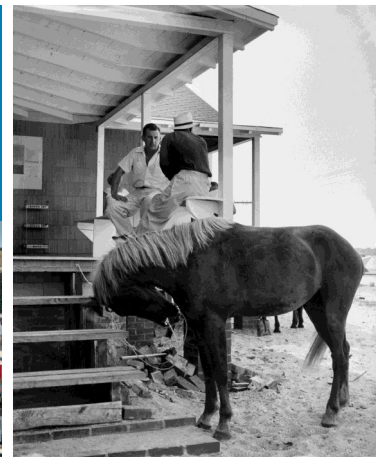


THE COMMUNITY SQUARE REVITALIZATION PROJECT

2016 Restoration and Endowment Campaign



Clockwise: The Community Store porch (2014 photo by Bill Birkemeier); The Community Store porch and Meeting the 'Aleta,' (both 1955 photos by Martha McMillan Roberts, Standard Oil Collection, University of Louisville, Ekstrom Library).

PRESERVING OUR MARITIME HERITAGE ✦ ENDOWING OUR COMMUNITY'S FUTURE

The Community Square is situated along the shores of Silver Lake in the heart of Ocracoke village. With a view across the harbor of the lighthouse, these 5 historical buildings have served as a hub of commerce and social gatherings for decades. Many early island photographs depict daily life centered around the iconic Community Store, the Will Willis Fish house, the Ice Plant and the island's first generator plant.

In 1918, Amasa "Mace" Fulcher's grocery faced the harbor, appropriate

for a business whose freight arrived by boat. Island men gathered on the porch to share stories, whittle birds, and ponder the ways of fish and women. In the winter, they'd gather inside near the potbellied stove.

The daily arrival of the mail boat 'Aleta,' drew most islanders from their homes, as well as occasional celebrations complete with square dancing.

Today, the Community Square is still a daily gathering space for watermen, merchants, educators, students, locals and tourists alike. Stories are still

shared, common goods are still sold, and square dances and community celebrations are still held.

This irreplaceable community asset can model how rural communities can put their assets to work: save historic properties, provide space for locally owned small businesses, maintain waterfront access and public open space, be a focal point for tourism, and use the lease income as a permanent endowment.



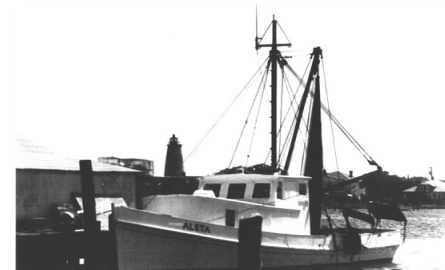
CAMPAIGN
GOAL \$2,400,000

Willis Dock, 1960. (Photo courtesy of Rudy and Pat Austin.) At Right: The Aleta after she was converted to a shrimp boat. (Photo courtesy of Ocracoke Preservation Society.)

ENDOWMENT OR LONG-TERM DEBT SERVICE?

Creating an endowment from the Community Square will benefit the island in perpetuity by providing a dedicated income stream annually.

Rather than paying \$35-50,000 in bank payments every year, lease income can be deposited into the Community Fund & Grants Program.



"OFI's multi-faceted approach to the preservation of special places like the Community Square serves as a sustainable model for other rural communities, where the potential is great but the funding is limited. We're honored to provide quick financial assistance for the purchase and revitalization of this beloved community hub and excited to see its transformation."

Reggie Hall, Director, The Conservation Fund Land Conservation Loan Program

From the Board of Directors of the Ocracoke Foundation:

HISTORY OF COMMUNITY SQUARE

1918 Amasa “Mace” Fulcher builds the Community Store, #25 on the National Register of Historic Places. Mace also built a dock for freight boats, fuel, fishermen and the mailboat ‘Aleta.’

1930 Will G. Willis builds the Willis’ Fish House and Dock, #23 on the National Register of Historic Places.

1936 The Ocracoke Power and Light Company was formed, bringing electricity to the island. A generator plant and office were built next to the Community Store, along with an Ice Plant where ice was produced and sold, #21 on the National Register of Historic Places.

1936 A group of cisterns were built behind the Dixon-Williams House to pipe water, across what is now Highway 12, to the Ice Plant.

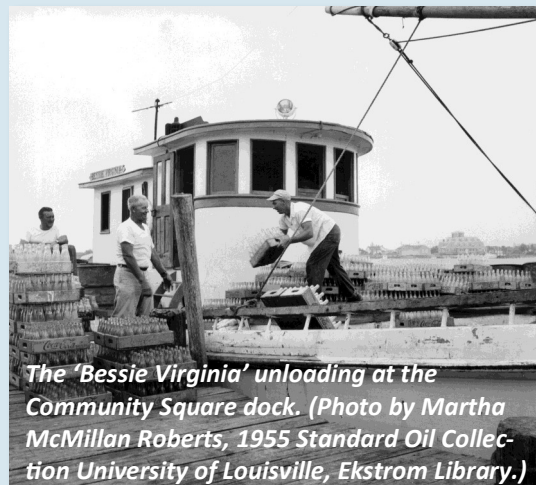
1936 A small commercial structure was built at the edge of the Willis Dock, where Ocracoke residents could pay their electric bills, and after a public water system was introduced in 1970, their water bills. #22 National Register of Historic Places.

1939 Cockle Creek is dredged by the Army Corps of Engineers and named ‘Silver Lake.’

1944 ca. A storm-ravaged Community Store is torn down and the present one is built in the same location.

1983 The William Ellis Williams House ca. 1900 is moved to the Community Square. #24 National Register of Historic Places.

1990 Ocracoke Historic District, including the Community Square, is listed on the National Register of Historic Places.



The Community Square was listed for sale in 2009. Our primary concern was losing the Square, the heart of the island’s maritime heritage, to private development. Our intent was to take this valuable island asset, restore and preserve it, and put it to work for the community. After working closely with the seller, we thankfully were able to access two interim loans for the \$1.6M purchase in November 2013. The Conservation Fund and a Private Donor each put up \$800,000.

The \$800,000 interim loan from The Conservation Fund must be **repaid by October 2016**. As we raise the funds to repay The Conservation Fund, the Private Donor is willing to release debt obligation 1:1. Therefore, between now and October 2016, for all donations to repay The Conservation Fund loan, the Private Donor will forgive an equal amount—up to \$800,000. The \$1.6M needed would secure debt-free ownership.

For donations made to support Restoration, we anticipate grants will match .50 for each \$1 donated.

The goal of this \$2.4M campaign is two-fold: 1) Retire The Conservation Fund loan so that the lease income is put into a Community Fund and Grants Program, and, 2) Restore the grounds, shoreline and historic structures.

Please help restore, revitalize and protect this irreplaceable island asset to benefit the community.

Scott Bradley, President, **Rudy Austin**, Vice-President, **Ellen Gaskill**, Treasurer, **Al Scarborough**, Secretary, **Elizabeth Hanrahan**, **Gene Ballance** & **Robin Payne**, Executive Director

Your Gift is Needed

Acquisition & Restoration Founders		
Number of Gifts	Gift Amount	Total Raised
1	\$400,000	\$400,000
1	\$200,000	\$200,000
1	\$100,000	\$100,000
2	\$50,000	\$100,000
5	\$25,000	\$125,000
10	\$20,000	\$200,000
15	\$10,000	\$150,000
25	\$5,000	\$125,000
50	\$2,500	\$125,000
50	\$1,500	\$75,000
100	\$500	\$50,000
“Sponsor A Square” Donors @ \$25 each		
2,000	Purchase As Many As You like	\$50,000
Donations for Acquisition		\$800,000
Match 1:1		\$800,000
Donations for Restoration		\$550,000
Match .50:1		\$250,000
TOTAL PROJECT GOAL		\$2,400,000

SAVING THE SOUL OF OCRACOKE - “It’s a preservation victory when heritage and water quality both stand to benefit from a real estate deal.”
Catherine Kozak, *Coastal Review Online* 11-13-13

THE COMMUNITY SQUARE PROJECT EFFECTS



Photo from Earl W. O'Neal, Jr. collection, Courtesy Ocracoke Preservation Society.

WATERFRONT ACCESS & PUBLIC USE Ocracoke is a historic maritime community. Access to the water is crucial for water-based businesses, and the enjoyment of residents and the traveling public. With the exception of the National Park Service property, Silver Lake is completely surrounded by private property – both commercial and residential. Our focus is ensuring that access will be available in perpetuity. The repair of the docks, piers, platforms and kayak launch ramp will continue to provide a base for maritime business, local watermen and recreational boaters. Future generations of watermen will be assured of a base for their livelihood.

ENVIRONMENTAL STEWARDSHIP Storm water and wastewater improvements are necessary. Replacing impervious asphalt with semi-pervious concrete and redirecting drainage away from the harbor will provide much needed filters for storm water, and add to protecting Silver Lake's threatened waters, as well as increase harbor-side greenspace. In partnership with the NC Coastal Federation, a "living shoreline" of wetland grasses and a rock wash wall of oyster bags will be designed as a demonstration project to aid in storm water management. Enlarged shoreline platforms will enhance OFI's Outdoor Environmental Education summer classes and provide space for other events.

HISTORIC PRESERVATION Architecture is a historic community's best advertisement, a testament to the strength of its past. It keeps locals and visitors alike connected to the community, both presently and historically. This cluster of National Register structures, the docks, and the shoreline will be restored to a setting typical of historic Ocracoke circa 1950's. The purpose/uses of The Community Square are the same today as they were in 1918 – goods were bought and sold, fishermen came and went, boats brought visitors and cargo, and people visited with one another. The historic town square atmosphere with its festive gatherings bring vitality and promotes a hometown feel, which is one of reasons vacationers continue to come to Ocracoke.

PRESERVED IN PERPETUITY The historic, environmental and maritime importance of the Community Square will be preserved with easements and other legal protections. The creation of a Harbor Front Garden featuring benches, picnic tables and native plants will honor those who have worked to preserve the Community Square over past decades.

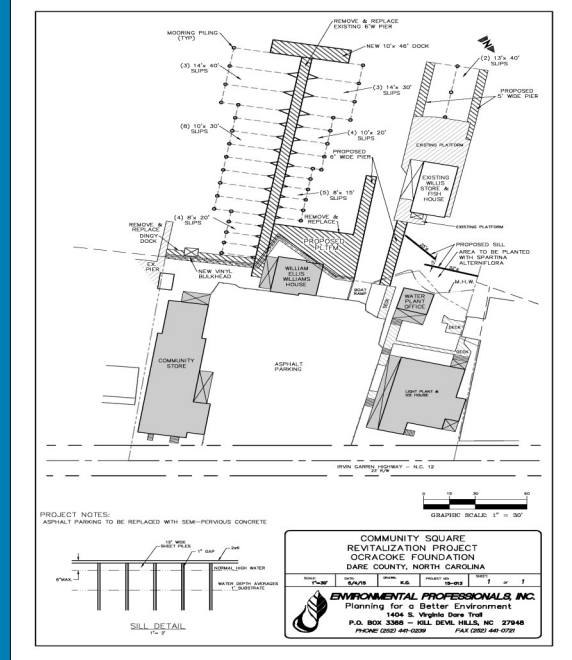
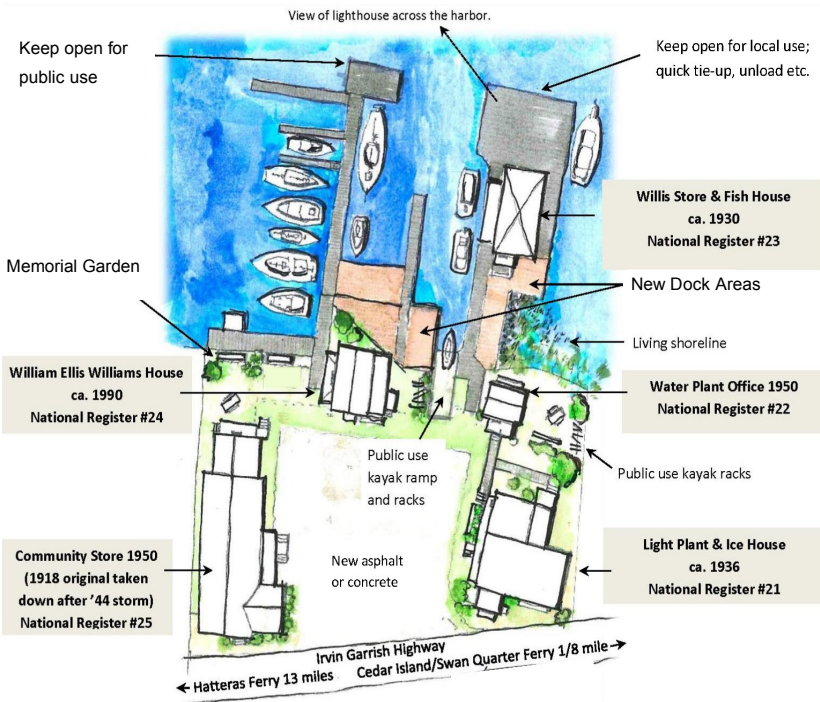
ENDOWMENT FOR OCRACOKE ISLAND Since 2008, when the Ocracoke Foundation began to focus on acquiring the Community Square, the core goals were to protect, preserve and put this valuable asset to work for the community. Despite tourism and land values, Ocracoke is classified under Hyde County as a rural, tier 1 [low-income] community in the state, and thus relies on its citizens and nonprofits for everything from special events to childcare. Once the interim loans are retired, OFI will ensure that the income from the Community Square becomes a permanent endowment for the Ocracoke community.

PROJECT BUDGET

\$1,600,000	Acquisition
\$355,000	Infrastructure Improvements <ul style="list-style-type: none">◆ Remove underground fuel tanks and equipment◆ Remove old waste system◆ Replace existing asphalt with semi-pervious concrete◆ Install a low pressure wastewater system
\$80,000	Will Willis Store & Fish House Restoration
\$175,000	Restore windows, replace non-conforming siding, add energy efficiency updates, historic features such as: <ul style="list-style-type: none">◆ Vintage style Signage◆ Gas pump—replica◆ Aleta style benches (below)◆ Harbor Front Garden
\$160,000	Replace both docks, add platform areas and repair small watercraft ramp
\$20,000	Living Shoreline
\$10,000	Permanent Easements



Top: Ice House, 1950, Standard Oil Collection. Bottom: Waiting for the 'Aleta' at Willis Store and Fish House, 1940's. Photo courtesy of Ocracoke Preservation Society.



DOCKS, PLATFORMS, AND SHORELINE PLAN

THE COMMUNITY SQUARE—A breathtaking waterfront rich with history and so much more...

OUTDOOR EDUCATION

How to Read a NC Beach, Wetland Metaphors, Estuaries: Where the Rivers Meet the Sea and The Incredible Journey: a Water-Cycle Game are just some of the free programs offered to the public throughout each summer season. Geared for young children, these programs introduce the island's dynamic natural environment. They are designed and taught by Elizabeth Hanrahan, an Ocracoke resident, certified environmental educator and a licensed wildlife rehabilitator through the NC Wildlife Resources Commission and U.S. Fish and Wildlife Service. Programs will be held at the Will Willis Store & Fish House (Ocracoke Working Watermen's Exhibit) once restoration and the Living Shoreline are complete. Photo at right, weekly "Oyster" programs with Elizabeth Hanrahan and Gene Ballance, Ocracoke oyster researcher and commercial fisherman (not shown).



ANNUAL EVENTS

Since 2012 the Square has hosted Homegrown-Handmade Markets, Ocracoke Festival dances, July 4th Celebrations, Pirate Jamboree duels, and the Fig Festival with its very popular fig cake bake-off (below) that brings together vacationers and local bakers in tasty competition.

The waterfront, a local heritage site nestled in the heart of the historic village, is the perfect spot for square dancing at sunset and dancing to local musicians into the night. It's an experience not to miss!



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 ocracokefoundation@gmail.com
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CAMPAIGN LEADERSHIP COMMITTEE

- Bland & Ann Simpson, Chapel Hill and Beaufort, NC
- Charles Meeker & Dr. Anne McLaurin, Raleigh, NC and Ocracoke
- Edward & Susan Norvell, Salisbury, NC and Ocracoke
- Johnny Burleson & Walter Clark, Lansing, NC and Ocracoke
- Bill & Peggy Birkemeier, Southern Shores, NC
- Rudy & Pat Austin, Ocracoke
- Scott Bradley & Kelley Shinn, Ocracoke

Advisory:
 Keith E. McDermott, London and Ocracoke
 Art & Alice Keeney, Englehard, NC

The Community Square Revitalization Project
2016 Restoration and Endowment Campaign

DONATION FORM

Donor Information (Your tax receipt will be issued in this name. Please print clearly.)

Name: _____

Company Name [if corporate donation]: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone(s): _____ Email: _____

Donor Options:

Option #1: I/We donate at this time the sum of \$ _____.

Option #2: I/We pledge/donate the sum of \$ _____ made as follows:

Year: 2016	Month: _____	\$ _____
Year: 2017	Month: _____	\$ _____

Other: _____

- Please use our donation: for Acquisition [to repay The Conservation Fund, will be matched 1:1 in loan forgiveness by Private Donor]
 for Restoration as Needed
- You may list my name(s) at the Harbor Front Garden, in print and on the website.
- You may announce the value of the gift. Donor Name(s) to be Listed: _____
- I/We wish to remain anonymous.

If you are paying special tribute to someone with your donation, please indicate: In memory of In honor of

Please send a letter informing the following of this gift [amount will not be included]

To: Name/Address _____

Gift will be matched by Corporate/Company: _____ [Please attach matching gift form.]

Payment Details

Visa MasterCard Check - *Please make payable to The Ocracoke Foundation/CSR* On-Line www.ocracokefoundation.org

Name on Card: _____	Amount \$ _____
Card Number: _____	Expiration: _____
Card Holder Signature: _____	Date: _____

Please call or email to inquire about "adopting" a Historic Structure and Naming Opportunities.
All gifts are tax deductible to the extent allowed under the current Federal and State tax codes.

Please return this form to:

The Ocracoke Foundation P.O. Box 1689 Ocracoke, NC 27960-1689
(252) 921-0365 www.ocracokefoundation.org ocracokefoundation@gmail.com

