

CONSERVANCY UPDATE

BRIEF CONSERVANCY UPDATE

Wednesday, April 24

Master Plan Executive Committee

Planning-Period Review

- Grants/support
- Community Giving

Look Ahead at 2019

- Building Community Will
- Capital Campaign

CONSERVANCY UPDATE

PLANNING-PERIOD REVIEW

\$4.6 MILLION IN GRANTS/SUPPORT

\$2.6 million: Direct Planning Costs:

- Michael Van Valkenburgh and Associates (MVVA), including subcontractors and cost estimator
- Local-Firm HH Architecture (for the State Farmers Market Master Plan)

\$1.5 million: Programs, Community Engagement, & Master Plan Support:

Includes \$76,000 in in-kind contributions.

- Community Engagement - Public Meetings, Online Engagement, Communications
- Programs in the Park, Wayfinding Structures, and Other Onsite Amenities
- Speakers, Lectures, Conferences, Oral Histories, Research Projects, and Exhibitions
- Selection Process for the Lead Master Plan Firm & Best-Practice Site Visits to Other Urban Parks

\$500,000: Rehabilitation of Flower Cottage

Includes \$87,000 in in-kind contributions.

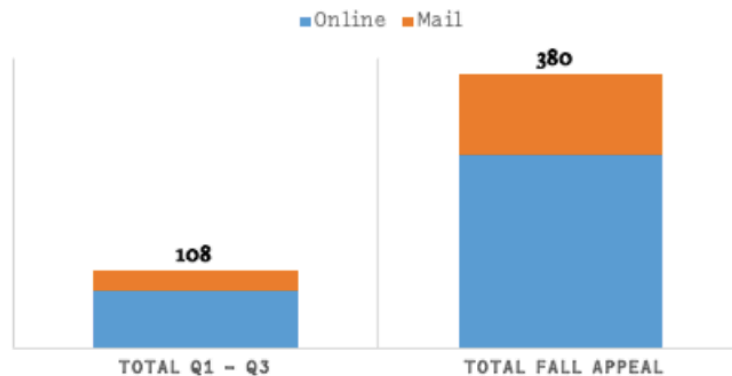
- City-Owned
- 9-Year Conservancy Lease

CONSERVANCY UPDATE

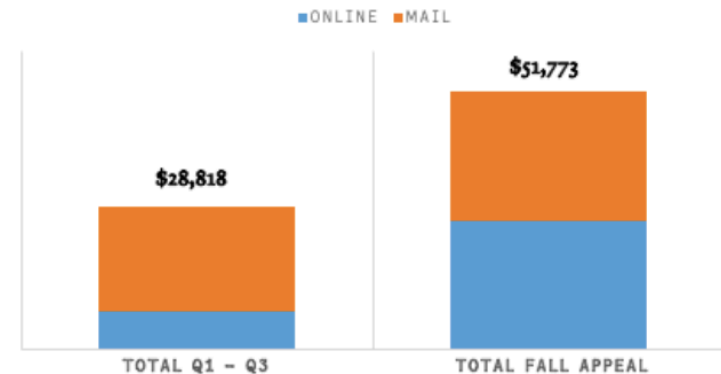
COMMUNITY GIVING REVIEW

- Jan. 2018 “Be a Visionary” community giving brochure produced and distributed at public events (passive)
- Feb. 2018 dixpark.org/donate page launched (passive)
- Nov. 2018 Inaugural Fall Appeal & Acquisition: mailings, emails, social media, and mobile ads (active)
- More than tripled our total number of community donors
 - Significantly increased our online giving rate; doubled referrals to our landing page

NUMBER OF COMMUNITY DONORS



VALUE OF COMMUNITY GIFTS



CONSERVANCY UPDATE

TWO MAJOR FOCUS AREAS FOR 2019

#1: BUILDING COMMUNITY WILL / COMMUNITY ENGAGEMENT

- Next-phase Community Giving: digital, mail, and in-person (best practices)
- “Join the Conservancy” messaging and materials in development
 - Join as a donor
 - Join as an insider
 - Join as a volunteer
- Conservancy running booth at large public events at the park
- Broader community organizing, engagement, support-building
 - Coordinating and collaborating with City staff team
 - Multiple board committees
 - Expansion of engagement beyond board members
 - Increased priority for staff in 2019

CONSERVANCY UPDATE

#2: CAPITAL CAMPAIGN FOCUS

Total Campaign Goal to be determined – based on total Phase 1 scope, cost, and funding model approved by the Raleigh City Council.

Key Milestones

February 19, 2019	Council vote on adoption of Master Plan
Spring-Summer 2019	Continued/ongoing cultivation and relationship-building
Spring-Summer 2019	Initial work on campaign concepts and deliverables
Summer 2019	Council Vote on Funding Model, Implementation Plan, and MOU
Fall 2019	Activation of Campaign Cabinet
Fall 2019	“Quiet phase” of campaign
Spring 2020	Public launch of “Campaign for Dorothea Dix Park”