



Barrow Community Foundation



**BUILDING
OUR
FUTURE**



Dear Friend,

We are excited to present the Building Our Future initiative, which will create an exciting new venue for recreation, education, entertainment and community development to benefit the greater Winder/Barrow County area. Developed during the last eighteen months by the Barrow Community Foundation, the Barrow County School System and numerous corporate and community leaders throughout the area, this new outdoor venue on the campus of the old Russell Middle School will become an integral gathering place in our community for kids, their parents and grandparents.

This new eight-acre park will provide much needed space to support a wide variety of recreation, education and sports events, programs and projects for all Barrow County residents. This critical need was initially identified by a community-wide Strategic Planning Task Force in 2019 and confirmed by an independent feasibility analysis. The new park will also provide public space for events such as concerts, lectures, civic meetings, and family gatherings.

In order to be successful, we have established the Building Our Future initiative to underwrite and guide the development, programming and operations of the park and its programs during its initial five years. We have engaged the leaders of business and industry in the Barrow County area to lead this effort and become the stewards of this one-of-a-kind experience. Now the Building Our Future initiative needs the input, energy, ideas and financial support from everyone across the Winder/Barrow County area. In the pages that follow, you will learn about this new project and how your ongoing support will be carefully invested to develop this visionary park and implement the programs and services in this new state-of-the-art venue.

We consider this initiative vitally important to the City of Winder, Barrow County, and to all who work and live in the region. If you share our excitement for the future of our area and the need for a dynamic and carefully focused program of recreation and community development, please join us and other leaders in pledging your support to Building Our Future.

With hope and excitement for Winder / Barrow County,



**PHILIP
GOSSLING**
*Campaign
Co-Chair*



**CHRIS
MADDOX**
*Campaign
Co-Chair*

WHERE



COME TO PLAY!

Five-Year Objectives

1. Attract a minimum of 2,000+ visitors per month to the park.
2. Connect the recreation venue to downtown Winder through sidewalks, signage, and landscaping.
3. Improve sales in downtown Winder's restaurants and stores.
4. Enhance and expand awareness of Barrow County as a wonderful place to live, work, and thrive.
5. Provide the services of a fulltime Park Activities Director to schedule, direct, and manage programs and activities in the park.
6. Organize at least one public event each month at the park.
7. Create space for a minimum of five (5) art installations within the park.
8. Develop and organize activities, programs, and events that will draw community members together to the park to create a positive sense of belonging and connection in Barrow County.
9. Create flexible, dynamic outdoor spaces that are uniquely equipped to build a sense of community while providing opportunities for both organized and unstructured exercise, play, learning, and connection.
10. Ensure that all indoor and outdoor spaces in the park are accessible (ADA compliant) for children and adults.
11. Generate awareness about the park among organizations in Barrow County regarding the outdoor spaces and amenities available for them.
12. Generate awareness about the park outside Barrow County to attract visitors to the park and the area it serves.

New Innovative Community Park *(Preliminary Design)*

- 1. Destination Playground:** A unique grand centerpiece that stands apart from any other playground in the region, including features accessible to those with disabilities.
- 2. Water Play Area:** Fountains of all sizes for all ages with customization and lighting. The play area will be embedded into a pavement/brick patio to provide a space for multiple uses.
- 3. Field House:** Rebuilt to house restrooms, changing rooms, and water fountains with added areas for concessions.
- 4. Amphitheater/Outdoor Classroom:** Amphitheater and an environmental classroom for outdoor teaching and learning opportunities.
- 5. Dog Park:** A great spot for dogs to come and be a part of the campus.
- 6. Open Field Area:** Multi-use green space for playing soccer, throwing a frisbee, movies on the green, and festivals.
- 7. Center Stage:** The Center Stage will be located at the end of the green near the entrance to the CFIT building. It will be used for concerts, community events and gatherings.
- 8. Pickleball, Half-Court Basketball, and Volleyball Court:** Outdoor sports courts fulfill a need in the county, as well as provide upgraded facilities for people who are already using the grounds for play.
- 9. Tree House:** A wood patio or actual tree house to provide a resting, learning and play area near the natural retention pond.
- 10. Picnic Pavilions:** Provides multiple covered picnic areas for shade near the playground, waterfeature, and sports areas.
- 11. Walking Path:** Surrounds the entire park grounds connecting all campus elements. Marked with trees, benches & shade.
- 12. Open Air Market:** Patio in and around the field house which can be used as an area for an open air market.
- 13. Sustainable Permeable Parking:** In addition to ample parking near the playground, specialized parking spaces near the venue will be provided with "Food Truck" friendly amenities for special events.
- 14. Sculpture and Art Garden:** Brings the Arts and Innovation feel to the grounds, provides a space to showcase student and community works, and a place to rest and play.
- 15. Bioswale:** Handles water runoff while providing another learning and play opportunity for children.
- 16. Outdoor Work Spaces:** Free Wi-Fi plus small tables can make the perfect spot to telework outside or collaborate on a project with a classmate.
- 17. Outdoor Reading Nooks:** Several outdoor spaces under trees near the library and along the walking path for reading, relaxing and meditation within the park.
- 18. Historical Signs:** Introduce visitors to the history of Barrow County and the Old Russell grounds as they walk the path around the park.





Project Budget

FEATURE	ESTIMATES
Site Preparation	
Grading, Sod, Landscaping	\$ 200,000
Road Extension and Parking Lot	\$ 850,000
Natural Walking Path	\$ 150,000
Trees	\$ 15,000
Park Benches	\$ 10,000
Signage	\$ 10,000
Historic Signage	\$ 10,000
Reading Nooks	\$ 5,000
Bike Racks	\$ 5,000
	\$ 1,255,000
Playground	
Sports Courts	\$ 25,000
Playground Equipment	\$ 350,000
Playground Ground Covering	\$ 75,000
Playground Installation	\$ 150,000
Grading, Drainage and Other Expenses	\$ 25,000
Playground Protective and Decorative Fencing	\$ 50,000
Playground Sidewalks	\$ 25,000
Sun Covering	\$ 25,000
Benches, Signs, Trash Cans, etc.	\$ 5,000
Covered Picnic Areas	\$ 150,000
	\$ 880,000
Splash Pad	
Splash Pad Concrete	\$ 100,000
Splash Pad Installation	\$ 50,000
Splash Pad Equipment	\$ 150,000
	\$ 300,000
Other Features	
Drainage/Water/Bioswale	\$ 350,000
Decking and Benches, Tree House	\$ 25,000
Field House Renovation	\$ 150,000
In-ground Mini Theatre	\$ 35,000
Center Stage	\$ 80,000
Electrical/Audio	\$ 250,000
Outdoor Market Patio	\$ 100,000
Dog Park	\$ 50,000
Sidewalk	\$ 100,000
	\$ 1,140,000
Contingency	\$ 425,000
	TOTAL \$ 4,000,000



Naming Opportunities



HAVE THE PARK NAMED AFTER YOU \$2,000,000

Term: 20 years

The entire venue for recreation, education, entertainment, and community development.

1



DESTINATION PLAYGROUND: \$1,500,000

Term: 20 years

A unique grand centerpiece that stands apart from any other playground in the region, including features accessible to those with disabilities.

2



WATER PLAY AREA: \$1,000,000

Term: 20 years

Fountains of all sizes for all ages with customization and lighting. The play area will be embedded into pavement/brick patio to provide a space for multiple uses.

3



FIELD HOUSE: \$750,000

Term: 20 years

Rebuilt to house restrooms, changing rooms, and water fountains with added areas for concessions.



Naming Opportunities *(cont.)*

4



AMPHITHEATER/OUTDOOR CLASSROOM: \$500,000

Term: 20 years

Amphitheater and an environmental classroom for outdoor teaching and learning opportunities.

5



DOG PARK: \$350,000

Term: 20 years

A great spot for dogs to come and be a part of the campus.

6



OPEN FIELD AREA: \$250,000

Term: 20 years

Multi-use green space for playing soccer, throwing a Frisbee, movies on the green, and festivals.

7



CENTER STAGE: \$250,000

Term: 20 years

The stage at one end of the green near the entrance of CFIT. It could be used for concerts, community gatherings, etc. with light for night activities.

8



**PICKLEBALL, HALF-COURT BASKETBALL,
AND VOLLEYBALL COURT: \$150,000**

Term: 20 years

Outdoor sports courts fulfill a need in the county, as well as provide upgraded facilities for people who are already using the grounds for play.

9



TREE HOUSE: \$150,000

Term: 20 years

A wood patio or actual tree house to provide a resting, learning and play area near the natural retention pond.

10



PICNIC PAVILIONS: \$125,000

Term: 20 years

Provides multiple covered picnic areas for shade near the playground, water feature, and sports areas.

11



WALKING PATH: \$125,000

Term: 20 years

Surrounds the entire park grounds connecting all campus elements. Marked with trees, benches, and shade.



Naming Opportunities *(cont.)*

12



OPEN AIR MARKET: \$125,000

Term: 20 years

Patio in and around the field house which can be used as an area for an open-air market.

13



SUSTAINABLE PERMEABLE PARKING: \$100,000

Term: 15 years

In addition to ample parking near the playground, specialized parking spaces near the venue will be provided with "Food Truck" friendly amenities for special events.

14



SCULPTURE AND ART GARDEN: \$100,000

Term: 15 years

Brings the Arts and Innovation feel to the grounds, provides a space to showcase student and community works, and a place to rest and play.

15



BIOSWALE: \$75,000

Term: 10 years

Handles water runoff while providing another learning and play opportunity for children.

16. OUTDOOR WORKSPACES: \$25,000

Term: 10 years

Free Wi-Fi plus small tables can make the perfect spot to telework outside or collaborate on a project with a classmate.

17. OUTDOOR READING NOOKS: \$25,000

Term: 10 years

Several outdoor spaces under trees near the library and along the walking path for reading, relaxing, and meditation within the park.

18. HISTORICAL SIGNS: \$25,000

Term: 10 years

Introduce visitors to the history of Barrow County and the Old Russell grounds as they walk the path around the park.

19. BIKE RACKS: \$25,000

Term: 10 years

20. PARK LIGHTING : \$25,000

Term: 10 years

21. LANDSCAPING : \$25,000

Term: 10 years



Campaign Leadership

Chris McMichael

Campaign Leadership Council Co-Chair
Barrow County School Superintendent

Brad Akins

Campaign Leadership Council Co-Chair
Akins Ford, Chrysler, Dodge, Jeep

Carol Burrell

Campaign Leadership Council Co-Chair
Northeast Georgia Health System

David Bleth

Campaign Leadership Council Co-Chair
Harrison Poultry, Inc.

Chris Maddox

Campaign General Co-Chair
Renasant Bank

Philip Gossling

Campaign General Co-Chair
Do My Own

Wayne Bartlett

Advance Division Co-Chair
Progressive Realty LLC

Billy Porter

Advance Division Co-Chair
Cable East, Inc.

Doug Mitchell

Leadership Division Co-Chair
Mitchell & Crunk Law Firm

Terri Tarver

Leadership Division Co-Chair
Progressive Realty LLC

Shenley Rountree

Publicity Committee
Barrow County School System

Lee Bane

Publicity Committee
Barrow County School System



Testimonials



It's a new day in Barrow County! Strongly committed government and education officials working closely with dedicated corporate and community leaders to realize this unique opportunity for all who live and work in the greater Barrow County area. Now let's all give our best and make this Building Our Future initiative a success

David Maynard

City of Winder



For our community to continue to grow and prosper, business and community leaders must play a significant role. Over the years, our community has needed this type of family-oriented recreation venue, centrally located and easily accessible, that would add to the quality of life in Winder and the Barrow County area. It is vitally important for all of us to join in the effort.

Tommy Jennings

Barrow County Chamber of Commerce



We don't have the luxury of standing still. At this point, we either go forward or we fall behind. This Building Our Future initiative moves all of us forward and benefits our entire community. These added amenities enable us to develop the entire student – and that's critical to developing productive citizens and an outstanding workforce!

Angela Haun

Georgia Power



Through Building Our Future, this wonderful water, sports and recreation park will take our community to the next level.

Pat Graham

Barrow County



Building Our Future is the kind of public – private partnership that goes well beyond just improving our community...it improves the fabric of our lives!

Candie Fox

Family Connection



We at Progressive Realty consider the new Building Our Future project a valuable asset to both Winder and Barrow County. How exciting to have a destination playground in the center of our community where children, youth, adults, seniors and those with special needs can enjoy a wonderful outdoor venue!

Wayne Bartlett

Progressive Realty



This Building Our Future initiative will unite our residents, elected officials, small businesses and large corporations...all working together to make Barrow County a better place to work, live and raise a family.

David Bleth

Harrison Poultry



Through the Building Our Future initiative, the 'new' park at the old Russell Middle School will dramatically transform our community and provide a destination playground that will be a safe gathering place for our children, youth, adults and seniors throughout this wonderful community.

Lisa Maloof

Barrow County Economic Development



Campaign Leadership Council



Campaign Leadership Council (*cont*)



Frequently Asked Questions

Q WHAT IS THE *BUILDING OUR FUTURE* INITIATIVE?

A *Building Our Future* is a five-year program to organize, underwrite, develop and maintain a one-of-a-kind sports and family recreation park in downtown Winder, Georgia, on the site of the old Russell Middle School property where the Center for Innovative Teaching is located.

Q WHO IS LEADING THE *BUILDING OUR FUTURE* INITIATIVE?

A The Barrow Community Foundation, in partnership with the Barrow County School System, is leading the *Building Our Future* program.

Q HOW MUCH WILL THIS PROJECT COST?

A *Building Our Future* is estimated to cost \$4 Million over the next five years.

Q HOW WILL THE *BUILDING OUR FUTURE* PROJECT BE FUNDED?

A *Building Our Future* will be underwritten through a community-wide fundraising campaign. This public-private partnership will invest a minimum of \$4 Million over the next five years, or an average of \$800,000 per year. These funds will be invested in the recreation venue through the Barrow Community Foundation, a 501-C-3 foundation in Winder, Georgia.

Q HOW WILL THE *BUILDING OUR FUTURE* RECREATION VENUE BENEFIT THE CITY OF WINDER AND BARROW COUNTY?

A There are five immediate benefits. The new sports and recreation park will:

- I. Establish a one-of-a-kind venue to provide a convenient location for children, youth, families and seniors to come together and play.
- II. Enhance the quality of life for all who live and work in Barrow County by providing a unique inner-city park for rest, relaxation and recreation.
- III. Become a "draw" to entice families and businesses to consider Barrow County as a great place to relocate.
- IV. Enhance the economic well-being of the City of Winder and Barrow County by becoming a visitor and tourist destination.
- V. Provide a location in downtown Winder that will complement area businesses and afford visitors and tourists a variety of activities to enjoy before and after their visit to the park.

Q WHAT WILL BE THE ECONOMIC IMPACT OF THE NEW RECREATION VENUE ON WINDER AND BARROW COUNTY?

A The inner-city park will have a significant positive impact on the area. Once the *Building Our Future* project is complete, the Barrow Community Foundation projects as many as 25,000 visitors annually.

Q WHO WILL BENEFIT FROM THE *BUILDING OUR FUTURE* INITIATIVE?

A Children of all ages, students, adults, seniors and businesses in the Winder - Barrow County area will benefit from the recreation park and its many features and amenities.

Q WHAT DOES THE *BUILDING OUR FUTURE* FIVE-YEAR STRATEGIC PLAN INCLUDE FOR THE PARK?

A There are currently 18 components in the *Building Our Future* Strategic Plan. The new park will include, among many other amenities, a Destination Playground, a Water Play / Splash Pad, a Field House with restrooms, changing rooms, water fountains and concessions, an Amphitheatre / Outdoor Classroom, Sports Courts for basketball, pickleball, volleyball and a Dog Park.



Frequently Asked Questions

Q HOW WILL FUNDS RAISED BY THE *BUILDING OUR FUTURE* CAMPAIGN BE INVESTED?

A Over the next five years, *Building Our Future* funding will be allocated as follows:

I. Playground	\$ 880,000
II. Water Feature / Splash pad	\$ 300,000
III. Tree House, Field House, Amphitheater	\$1,140,000
IV. Site Prep, Parking, Walking Paths, Landscape	\$1,255,000
V. Construction Contingency	\$ 425,000
TOTAL INVESTMENT OVER FIVE YEARS	\$4,000,000

Q HOW MUCH SHOULD WE PLEDGE?

A Each pledge request for the *Building Our Future* initiative has been carefully considered and evaluated. A campaign volunteer will contact you to arrange an appointment to present the project, answer any questions you have and discuss your five-year investment in this important program.

Q HOW WAS THE AMOUNT OF MY PLEDGE REQUEST DETERMINED?

A A select committee of corporate and community leaders representing all sectors of the greater Barrow County area carefully determined each pledge request in the *Building Our Future* campaign. This Campaign Evaluation Committee considered the financial capacity of each corporate and individual prospect as well as their leadership role in our community before suggesting a target pledge request.

Q IS OUR INVESTMENT IN *BUILDING OUR FUTURE* TAX DEDUCTIBLE?

A An investment in *Building Our Future* may be tax deductible as a trade/business expense. The Barrow Community Foundation is also a 501-C-3 foundation so that individual and family investments in the project are also tax deductible. You should contact your tax professional for specific information and advice.

Q HOW WILL WE BE KEPT INFORMED OF THE PROGRESS AND ACHIEVEMENTS OF THE *BUILDING OUR FUTURE* INITIATIVE?

A The general public will be kept informed through the Barrow Community Foundation website and media releases. All *Building Our Future* stakeholders, supporters and volunteers will be kept apprised of more detailed progress through an annual report. During the five years of this extraordinary project, the Barrow Community Foundation's Board of Directors will distribute an annual "report card" that will measure its progress in the accomplishment of the goals and objectives of the *Building Our Future* initiative.

Q WILL WE RECEIVE RECOGNITION OF OUR INVESTMENT IN *BUILDING OUR FUTURE*?

A Yes. A permanent display will be erected at the park to honor all who are supporting this extraordinary project.

Q WILL THERE BE NAMING OPPORTUNITIES IN THE NEW PARK?

A Yes. There will be special naming opportunities in and around the recreation park.

Q CAN I GET ADDITIONAL INFORMATION ABOUT THE *BUILDING OUR FUTURE* INITIATIVE?

A Yes. Please contact Steve Dorough at (678) 906-4081 or sdorough@fcdusa.com



Barrow Community Foundation Board of Directors

MELISSA ADAIR

Cyrinn Media

PHILIP GOSSLING

Do My Own

DENISE GREESON

Renasant Bank

TOMMY JENNINGS

Barrow County Chamber of Commerce

DOUG MITCHELL

Chairman

ELLEN PETREE

Barrow County School System

LYNN STEVENS

Barrow County School Board

JIMMY TERRELL

Winder City Council

ROD TRAHAN

Edward Jones Investments



Honor Roll of Investors



Table of Investments

Size	Number	Amount	Number	Amount
\$600,000	1	\$600,000	1	\$ 600,000
\$400,000	1	\$400,000	2	\$1,000,000
\$300,000	1	\$400,000	3	\$1,300,000
\$200,000	2	\$400,000	5	\$1,700,000
\$100,000	4	\$400,000	9	\$2,100,000
\$ 75,000	4	\$300,000	13	\$2,400,000
\$ 50,000	7	\$350,000	20	\$2,750,000
\$ 25,000	15	\$375,000	35	\$3,125,000
\$ 15,000	15	\$225,000	50	\$3,350,000
\$ 10,000	15	\$150,000	65	\$3,500,000
\$ 5,000	25	\$125,000	90	\$3,625,000
\$ 4,000	25	\$100,000	115	\$3,725,000
\$ 3,000	25	\$ 75,000	140	\$3,800,000
\$ 2,000	40	\$ 80,000	180	\$3,880,000
\$ 1,000	70	\$ 70,000	250	\$3,950,000
Under \$1,000		\$ 50,000		\$4,000,000



**BARROW
COMMUNITY
FOUNDATION**