

# NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann E. Wall *AW* City Manager

DATE: September 15, 2021

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Byron Hayes, Director of Financial Services, regarding MWBE Incubate to Accelerate/Minority Enterprise Development Week 2021
2. A memo from Don Octigan, Director of Recreation and Parks, regarding Wildwood Park development update

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Attachments



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# Memorandum

**To:** Ann E. Wall, City Manager  
**From:** Byron Hayes, Director of Financial Services  
**Date:** September 13, 2021  
**Subject:** MWBE Incubate to Accelerate/Minority Enterprise Development Week 2021

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This month marks the one-year anniversary of the soft launch for Incubate to Accelerate (IA), a business growth and expansion strategy for small, minority and women-owned firms. Officially launched in January of 2021, IA has made steady progress in its effort to provide capacity building resources and technical assistance to these firms. Provided is an update of the activities and outcomes to date.

### **Revolving Loan Fund:**

In fiscal year 2020, MWBE provided **\$50,000** in financial assistance to MWBE firms through its loan program. Three (3) firms received funding, including the latest closing for \$25,000 to Easy Traveln' Inc. Devastated by the effects of COVID-19 on the travel industry, the motor coach tour company received dollars to increase working capital and to make needed adjustments to ensure safer travel. In fiscal year 2021, MWBE has received two applications thus far totaling \$35,000. Both are currently in underwriting.

### **Shared Kitchen Space:**

The shared kitchen space has received interest from several businesses. One company has completed the letter of intent, obtained the necessary insurance, completed orientation, and will begin utilization of the space upon approval by Pitt County Environmental Health. Another firm has submitted application and has started the process of occupancy. The kitchen space has also received interest from a local agency needing a commercial kitchen to provide cooking classes to the public. If selected, the classes will begin around the holiday season and continue into the new year.

### **Small Business Co-Op Space:**

Congratulations to the first tenant of 415 Evans – HypeSquad Designs, LLC. Anthony Little, owner of HypeSquad, started his online business in 2017 to provide custom apparel and design. Drawing inspiration from art, music, sports, and travel, the company has grown organically and is taking the next step into brick and mortar. The HypeSquad brand is founded on the acronym H.Y.P.E – Helping Your People Elevate. The next tenant is expected to sign a lease in October.

The City of Greenville is also gearing up for the annual Minority Enterprise Development (MED) Week to take place September 20-September 26. With the theme, "Putting Our Dollars to Work," events and activities will be held throughout the week to recognize the outstanding contributions of minority- and women-owned businesses to the economic vitality of the city.

Learn about the economic impact of minority and women-owned firms by following us on social media @GVLMEDEWeek2021 Monday, September 20. All day, the City will post interesting facts about MWBE's and the importance of this national celebration. Take advantage of a "bonus" Zoom workshop on the topic "Working It – Differently: Discovering the good when you think business is bad." This virtual event will be hosted by the Greenville NC Alumnae Chapter of Delta Sigma Theta Sorority, Inc.

On Tuesday, September 21, the City and GUC will host a "Mix-n-Meet" contractors' workshop. Attendees will have the opportunity to connect with buyers and project managers and learn about upcoming bid opportunities, including

construction and design services. Meet in person at City Hall from 10:00am-12:00pm at 200 West 5<sup>th</sup> Street in Council Chambers or stream live on GTV9 or the City's YouTube channel. In-person attendees will enjoy lunch to-go.

This year, the City brings back the popular City Crawl event with a "Restaurant Crawl with the City." On Wednesday, September 22, join City leaders on the Jolly Trolley to enjoy a taste of what local MWBE restaurants and eateries have to offer. Board the Trolley at 11:00am behind City Hall and return at 2:00pm. Seating is limited.

Celebrate a new edition to the Uptown District on Thursday with the grand opening of HypeSquad at 415 Evans, the City's Small Business Co-Op Space. Providing quality custom apparel and art, the company is founded on the acronym H.Y.P.E – Helping Your People Elevate. Mix and mingle at the networking reception to check out the new retail spot. The reception begins at 6:00pm.

The exciting line up only gets better with the "In the Black" challenge, taking place throughout the week. Show your support for our MWBE community by "putting your dollars to work" and buying MWBE for the week. Save your receipts and upload to [InTheBlack.greenvillenc.gov](http://InTheBlack.greenvillenc.gov). Participants have a chance to win prizes for helping us reach our goal of spending \$11,000 with MWBE firms in honor of MED Week's 11th Anniversary! For more details, a list of MWBE firms, and to upload your receipts, please visit [InTheBlack.Greenvillenc.gov](http://InTheBlack.Greenvillenc.gov). The Challenge begins on Monday, September 20 and ends September 26 at midnight.

There will be a perfect opportunity to spend those dollars at the "Street Fair on 5<sup>th</sup>" hosted by NC Civil and ECU's Rise29 program. The Fair, scheduled for Sunday, September 26 from 3:00pm-7:00pm at 901 West 5<sup>th</sup> Street will feature local MWBE vendors and a cultural celebration along with a number of small business resources.

Special thanks to our sponsors, ECU Miller School of Entrepreneurship and the Pitt County Development Commission.

For more information, visit [InTheBlack.greenvillenc.gov](http://InTheBlack.greenvillenc.gov) or call Denisha Harris at 252.329.4862. Register for events at [GVLMEDWeek2021.eventbrite.com](http://GVLMEDWeek2021.eventbrite.com)

Please feel free to contact me with questions.

Cc: Michael Cowin, Assistant City Manager/CFO  
Denisha Harris, Financial Services Manager/Purchasing

Attachment



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**To:** Ann Wall, City Manager  
**From:** Don Octigan, Director of Recreation and Parks *DO*  
**Date:** September 15, 2021  
**Re:** Wildwood Park Development Update

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City staff have been working on various initiatives related to Wildwood Park this summer. Phase I of the park, which will open this October, is almost complete and planning for upcoming ribbon cutting events is under way. Updates on both are included in this memo.

**Phase I Construction Updates:**

Phase I improvements at Wildwood Park are nearing completion. Crews have been working onsite almost every day since April 20<sup>th</sup>. Phase I amenities include improvements to the northern most shelter, kayak/canoe launch, floating dock with 3 boat slips, parking for 135 vehicles, a camping platform and 1.3 miles of natural surface trails. Although there have been challenges during construction due to labor shortages and environmental conditions, the project is still on schedule for an October opening.

**Ribbon Cutting Events:**

With Phase 1 improvements almost complete, staff have been working on plans for a ribbon cutting ceremony to take place on Friday, October 15<sup>th</sup>. The ceremony will be held at 4:30pm and will be invitation only. During the ceremony, phase I improvements will be highlighted and future plans for the park will be discussed.

Staff are also planning a community event to take place on Saturday, October 16<sup>th</sup> which will officially open the park to the public. The event will be held from 10am – 2pm and will include watersports activities, food trucks, trail tours, live music and various activities for kids. Staff continue to finalize the details of the event and will provide updates in early October.

In addition, staff have been working with various firms on the future phases of Wildwood Park. The Park Development Plan, drafted by McGill Associates, is in the final approval stages and will be presented to City Council in October. The plan, which includes a vast amount of public input, will provide the City with a design to help create a strategy for future amenities within the park.

During the presentation in October, staff will also provide an update on the design of Phase II. Phase II is being designed by Kimley-Horn & Associates and will include miles of natural surface trails along with bridges and boardwalks that will expand the pedestrian transportation routes within the Greenville community.

Please let me know if there are any questions.

cc: Michael Cowin, Assistant City Manager