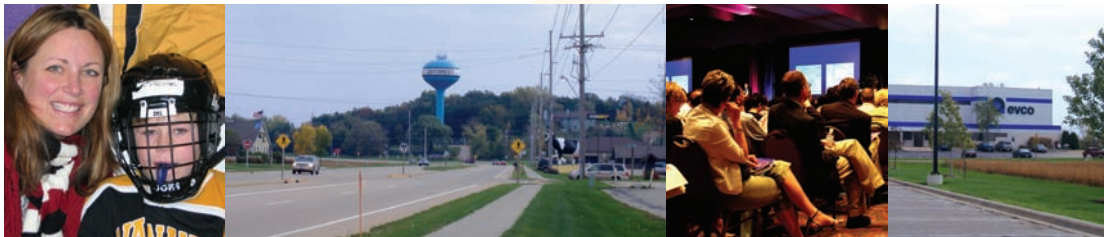




BUILDING A VISION



FOR OUR KIDS



FOR OUR COMMUNITIES.



500 W. MAIN STREET  
P.O. BOX 100  
WAUNAKEE WI 53597  
608-850-8500  
FAX 608-849-5628  
WWW.VIL.WAUNAKEE.WI.US



September 7, 2007

Dear WDIR Supporters:

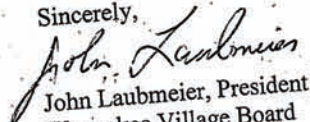
I am personally delighted to learn of your capital campaign project to raise money to build a multi-purpose facility to be constructed on the land donated to the Village in 2005 at the entrance to the business park. As village president and a veteran high school teacher, I firmly believe that families and programs for youth are among the keys to a healthy community. What is good for our children is indeed good for our community as well.

I am also pleased to learn that in addition to a "hockey" facility, you intend to have other programs and facility time available for groups such as figure skating and even possibly school related programs. I understand and see the potential for using the facility for trade shows, flower and garden shows, boating expos, and so forth. This effort will provide our community with recreational amenities and an economic impact that can easily be viewed as an asset for all of the village and surrounding communities.

At this time, the Village of Waunakee is working through a series of initiatives to meet a variety of needs including redevelopment of the downtown. Among these initiatives, a Village Center was constructed, a new library is being proposed, a "new" police facility is nearing completion, and plans are in the development phase for a reconstruction of the Madison/Main Street area. Long term, there is talk of a possible swimming pool facility on the Hogan Road site near the proposed hockey facility.

The Village Center project, in particular, was a wonderful example of the public and private sectors working together to the benefit of both. The WDIR hockey facility proposal provides another opportunity for the public and private sectors to work together for the benefit of both. The village board has shown support for the hockey facility by agreeing to put in infrastructure (parking, utilities, etc.) while the WDIR raises the private funds it will need to construct the facility. By working together, the children and the community will benefit.

Sincerely,

  
John Laubmeier, President  
Waunakee Village Board

# The Voices Of Our Community

## Kids



“ I think the rink will relieve a lot of stress that’s put on the players right now. We have to rush home from school, do our homework, and some nights we don’t even get home until 9:30. And, when we can have home games in Waunakee, it will be a lot less complicated for the fans. ”

– Connor Scheffler,  
age 13, student and  
hockey player

## Families



“ We have three children, and they all play different sports. This project in Waunakee will save driving time, and give us more family time together. In addition, I’ll get to spend more time getting to know the other families involved in Waunakee sports because I’ll spend more time at the rink, or the field. I’ll also be able to run my errands like gas and groceries in town instead of in Middleton while my kids are at practice. ”

– Barb Darger,  
hockey mom

## Teams



“ We are very interested in the opportunity to bring a new Expo Center into the greater DeForest area community. A Waunakee-DeForest facility to serve this area would be a great asset to our families who support the current youth hockey partnership and our local high school hockey program, as well as all residents of our communities seeking quality recreational outlets. ”

– Debbie Brewster,  
School/Community  
Relations Coordinator  
DeForest Area  
School District

## Schools



“ This Expo Center will give our students more time and save thousands of dollars spent traveling just for practices. It will also give them a place to call ‘home’, which will make it easier for their peers to be able to support the team better. It will really increase the fan base, which will enhance the students’ experience playing hockey. ”

– Brian Smith,  
Activities Director,  
Waunakee High School

## Businesses



“ Establishing a new ice Expo Center in our community reinforces our commitment to retain existing and attracting new residents and customers who get involved and support our developing youth. ”

– Trent Hellenbrand,  
Owner  
Hellenbrand Glass, LLC

## Community



“ In this community-minded and sports-oriented area, participation in skating will explode once this Expo Center is built. I will gladly send my kids to an open skate time when I know that they are only three miles away, and they are being watched by parents I know. ”

– Chad Vincent,  
hockey player, hockey  
coach, father of hockey  
players, and president  
of Fiskars

# Our Growing Area is Ready

What makes a great community? Good schools, homes, places of worship, and places to gather. Right now, Waunakee, and northern Dane County have many of these components. But, we are missing a key ingredient: a multipurpose facility that can serve both the business community and the families in the immediate area. One major use for this facility would be as an ice rink.

An ice rink? Yes. Chad Vincent, president of Fiskars, says “having an ice rink in a town is like having a baseball field, soccer field and swimming pool. It’s a place where families congregate.”

Waunakee DeForest Ice Rink, Inc. (WDIR) plans to build an Expo Center/Ice Rink in the Waunakee Business Park. The ice rink will be multipurpose—its solid concrete floor allows for a wide variety of uses—and will add community spirit and income to the Waunakee/DeForest area.

The northern Dane County area grew nearly twice as fast as the rest of Dane County (13% versus 7%) from 2000-2005, and growth is projected to continue.<sup>1</sup> The communities in this area need a multipurpose facility to satisfy the recreational needs of their children as well as the growing need for business or community expos.

## Families Lose Time

In Wisconsin, hockey and ice skating are part of the fabric of our community. But, the closest ice rink is about 25 minutes away. Over the course of a season, team members spend countless hours on the road traveling to practices, games, and tournaments; parents make up complicated car pool schedules, and the community loses business to the locations that *do* have rinks. The average player travels 1 hour per day, five times per week during hockey season (see map opposite). Most of the current ice time available is open during breakfast and dinner hours, taking away valuable family time. This is not just a problem for children, since many adults also play in hockey leagues.

The Expo Center will give families back precious quality time—about 5 hours per week per family member.

## The Community Loses Money

The fees that our local youth and high school hockey programs alone pay to other communities exceed \$120,000 per year. These fees buy less-than-ideal ice times (breakfast and dinner time) for practices and games. By building our own facility, our community will keep this income.

Other ice-related income is lost when families travel to tournaments. A UW Madison study found that families who attend tournaments spend approximately \$95/day for lodging and \$66/day for restaurants...amounting to \$700,000 of new spending for the community<sup>2</sup>.

Each day from October through March, dozens of families leave Waunakee and the northern Dane County areas to practice skating and hockey in nearby communities. They buy food in those communities, equipment, supplies...and when it's tournament time, they spend money on recreational activities, too.<sup>2</sup> For the remainder of the year, Waunakee continues to lose money from recreational skating.

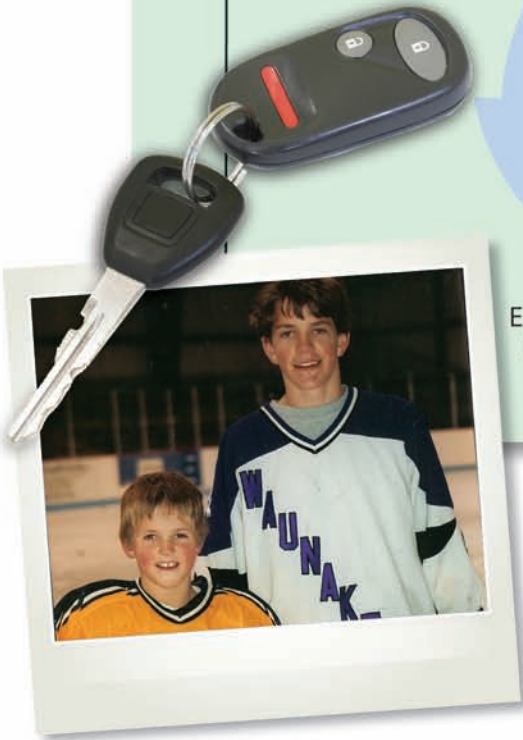
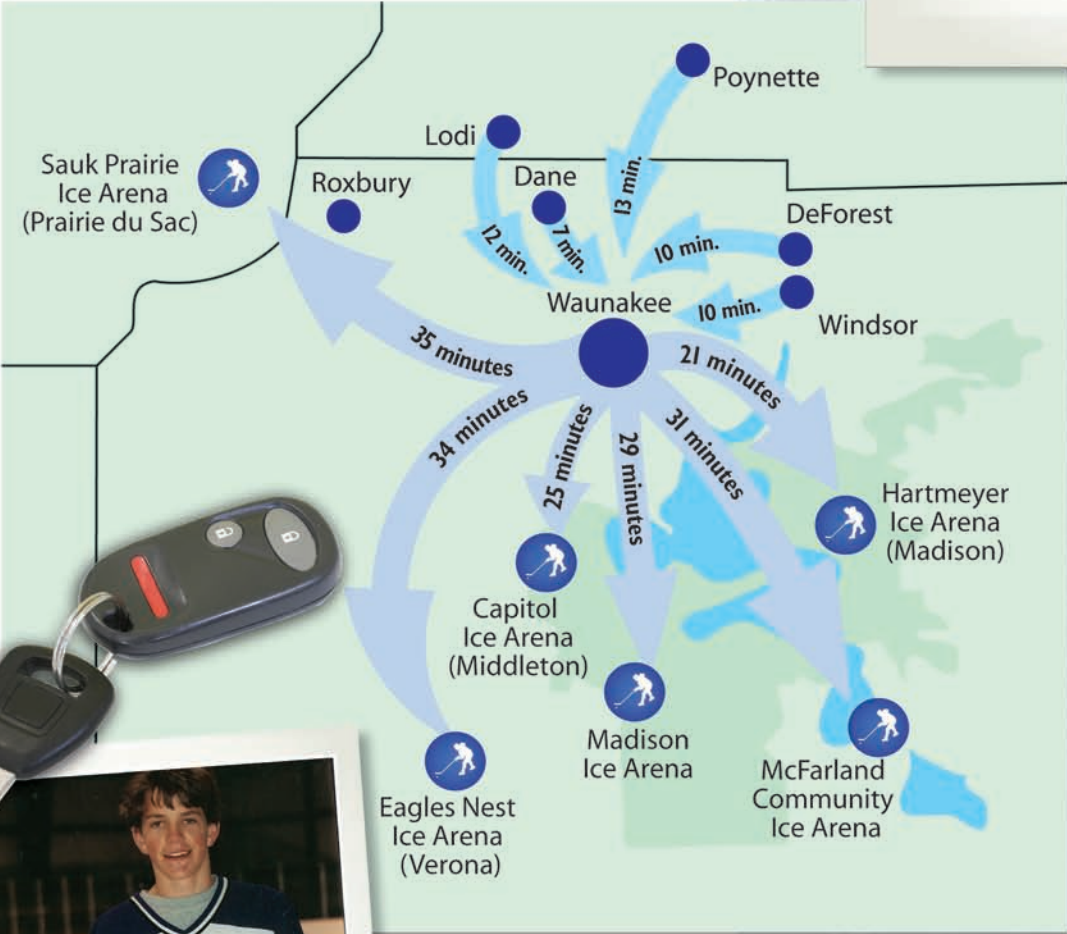
1. Village of Waunakee website, <http://www.vil.waunakee.wi.us/>, accessed 9/12/07.

2. Schultz, Marc and Steven Deller, Economic Impact of Youth Hockey Tournaments: A Case Study of the LaCrosse and Onalaska Ice Rinks, University of Madison Staff Paper 432, May 2000.

Michael Sarnosky and Weston Price, neighborhood friends, pose in the Waunakee Business Park in full gear. The new Expo Center will provide a home for generations of young hockey players to come.



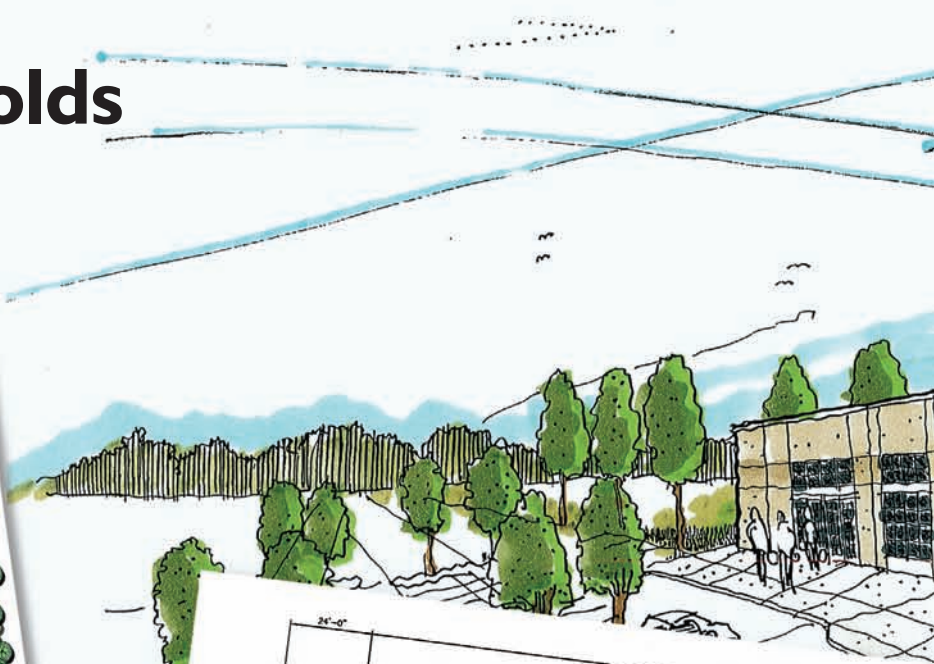
**The closest ice rink is 21 minutes away**



Adam and Scott Stroud.

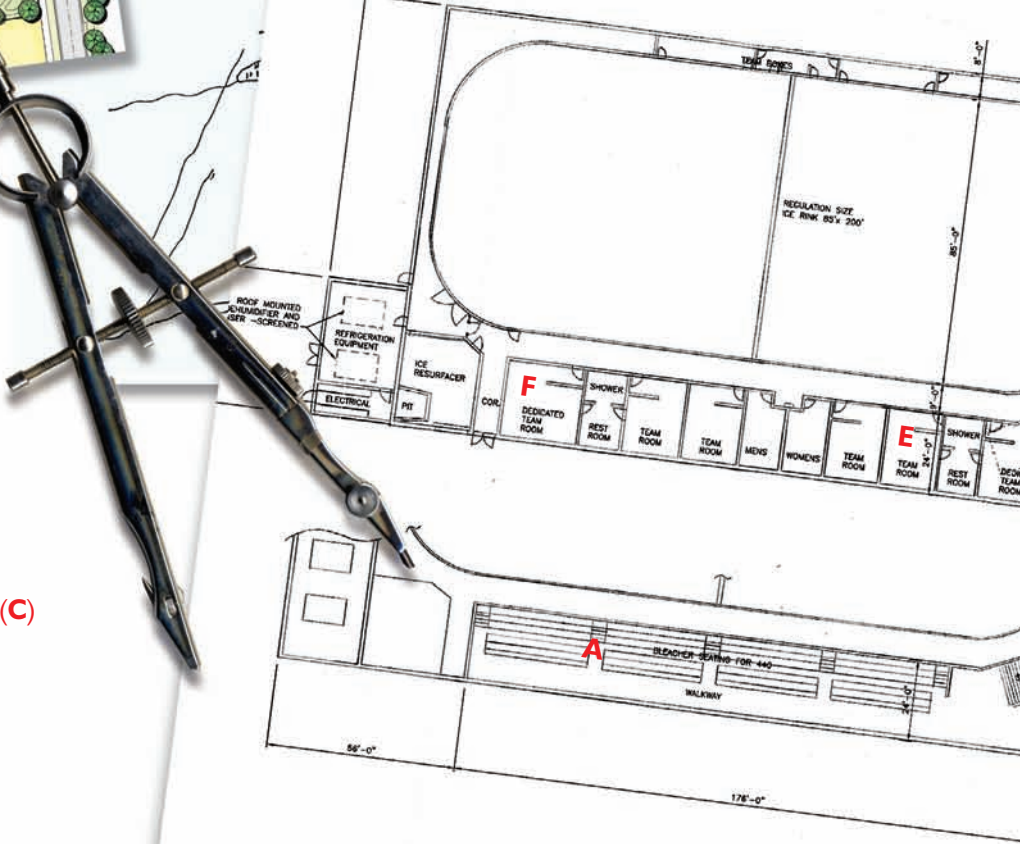
The map above compares distances of current ice rinks from the proposed site of the Expo Center in Waunakee.

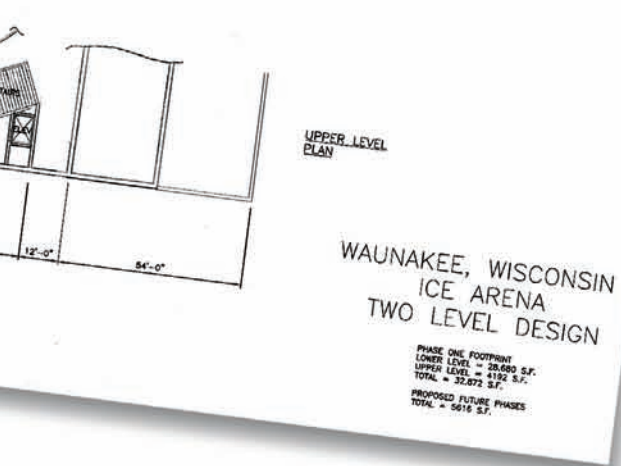
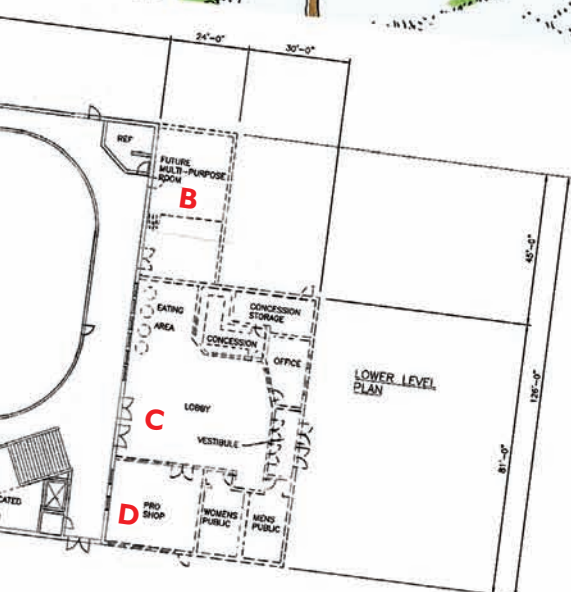
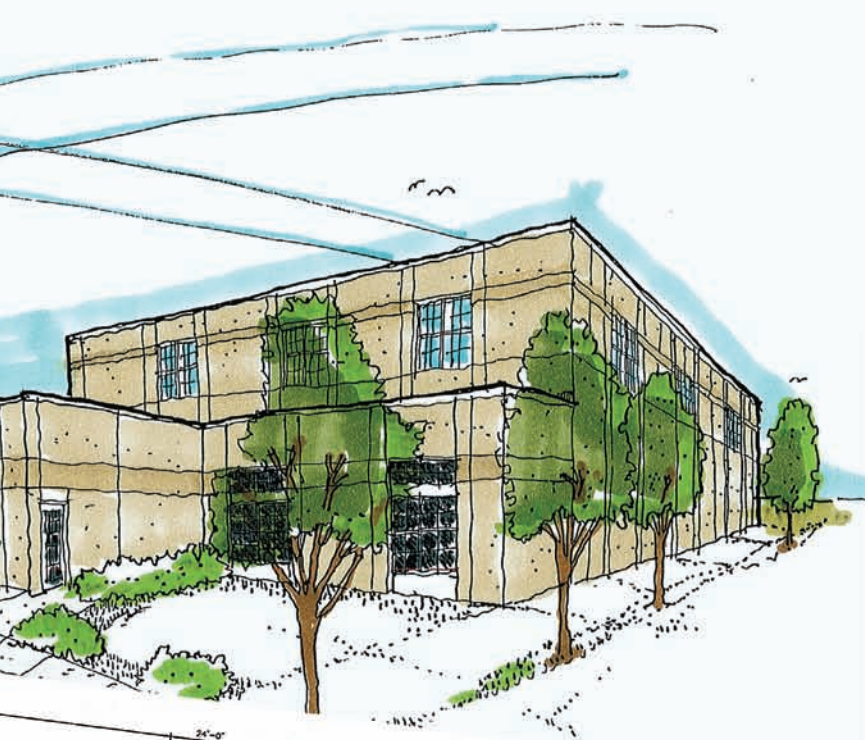
# The Vision Unfolds



## The Expo Center will have the following features:

- Easy access from several state and federal highways
- Ample parking
- Seating for 500 visitors in bleachers (A)
- Concrete flooring allowing for multipurpose use (ice or no ice)
- Comfortable meeting rooms (B)
- Hospitable lobby with concession stand (C)
- All seasons Pro Shop (D)
- Dressing rooms (i.e. figure skaters) (E)
- Dedicated locker rooms (F)
- Zamboni
- Nearly 30,000 square feet





### Proposed Project Cost

|                                    |             |
|------------------------------------|-------------|
| General Design and Consulting      | \$ 98,500   |
| Supervision of Construction        | \$ 59,040   |
| Temporary Facilities               | \$ 49,660   |
| Site work                          | \$ 262,750  |
| Exterior and Building Shell        | \$ 884,193  |
| Interior Buildout                  | \$ 136,493  |
| Rubber Flooring                    | \$ 60,000   |
| Plumbing/Utilities/HVAC/Electrical | \$ 391,800  |
| Dasher Boards                      | \$ 130,000  |
| Refrigeration, Floor, Coils        | \$ 500,000* |
| Labor, Administration, Other       | \$ 462,564  |
| Contingency                        | \$ 303,500  |

**Total Project Cost \$ 3,338,500**

\* Refrigeration donated by an in-kind donation from Kraft Foods.

Land donated in cooperation with Don Tierney, MLG and the Village of Waunakee

### What is WDIR?

WDIR stands for Waunakee DeForest Ice Rink, Inc., a non-profit 501(c)(3) created to oversee the funding, development and maintenance of an ice rink and multipurpose facility that is described in this brochure. Our members represent key groups in the community, including community leaders, business leaders, non-profit organizations, and parents.

The WDIR, Inc. Board of Directors will own and operate the rink and its operations. The board intends to hire and supervise a full-time professional manager for the Expo Center.

# Improving our communities

## Our Recreational Gains

WDIR is building recreational and community opportunities. Young children, teens and adults alike play hockey. The Expo Center will give them a local place to hang out, learn to skate, and play their sport. In addition, area high school hockey teams will be able to call the Expo Center home, for practice and games.

With a community rink we can call our own, we expect that more children will enter the youth hockey program at an earlier age, stay with the program, and feed into our already-healthy high school hockey programs. These children will learn discipline, leadership skills and how to work together as a team, skills that are needed in life as they mature and leave our homes.



*DeForest, only ten minutes away from Waunakee, is a vital partner in supporting the new Expo Center.*

## Our Business Gains

WDIR is building a business opportunity in Waunakee. When we keep our skaters in our community, their families will spend money in town. They will buy gas and groceries and during tournaments will be joined by other skating families. With our own Pro Shop in the rink, we will keep more revenue in northern Dane county.

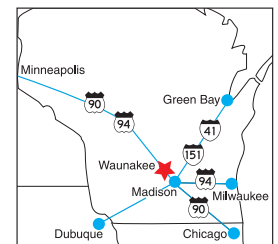
Restaurants and hotels will benefit from tournaments at the Expo Center as well. They may be able to earn an estimated \$700,000 per year.<sup>2</sup> In addition, non-ice related activities from the Expo Center will bring in more revenue to area businesses.

Businesses will be helped by the increased activity at the Expo Center:

- Hotels
- Shopping Centers
- Gas Stations
- Specialty Shops and Gifts
- Restaurants
- Grocery Stores
- Convenience Stores

## A Multipurpose Use Facility

The Expo Center will not only bring money into northern Dane county via ice-related activities. Its solid concrete floor makes it a multipurpose facility with opportunities for businesses, trade organizations, and others to market their products and services. Our location in Waunakee Business Park will give participants easy access and free parking.



*The Expo Center will be conveniently located near several major highways including I-90, I-94, US 12, and US 51.*

2. Schultz, Marc and Steven Deller, Economic Impact of Youth Hockey Tournaments: A Case Study of the LaCrosse and Onalaska Ice Rinks, University of Madison Staff Paper 432, May 2000.





*This large open area can be rented for:*

**Meeting/Convention Use**

- Educational & Business Meetings
- Garden Shows
- Boat Shows
- Flea Markets
- Birthday Parties
- Arts & Crafts Shows
- Book Shows & Sales
- Gun Shows
- Bridal Fairs
- Wedding Receptions
- Agriculture Shows

**Sports Use**

- Coaching Clinics
- Ice Hockey Leagues
- Figure Skating Clubs
- Curling
- Indoor soccer leagues & floor hockey
- School Phy Ed Programs



*A handful of young Waunakee Wildcats enjoy some food and a much-needed break at an annual hockey tournament.*



*Above: The annual Waunafest Run takes a turn toward the future location of the Expo Center.*



*Left: The growing business communities of DeForest and Waunakee require a facility that can be used in a variety of ways to promote commerce.*

# How you can help

## Donor Categories and Commemorative Plaques

The WDIR campaign leadership is grateful to everyone who donates to the new Expo Center. We need everyone's investment to make this project possible. To commemorate various levels of donations, we will make a public and enduring display of the names of our larger donors.

Lasting plaques will honor both DONOR WALL and GIFT NAMING donations. Both categories will be named in our groundbreaking and dedication programs, and selected publicity pieces.

DONOR WALL donors will be acknowledged on a special wall with the donors' names and/or in memory of/in honor of notations, to be specified by the donor.

GIFT NAMING donors will choose (certain criteria apply) a room for placement of a plaque. This beautiful wall plaque will be prominently located as a permanent reminder – for generations to come – of your interest and generous support.

## GIFT PLANNING CHART

| Total Gift Contribution | Suggested Initial Payment | Five Annual Payments | Monthly Contribution | Weekly  |
|-------------------------|---------------------------|----------------------|----------------------|---------|
| \$500,000               | \$50,000                  | \$90,000             | \$7,500              | \$1,730 |
| \$250,000               | \$25,000                  | \$45,000             | \$3,750              | \$865   |
| \$150,000               | \$15,000                  | \$27,000             | \$2,250              | \$520   |
| \$100,000               | \$10,000                  | \$18,000             | \$1,500              | \$346   |
| \$75,000                | \$7,500                   | \$13,500             | \$1,125              | \$260   |
| \$50,000                | \$5,000                   | \$9,000              | \$750                | \$173   |
| \$25,000                | \$2,500                   | \$4,500              | \$375                | \$87    |
| \$10,000                | \$1,000                   | \$1,800              | \$150                | \$35    |
| \$5,000                 | \$500                     | \$900                | \$75                 | \$17    |
| \$1,000                 | \$100                     | \$180                | \$17                 | \$4     |



Top: Alec and Jodi Semandel, when Alec was 6 years old during Mite A, season 2004-05.

Middle: Families throughout northern Dane County will benefit from the Expo Center.

Bottom: Mite A 2006-2007 team at the Fond Du Lac tournament. L-R: Zach Ferris, Austin Fairfield, Brayden Johnson, Jake Fuerstenberg, Jeremy Werner, Matthew Broadway.

## DONOR WALL

|             |                        |
|-------------|------------------------|
| Founders    | \$250,000 and above    |
| Builders    | \$100,000 – \$ 249,999 |
| Benefactors | \$ 75,000 – \$ 99,999  |
| Pacesetters | \$ 50,000 – \$ 74,999  |
| Sponsors    | \$ 25,000 – \$ 49,999  |
| Patrons     | \$ 10,000 – \$ 24,999  |
| Investors   | \$ 5,000 – \$ 9,999    |
| Partners    | \$ 2,500 – \$ 4,999    |
| Supporters  | \$ 1,000 – \$ 2,499    |
| Friends     | \$ 500 – \$ 999        |

*Pledges may be paid over a 3 to 5 year period*

## GIFT NAMING

|                             |           |
|-----------------------------|-----------|
| Expo Building               | \$500,000 |
| Main Lobby Area             | \$250,000 |
| Ice Surface                 | \$250,000 |
| Multipurpose Room           | \$100,000 |
| High School Locker room (2) | \$100,000 |
| Pro Shop                    | \$100,000 |
| Team Locker room (4)        | \$100,000 |
| Team Boxes (2)              | \$ 50,000 |
| Zamboni*                    | \$ 50,000 |
| Program Director Office     | \$ 50,000 |
| Bleachers (8)               | \$ 25,000 |
| Boards* (20)                | \$ 15,000 |

*\* Five year renewable sponsorships*

*NOTE: Amounts indicated do not necessarily reflect actual construction costs, rather, they are an indication of the memorial or tribute value. Donors will be offered a selection of commemorative naming opportunities based on the amount and date of their gift commitment.*



*Donations in the DONOR WALL categories will be recognized on a prominent wall. When you make a GIFT NAMING donation, beautiful wall plaques will be a permanent reminder of your generous support.*

**WDIR, Inc.  
Board of Directors**

**PRESIDENT**  
Eric Olson

**VICE PRESIDENT**  
Todd Scheffler

**TREASURER**  
Brandon Andries

Bryan Hansen  
Rick Reynolds  
Don Stroud  
Rob Severson  
Brian Smith  
Scott Darger  
Jack Kaltenberg



*The Mite B 2005-2006 team wins 2nd Place in the Black River Falls Tournament. Kneeling L-R: Jake Fuerstenberg, David Westrich, Zane Marshman, Arianna Marshman. Standing L-R: Brayden Johnson, Claire Johnson, Carter Hellenbrand, Jeremy Werner, Max Richter, Austin Fairfield.*

We need your donations to build the Expo Center/Ice Rink. Please call 608-333-5745 today to talk with the campaign director about how you can help.

