

# Among Friends

Information and Updates for Friends of Oglebay

## In This Issue

Dear Friends,

At this time in the history of the parks, the Trustees of The Oglebay Foundation have determined that it is important to undertake a formal fundraising campaign. The Campaign for the Future of our Parks will assure that Oglebay and Wheeling Park will remain unique and accessible well through the 21<sup>st</sup> century. In this issue of *Among Friends* we lay out the importance and goals of this campaign for you.

Our fundraising goal is \$35 million dollars. While part of this amount will be used for building and improving facilities, a significant portion will be used for endowments to maintain our facilities and improve our programs. While our parks system is self-sustaining, there is never enough money generated to maintain and improve our facilities and programs at the level the community has come to expect.

In conjunction with the campaign, revised master plans were developed for Oglebay, Wheeling Park, and the Good Zoo. In this issue we share the highlights of the Wheeling Park master plan with you. By looking at the improvements and additions necessary and desired for Wheeling Park, you can envision the need for this fundraising initiative.

We are pleased to announce that donors have already given or pledged over sixty-five percent of the \$35 million dollar goal. The remaining thirty-five percent must be raised by the end of 2007. A considerable portion of these dollars will be realized through planned giving and future estate commitments. We still value the importance of your annual gift, however. These undesignated dollars go to support programs like Access to the Parks. If you have any questions after reading about the campaign I would be most happy to talk with you.

Sincerely,

Randy Worls, President  
The Oglebay Foundation



Barbara Palmer  
Newsletter Editor

## A Campaign for the Future of our Parks

### Five-year Comprehensive Campaign to benefit Oglebay, Wheeling Park and Oglebay's Good Zoo



*Fragrant spring blossoms surround the fountain in Bissonnette Gardens near Oglebay's Visitor Center.*

The Oglebay Foundation announces the largest fundraising initiative to date: a five-year campaign to benefit Wheeling's parks - today and far into the future. Keeping Oglebay, Wheeling Park, and Oglebay's Good Zoo unique, special, and accessible well into the 21<sup>st</sup> Century is the over-all goal of the campaign according to Ron Hobbs, chair of the board of trustees of the Foundation. "Our goal is to raise \$35 million to extend the excellence associated with the parks to all present and future facilities and programs," says Hobbs.

Setting an ambitious goal of \$35 million may seem like a daunting task, but Foundation officials point to the examples of the generosity of friends and supporters over the past three quarters of a century. "Millions of dollars have been given to support the improvements already in place," says Randy Worls, president. "The progress of this campaign has already been positive, thanks to forward-thinking individuals and or-

ganizations who realize the impact of Wheeling's parks on the quality of life and the economy of the northern panhandle of West Virginia."

*Friends* and donors have made significant contributions during the silent phase of the campaign, already contributing over \$24 million dollars. It is hoped the remaining amount will be raised by the end of 2007. Many of these dollars will be realized through planned giving and future estate commitments. If you wish to learn more about ways to contribute to The Campaign for the Future of our Parks please contact Worls at 243-4001 (local) or 800-624-6988, Ext. 4001.

**There is an opportunity for everyone who loves the parks to be a part of their success today, and far into the future, by making or continuing a yearly contribution to the *Friends of Oglebay* annual fund, and by arranging a planned gift that will bear fruit in the future.**



# The Oglebay Foundation's Campaign Initiative

The Campaign for the Future of our Parks is designed to address five initiatives in the area of programs and facilities as needed. They are:

**1. Facility Improvement and Endowment:** Substantial funds are needed annually for upkeep and maintenance of 145 buildings and structures. Maintenance of grounds, facilities, and equipment continues to increase. The creation of an endowment fund capable of ensuring quality facilities for future generations is imperative. **There are currently many unnamed facilities within the parks and the Good Zoo. Income from the naming of these buildings and venues will result in adequate endowment funds to insure their future upkeep.**

**2. Program Improvement and Endowment:** There are many programs in the parks system that continually need to be improved and upgraded, and many lend themselves to endowment requests. These include youth programs including, but not limited to, the Access to the Parks program, junior golf, junior tennis, hockey, and soccer. This initiative could include endowments for zoo education and exhibits as well as a permanent fund to provide programs for the outdoor theater and other special events.

**3. Parks/Zoo Development** With the recently completed and updated master plans of Oglebay, the Good Zoo, and Wheeling Park there are opportunities to fund new development projects. Examples of development projects include the expansion of Bissonnette Gardens, improvements at Wilson Lodge, continuation of walking trails, skiing upgrades, outdoor tennis, picnic shelters, and specific projects on the Wheeling Park and Good Zoo master plan. You may contact The Oglebay Foundation for an updated and complete list.

**4. Staff Training and Improvement** A well-trained and well-focused staff is one of the most important elements for current and future success of the parks system. While some small endowment funds to address this need in certain areas do exist, emphasis will be made to attract other gifts that would enhance staff training and improvement in all areas of operation. For future success, the parks must continue to attract, encourage, reward, and retain the best people possible. Private support through the Campaign is a key component to make this happen.

**5. Park Opportunities Fund** No private dollars are more beneficial than

<i>Goal for the Campaign for the Future of our Parks</i>	
Facility Improvement and Endowment ....	\$14,000,000
Program Improvement and Endowment .....	3,000,000
Park Development .....	16,000,000
Staff Training and Improvement .....	1,000,000
Park Opportunities Fund .....	1,000,000
<b>Total Campaign .....</b>	<b>\$35,000,000</b>



*A miniature donkey stays close to her offspring at the Good Zoo.*

those that can be used at the discretion of park officials. Some of these dollars are generated through the annual fund (*Friends of Oglebay* membership). Historically, the parks have been able to react to federal and state grant programs that require matching funds because of the availability of these unrestricted donations. During the Campaign there will be a focus on broadening The Oglebay Foundation's annual donor base. Opportunities also exist to give unrestricted funds through planned giving and bequests.



## Why the Campaign and Why Now?

Over the years, Oglebay and Wheeling Park have become an integral part of the life of Wheelingites and visitors from all over. Family traditions are celebrated by multi-generation families. Many individuals who moved from the Wheeling community stay in touch and continue their support because of fond memories of happy days spent at the parks in years past.

The parks have been fortunate in having many extremely generous individuals, organizations, and philanthropic foundations contribute to their growth and development for more than seventy-five years, first through the Parks System Trust Fund, and now through The Oglebay Foundation. Facilities have been built, programs have been established, and, more recently, landscaping and grounds maintenance have been stepped up. The time has come, however, to take this base of support to the next level – to address all the needs of the parks so future generations will enjoy the beauty and recreational activities we enjoy today.

Why does The Oglebay Foundation set such a lofty goal? First, to ensure the finest recreation facilities possible, and to do it at rates that are affordable for local residents. Second, to continue to offer the best quality destination and customer service for visitors from outside the Wheeling area. If Oglebay and Wheeling Park are to continue to grow and move to the next level, private donations are necessary to make it possible.



## Anatomy of a Master Plan – Wheeling Park 2005

*“A master plan is full of action words such as Complete, Improve, Remove, Upgrade, and Construct.”*

In conjunction with the Campaign, master plans have been updated for both parks and the zoo. This is nothing new for the Wheeling Park Commission, as master plans have been an important part of the growth of the parks since day one. In its simplest form, a master plan is a listing of those things that need attention regarding present facilities and grounds, and those facilities and improvements that park officials wish to develop in the near future (master plans are updated every five-ten years). The priorities of a master plan are established by the availability of funding sources.

Wheeling Park has had a master plan since 1926 when park commissioners, out of necessity, took stock of the situation at the end of the first season of operation and came up with a list of fourteen tasks that needed to be accomplished. As you might imagine, many of those first items had to do with grounds and building maintenance. Since then the master plans have become more sophisticated. This planning is still vital to the success of the parks because it provides improvements for today and a blueprint for the future.

We would like to share with you the highlights of Wheeling Park's 2005 Master Plan update, prepared with the assistance of Hays Landscape Architecture Studio, Ltd. This is not a complete listing, but rather a sampling of the types of things addressed in the new plan. A master plan is full of action words such as Complete, Improve, Remove, Upgrade, and Construct. Items are addressed as funds and personnel allow.

**Golf:** Complete drainage and irrigation system and address circulation problems; move operations to a new, proposed facility next to the White Palace; create a design for an upgraded course.

**White Palace & Memorial Ice Rink:** Improve exterior detailing to resurrect more of the original charm of 1926 building; improve stair capacity, teen center and game room, kitchen and food services, and park offices; undertake feasibility analysis regarding construction of a multi-purpose addition containing an enclosed ice rink and indoor tennis center.

**Stone Building & Pool:** Engage in a facilities master plan for building; improve/renovate locker rooms, main floor, furnishing and fixtures, walkways and fencing, install air conditioning,



improve disability access.

**Shelters:** Improve Schwertfeger Shelter, “bandstand” shelter, and Boyce Tennis Shelter; build additional large shelters west of the Stifel Playground.

**Good Lake Area:** Improve safety features, disability access, and picnicking opportunities; create a new, exciting miniature golf course; construct a carousel (reminiscent of old Wheeling Park).

**Tennis & Athletic Fields:** Construct a new indoor tennis facility within proposed addition to the White Palace; rehabilitate and recondition soccer fields; coordinate with Wheeling Park High School to ensure upkeep of baseball fields.

**Amphitheater:** Complete a design for amphitheater improvements; construct permanent seating and accessible paths.

**Monuments:** Increase inspections and repairs; install interpretive and promotional signage at the Madonna of the Trail statue.

Roads, parking, and trail improvements include repaving projects, expansion of parking, improving entryway aesthetics, and clean-up and repairs to the property along Park View Road in order to create mountain bike trails. Improved landscaping is called for in all facility improvements in all areas.

As you can see, there are a lot of projects on the new Wheeling Park master plan that lend themselves to philanthropic support. You or your family might wish to consider one of the projects listed above, whether new construction

*Wheeling Park has always been accessible by public transportation, thereby earning the nickname “the people’s park.”*

or endowment of a present facility. Please contact Randy Worls at The Oglebay Foundation to discuss your interest in a Wheeling Park project or one at Oglebay or the Good Zoo.



### Ski Slope Opens Financial Challenges Remain

Skiing reopened on December 18 to “rave” reviews; the modern snowmaking system and triple chair lift allowed the slopes to open on the same day as Seven Springs in the western Pennsylvania mountains. Based on this initial success, the future of skiing at Oglebay looks very bright.

More than a million dollars was raised to purchase and install the needed hardware and equipment. The financial challenge to raise another \$200,000 by January 2006 still remains, so the “Ski Oglebay” Committee will continue to function and solicit funds. A ski facility endowment and youth scholarship endowment have also been established with initial local gifts. Donors pledging \$3,000 and above will be recognized on a lifetime “Ski Honor Roll” at the ski facility. For further information contact The Oglebay Foundation at 304-243-4166 or 800-624-6988, Ext. 4166.



# America's Future Trees Foundation

Started by Oglebay heir Courtney Burton in the 1960s, America's Future Trees Foundation (AFT) continues to be a popular recipient of memorial and tribute gifts. The purpose of AFT is to maintain and improve the natural environment at Oglebay and Wheeling Park through new and renewal plantings of trees, and tree care. Twice a year, in the spring and fall, trees are purchased and planted where they are needed the most.

To date, many thousands of mature trees and seedlings have been planted throughout the parks. Much of the beauty you see in the sweeping vistas of trees and landscaping features was detailed years ago in the park's master plans. As contributions to AFT grew, so did the trees, abundantly throughout the parks. Donations to AFT are matched by the Wheeling Park Commission.



## Calendar of Events

### May

28-30 Memorial Day Celebration – Oglebay

### June

11-12 Welty Men's Amateur – Crispin  
 15-19 Senior Tennis Tournament – Crispin  
 24-26 Cornerstone Senior Amateur – Speidel & Crispin  
 25-29 Junior Tennis Tournament – Crispin

### July

1-3 Independence Celebration – Oglebay  
 3 Fireworks – Schenk Lake  
 9-10 Stoney Hollow Men's Amateur – Speidel  
 21-24 Tent Sale – Pine Room  
 24-26 WV Women's Amateur – Speidel Jones Course

*Call for further information*  
 243-4000 (local) or 866-OGLEBAY

Visit [oglebay-resort.com](http://oglebay-resort.com) to see details on the 53-room deluxe addition to Wilson Lodge opening in 2006.

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