

# City Council Finance & Economic Development Committee Meeting

March 2, 2026

- Office of the Treasurer
- FY '26 Operating Budget Amendment No. 2
- Ord# 26-015



# Manager

## Communications, Programs & Strategic Partnerships

- The Office of the Treasurer is the **only Elected Office** in the City **without a dedicated communications outlet** and independent channel(s) for sharing information. This gap compromises the City's ability to deliver timely, accurate, and accessible information including financial empowerment related programming to City employees, pensioners and the Wilmington community at-large.
- Consistent with established Office priorities, this **mission-aligned role** is essential to advancing the Office of the Treasurer's vision of expanding general financial knowledge, access to retirement planning resources, and generational wealth-building opportunities to Wilmington's employees, retirees, and residents.
- **Financial empowerment requires collaboration.** This role creates a structured pathway for **banks, government agencies, nonprofits, educational institutions, and industry partners** to bring high-quality programs, tools, and expertise directly to Wilmington's employees, retirees, and residents.

### Core Responsibilities

- Oversee the creation and implementation of a comprehensive Treasury communications function—including digital presence, official statements, educational content, and event-related messaging—in support of operations and pension administration.
- Design and implement financial empowerment & wellness programs tailored to city employees, retirees, and residents.
- Identify, cultivate, and manage partnerships with financial institutions, community organizations, and corporate sponsors. Collaborate with partners through events, strategic initiatives, and other activities in the achievement of Office of the Treasurer's goals & mission.
- Develop and execute a comprehensive communications strategy to inform, engage & galvanize key stakeholders in the support of the upliftment of city employees & residents.

# PILLARS OF THE WORK

## **I. FINANCIAL EMPOWERMENT & WELLNESS**

- Treasury Talks (Est 2025) - Core financial wellness & empowerment platform featuring programming designed to engage, educate and empower City employees, retirees and citizens to execute on their personal financial goals
- Wealth-building Bootcamps - Cohort-based programs for deeper dive into personal financial systems for success, specific asset management philosophies and established wealth building practices

## **II. STRATEGIC OPPORTUNITIES**

- Align with partners for internship, scholarships, and other resource building opportunities for youth & their families
- Position the Office of the Treasurer as a core vehicle for financial empowerment and wellness resources for City of Wilmington employees, retirees and residents

## **CALENDAR OF EVENTS**

### **DELIVERED**

- ✓ **Oct 2025 | Treasury Talks Launch**
  - **Retirement Ready: Planning Today for Tomorrow** (State Pension & Other Resources)
  - **Establishment of Conversation Booth** – platform for employees to voice their financial experiences & needs
- ✓ **Nov 2025 | Scam Proof Your Retirement: How to Spot & Stop Medicare Fraud** – in partnership with Dept of Information Technologies & the Employee Benefits Division

### **2026 PLANNED**

- March: **Retirement Ready: Understanding Your City Pension (Legacy Plans I, II, III)**
- April: **Your Goals & Your Milestones (Goal Tracking Facilitation & Tool Release)**
- May: **Strategic Partners Fundraising Inaugural Event**
- June: **DE250 Financial Freedom Series**
- July: **Wealth-Building Bootcamps Cohorts Begin**
- Oct: **Treasury Talks LIVE – Financial Empowerment Summit**
- Dec: **Strategic Partners Fundraising Event #2**

# OUR PARTNERS

