



Capital Campaign: A Case for Support



www.gfparks.org/legendsandheroes.htm

Overview

Grand Forks has a critical shortage of indoor ice for their boys and girls youth hockey and figure skating programs. We are attempting to alleviate these issues by constructing two new ice sheets on the campus of the fantastic new Choice Health and Fitness. This facility will provide Grand Forks area residents with the ice time needed to properly implement important youth wellness activities while at the same time providing an economic benefit to Greater Grand Forks. These ice sheets will allow Grand Forks to host figure skating competitions and youth hockey tournaments throughout the season. As set out later in this Campaign over-view, these week-end tournaments will provide significant economic impact to the business community. The tournaments and competitions generate substantial revenue for the programs that rely on the facilities on an annual basis. In addition, local hockey and figure skating families will save, because they will be able to reduce their travel, stay home, and participate in many of these locally sponsored events.

The Plan

A tremendous amount of financial resources are spent each season on travel to other communities in order to provide our youth experiences that could be offered here at home. The Grand Forks Parks and Recreation Foundation Board wants to encourage members of the local Grand Forks hockey and figure skating family to quickly “turn the tables.” This building project will afford our youth the opportunity to participate in various skill and age appropriate tournaments here in Grand Forks. Your financial generosity and pledges made over the next three to five years, will allow the Grand Forks Park District and Blue Line Club to construct an arena which will house two sheets of ice conducive to hosting skating competitions and hockey tournaments. Not only will this greatly benefit and financially impact Greater Grand Forks, but it will also demonstrate our investment in youth hockey and figure skating as an integral part of our community and region. It is time we take a proactive approach to meet the growing demand for ice time in our community. This new indoor ice arena will:

- House two official USA Hockey sanctioned size rinks;
- Offer 8 to 12 team locker rooms;
- Seat 500 spectators per rink;
- Have ample space for a lower & upper level concessions area;
- Feature a Club and Community room for special activities;
- Have sound barriers between each rink and viewing above each seating areas;
- Be centrally located to attract Canadians and Minnesotans; and,
- Be a place we all can be proud of!

Why Do We Need More Ice?

- **An abundance of skaters, not enough ice.**

The Park District maintains four indoor sheets of ice to serve over 1500 skaters per week, at Eagles, Purpur, Gambucci, and Blue Line Club arenas. The Ralph Engelstad Arena provides two sheets of ice for use when available.

- **No ice to share when extreme temperatures force young players inside.**

History shows that the Termites and Mites miss approximately half their practices each season. Five to 8 year olds, known as the Termites and Mites normally practice outside; however during January and February, temperatures drop to extreme levels forcing these young skaters to practice inside to avoid frigid conditions or not practice at all. Already crowded ice time demands on existing facilities make rescheduling practice indoors next to impossible.

- **More ice-time is needed for figure skaters, private leagues, rental opportunities, and Grand Forks Park District leagues.**

Border Blades Figure Skating Club currently makes up 83 member families. They have critical ice time needs for its youngest skaters. As of now, ice time schedules do not include non-Parks and Recreation leagues who buy ice time for their players. The hockey community in Winnipeg usually pays 25% more for their ice time than for comparable ice time in Grand Forks. Each season, the Park District staffers experienced an enormous number of inquiries from Canadian based teams looking to book ice in Grand Forks; they are accommodated when ice is available, but it's rare. The demand for ice time makes scheduling difficult and puts a strain on existing facilities from a conditioning/up-keep, personnel and long-term maintenance standpoint.

- **Gender specific leagues need more ice time.**

Mixed gender teams are also more common, especially in youth hockey. The Angels organization, which sponsors age-based hockey teams for area girls, will now also fall under the city-wide youth hockey association in 2012. Young ladies have taken to ice hockey in unprecedented numbers since the early 1990s. Female leagues, like the former Angels organization, have changed the face of the game in many communities. This adds to the complexity of scheduling ice times, as the girls want to the same opportunities as their male counterparts. With one private figure skating organization in Grand Forks, ice time comes at a premium.

Why Do We Need More Ice?

(Continued)

- **Two primary sheets of ice solely for figure skating and hockey.**

The Ralph Engelstad Arena on the UND campus is a hockey partner with the Park District. The Ralph's primary focus is to provide a home to the UND men's and women's hockey programs and to generate revenue through events and hockey games. Youth hockey practice is secondary to these activities. If a youth hockey practice is scheduled at the Ralph, but suddenly one of the UND teams need the ice for practice or a revenue generating concert is re-scheduled, youth hockey practice gets bumped.

- **More local tournaments without effecting weekend practices.**

The new facility would be designated for tournament play which would free up other arenas to maintain regular practice schedules. The Grand Forks Park district has one tournament each year, and the private hockey sector also has two large tournaments in March. Unfortunately, with the lack of ice available, we are unable to host additional tournaments. When tournaments are hosted, teams with weekend practice sections are bumped off the ice to accommodate tournament play. Figure skating competitions bring skaters from all over North Dakota, Minnesota, South Dakota and Manitoba. Sectional and regional U.S. Figure Skating competitions would bring skaters and their families in from many other states.

- **More ice time per individual player to meet minimum guidelines.**

In 2012, the Park District and the private hockey sector in Grand Forks will combine programs. Additional scheduled ice time will be needed because USA Hockey, the governing body, mandates that participants need a certain number of "ice touches." USA Hockey defines an "ice touch" or "touches" as simply, time spent on the ice. Younger players need at least three "touches" while the older players need five "touches" per week. With the limited available ice times, Grand Forks is unable to meet this standard. In comparison, neighboring communities such as East Grand Forks, Bemidji and Crookston meet these standards, because rinks can handle ice time demands based on their smaller populations. Participation numbers in these neighboring communities coincide with available facilities. In order for our hockey programs to prosper and youth skill levels to increase, our youth hockey programs need to meet the USA Hockey minimum program guidelines.

Statistical Data

The Financial Impact of Hockey Tournaments – *See Addendum #1*

Benefits of Hockey for Youth

Hockey helps boys and girls make big strides on and off the ice. Here are just a few of the positive characteristics youth hockey helps bring out of kids:

Pride
Friendship
Responsibility
Teamwork

Focus
Strength
Confidence
Leadership

Youth hockey is more than just a game.

Hockey develops skills on the ice that build a foundation for a lifetime. In addition to athletic prowess, hockey promotes confidence, pride, focus and responsibility. With an emphasis on fun, hockey is a game to be played and enjoyed for life.

Youth hockey is often the start of friendships that can last a life-time.

Starting with the bonds created in the locker room to the relationships formed on the ice, hockey creates life-long friendships. This camaraderie shared on and off the ice encourages teamwork and the natural development of leadership skills.

Youth hockey can set up a child for success on and off the ice.

From learning to balance school, responsibilities at home, time at the rink and playing with friends, hockey encourages kids to develop time management skills that will serve them later in all facets of life. Hockey's unique source of physical fitness promotes healthy living.

Youth hockey is fun!

The thrill of carrying the puck up the ice on a breakaway, the exhilaration of scoring your first goal or making that amazing save is possible due to the environment hockey provides, which encourages kids to try new things and grow as a hockey player and as a person. According to USA Hockey, there are a variety of benefits to youth ice hockey. Here are some testimonials from several former and current athletes who came to hockey in their youth.

Benefits of Hockey for Youth

(Continued)

“Hockey can be the draw that brings kids in, and we can help them with skills, but in reality we are teaching them life skills ... helping create self esteem, teamwork, problem solving and communication skills ... along with a form of exercise to help them live healthier lives. That’s what’s good about introducing kids to the game.”

- Former New York Ranger and Stanley Cup Champion Steve Larmer, who helps coach inner city kids trying hockey in New Jersey

“Don’t believe there are life lessons to be learned? As time ticks on, your teammates will become your coworkers, your coaches will become your bosses and the team you currently play on will be the company you work for. And then, the life lessons you learned in sports will continue to make you a better person, and a better team player.”

- Dave Jensen, a member of the 1984 U.S. Olympic Team; senior vice president of TouchPoint Sports in Minneapolis and the publisher of USA Hockey Magazine.

“Hockey is so fast and unpredictable that it teaches you to think quickly and make snap decisions. I think that quality translates really well to playing quarterback.”

- Heisman Trophy Winning Quarterback Sam Bradford who grew up playing hockey & football in Oklahoma

Now It Is Up To Us

Your help is needed. The projected cost of this facility is 7 million dollars. The Grand Forks Blue Club has made a generous matching pledge of 2.5 million dollars. In order to begin this extensive project, an additional sum of 4.5 million dollars must be generated. A careful review of the need was studied by various entities, which assured us of strong local and regional interest in, and financial support for the plan.

Therefore, the Grand Forks Parks and Recreation Foundation is launching a capital campaign, “LEGENDS AND HEROES: SECURING THEIR FUTURE.” Our intent is to raise \$4,500,000 in immediate, pledged, and deferred gifts of cash, securities, real estate, IRAs, annuities, trusts, grain, clay, farm machinery, livestock, and other assets. Volunteer leaders will be recruited and trained to gain support and solicit contributions. The campaign’s public kick-off will be in spring 2012 and formal campaign solicitation is to be complete by mid-September. We are asking for the help of friends, the hockey family, key supporters, and all others who have an interest in seeing youth hockey tournaments, figure skating competitions and increased ice time in Grand Forks, while offering an economic boost to the region. Now is the opportunity to make an investment in youth sports.

The Early History of Grand Forks Park Board Hockey

Grand Forks has a rich and storied tradition in youth hockey. It all began when Max Kannowski, Superintendent of Parks and Recreation from 1921 through 1933 began encouraging area youngsters to become involved in outdoor activities during the winter months. During this time, hockey was in its infancy. The sport essentially consisted of boys gathering, clearing a space, and building a rink. In those days, city maintained rinks were for pleasure skating only. Hockey games were informal and took place on area coulees or the river.

In the early 1930's, a young man named Al Purpur emerged on the scene and took hockey in Grand Forks to a new level. Through the efforts of Purpur and Kannowski, teams were formed from inter-city rivalries made up mainly of older boys. Formalized hockey games and "play-off contests" were started during this era, largely in part to the efforts of Francis Kannowski, wife of Max Kannowski. It was the beginning of "league competition" set up by the park board department. The Park District took over responsibility of youth hockey programs in 1937. Mrs. Kannowski's involvement was the primary reason enrollment of hockey players into the park board program continued to increase each year. In 1937, there were 70 youngsters playing the sport. That number grew to around 100 in 1938 and 160 in 1939. By 1940, the numbers had swelled to over 220.

In the 1940's, the sport gained strength, size and popularity, now with a senior, midget and junior hockey league and a complete schedule which appeared in the Grand Forks Herald at the beginning of each season. Another Purpur arrived on the scene in the late 1940's after fourteen years as a professional hockey player. Cliff "Fido" Purpur, fresh off a stint with the Chicago Blackhawks of the National Hockey League, was hired to supervise the hockey programs. He applied his skills and talents learned as a professional to the park board program. After supervising only one season, Cliff was hired as Coach-Director of the park board's hockey program. By this time, the Midget, Junior and Senior leagues had nearly 300 players. Cliff Purpur was known to promote and host clinics where players could learn the fundamentals of the game. As the forties came to a close, over 300 boys were playing in an in-house 24 team league. In those days the divisions were Senior, Junior, Midget and Pee-Wees. In the late forties the park board upgraded its rinks by adding lights, boards and several warming houses.

By the early fifties, Grand Forks was rapidly becoming known for its outstanding hockey program. The number of teams had grown to 31 playing in five leagues. Big changes in administration came when Mrs. Kannowski retired in 1953 and Homer Abbott, became the new superintendent of parks and recreation. It was around this time that Cliff "Fido" Purpur

The Early History of Grand Forks Park Board Hockey

(Continued)

stepped into the collegiate level taking the reins at the University of North Dakota (UND) as their head coach. Manny Bertsch took over Fido's duties as hockey supervisor with the park board. A new program was developed which allowed older boys who didn't make the high school team to continue to play hockey.

The Park Board catered its programs to all age levels and caliber of players. The intermediate league was designed for youngsters between the junior and senior league ages. Manny Bertsch established a fair system of competition which provided all boys an opportunity to play. Bertsch also felt that kids needed to begin playing earlier than age 14, so he began offering hockey for kids less than 10 years of age. By the mid-to-late fifties, hockey had exploded with more than 500 boys participating which caused a need for qualified coaches.

In June 1965, the Grand Forks Park District made a significant leap with the opening of a \$250,000 indoor heated hockey arena. According to records, the facility was built using resources generated through community philanthropy which was initiated by Ryan Potato Company, local businessmen and local kids going door-to-door raising building funds. One of the people who piloted the project was Manny Bertsch. The new arena was initially called The Grand Forks Arena, but later changed to the Purpur Arena.

In the late 1960's, Denny Pickard became recreational director and was charged with developing a hockey guide (rules, regulations, age limits, practice & game times, etc). This guide listed everything needed to allow supervisors and coaches the opportunity to do their jobs more efficiently. At this period of time, the Grand Forks hockey program had over 500 boys involved and was on track to grow exponentially by the end of the decade.

In April 1982, The Grand Forks Blue Line Club was incorporated exclusively as a 501 (c)(3) non-profit to directly benefit charity and education. The sole objective of the Blue Line Club was:

- To promote youth hockey and ice skating in the City of Grand Forks, ND;
- To promote youth hockey and ice skating in Greater Grand Forks and the surrounding area;
- To promote friendship and sportsmanship in youth hockey;
- To improve and/or increase the facilities for youth hockey and ice skating;
- To raise funds for the "foregoing" objectives;
- To generally execute all acts reasonable and necessary for the furtherance of the objectives of this corporation.

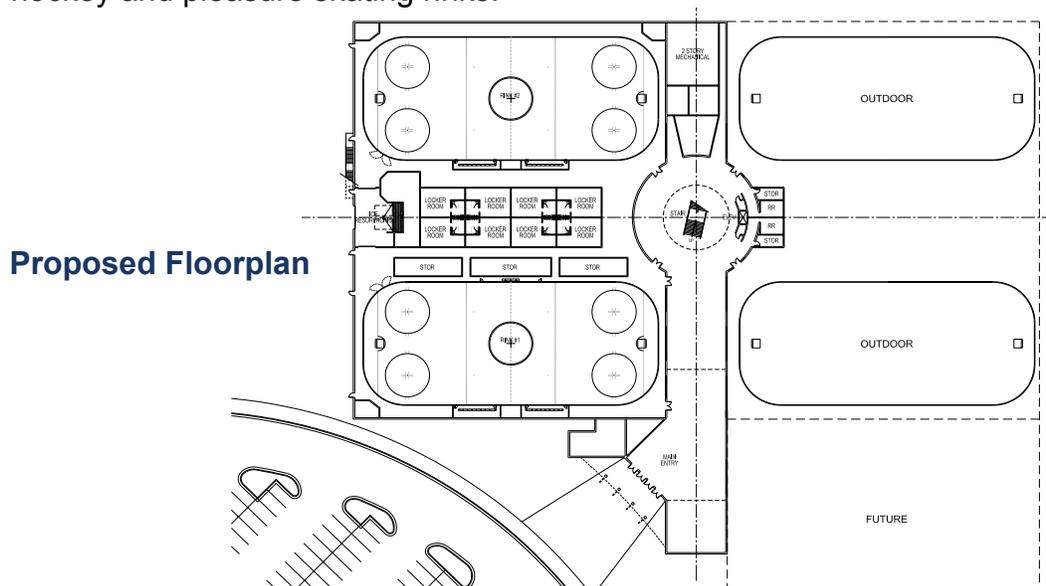
The Building Begins

After the incorporation of the Blue Line Club, they constructed their first indoor hockey arena. Purpur Arena, built 1963, is the oldest indoor ice facility in the state of North Dakota and is the home arena for both Grand Forks Public High Schools. The Purpur Arena was recently remodeled to include stadium seating for 2300 spectators, an 85' X 200' ice sheet, updated boards, new glass, improved lighting, updated locker rooms, new concession areas, and the addition of a community center for hosting small events. The Gambucci Arena, built in 2004, is the newest indoor ice facility in Grand Forks and is connected to Purpur Arena and both share most amenities.

In 1985, the Eagles Arena was constructed and is used for hockey and figure skating practices, public skating and private rentals. Eagles Arena is the home of Border Blades Figure Skating Club. Amenities at this facility include an 85' X 200' size ice sheet, concession area, a meeting room, locker rooms, an unsupervised puck shooting training center and slide-back seating. Eagles arena has ice available from September through March and June & July. The Eagles Arena and The Blue Line Club Arena each share a connecting walkway and most of their amenities.

The Blue Line Club Arena was built in 1992 to enhance the amount of practice and lesson time available for hockey and figure skating participants. Its ice sheet measures 85" X 185' and has standing room for spectators. Ice rentals are available October through March. From April through September there is open roller hockey daily with evening rentals available.

The Grand Forks Park District has nine outdoor skating arenas available to residents and visitors of Grand Forks. All nine locations include a supervised warming house along with lighted hockey and pleasure skating rinks.



Statistical Data

The Financial Impact of Hockey Tournaments



An independent economic impact study was performed by the UND Workforce Development. They calculated the impact on the community of an average family participating in youth hockey tournaments. The characteristics used were based on tournaments running from Friday afternoon to Sunday. Below is an overview of the study.

Impact on a Family

- \$700 + /- Three-day tournament travel expenses
- Time off from work for one or both parents of players
- Time spent on the road

Impact on our Community

Assumptions by UND Workforce Development

- 4 members per family
- 24 teams per tournament

Each family - \$700 per weekend	
Hotel Lodging (2 Nights)	\$249
6 Meals (2 adults & 2 children)	\$216
Entertainment	\$32.50
Fuel	\$105
Shopping / Misc.	\$100
Each Tournament =	\$475,000

Impact on our Community: *Forecast*

Year 1
8 Tournaments
\$3.8 Million

Year 2
10 tournaments
\$4.75 Million

Year 3
12 tournaments
\$5.7 Million

Note: These figures do not include figure skating competitions or other events that will be held at the arena.

The Need for Ice



1. Formation of a New Youth Hockey Association

2. An Abundance of Players / Not Enough Ice

Park District Growth: Hockey & Figure Skating

	2008	2012
Hockey	422	660
In-House	40	113
Skills	150	353
Skating	297	375
TOTAL	909	1501

Rink Comparison:

Local Communities vs. Grand Forks

	Participants	Rinks	Tournaments
Roseau	250	3	10
E. Grand Forks	400	3	6
Grand Forks	1500	4	1

Note: These numbers do not include High School Players, Jr. Gold or Adult Leagues

3. More ice time per player needed to meet minimum USA Hockey guidelines

Ice Time Recommendations (practices and games)

Termites (5 & 6 yr)	3 times / week
Mites (7 & 8 yr)	3 times / week
Squirts (9 & 10 yr)	4 - 5 times / week
Pee wee (11 & 12 yr)	5 - 6 times / week
Bantam (13-15 yr)	5 - 6 times / week

4. Need to form new leagues and rental opportunities for the public

New Leagues / Rental Opportunities

- Recently started an In-House Recreation League for 11-18 yr. old (113 participants)
- Denying groups ice time due to massive growth in ice skaters
- Figure skaters would use extra ice time

5. More local tournaments

Eight 24-team tournaments = 2,880 players / families traveling to in Grand Forks
(Approximately 8,640 people lodging in Grand Forks)

*Note: The average team has 15 players.
The average player travels with 2 other family members on tournaments.*

6. Capture economic opportunities from the Canadian market

Campaign Strategy

Without Raising Taxes



Overview

Silent Phase

- Develop Case Statement Awareness
- Lead Gifts (example: \$2.5 million pledged by Blue Line Club)

Public Phase

- Marketing / Publicity
- General Gifts

Naming Opportunities

Facility Name	\$ 2,000,000.00	Available
Ice Sheet 1	\$ 500,000.00	Available
Ice Sheet 2	\$ 500,000.00	Available
Locker Room 1	\$ 50,000.00	<i>Reserved</i>
Locker Room 2	\$ 50,000.00	Available
Locker Room 3	\$ 50,000.00	Available
Locker Room 4	\$ 50,000.00	Available
Locker Room 5	\$ 50,000.00	<i>Reserved</i>
Locker Room 6	\$ 50,000.00	Available
Locker Room 7	\$ 50,000.00	Available
Locker Room 8	\$ 50,000.00	Available
Concession	\$ 50,000.00	Available
Sport Shop	\$ 75,000.00	Available
Lobby	\$ 100,000.00	Available
Community Room	\$ 100,000.00	Available
TOTAL	\$ 3,725,000.00	

Donor Recognition Gift Clubs

\$1,000,000 and up	Blue Line Club
\$500,000 - \$999,999	Gambucci / Purpur Society
\$250,000 - \$499,999	Gretzky Society
\$100,000 - \$249,999	Howe Society
\$50,000 - \$99,999	Orr Society
\$25,000 - \$49,999	Parise Society
\$10,000 - \$24,999	Toews Society
\$5,000 - \$9,999	Crosby Society
\$1,000 - \$4,999	Ovechkin Society
Up to \$999	Friends Club

Arena Operating Costs

Sample from Eagles/Purpur Arena



Income

Ice Rentals (9/1 – 4/1) <i>8 Adults rentals</i>	\$55,200
Ice Rentals (Summers / 8 wks)	\$10,680
Mites / Squirts Team Practice	\$50,000
Board Advertising	\$25,000
Tournaments (Attachment A)	\$44,460
Misc. Rentals	\$5,000
Tournaments (Attachment B)	\$38,860
Adults Rental League (26 wks)	\$17,940
Ultimate Hockey	\$10,000
Concession Profit	\$30,000
TOTAL	\$287,140

Expenses

Salaries Full-time	\$55,000
Salaries Part-time	\$45,000
Building Maintenance	\$5,000
Equipment Repair	\$5,000
Gas	\$3,000
Supplies	\$3,500
Utilities	\$135,000
Misc.	\$1,500
TOTAL	\$253,000

Net Revenue **\$34,140**