

NOTES

TO: Honorable Mayor and City Council Members
FROM: Ann E. Wall, ^{AEW} City Manager
DATE: November 17, 2021
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Don Octigan, Director of Recreation and Parks, regarding Wildwood Park Charitable Gift Fund

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Attachments



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To: Ann E. Wall, City Manager
From: Don Octigan, Director of Recreation & Parks *DO*
Date: November 17, 2021
Subject: NTC – Wildwood Park Charitable Gift Fund

The City of Greenville, through the Recreation and Parks Department, has created a fund known as The Wildwood Park Charitable Gift Fund that will be managed and administered by the Community Foundation of North Carolina East (CFNCE). CFNCE is a community foundation, a tax-exempt public charity that enables people and organizations to establish charitable funds that have a direct impact throughout eastern North Carolina.

The agreement with CFNCE has been established and creates a valuable resource for City staff as part of an effort to generate private funding for the development of Wildwood Park. The mission and purpose of the Wildwood Park Charitable Gift Fund is to improve the outdoor recreational opportunities for the community by increasing the water-based activities along the Tar River and to promote development of various amenities at Wildwood Park.

With the assistance of the CFNCE, this fund will provide City staff the opportunity to share the vision of Wildwood Park and direct potential donors to the Foundation for the deposit of donated dollars. Recreation and Parks staff, along with the recently created Wildwood Park Resource Office, have plans in place to begin a fundraising initiative to seek partners throughout the community.

Gary Fenton, Wildwood Park Resource Coordinator, along with Recreation & Parks staff have created a draft version of the Wildwood Park Giving Catalogue. This publication will provide a brief history of the park, a summary of the CFNCE partnership, highlight various amenities open for private donations and provides details of the many giving levels available for potential donors. The catalogue will help kick-off the *"Forever Wildwood"* fundraising campaign.

In addition to the Wildwood Park Giving Catalogue, a Resource Team of community members is being established to help the fundraising efforts for future development of the park. The group includes Greenville-Pitt County residents who understand the value of Wildwood Park and the positive impact the park will have on the community. Staff is in the process of formulating the Resource Team. Once the group has been finalized, staff will share the team members with Council.

Along with the Resource Team, City staff will make several presentations to civic groups throughout the community to share the vision and potential of Wildwood Park. The park will require community support and the creation of various partnerships to help steer future development. Sharing the Wildwood Park story is an important component of the park reaching its full potential.

CFNCE is committed to assisting the City of Greenville with the fundraising efforts for the development of Wildwood Park and will oversee all fiduciary responsibilities of the Fund and provide monthly reports to City staff. Donations can be made in various ways, which are outlined below.



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1. Check made payable to CFNCE with Wildwood Park Charitable Gift Fund written in the memo.
2. Cash.
3. Payment via PayPal using the link or QR code below:
https://www.paypal.com/donate?hosted_button_id=C2HG8CBYQ4BE2

Payments can be mailed or made at the address below:

Community Foundation of North Carolina East
625 Lynndale Ct A
Greenville, NC 27858

Please let me know if there are questions.

cc: Michael Cowin, Deputy City Manager