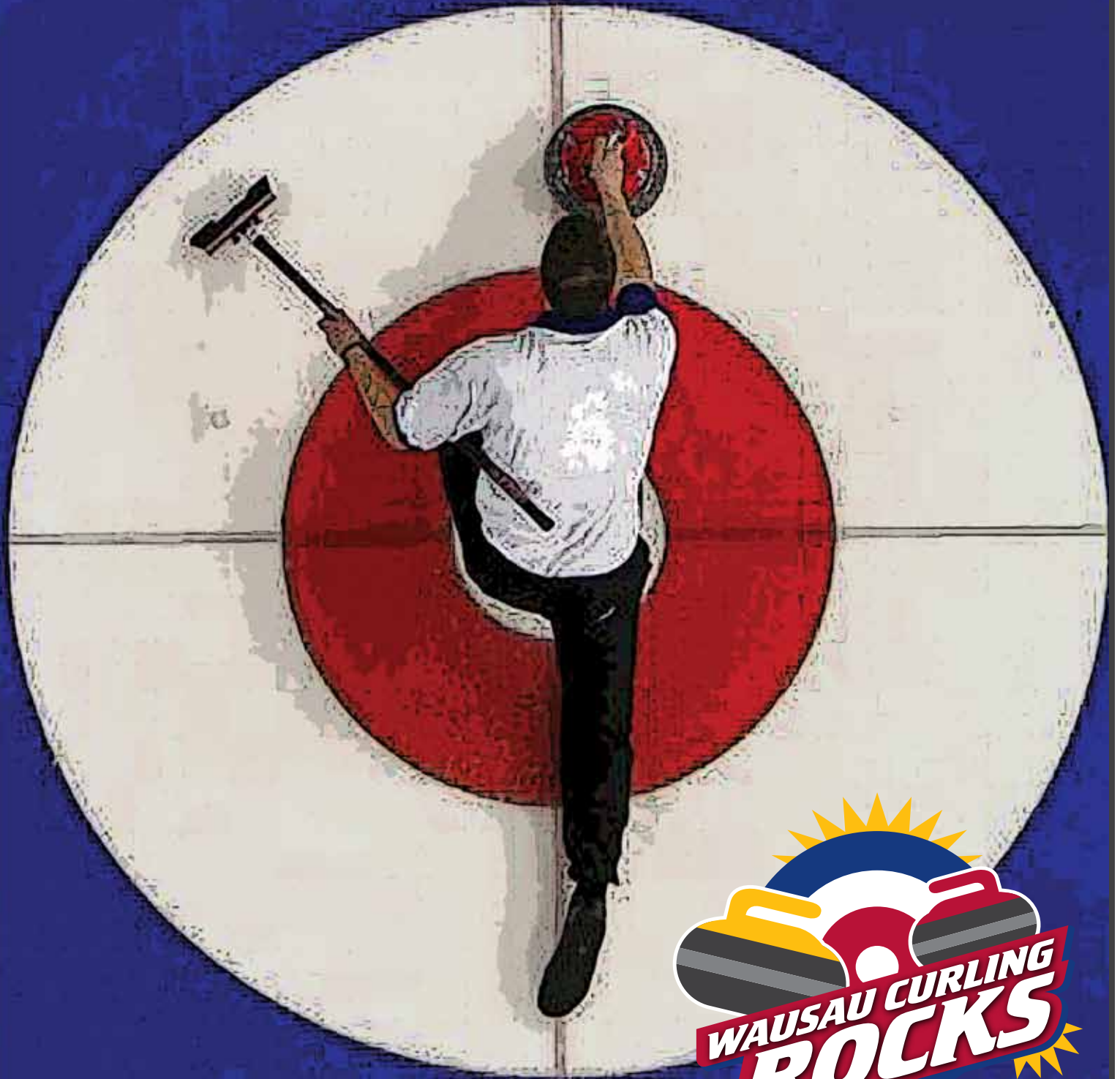


Building for the Next Century of
Curling Excellence in Wausau



Wausau Curling Center Capital Campaign 2011-12

About Wausau Curling



Curling is a sport for everyone regardless of age, economic situation, gender or physical condition. It is a sport of inclusion, camaraderie, skill and sportsmanship. This in sum is the philosophy of Wausau Curling, a 501(c)(3) charitable organization that traces its roots to the area's earliest curling enthusiasts who gathered at outdoor venues for wintertime activity early in the 1920s.

The home of Wausau Curling is housed in a barn used during the Wisconsin Valley Fair for cattle and small animal judging. Curling first moved indoors here in the 1940s, though the community still relied on nature to maintain the playing surface. As enthusiasm for the sport



grew, Wausau Curling installed a refrigerated playing surface early in the 1950s. The facility has remained largely unchanged since that time, though members added a warm and comfortable club room and kitchen in subsequent years.



Curling is experiencing a significant surge in popularity due in part to the sport's Olympic status. This has dramatically increased the intensity of demand on Wausau Curling's long-antiquated infrastructure. This welcomed problem stems from rapidly growing girls' and boys' high school programs and the popularity of our men's, women's, mixed, seniors' leagues and "bonspiels" — (curling tournaments). These bonspiels include the Tietge High School Bonspiel — the largest high school bonspiel in the nation. These, and other bonspiels, for which Wausau Curling is widely known, regularly draw out-state Wisconsin, Midwestern and international teams and supporters to the Wausau area for multiday competitions.

Mission of Wausau Curling –

The Wausau Curling Club, Inc., ("Wausau Curling") was founded in the 1920s and became a 501(c)(3) non-profit charitable organization in 2005. This was done to ensure access to and further the growth of curling — a broadly accessible, mentally stimulating, recreational activity for youth, adults, seniors and physically disadvantaged in the Wausau and Central Wisconsin area.

Current Wausau Area Curling Population and Demographics



There are approximately 350 active Wausau area curlers. Approximately one-third of these are female.

In addition, three local Wausau-area high schools — East, Everest and West — operate very successful girls' and boys' interscholastic programs at the curling facility. Total high school participation is in excess of 150 young adults — the largest such program in the United States. Precise economic demographics on club membership are not available. The economic spectrum of club members, however, broadly matches that of the local area.



The Wausau Curling facility is host to the largest high school curling program in the USA!



Our Fundraising Objective



Wausau Curling's objective is to construct a state-of-the-art, year-round, eight-sheet curling facility which will be the finest curling facility in the nation.

This facility will be designed:

- To ensure the financial accessibility of the sport of curling to all Wausau and Central Wisconsin-area residents.
- To meet the currently unmet demands of area interscholastic youth and high school curling programs.
- To meet the currently unmet demand for access to the club's most popular multiday events including the Tietge High School Bonspiel, Wausau Men's Invitational, and Silver Spoon Bonspiel.
- To improve accessibility for the physically restricted.
- To improve facilities for the growing female participation in the sport.
- To allow the hosting of additional large, multiday events such as state, regional, national, international bonspiels and Olympic trials and training events resulting in additional economic infusion to Wausau Curling and the Wausau area.
- To be the only facility of its size in Wisconsin and one of only four eight-sheet facilities in the United States.

- To provide an additional community facility to potentially benefit other non-profit activities. For example, community soccer programs may, at some juncture, build fields on the adjacent former Holtz-Krause landfill. The 16-acre site allows for complementary uses such as bocce courts, a disc golf course and additional winter activities such as snowshoeing.



"Stick Curling" allows seniors and those with physical limitations to remain active and "Keep on Curling"



Curling is fully adaptable for those in wheelchairs and with other physical limitations. This new facility will provide full accessibility and will be the best wheelchair curling facility in the USA.

Why We Need Your Help



Wausau Curling is largely driven by volunteer effort. It has been a fixture of the Wausau area for more than 80 years.

We need your help to:

- Replace an antiquated facility that is not energy efficient, and has a failing physical plant that has far exceeded its practical life expectancy.
- Meet the growing and unmet demand for curling by area youth, seniors and adults.
- Keep the cost of curling accessible to the entire demographic spectrum of Central Wisconsin area residents.
- Enhance our ability to run major events that attract significant numbers of out-of-town participants and spectators.
- Enhance the quality of life within the Wausau area.



To meet these goals, Wausau Curling is determined to develop this facility without the encumbrance of appreciable long-term debt — the incurrence of which would dramatically raise the ongoing cost of operating the facility.

The club has obtained fee simple ownership of a 16-acre site that is deed restricted for this facility and its purpose. This land was donated to The Wausau Curling Club, Inc. by the Wausau Cemetery Association — another organization of civic leaders recognizing the value of the project. The site is located two blocks east of Grand Avenue on East Kent Street, north of the former Humane Society facility and west of the long closed Holtz-Krause landfill.

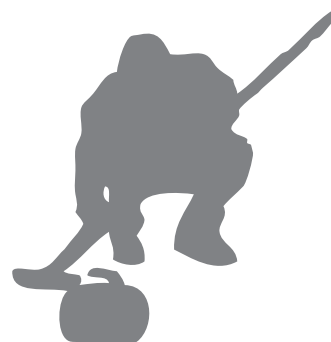
Strong Community Support

In addition to the 16-acre site which we own, costs for construction and equipment are estimated at \$3 million. The Wausau community has demonstrated strong support for this project. The following have made significant financial commitments:

- **The B.A. and Esther Greenheck Foundation**
- **The Judd S. Alexander Foundation**
- **The Walter Alexander Foundation**
- **The Dudley Foundation**
- **The Dwight and Linda Davis Foundation**
- **The Community Foundation of North Central Wisconsin**
- **George and Estelle Wolff**
- **Ronald Klimisch**
- **Ruth Schultz (Paul Schultz)**

These commitments plus Wausau Curling's capital improvement reserves mean over \$2 million has been committed.

**This facility will be built.
Join Us! Become a permanent
part of this project.**



Site for the new Wausau Curling Facility



Features of the New Facility

The 40,000 sq. ft. facility will accommodate eight simultaneous games on a 20,000 square foot refrigerated playing surface, in a highly insulated, well-lit, clear-span building designed for energy efficiency. Goals of this design are to provide the highest-quality playing surface possible, minimize operating costs and ease the ongoing maintenance on a long-term basis.

- The main viewing area will be positioned slightly higher than the playing surface and will feature full floor to ceiling glass to maximize the viewing of the playing area from comfortable multirow theatre seating.
- Our locker room will feature separate male and female changing areas.
- Kitchen facilities to support participants, spectators and events.



Your help is **Needed**



Wausau Curling would be pleased to permanently recognize your generosity and support of a new curling facility in Wausau by the following:

Wausau Curling “House of Honor” Donor Program – Named recognition on the “House of Honor” located on a wall within the entrance area of the facility — for donations by individuals, families, teams, groups or foundations of more than \$2,500.

Wausau Curling Tile Program – Named recognition for gifts from individuals, families, teams or groups on terrazzo tiles in the facility’s entrance area ranging from \$300 to \$600.

Wausau Curling Business Partner Program – Named recognition for businesses who support the building of the Wausau Curling facility on terrazzo tiles with logo opportunities available: \$1,200.

How You Can Donate

As a 501(c)(3) nonprofit organization, your donations to the Wausau Curling Club Building Fund will be tax deductible as allowed by law. The Fund is administered through the Community Foundation of North Central Wisconsin.

By Check *Donation checks should be made payable to:*

The Community Foundation (*Note on memo line: Wausau Curling Club Building Fund*)

Send your Wausau Curling Club Building Fund donations to:

Community Foundation of North Central Wisconsin
500 First Street, Suite 2600, Wausau, WI 54403



I/We wish to donate to the Wausau Curling Club Building Fund the following amount \$_____ made in a lump sum or in equal annual installments of ____ over two three years [*Please indicate*].

Name: _____ Street Address: _____

State: ____ Zip: _____ Phone: _____ E-mail: _____

We will not share your confidential information

Online

You can also access our online giving option through the Community Foundation website at **www.cfoncw.org**. On the homepage, click on the online giving button; choose the V-Z menu item, and scroll down the list to find the Wausau Curling Club Building Fund to make your donation directly to that fund. Utilizing your MasterCard, Visa, or Discover Card through the Foundation’s online giving option allows you to take full advantage of your bank’s customer affinity programs.

In-Kind

In addition to cash donations, Wausau Curling’s new facility building effort welcomes your in-kind donations of services or materials. Please contact any Board member directly or through our email account: fundraising@wausaucurling.org

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