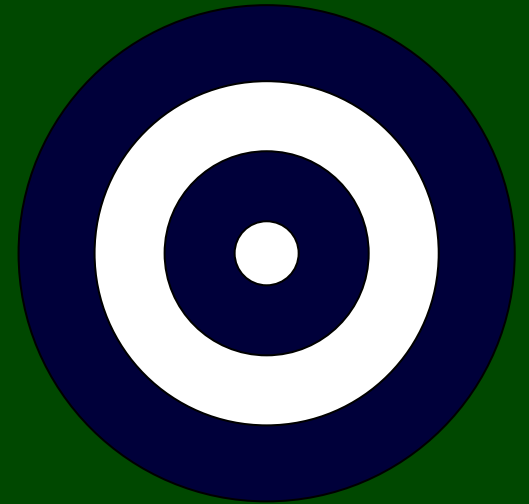


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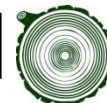


DIY: Dedicated Ice in a Year

Bruce Irvin (bruce.irvin@gmail.com) -- February 3, 2011

Agenda

- Why Dedicated Ice?
- How can we do it?
 - Overview of our plan
- Analysis of Operational Costs
- Analysis of Startup Costs
- Fundraising



The Goal



This!



Not This!

Why?

- Level Ice
- No Stone Setting
- No Ice Skates
- No Zamboni
- Real Hacks
- Humidity Control
- Proper Care
- Social Environment
- 7 days per week
- Bonspiels and Playdowns
- Experience
- Juniors and Seniors
- Group Events/Rentals
- Sponsorship Income
- Expanding Membership
- Camaraderie



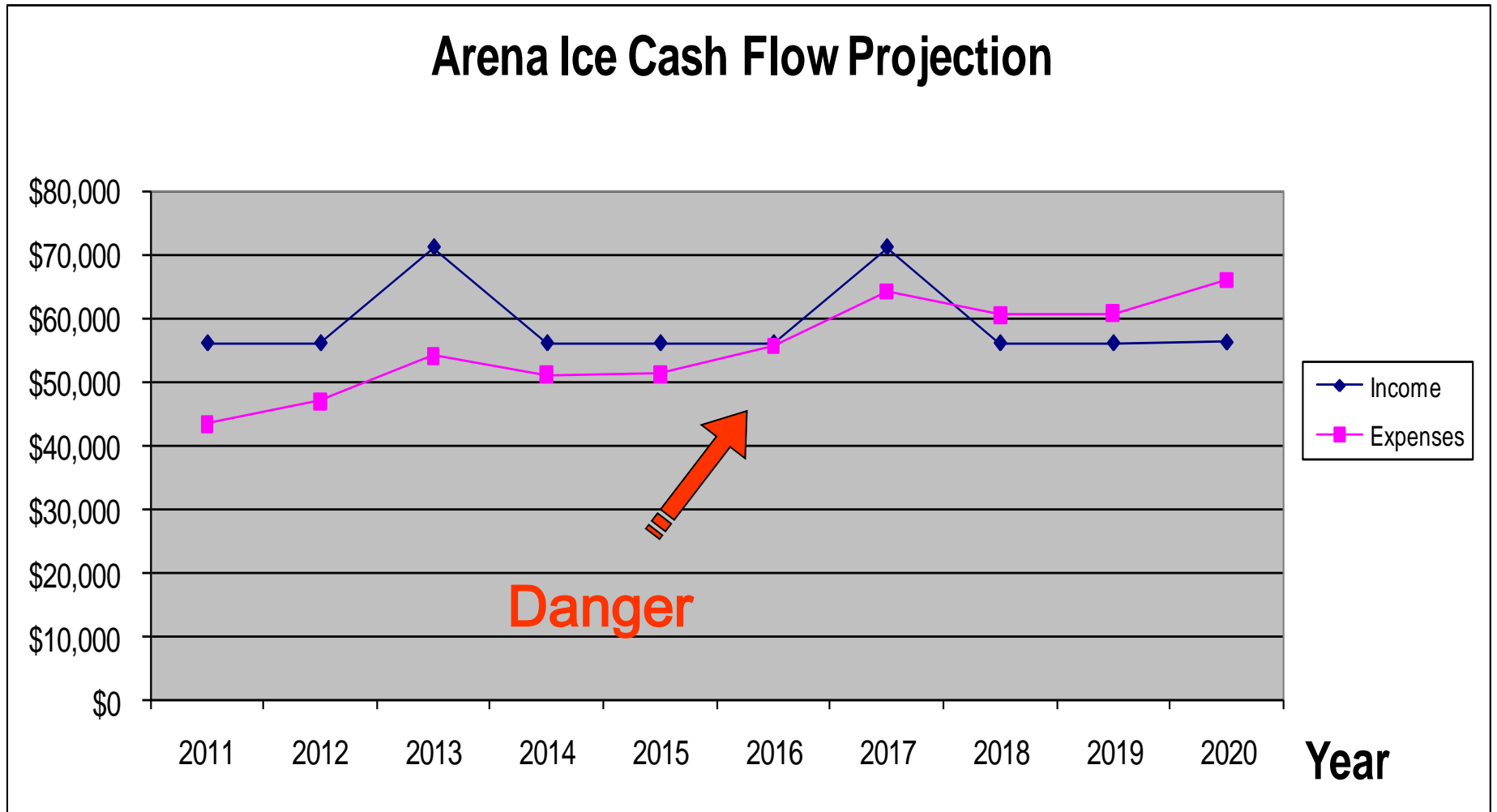
This!



Not This!

curling on skating ice is like playing tennis in a parking lot

Why: Arena Ice Closing In



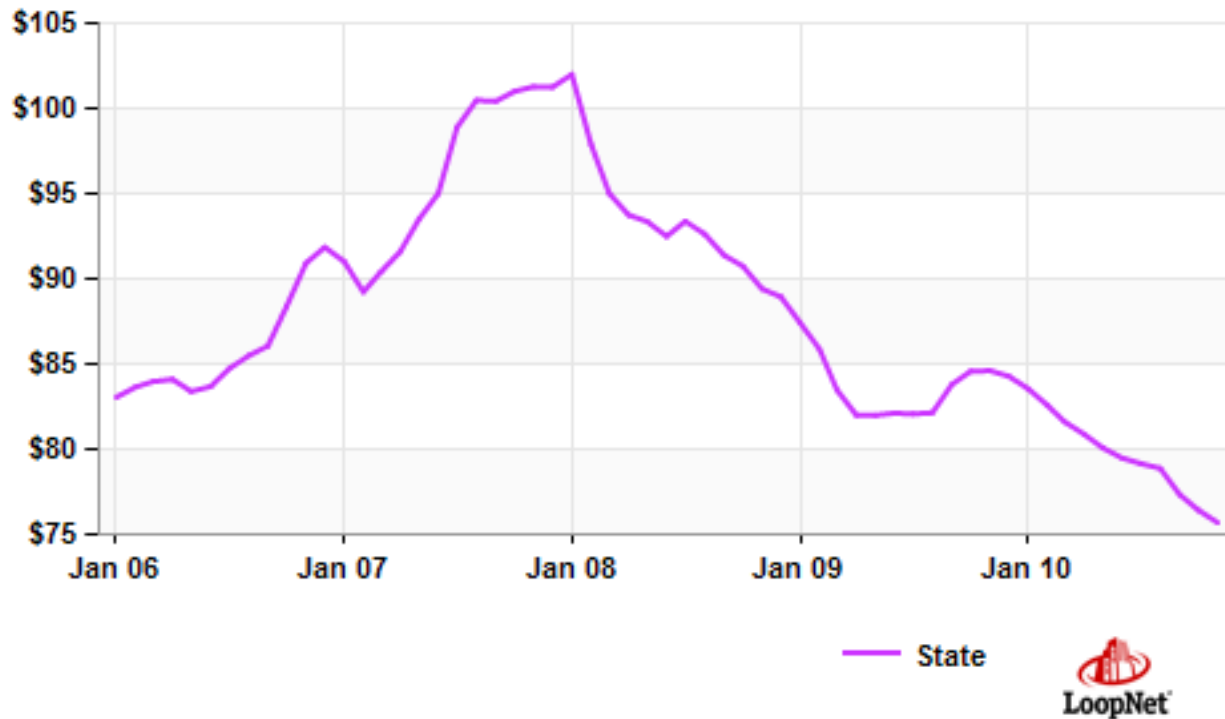
Why: Columbus Curling Club Success



In 2008, with \$15K in the bank they raised \$, leased a warehouse and built their own curling rink

Why: Real Estate Market Depressed

Asking Prices for Portland, OR Industrial for Sale (\$/SF)



How will we do it?

1. Find a long, skinny, cheap, vacant building
2. Lease it for 7 or 12 years
3. Build a portable curling rink within it
 - Insulate, make it ADA compliant
 - Add a chiller and portable ice mats
 - Improve it over time

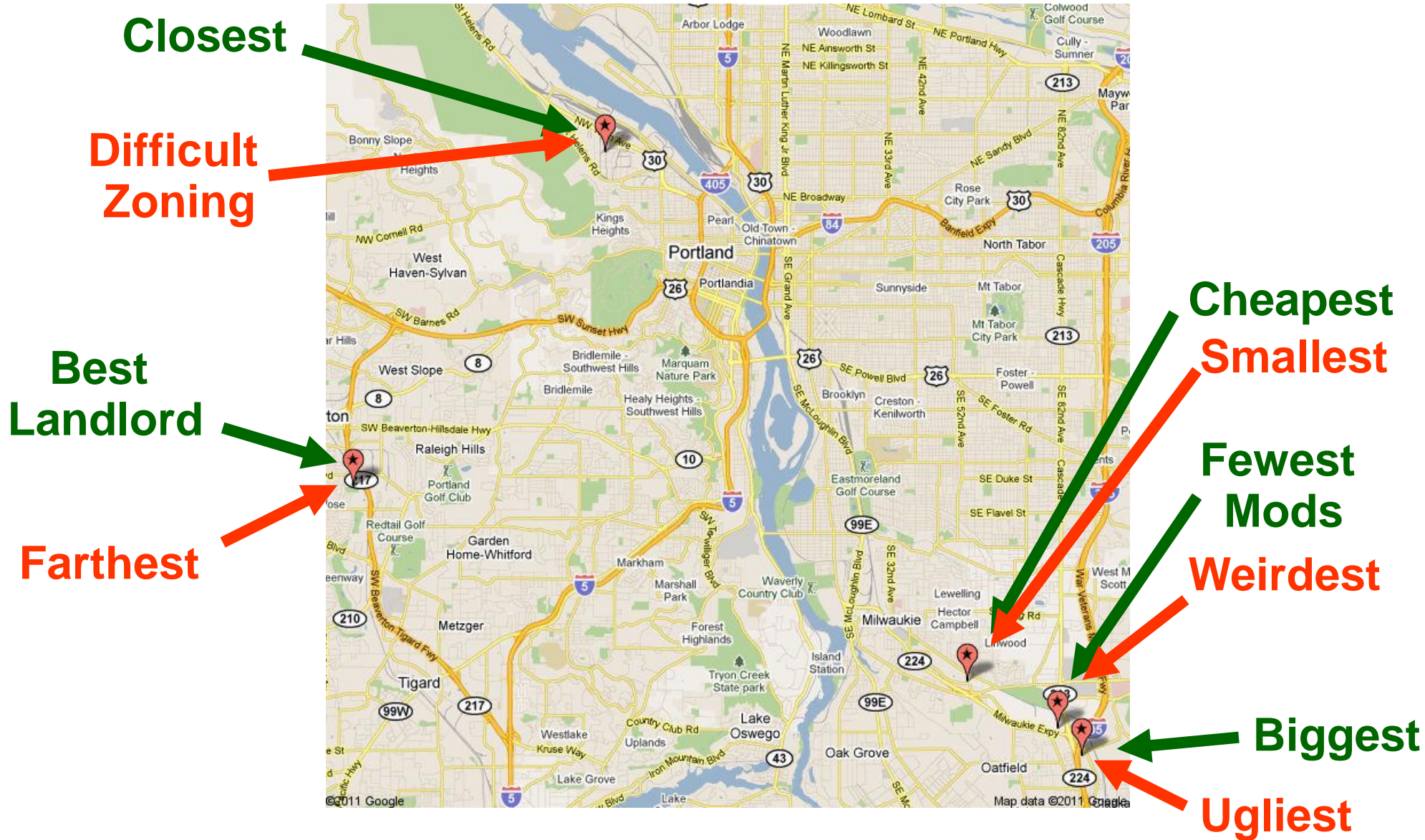
Build up our club, our sport and our expertise

How: Building Search

- Started searching in late August 2010
- Worked with agents at Colliers and GVA KM
- We provided property requirements
- They searched listings, landlords, contacts
- We toured ~10 buildings
- Narrowed field down to 5 prospects

Cost, Configuration, Zoning, etc...

Five Current Prospects



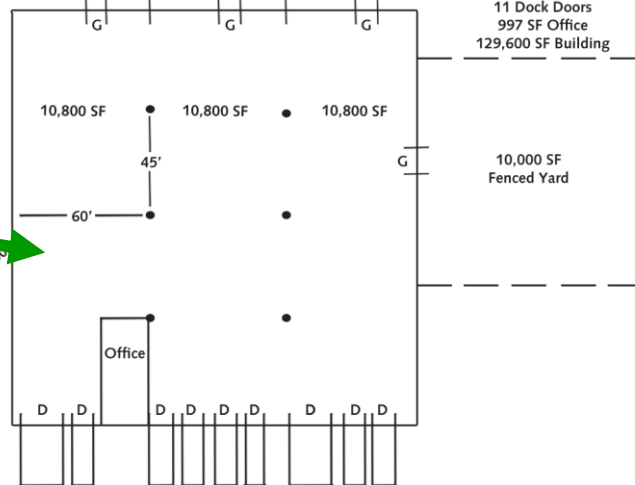
Example Prospect: Gramark



Features

- **Building:** 32,400 SF warehouse, 997 SF office
- **Bays:** 10,800 SF, 180' x 60'
- **Divisible:** 10,800 SF + 21,600 SF
- **Clear Height:** 26' clear height, 45' column spacing
- **Lease Rate:** \$0.32/\$0.65, NNN
- **Zoning:** Industrial.

32,400 SF Available
3 x 10,800 SF Bays
4 Grade Doors
11 Dock Doors
997 SF Office
129,600 SF Building

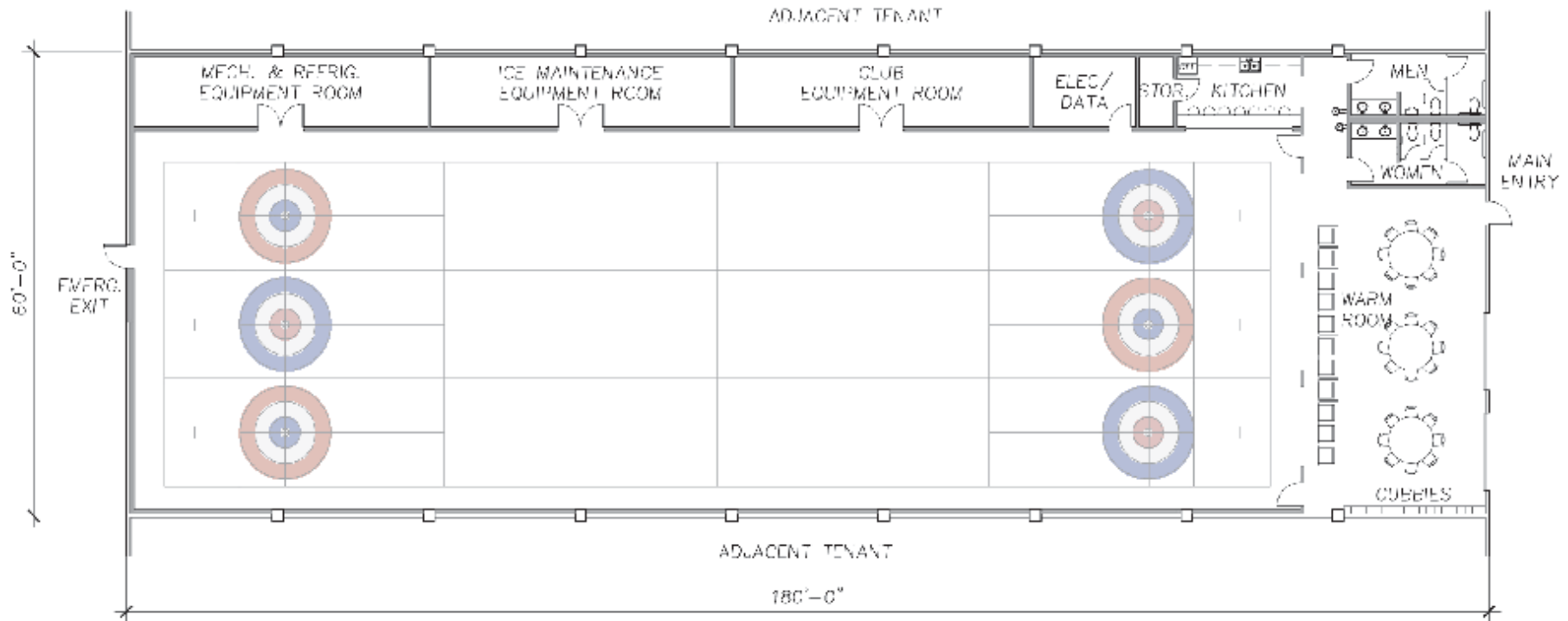


Insert
Curling
Rink
Here

Example Prospect: Gramark



Example Prospect: Gramark



SPECULATIVE PROPERTY (10,800 SF)

EVERGREEN CURLING CLUB

3-SHEET FACILITY

02/03/2011



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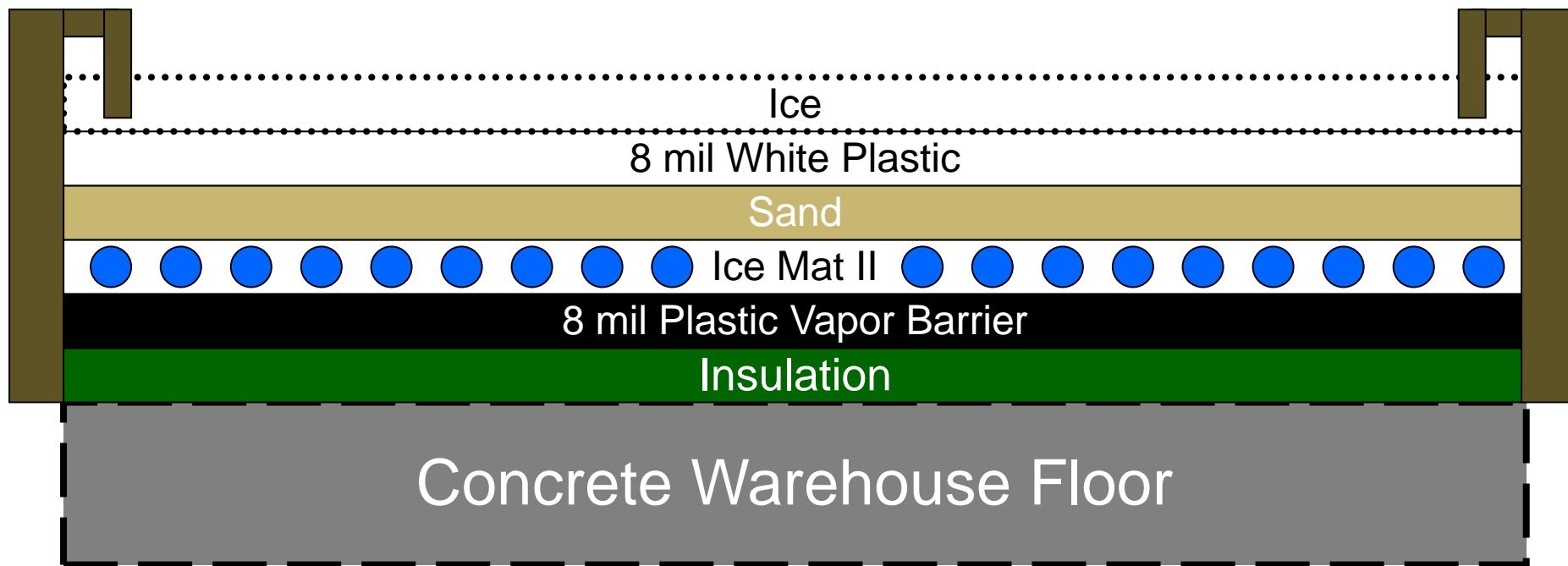
This!



Not This!



Portable Ice



Site Team

Lead: Bruce Irvin

Team: Joe, Kathy, Matt, Patton, Wayne, Doug, Steve, Andy, Eleanor, Ryan, Mo, Peren, Stu, etc...

Agent: Jon Rubey (Colliers)

Next Steps:

- Provide cost information for fundraising
- Research new sites and evaluate
- Recommend site choices to BOD
- Close deal with best terms possible

Financials: what will it cost?

- Operational Costs: running the club
- Startup Costs: initial construction
- Fundraising: for the startup costs

Financials: DIY Projected (140 mem)

Income

\$66000: dues
\$6000: group rentals
\$5000: sponsorships
\$4000: bonspiels
\$2000: other

\$83000: Total

Expenses

\$52000: lease+NNN
\$17000: utilities
\$4000: org dues
\$4000: insurance
\$4000: other

\$81000: Total

Speculated dues = \$475

ECC currently has 133 members, dues approx. \$425

We Can Do This!!

Financials: DIY Startup Costs

\$28K: Foundations work

\$7K: ADA ramp

\$89K: Interior construction

\$191K: Ice package (chiller, mats, pumps, pipes, etc.)

\$70K: Electrical

\$385K Total

(rough-cut estimate for Gramark provided by Bruce Joncas)

Financials: Potential Savings

\$-23K: club labor on Foundations work

\$- 4K: club labor on ADA ramp

\$-27K: club labor on Interior Construction

\$-32K: start with two sheets instead of four

\$-25K: club labor on Ice Floor

\$-60K: defer payments on Ice Floor package

$\$385K - 171K = \$214K$

Financials: Fundraising Goal

\$214K < Startup costs < \$385K

\$50K Savings (est. July 1, 2011)

\$164K < Funds Needed < \$335K

Our Target: \$250K

Fundraising Team

Lead: Kris Klinkhammer

Special Fundraising Events

- Joe Petsche, Kristy Schnabel
- Direct Appeal to Curlers and Friends

Letters Sent to all USCA Members and Clubs

- Sarah Rosing, Kathy Placek, Matt McVicar

Grants and Loans

- <needed>
- Paula-Noel Macfie

Corporate Donations and Sponsorships

- <needed>

Offer Your Help Today!

Building Team

Lead: Wayne Brock

Design: Mo McCafferty, Ryan Austin
Erica Jankowski, Jeff Tomlinson
Construction: Bruce Joncas, Andy Karsnia
Specialists: <needed>
Laborers: <needed>

Offer Your Help Today!

Schedule

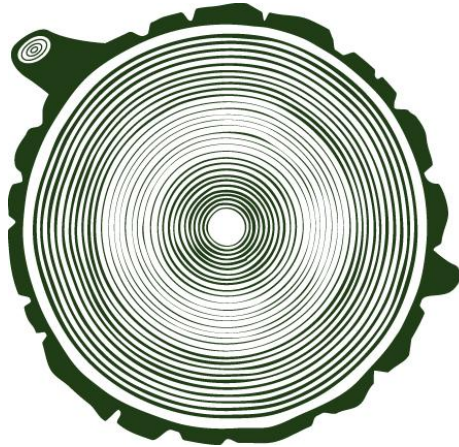
Site and Construction schedules depend on Fundraising

- est. 3 months to complete lease negotiations
- est. 3 months for build out

Fundraising Schedule

- Pledge Dinner (March 26th)
at East Portland Community Center
- Collection of Donations and Loans (Mar-Apr)
- Decision point at Annual General Meeting (May)

DIY: Can we Do It this Year?



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