

NOTES

TO: Honorable Mayor and City Council Members
FROM: Ann E. Wall, City Manager
DATE: August 31, 2022
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Heather White, Recreation and Parks Superintendent, regarding 2022 Athletic Division fall programming update
2. A memo from Courtnee McGrath, Uptown Greenville, regarding Uptown Greenville's annual report

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Attachments

To: Ann Wall, City Manager
From: Heather White, Recreation & Parks Superintendent
Date: August 31, 2022
Re: NTC – 2022 Athletic Division Fall Programming Update

The Greenville Recreation and Parks Department Athletics' Division has a strong line-up of programs scheduled this fall. Staff will offer a variety of programs for youth and adults, at all skill levels. Below are details outlining a few programs that will take place this season:

- **Future Stars Soccer** – Fall Future Stars Soccer kicks off practices at Bradford Creek Soccer Complex on September 10th, with games most Saturdays through November 5th. This year's season brings 122 teams and 1,048 participants, which is the highest since 2018. This program is for participant's ages 3-15 years of age.
- **Youth Flag Football** – Youth Flag Football will begin September 19th at Evans Park. Currently, there are 194 players registered, which is the largest participation since 2011. This program served children ages 5-12 years of age.
- **Adult Athletics Programs** – Registration for adult athletics team registration for softball and flag football will conclude in the upcoming weeks. Currently, there are four softball teams and two flag football teams registered for the season. Staff anticipate additional teams to register prior to the registration deadline.
- **Fall Tennis** – Youth and adult tennis programs will kick off the week of September 12th at River Birch Tennis Center. Tennis has continued to grow since 2020, with staff seeing all classes filled to capacity and at times offering additional classes to accommodate interest levels
- **Beach Volleyball** – The East Carolina Junior Volleyball Club (ECJVC) has partnered with Athletics staff to offer programming at the H. Boyd Lee Park Beach Volleyball Facility. ECJVC had a successful summer season offering variety of clinics to help keep participants conditioned for the fall season. September 14th will begin the start of an adult beach volleyball league for players of all skill levels.

Alongside these quickly growing programs, there continues to be an extreme need for part-time employees to assist in carrying out programs and services in all areas. In an effort to recruit part-time employees, staff have explored various avenues to assist with recruitment to include:

- Posting jobs online, on social media and in local newspapers
- Working with program partners to promote positions
- Spoken to high school coaches/athletic directors and ECU Campus Recreation and Wellness

Recreation and Parks staff promote program offerings throughout the community via social media, local media and the City's webpage. Additional information can be found on-line at Greenvillenc.gov or by calling 252.329.4567.

Please let me know if there are any questions.

cc: Michael Cowin, Deputy City Manager
Don Octigan, Director of Recreation & Parks



To: Ann Wall, City Manager

From: Courtnee McGrath, Uptown Greenville

Date: July 25, 2022

Re: Uptown Greenville Annual Report

I would like to thank the City of Greenville for its 2021-2022 funding commitment to Uptown Greenville and the collaboration that the City has shown in working with Uptown over the past year to enhance the City's urban core.

The 2021-2022 Contract for Services between the City and Uptown states that prior to the City making the second payment, Uptown shall provide a written report to the City Council of the significant achievements of Uptown with regard to work performed per the contract. Please accept the following as details outlining Uptown's accomplishments over the last fiscal year.

BUSINESS RECRUITMENT AND RETENTION:

- Uptown welcomed eight new businesses to the district amid the COVID-19 pandemic, which was minimally impacted with COVID related business closures.
- Sought out available funding programs and opportunities while coordinating frequent communications to the merchants of the opportunities.

UPTOWN BEAUTIFICATION:

- Hosted the annual window decorating competition in December.
- New banners were installed on both the Pitt and Greene Street bridges as well as 1st Street.
- Maintained the Dickinson Avenue holiday décor additions.
- Installed window clings into vacant buildings. Once the buildings were rented, the clings were removed and new ones were installed into different properties.
- Worked with City Staff to establish a plan for the future alleyway lighting projects. The first project is anticipated to begin in early fiscal year 2022-2023.
- Partnered with the City in preparation of the ECU Admitted Students Day. This included the Uptown Greenville funding to pressure wash sidewalks as well as communicating with the merchants and ECU.
- Helped the City facilitate the placement of the Flower Boxes in the spring.
- Donated \$10,000.00 to the Emerald Loop Project.

- Shared City Council agenda items with our Board of Directors and merchants with concerns to items pertaining to Uptown.

ASSISTING WITH ECONOMIC DEVELOPMENT EFFORTS:

- Continued to strengthen the connection that residents, employees, and visitors have to the district and increased the district's reputation as an attractive location for businesses and employees.
 - Judged the ECU Miller School's Pirate Entrepreneur Challenge.
 - Hosted various community walking tours with the Chamber of Commerce.
 - Maintained an active available properties list-serve on the Uptown website.
 - Shared funding opportunities with prospective new businesses.
 - Toured potential business owners around the district sharing projects and opportunities in the pipeline.
 - Worked with new developers on potential business leads.
 - Utilized a wide range of marketing platforms for promotion of district happenings.
 - Increased communication with merchants to assist with regulatory and financing issues, parking and public safety, events, and promotion.
 - Facilitated meeting with the County Manager and Clark/Stallings Development Group to initiate conversation to move Farmers Market to the Ficklen Building.

TARGETED VISITOR MARKETING AND COMMUNICATIONS:

- Funded targeted marketing, communications and promotional efforts benefiting the district.
- Increased social media engagements by 190.4% and impressions by 325,000+.
- Published and distributed 23 press releases that were featured in the media.

cc: Michael Cowin, Deputy City Manager
Jim Blount, Uptown Greenville Chairman