



Fifty Years Ago... Three wood and stone chalets were constructed behind the original wing of Wilson Lodge, adding twenty-four guest rooms. The chalets addressed the demand for more overnight housing as yearly visitors topped the one million mark. By 1960, both Oglebay and Wheeling Park had shed their seasonal status, providing visitors with activities in every season of the year.



Twenty-five Years Ago... The ballroom on the upper floor at Wheeling Park's White Palace, once the scene of summer dances during the Big Band era and teen dances in later decades, was renovated and permanent windows were installed. The elegant wall covering and sconces made the ballroom a beautiful spot for dances and proms year-round, but it was also designed to be used for a variety of events including luncheons, dinners, and large meetings. This project marked the completion of several years of renovations at the White Palace using federal revenue-sharing funds.



Ten Years Ago... In 2000, a new Snoopy display, along with several other Peanuts comic strip characters, was introduced to Oglebay's Winter Festival of Lights. Through the generosity of Jean Schulz, wife of the late Charles Schulz, creator of Peanuts, park officials were given permission to illuminate some of his most beloved cartoon characters.

Campaign for Future Trees is Ongoing

Earlier in the year The Oglebay Foundation announced a new campaign through America's Future Trees (AFT) to raise \$600,000 to implement a five-year tree and landscape plan at both parks (removal, new plantings, and maintenance). The campaign honors the late Brooks Wigginton, long-time landscape architect whom some of you knew. Many of you have responded positively to the campaign and we thank you. We hope that others will consider a gift to AFT in the coming year. For further details, contact Randy Worls or the Foundation office at (304) 243-4166.



America's Future Trees Foundation Took Root in Wheeling in 1976

Current Campaign will take Landscaping Plan to Next Level

With the Campaign for Future Trees in full swing, it is fitting to remember the man who established America's Future Trees Foundation (AFT) in the 1960s and moved its headquarters to Wheeling in 1976 – Oglebay heir Courtney Burton. His generous support was welcomed by park officials at the time because as many as eight hundred trees had fallen prey to the Dutch elm blight in the early 1970s. There were also new facilities in need of landscaping: the Speidel golf course, the zoo (under construction), and the developing hilltop area at Wheeling Park, among them.

Simultaneously with the establishment of AFT, park officials began a fund drive to put the Foundation on firm footing and assure a continuance of landscaping excellence in the parks. Retired Ohio County schools educator, and long-time parks advocate, Ellwood Goddard, would spearhead the first fund drive.

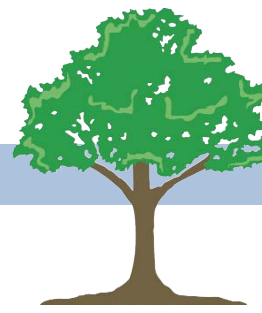


Goddard had worked part-time for the Wheeling Park Commission (WPC) since 1936. The initial fundraising drive proved successful and Burton matched contributions dollar for dollar for several years. Since then, many people have made gifts to AFT to honor or memorialize a loved one.

AFT has been very important to Wheeling's parks. "Many of the new plantings and much of the tree maintenance work at Oglebay and Wheeling Park has been funded through the Foundation," says WPC president Doug Dalby. "We hope to take our landscaping plan to the next level through the Campaign for Future Trees that is currently underway through The Oglebay Foundation." Donations continue to be matched by the WPC. All contributions are

recorded in a gold book of donors at Oglebay.

Among Friends



Fall/Winter, 2010 Vol. 14 No. 2

Information and Updates for Friends of Oglebay

Wheeling Park Commission Observes 85th Anniversary



Commissioners Serve with Distinction through Growth of Wheeling's Parks

As written about in a prior newsletter (Vol 13, No.1, 2009), the management and supporters of the Wheeling Park Commission (WPC) have long voiced the opinion that the most important factor in the success of Wheeling's parks system is a premise set forth by W.E. Stone in 1924: that control be placed in a non-partisan commission (not beholden to changing political whims). He made that premise one of five conditions upon gifting the City of Wheeling \$100,000 toward the purchase of Wheeling Park. Today, the WPC board of trustees that Stone envisioned eighty-five years ago has gained the respect of the community and beyond, as well as the respect of park systems around the country.

While skillfully guiding the parks through economic ups and downs, the WPC has formed a partnership with philanthropic-minded friends from near and far whose financial gifts have led to facility and program development. "Having local funds available to match federal and state grants over the years has

been an important part of our success," says Randy Worls, president of The Oglebay Foundation. "We are very appreciative of these gifts, both large and small."

The formation of the Parks System Trust Fund in 1945 and The Oglebay Foundation, more recently, thrust Wheeling's parks into the forefront of municipal recreation areas throughout the country. "The trust fund was way ahead of its time," says Worls. "I credit the park commissioners for taking this bold step following World War II when they realized there would be additional demands for recreational resources as servicemen and servicewomen returned to their Ohio Valley communities."

Updated master plans for Oglebay, Wheeling Park, and the Good Zoo have also been a key factor in philanthropic support. Individuals or families who are looking for ways to honor or memorialize a loved one can discuss options with park officials (Cont'd page 2)

Dear Friends,

The Wheeling Park Commission (WPC) observes a milestone this year - its 85th anniversary. For more than eight decades Wheeling's parks have continually moved forward, through good times and bad, because of the expertise and acumen of the dedicated people who have served on the board.

In 1945 the WPC began a partnership with the Wheeling community when commissioners formed the Parks System Trust Fund to raise money for development. The results were so successful that even people who live hundreds of miles away wanted to do their part. This support from all of you, near and far, is the main reason the parks have been able to grow and provide first-class facilities for our residents and visitors. We thank all of you for your support and please know that we will work hard to maintain your trust in the future.

At no time since the Great Depression, however, have we seen an economic downturn as severe as the one that started in 2008. The recession has affected our strongest source of cash flow – occupancy and events at Wilson Lodge – making philanthropic support more important than ever in meeting our maintenance and program goals. If you are considering an endowment gift or major gift to benefit the parks, please contact me so we can work out a plan that best suits your needs and desires.

Sincerely,

Randy Worls, President
The Oglebay Foundation

Friends of Oglebay Annual Campaign Benefits You and the Parks

Making a year-end gift to the Friends of Oglebay annual campaign through The Oglebay Foundation, if you have not already done so, has double benefits: 1. it may positively affect your taxes as a charitable deduction and, 2. it can be made as an unrestricted gift or you can designate a specific program that you wish to support.

Unrestricted gifts are important because management and trustees can determine where the need is greatest and/or have matching funds available in order to obtain state or federal grants. You can, however, specify an area that you would like to support financially. In the past, contributions have benefited the gardens and the Access to the Parks program.



Last year almost 17,000 visits to the parks were made possible by the Access to the Parks program.

Making a gift to the annual fund goes a long way in keeping our parks extraordinary for the entire community and secures your membership in Friends of Oglebay. As a Friend, you will continue to receive this newsletter which will keep you abreast of happenings at the parks. Although gifts of any size are welcome, donations of \$500 or more that are designated for Access to the Parks may be eligible for a WV State tax credit (see blue box).

While the annual fund is important, and gifts large and small are welcome, Foundation officials also hope to raise endowment funds that

will guarantee high quality maintenance and programs in the future. If YOU have an interest in setting up an endowment, through an immediate gift or an estate gift, please contact Randy Worls at 800-624-6988, Ext. 2001 or (local) 304-243-4001.

Some Access Donations Eligible for WV State Tax Credit

Your donation of \$500 or more to The Oglebay Foundation for the Access to the Parks program may be eligible for a 50% tax credit through West Virginia's Neighborhood Investment Program (NIP). Contributors in this amount will receive a tax credit voucher that attaches, with a program worksheet, to the appropriate WV tax form.

If you have further questions please go to www.wvdo.org/community/nip.html, call 800-982-8297 or contact The Oglebay Foundation at 304-243-4166.

Wheeling Park Commission (continued from page 1)

and then know that their gift will make a difference in keeping our parks vital and well-maintained into the future. Many families who have helped fund or endow a facility have been supportive of that facility through several generations.

Also important is the continuity provided to management staff through a tradition of long and faithful service by those appointed to the board. There have been just 19 commissioners since the WPC was formed in late 1924. The current board includes Wilbur S. Jones, Jr., chair, Roland L. Hobbs, G. Ogden Nutting, Sue Seibert Farnsworth, and Dr. Donald Hofreuter. Hobbs is in his 38th year as a park commissioner. With his construction background, he immediately sensed that the park system's many buildings and vast grounds would require far more maintenance in the future than the WPC was equipped to handle at the time.

In the late 1990s, under Hobbs' chairmanship, the WPC appointed CEO Randy Worls to raise money for a maintenance endowment fund, and to concentrate his efforts on fund-raising by heading up The Oglebay Foundation. At that time, the WPC elevated Worls' long-time assistant, Douglas J.C. Dalby, to the position of CEO. "With Randy working toward long-term financial stability, and Doug in charge of operations, we have every hope that our parks will continue to serve the community and beyond well into the future." (Hobbs is now chair of the board of trustees of The Oglebay Foundation.)

All of the Park Commissioners realize the importance of financial support from people who believe in the mission of the WPC. Hobbs points out the success of the Access to the Parks program which is funded primarily through the Foundation's annual campaign (Friends of Oglebay). "Very few other public park systems, if any, are able to insure that all local children have access to recreational facilities and programs regardless of their economic situation," he says. "Park commissioners remain committed to the legacy of quality and inclusiveness that has always been at the forefront of Wheeling's parks."

(Appointments to the WPC board are made by the Wheeling Area Chamber of Commerce (3) and by the City Manager of the City of Wheeling (2).

Financial Strategies Put in Place Now Can be Important to the Parks

Year-End Gifts Benefit You and The Oglebay Foundation

Wheeling's parks are in the most precarious financial position since the Great Depression. The recession that started in 2008 has affected operations of the Wheeling Park Commission, especially at Wilson Lodge, just as it has affected so many businesses throughout the country. While improvements and upgrades to park facilities have been generously gifted over the past few years, there is a need for more philanthropic support in order to weather the storm.

Your gifts, past and present, to the Maintenance Endowment, the Friends of Oglebay annual campaign, the Campaign for the Future of our Parks, and the America's Future Trees Campaign have enabled us to keep moving forward. We hope you will continue that support and we will do everything in our power to operate wisely and efficiently.

The present economic climate has a ripple effect. When business meetings and family vacations are cancelled, that also affects other revenue-producing facilities such as the Good Zoo and the golf courses. Also, because of the downturn, governmental agencies are not sending as many staff members to the park and recreation schools held at the lodge each winter. That also affects occupancy rates.

While everyone hopes a vigorous economy returns sooner than later, we hope you will consider a year-end gift, within your means, to The Oglebay Foundation to help us weather the storm. At this time the Foundation would like to remind you that there are a number of ways to support park facilities and programs. You can choose an option that best fits you and your family. While people are familiar with cash gifts, there are other options that include:

- Gifts of Appreciated Property (long-term appreciated securities or real estate) that can create favorable tax benefits.
- Life Income/Charitable Trusts that offer an opportunity to make a substantial gift without forfeiting annual income produced by these assets.
- Life insurance can play an important part in planned giving to the parks and can be accomplished by (1) the transfer of ownership of an existing policy to The Oglebay Foundation, or (2) the purchase of life insurance which names The Oglebay Foundation as the beneficiary and/or owner.
- Many companies will match a donor's contribution through a Corporate Matching Gifts program.
- Bequests through wills can provide an opportunity to honor and sustain a family name in conjunction with The Oglebay Foundation's name recognition program. Often, this type of gift is made in conjunction with an endowment gift.

If you would like to discuss any of these options in confidence, please contact Randy Worls at 304-243-4001 or 800-624-6988, Ext. 4001.

Oglebay Welcomes Visitors to 26th Annual Winter Festival of Lights

New Displays Promise to Enchant

Oglebay's Winter Festival of Lights (FOL) opens for its 26th season on November 12 with several new features that promise to appeal to visitors of all ages.

Among the new displays are an elegant Fountain, enchanting Carousel, and an expansion of the nostalgic Oglebay Village. The lights show will continue through January 2. Hours are dusk to 10 p.m. on weeknights and Sundays and dusk to 11 p.m. on Fridays and Saturdays. A one-time contribution – good for the entire season – is requested.

Park staff continues to convert older displays to LED bulbs which use 85% less energy and last up to five times longer than ordinary bulbs. The dazzling light tunnel at the beginning of

the drive through the show has been converted to LED bulbs this year and has been lengthened. All new displays are outfitted with the energy-efficient bulbs.

Colonel Oglebay's Christmas Tree, also new, will shine outside the Mansion Museum in the hilltop area as part of the Gardens of Light live tree and hanging baskets display. A special tree lighting ceremony will take place from 6:30-7:30 p.m. on November 13, 17, and December 6. There will be free hot chocolate and cider along with holiday entertainment for those attending the tree lighting.

This year make it a point to enjoy FOL by automobile and on foot. Visit the Speidel Christmas Shop brimming with holiday merchandise, stroll the hilltop area from Carriage House Glass to the Mansion Museum, visit the Good Zoo with its exciting lights and music show, and enjoy all that Wilson Lodge has to offer. For more information on activities and events call 800-624-6988 or 304-243-4000 or visit our website at oglebay-resort.com.

