

FCR 1

Office of the President
December 3, 2024

Members, Board of Trustees:

ACCEPTANCE OF CHARITABLE GIFT FROM MISDEE WRIGLEY MILLER TO
BENEFIT THE COLLEGE OF COMMUNICATION AND INFORMATION

Recommendation: that the Board of Trustees accept a charitable gift totaling \$2,501,223.65 from Misdee Wrigley Miller to support the existing capital project fund named the “Pence Hall Capital Project Fund” for the College of Communication and Information. In recognition of the Donor’s philanthropic impact on the University, the building’s first-floor administrative level and the auditorium shall bear the name of the Donor.

Background: Misdee Wrigley Miller is heir to a love for horses and for the land, as well as to a family tradition of ingenuity in marketing. All three legacies have now taken root in Bluegrass soil. Miller was part of the United States’ first gold-winning team in an international driving competition, at the 2018 World Equestrian Games in Tryon, North Carolina. She also pilots a media group in Lexington that can create, produce, and deliver a client’s story via the latest digital platforms. Miller sees Wrigley Media Group as a way to advance the horse industry and the state she adopted in 2001 when she bought a farm north of Paris in Bourbon County. She and her husband, Lexington businessman James Miller, an accomplished polo player and aspiring carriage driver, have built Hillcroft Farm into a 1,400-acre diversified agricultural operation that opens its gates to equine competitions and clinics and good causes of all kinds. Her knowledge and hands-on experience with horses are extraordinarily broad and rooted in the history of an extraordinary American family. Her great-grandfather, manufacturer William Wrigley Jr., introduced Juicy Fruit and Wrigley’s Spearmint gum in the late 19th century. An early master of advertising, Wrigley built an international brand. He also owned the Chicago Cubs, hence Wrigley Field, and Santa Catalina Island off the California coast.

How to keep the horse industry relevant when Americans have so many choices with their leisure time is a challenge she takes seriously in her volunteerism as a member of many boards and in her media work. She made that point to a gathering of University of Kentucky students and faculty in 2016 when she delivered the UK Ag Equine Program’s Distinguished Industry Lecture. “Especially for our youth because there’s no better way to raise children than with horses ... I’m thankful every day for the things the horses taught me.”

Action taken: Approved Disapproved Other _____