

Connecting Communities

CAPITAL CAMPAIGN FOR THE WOLF RIVER GREENWAY



The Wolf River Conservancy is dedicated to the protection and enhancement of the Wolf River and its watershed as a sustainable natural resource.

To advance our mission, the Wolf River Conservancy is embarking on *Phase II of the Connecting Communities Capital Campaign*, in partnership with the City of Memphis and Shelby County, to connect the Wolf River Greenway throughout the entire city of Memphis.





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The Wolf River Greenway trail has been transformative for our community. Once completed, this linear park will be one of the most unique public greenways in the region. These beautiful park assets are in walking distance to hundreds of thousands of residents, across several diverse neighborhoods. I encourage all citizens of Shelby County to support and take advantage of this great public green space.

*Lee Harris,
Mayor – Shelby County*

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I love that the Wolf River trail weaves in and out of our entire community — 26 miles long connecting neighborhoods and giving access to a healthier lifestyle to all residents. It also serves to protect one of our community's most precious assets — our clean water and aquifer. The positive impact the Greenway will have in our community will be seen through increased workforce development, tourism, and will ultimately increase our property values — increasing our tax base organically. I can hardly wait to be able to bike from the Mississippi to Germantown — that will be amazing!

Brandon Morrison

District 13 Commissioner — Shelby County Board of Commissioners





Our Mission, Vision and Focus

Established in 1985, the Wolf River Conservancy, an accredited land trust, is dedicated to the protection and enhancement of the Wolf River and its watershed as a sustainable natural resource.

Our vision includes the protection and enhancement of the entire Wolf River watershed, from its origins at Baker's Pond in North Mississippi to its confluence with the Mississippi River in Memphis, thereby providing a recreation and wildlife corridor of over 90 miles, while protecting critical aquifer recharge areas for public drinking water.

The Wolf River Conservancy has *three* major focus areas that reflect our mission:

Conservation

We protect the Wolf River watershed in an effort to improve air and water quality, provide healthy habitats for plants and animals and protect our valuable land and water.

Education

We connect both youth and adults to the Wolf River through environmental education.

Recreation

We connect people to the Wolf River through recreational opportunities, including paddling, walking, running and cycling.

Building a Connected Community



26
MILES



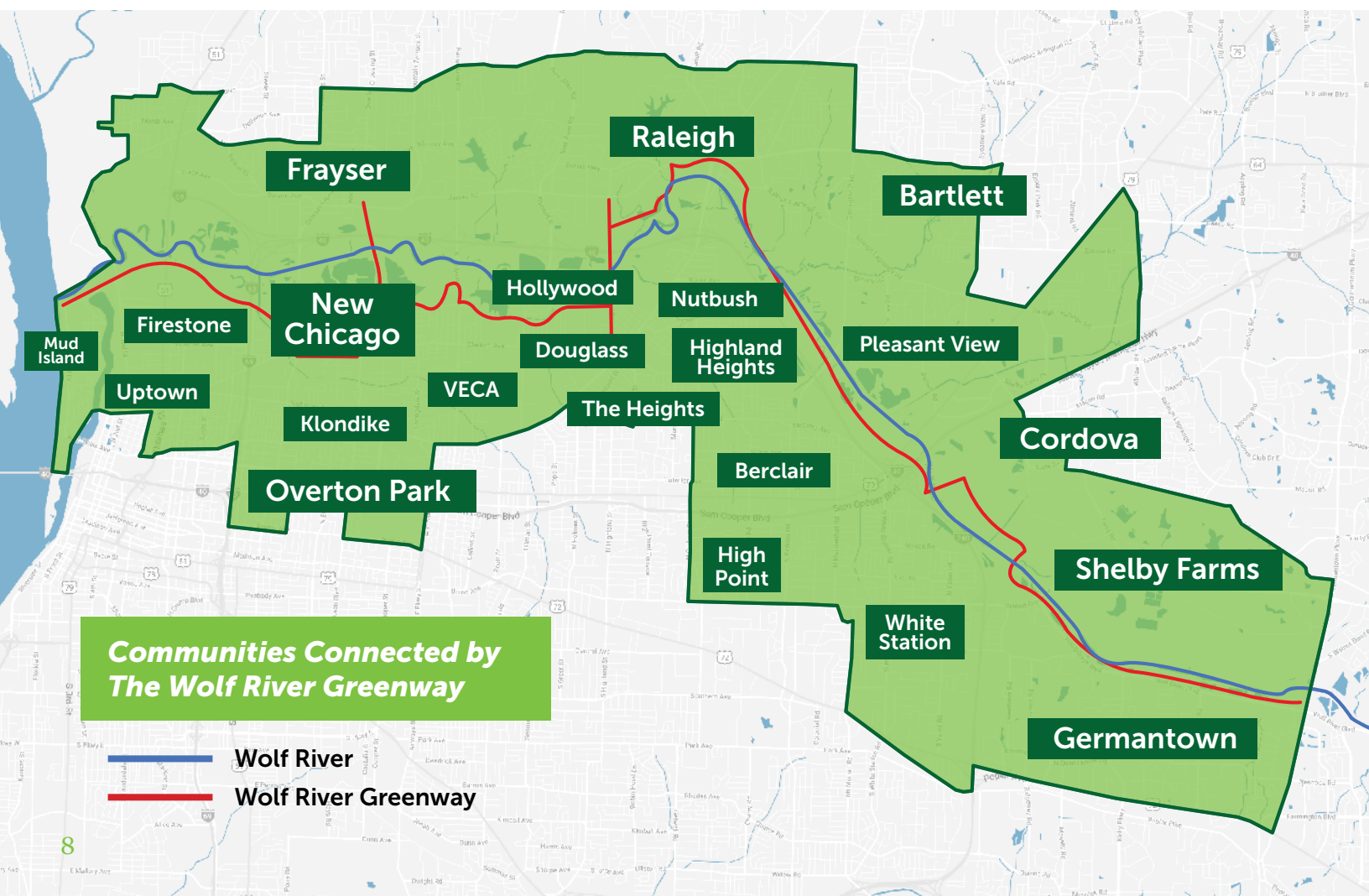
22
NEIGHBORHOODS



180,000
RESIDENTS WITHIN A
20-MINUTE WALK³

DID YOU KNOW?

Relatively modest investments can improve neighborhood park conditions to encourage physical activity for everyone, regardless of age, gender, or income.¹ Across the US, an average of \$83 per city resident is spent on city parks.²





Capital Campaign Summary

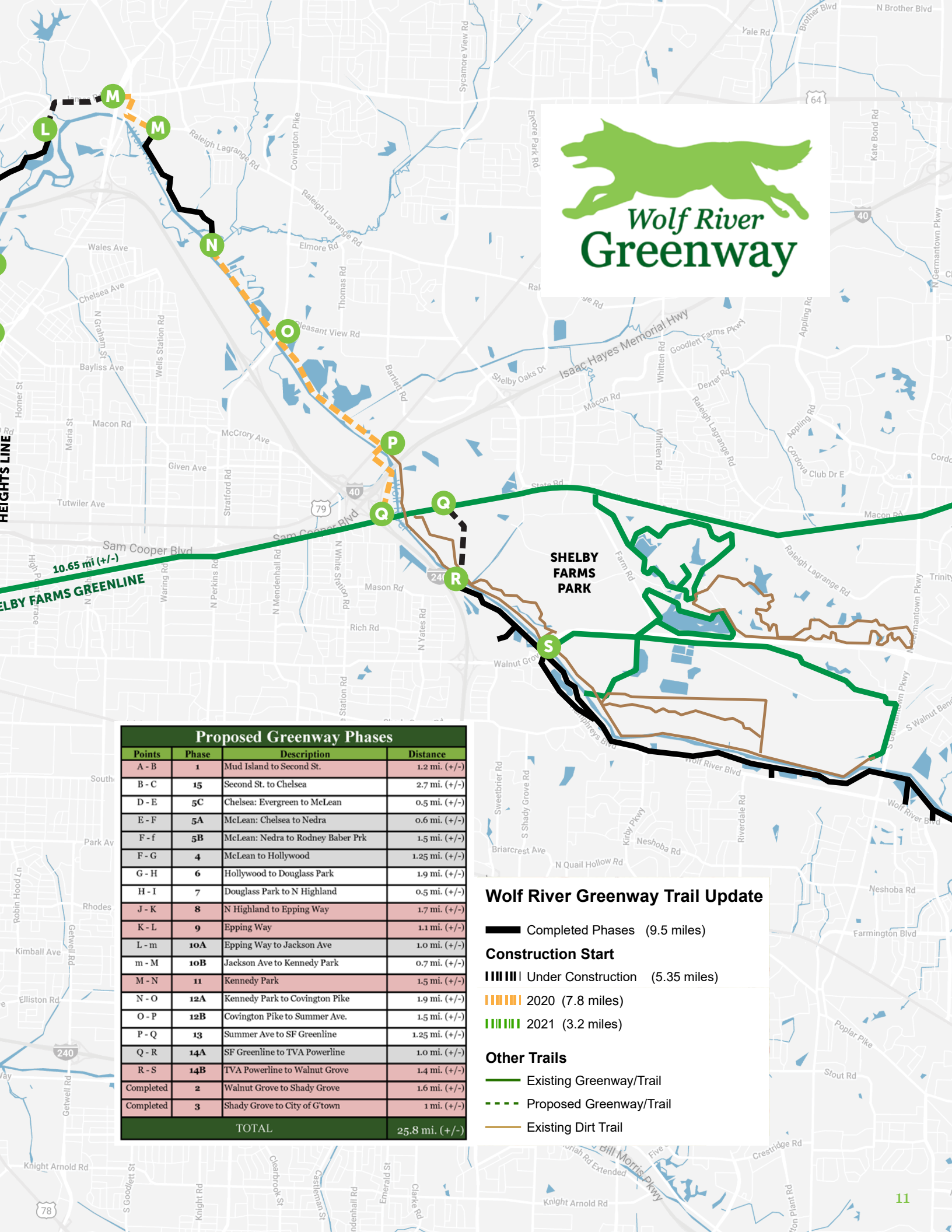
The Wolf River Greenway trail has been a vision of the Conservancy since its founding. Upon completion, the Wolf River Greenway trail will span over 26 miles from downtown Memphis to Germantown, connecting over 22 neighborhoods and creating access to over 853 acres of green space within the city of Memphis – a size greater than Central Park in New York City.

To date, we have opened 10 miles to the public, with another 6 miles currently under construction. **Phase II of the Connecting Communities Capital Campaign** will raise the final funds needed to complete and connect the remaining 10 miles of trail, and equally as important, will activate the Wolf River Greenway through community programming, environmental education opportunities and recreational amenities.

Campaign Pillars

1. Building a Healthier Community
2. Enhancing Economic Development
3. Leveraging Education Outside the Classroom
4. Retaining Talent
5. Connecting Communities





Proposed Greenway Phases			
Points	Phase	Description	Distance
A - B	1	Mud Island to Second St.	1.2 mi. (+/-)
B - C	15	Second St. to Chelsea	2.7 mi. (+/-)
D - E	5C	Chelsea: Evergreen to McLean	0.5 mi. (+/-)
E - F	5A	McLean: Chelsea to Nedra	0.6 mi. (+/-)
F - f	5B	McLean: Nedra to Rodney Baber Prk	1.5 mi. (+/-)
F - G	4	McLean to Hollywood	1.25 mi. (+/-)
G - H	6	Hollywood to Douglass Park	1.9 mi. (+/-)
H - I	7	Douglass Park to N Highland	0.5 mi. (+/-)
J - K	8	N Highland to Epping Way	1.7 mi. (+/-)
K - L	9	Epping Way	1.1 mi. (+/-)
L - m	10A	Epping Way to Jackson Ave	1.0 mi. (+/-)
m - M	10B	Jackson Ave to Kennedy Park	0.7 mi. (+/-)
M - N	11	Kennedy Park	1.5 mi. (+/-)
N - O	12A	Kennedy Park to Covington Pike	1.9 mi. (+/-)
O - P	12B	Covington Pike to Summer Ave.	1.5 mi. (+/-)
P - Q	13	Summer Ave to SF Greenline	1.25 mi. (+/-)
Q - R	14A	SF Greenline to TVA Powerline	1.0 mi. (+/-)
R - S	14B	TVA Powerline to Walnut Grove	1.4 mi. (+/-)
Completed	2	Walnut Grove to Shady Grove	1.6 mi. (+/-)
Completed	3	Shady Grove to City of G'town	1 mi. (+/-)
TOTAL			25.8 mi. (+/-)

Wolf River Greenway Trail Update

— Completed Phases (9.5 miles)

Construction Start

||||| Under Construction (5.35 miles)

||||| 2020 (7.8 miles)

||||| 2021 (3.2 miles)

Other Trails

— Existing Greenway/Trail

- - - Proposed Greenway/Trail

— Existing Dirt Trail



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Movement and community are two of the most essential parts of anyone's health. They are as important, if not more, than anything the doctor does. The Wolf River Greenway Trail will give access to beautiful spaces in Memphis for the whole city and encourage people to move our bodies in a way God intended. This is a plan that will benefit young and old, rich and poor and form community in a powerful way. The cost of participation will only be the desire to live a healthier life. It is the most cost effective path to a healthier Memphis that I can think of.

*Scott Morris,
Founder & CEO – Church Health*

Building a Healthier Community

The Wolf River Greenway can encourage healthier and more active lifestyles throughout our community, ultimately improving the health of our residents. Memphis has one of the highest rates of obesity across the U.S.⁴ — 35% of the adult population⁵ and 9% of the preschool population are actually obese⁶. When factored together, these ultimately lead to an individual's decreased quality of life and/or a shortened life span, in addition to adding costs to our healthcare system.

Many Greenway activities such as walking, running and biking will be accessible to our local residents. Just taking a walk on a regular basis has significant health benefits, including lower stress, improved mood, lower blood pressure and cholesterol, and better memory and cognitive function.

Research shows that simply living within proximity of green space increases one's life span. Further, with an increasing “greying” of our community, the benefits of exercise become even more vital. According to a Harvard School of Public Health study⁷, women living in the greenest areas were 34% less likely to die from a respiratory illness than women living in paved-over areas; women living amidst greenery were 13% less likely to die of cancer.⁸

We envision collaborating with a diverse set of community partners, including health and medical providers, fitness and sports organizations, nonprofits and places of worship to increase Greenway usage and keep us active.

Let's get moving, Shelby County!



AS A RESULT OF THE WOLF RIVER GREENWAY



More Physical Activity

57% more residents will meet the U.S. Centers for Disease Control and Prevention recommended hours of physical activity.⁹



Decreased Healthcare Costs

Memphis will see **\$1.46 million** in annual healthcare savings.¹⁰



Enhancing Economic Development

Green space can connect neighborhoods and literally pave new opportunities for local businesses. Completion of this project benefits us at both the neighborhood AND county level, through increased tax generation, job growth and tourism revenues. We anticipate that more workers can use this trail as a commuting path, which then reduces vehicular traffic and contributes to better air quality, while providing a safe venue for bicycling. Project completion will also lead to increased and ongoing ecotourism; we estimate a favorable \$1.98 million generated annually by the Greenway in tourism spending ¹¹. This will be a true community resource that many visitors can enjoy, from a casual downtown stroll, to a more serious fitness enthusiast looking to bike the trail end-to-end. Lastly, our own community stands to benefit hugely from this project: homes become more valuable the closer they are in proximity to the Greenway and new businesses are likely to grow in order to serve Greenway users.

We envision working together with our partners, including chambers of commerce, government, local businesses and community development corporations.

Let's move Shelby County's economic needle!



AS A RESULT OF THE WOLF RIVER GREENWAY



Individual Prosperity

Nearby property owners will enjoy a minimum of **3.75% increase** in property value.¹²



Tax Generation

Increasing property values will lead to an estimated **\$2.7 million** in new property tax revenues.¹³



Alternative Transportation

Connect **3,809 people** without vehicles to the path.



Leveraging Education Outside the Classroom

Learning can take place in many different arenas outside a traditional classroom. The Greenway can provide place-based outdoor education and recreation to young people who are often disconnected from nature, may lack safe places to play, or don't have access to greenspace for extracurricular activities.

We are committed to providing quality educational programming to people of all ages, and especially to our community's youth. As children learn, their perspective changes; new outdoor spaces will create distinct opportunities for experiential learning.

Exploring the woods for bugs and birds, netting up small aquatic creatures from the pond edge, spotting a butterfly in a field of wildflowers, installing a bird house, testing water quality or learning to paddle a kayak – these and other activities are memorable and meaningful, and potentially transformative.

By providing hands-on opportunities for field trips, service projects and wellness, we look forward to educating the community on the infinite benefits of the great outdoors.

We envision active collaboration with over 227 schools that are located within a 5-mile radius of the Wolf River Greenway.

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Memphis Rise Academy is extremely grateful to the Wolf River Conservancy for their partnership over the past several years – essentially, for our school's entire existence. Through this partnership, we've been able to present in-classroom demonstrations centering around environmental science, provide service opportunities for our staff, students, and families, and take part in community events. We're so excited that the Wolf River Greenway is expanding, since it runs straight through the heart of the Raleigh community, our school's permanent home.

The proximity of and easy access to the Greenway is a huge value for both our school community and the neighborhood community that we're lucky to be a part of. We look forward to continuing our partnership with the Wolf River Conservancy and making use of the Greenway in our community alongside our students and families.

Gus Connelly
Principal - Memphis Rise Academy

AS A RESULT OF THE WOLF RIVER GREENWAY



Healthier Children

Children experience many benefits when their time outdoors is increased, including a decrease in depression and hyperactivity, better school performance, creativity, stronger bones and overall a longer lifespan and healthier adult life.¹⁴



Contributing to Our Academic Success

78% of educators feel students who spend regular time in unstructured outdoor play are better able to concentrate; **75%** of educators feel students who spend regular time outdoors are more creative and better problem solvers.¹⁵



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International Paper recruits from all over the United States to find the best talent for our company. When considering a company to work for, many of our candidates focus on salary, benefits and location. As we meet with college recruits, topics like sustainability, outdoor lifestyle and quality of life indicators top the list, and the Greenway is a perfect example of one of the many benefits IP and Memphis offer to our new hires. We are very proud to be part of the construction of this world class trail and believe that the Greenway will help attract and retain talent in Memphis.

*Adelyn Shankle
Manager U.S. College Relations Program – International Paper*



AS A RESULT OF THE WOLF RIVER GREENWAY



Parks Attract Residents and Businesses

Nashville's investment in downtown parks has contributed to a **50% increase** in the number of 25 to 34 year olds with college degrees moving to the city over the last decade.¹⁶



More People Moving to Memphis

Since 2000, the number of young educated adults moving to livable, walkable urban neighborhoods has increased **37%**.¹⁷

Retaining Talent

When relocating to a city, key factors for companies and their employees include education, health care and cultural amenities. Greenways, bike lanes, parks and other recreational activities are also important in this decision-making process.

The outdoor lifestyle and recreation opportunities provided by the Wolf River Greenway will attract and retain employees, create jobs, expand local businesses, attract new or relocating businesses and residents, enhance property values and increase local tax revenues.

By constructing a world class trail, the Wolf River Greenway can help attract new talent who will call Memphis home and **will bring talent back to Memphis.**

Connecting Communities

From the beginning of our campaign, one of the biggest areas of focus has been connecting the community and providing greater access to the outdoors for everyone. The Wolf River Greenway trail will connect over 853 acres of green space in the city of Memphis – larger in size than Central Park in New York City.

Building communities takes space, partners, commitment and financing, all of which our project can offer to underserved communities. Over 28% of residents within a 20-minute walk of the Wolf River Greenway live below or at the poverty line; many of these same residents also live in food deserts and have less access to healthcare outlets.

The communities along the Greenway – as well as the greater Memphis and Shelby County area – will gain opportunities for collaboration through new education, health and economic benefits. The Greenway will provide landscapes for the community to come together and safely walk, picnic, fish, bike or kayak. There will be spaces along the Greenway for family gatherings, community gardens, fitness programs, and more.

We envision active collaboration with schools, community development corporations, senior housing units and places of worship.

Let's connect Shelby County for EVERYONE!



“

Close your eyes and imagine a place of peace. Can you see a place where the stresses of the work week melt away and you are safe to enjoy a quick workout, or brisk walk with friends? Can you hear the birds chirping and the children playing catch? Can you visualize the lush green grass that is so soft it is difficult to resist sitting for a while and reflecting on the possibilities of the next week?

This place of peace does not have to be a momentary thought. This can exist for the Raleigh community if we are willing to open our eyes and take the steps necessary to pull it from our imaginations into our personal experience. Cultivating green space in the Raleigh community is a tremendous step in the direction of creating pockets of peace we can all enjoy.

Couldn't you use a little more peace? Join in the journey toward this possibility today!

*Edward H. Stephens, Jr.
Bishop & Senior Pastor - Golden Gate Cathedral*

AS A RESULT OF THE WOLF RIVER GREENWAY



New Walking & Trail Opportunities

183,296 residents within a 20-minute walk will have access upon completion.



Focusing on Interpersonal Relationships

The average American child spends five to eight hours a day in front of a digital screen.¹⁸





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It is an amazing accomplishment for a city of our size to have 26-miles of pavement to travel through so many beautiful Memphis parks and neighborhoods. The Wolf River Greenway will enhance the quality of life for all Memphians, as our residents deserve safe and healthy access to the outdoors that the Greenway will provide.

Jim Strickland
Mayor – City of Memphis



Our Approach

Phase II of the Wolf River Greenway Connecting Communities Capital Campaign will successfully implement the following key objectives:

Objective #1

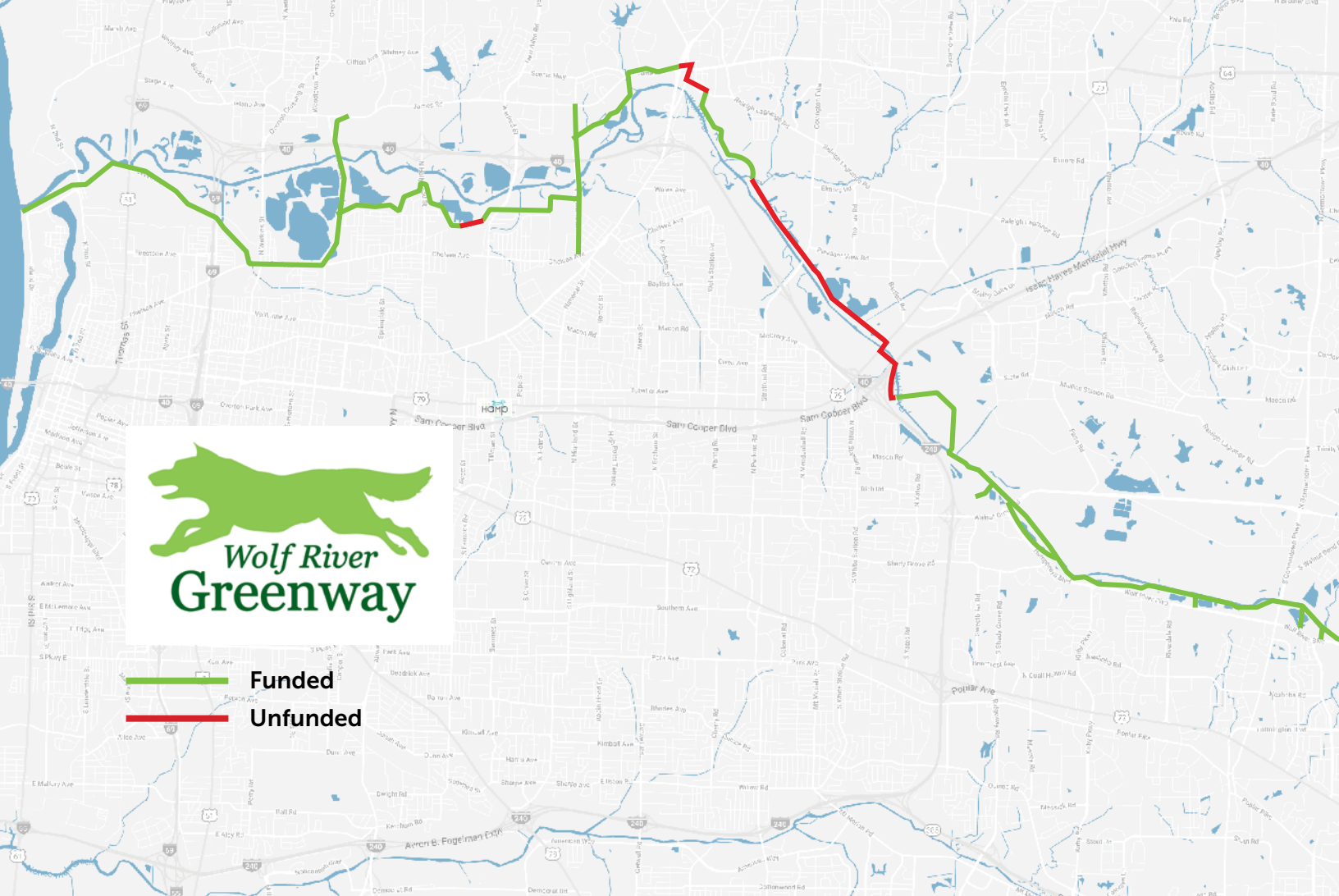
Complete construction of the Wolf River Greenway project within the city of Memphis, representing over 26 miles of trail.

Objective #2

Activate the Wolf River Greenway trail by building on our mission priorities of conservation, education and recreation.

Objective #3

Move the mission forward by strengthening the Conservancy's land conservation practices and operations.



The Budget + Goal

Phase II of the Wolf River Greenway Connecting Communities Capital Campaign will raise **\$20 million** to complete and activate the Wolf River Greenway trail within a three-year time period.

Successful completion of the Wolf River Greenway trail is the paramount priority, with a current balance of **\$16 million** needed to complete project construction for the remaining privately funded segments.

The remaining **\$4 million** of the campaign will be used to initiate professional planning and staffing for Wolf River Greenway activation and programming, as well as to strengthen the Conservancy's land conservation practices.





Rogue River 1

*As a result of the **Phase II of the Wolf River Greenway Connecting Communities Capital Campaign**, 180,000 residents will now be within a 20-minute walk to the Greenway. The complete project will connect 22 communities and create access to over 853 acres of green space within the city of Memphis – a size greater than Central Park in New York City.*



Notes + Sources

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Notes

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Our Mission

The Wolf River Conservancy is dedicated to the protection and enhancement of the Wolf River and its watershed as a sustainable natural resource. Since 1985, we work to protect wilderness, to connect people to the outdoors, and to transform our community by completing the Wolf River Greenway.

