why

In 2005 Gahanna Lincoln High School was given the news that one of their recent alumni, Nicolas Messmer, had died from an explosive attack on his vehicle while serving in Iraq in the war on terror.

Ideas

The staff initially wanted to honor the soldier with a plaque in the school hallway, but the students felt that wasn't enough. With youthful energy and creative ideas these students wanted a towering memorial dedicated to all alumni who attended or graduated from their high school and died in combat. Their mission statement was ***"To memorialize our alumni that have paid the ultimate price to serve and to defend our country."*** This statement gave all persons involved a clear reason why they wanted this memorial. The memorial committee would be called **To Serve and To Honor**.



Establish a committee

School officials agreed to work towards a larger memorial, but informed the student body that they would need to spearhead and help realize this significant undertaking. The committee included students, teachers, administrators, and community leaders. Teachers challenged students with fundraising but they had no idea how much they would need for a memorial that had no decided appearance.

Gahanna youth laud alumni veterans

By Charlie Roduta
THE COURTESY OF THE

Black and white photos of graduates line a quiet hallway at Gahanna Lincoln High School, a visual ride down memory lane. Amid the collection of portraits, the photo of a young man dressed in his Army uniform rests in a glass display case. Next to it is an American flag folded neatly in a triangle, and an inscription reads:

To Serve And To Honor
In honor and loving memory of Gus W. Johnson Jr. 07/01/47 - 02/06/66
Who gave his life for his country in Viet Nam

The display serves as a quiet memorial for the 1962 graduate who died while serving in the Vietnam War.

But not for long.

This summer construction will start on a \$400,000 memorial to honor all of the high school's war veterans and those who have died in battle.

Designed by students, the memorial will feature granite columns as tall as 12 feet in front of the high school. Lighted will illuminate it at night and the names of fallen troops, including Johnson, will be inscribed on the columns. A plaza with granite pavers and benches will lead into the structure.

"We wanted to make it something people won't forget, something they could get lost in,"

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On a recent afternoon at Hickok Junior-Senior High School, a group of students and teachers gathered around a table to discuss the memorial project. The group was led by Charlie Roduta, a teacher and the project's coordinator. They were looking at a large map of the school grounds, which had been marked with the locations of the memorial columns and the plaza.

Plan meeting times for accountability

The committee met weekly before business and school hours so that adults and students could work together. These meetings were extremely important in establishing a cohesive group with a clear focus. Fundraising and design issues were discussed. The high school architecture program helped to come up with a design for the memorial. These meetings allowed school and community members to have a voice and made sure that everyone maintained focus on the mission throughout the project.

To & State / MONDAY, MAY 25, 2006



Gahanna Lincoln graduate Gus W. Johnson Jr. is on the left. Johnson was killed in Vietnam in 1966.



Gahanna Lincoln students, from left, Alex Belton, Jr., Jason Parks, Jr., Sean Kirk, Jr., and Garrett Downing, Jr., designed a memorial for alumni who have served or are serving in the armed forces.

concert and donated the proceeds from Dodgeball tournaments for the effort.

They are selling granite pavers for the memorial walkway for \$1,000 and benches for \$2,500. Groups and individuals who have donated money can have their names engraved on both.

Peters said the group plans to dedicate the memorial on Veterans Day.

Students involved in the project have won awards for their work.

Downing was second place in a national journalism competition for his feature story on the memorial fund.

Broadcast journalist teacher Tony Gregory was awarded a Time Warner Crystal Apple award for the project, an honor given to only 20 teachers nationwide.

"The every soldier, there is a life, a story and a family behind them," Downing said. "We want to help make sure that those sacrifices are not forgotten."

"The 'To Serve and To Honor' documentary is available on Time Warner Cable on-demand Channel 1111.

Anyone with any information on former Gahanna Lincoln High School students who died while serving in the armed forces can contact the "To Serve and To Honor" group by e-mail at armstrong@whs.com or call 614-478-5500.

crs@tds.com

Gather support

The budget and design size increased dramatically when the fundraising committee realized they could sell paver bricks and benches with sponsorship names in a courtyard area. The passion of the students made news and ignited a rallying cry about the community and the country. They got monetary and public support from leaders such as President George W. Bush, Senator Bob Dole and many others as well as organizations like Rotary Clubs, Microsoft, and many other local and national companies.

"You really have to have the whole community behind you."

Location, location, location

Instead of the original idea of a memorial plaque in the school hallway, the committee decided upon a location in front of the high school facing a main road. This choice meant that the memorial was in a prominent location and would be seen a lot more by the community. Coincidentally, because of this choice, there has been no vandalism.

Move forward

The excitement and energy of the students along with the guidance of the adult leaders on the committee kept this project on track. The project seemed to be going faster than anyone anticipated. In fact, just a year and a half after Nicolas Messmer died, the committee held the memorial dedication.

Create a design from ideas

The high school architecture class along with a delegation of committee members and student leaders visited Washington, DC to view the World War II memorial and develop the concept.



They then got to work finalizing the design and created a mock-up of the memorial. Keeping the mission statement in mind, they decided on 20 monoliths, representing 18 fallen alumni with 2 available for possible future fallen heroes.

The design also included a plaza that could be used as an outdoor classroom and veteran's ceremony area. This large plaza had 3 by 3 granite pavers inset in cement as well granite benches which lined each side.

Create the budget

Once a design was established the committee worked very closely with their Civic Memorial Specialist to help come up with all necessary details to help establish a budget.

Establish proceeds policies

The committee put the money into a school account so that it was tax deductible. Committee members worked closely to help coordinate the engraving that would need to be carved on each granite paver and bench.

Publicize and raise funds

The Broadcast Journalism class at the high school helped document the project throughout the entire process. They worked with the local newspaper and had more than 5 articles printed to keep the community informed with the progress of the memorial. The high school television class created a 30 minute documentary about all aspects of the memorial.

The pavers and benches were sold to individuals, community businesses, service organizations, churches, and school clubs which in turn could engrave them with names and quotes to show their support of the project. Pavers were sold for \$1,000 each and benches were sold for \$2,500 each. Also, many community businesses donated or provided their services at reduced costs like landscaping.

With the design of the memorial and their mission statement motivating them, the committee raised all the money needed to erect the memorial. In the end, the value totaled over \$500,000!

Purchase the memorial

This was just a natural step for the high school as the civic memorial specialist had helped them through each step since just after they formed their committee. They were comfortable with how they had treated the project and all budgets had been based on their offerings. Purchasing only meant signing the contract.

Orchestrate procurement of fundraising pieces

They purchased the fundraising pavers and benches from the same provider from whom they purchased the memorial.



Prepare foundation and landscape for the memorial

Throughout the whole process, the committee worked very closely with the city. This meant that all zoning and city requirements were followed as they were planning and constructing the material. It also reduced red-tape as the local city officials worked hard to help streamline the process.



Study all memorial and fundraising personalization for accuracy

Whether it was a company's logo or a particular font style on their donors' paver brick or bench, each one had to be signed off by the individual or organization so that there were no mistakes. Once it was engraved in stone it could not be changed.

“We had to make sure everyone was totally satisfied and that they had signed to say that they take full responsibility for what is shown on their paver or bench”

Installing the memorial

The day that the benches, pavers and the memorial were installed, students, teachers and community members came to the site to help. While this required site supervision from and coordination by Civic Memorial Specialist, this meant that the whole installation went much quicker and smoother.



“It was overwhelming to see the support for the memorial at this point!”

Landscape

The landscaping and concrete work was donated pro bono by a local company who had been approached during the fundraising step.

The unveiling and ceremony

On November 30, 2006 the “**To Serve and To Honor**” Memorial was dedicated. The sun shown down on their sacrifices! Below is a report from Tom Gregory of Gahanna Lincoln High School as to how their day went.

“Family members and guests of the fallen were invited and some came from out of state. The whole school worked together for the dedication. The marching band was there to play. The Marketing class helped to pass out programs. The student council helped read the names of the fallen during the ceremony. The Broadcast Journalism class taped the event. Local church leaders gave the benediction. It was truly amazing to see how many people came together for one purpose.”

Eighteen local heroes, including Nicolas Messmer, were memorialized forever.

Now

When committee members and students walk around the memorial they see the leader of a local boy scout troop explaining the memorial to his troop, a soldier in their community who has come back from combat or a high school history class learning about world wars in the memorial plaza and realize their hard work. They think: ***It was all worth the effort!***

“There’s not very many times when I don’t see someone out there.”



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