

**North Liberty Parks & Recreation Committee Meeting**  
**Thursday, November 7, 2019**  
**Proposal of Agenda**  
**7:00PM**

**NEW BUSINESS:**

1. Approve minutes: Approve October 3 meeting minutes.
2. Public Comments/Concerns: Guest introduction and concern.
3. Curling Facility Presentation: Phil Burian with Cedar Rapids Curling Club presentation.
4. Building & Grounds Report: Parks Monthly Report  
Budget/Capital Project Discussion
5. Winter Spring Brochure: Is now out to public for review; registration begins Dec 2
6. Upcoming Programs:

Holiday Gazebo Lighting	Nov 22
Elf on the Shelf Scavenger Hunt	Nov 23-Dec 21
Holiday Vendor Fair & Breakfast with Santa	Dec 7
7. Holiday Hours: Community Center Holiday Hours:

Thurs & Fri., Nov 28 & 29	Facility –CLOSED
Sat & Sun., Nov 30 & Dec 1	Regular Hours
8. Any new issues not on agenda?

**OLD BUSINESS:**

1. Recreation Monthly Report: Recreation Monthly Report  
Budget/Capital Project Discussion
2. Any old issues not on agenda?

**CONCLUSION:**

1. Next Meeting: Next month meeting: Thursday, December 5, 2019  
7:00pm at City Council Chambers; 1 Quail Creek Circle
2. Adjourn

**Thursday, October 3, 2019**  
**Meeting Minutes**

**Board Members Present:** Megan Lehman, Richard Grugin, Derrick Parker, Marcia Ziemer, Amalia Gedney-Lose

**Others Present:** Shelly Simpson, Guy Goldsmith, Tim Hamer, and Brian Motley

**NEW BUSINESS:**

1. Approve minutes: Approve September 5 meeting minutes.
  - a. Motion to adopt minutes by Richard Gurgin, Second by Derrick Parker. Motion carried.
  
2. Public Comments/Concerns: No guest introduction and concern.
  
3. Building & Grounds Report: Parks Monthly Report
  - a. Short-handed on staff with return of students/loss of seasonal workers.
  - b. Wet conditions making it difficult to perform maintenance activities.
  - c. Continued ball field maintenance.
  - d. Fall soccer program continues.
  - e. Grading and seeding at Koser and Penn Meadows – would like to do more if drier weather arrives.
  - f. Concrete sidewalk at Quail Creek Park, trying to get done but rain has been prohibitive.
  - g. Vandalism at shelter with sharpies on walls and picnic tables. Cameras were able to catch vandals which has been turned over to the police department
  - h. Planted trees at Centennial funded by the spring trees grant. Planted about 12 trees. Anticipate application for dog park trees next year.
  - i. Release of channel catfish in the ponds occurred in conjunction with the IDNR.
  - j. Anticipate fall stocking of trout in the North Liberty Centre Pond so that ice fishing can occur, and people can fish through the winter.
  - k. No movement on the dog park at this time due to weather. Anticipated 9/30 but was unable to meet this. Mid-November is the goal for a dormant seeding. If this doesn't happen, the opening may need to be postponed.
  - l. Dog park sign was ordered.
  - m. Budgeting planning in progress
  
4. Halloween Programs: Staff is preparing for Halloween Events;

Halloween Moonlight Walk	Oct 11
Pumpkin Painting & Carving	Oct 16
Haunted Happenings	Oct 24 & 25
Trick or Treat-ing	Oct 31

  - a. Busy planning of activities is underway.
  - b. New plan for Haunted Happenings location and maze in the lower level gym
  - c. Trick or Treat-ing collaboration with the library.
  
5. Winter Spring Brochure: We are working on this brochure; programs Jan-April 2020  
Out to public in November.  
Registration Dates: Dec 2 for Residents; Dec 4 for Non-residents
  - a. Moving timeframe 1 month prior to registration dates versus the publishing in the NoJoCo the weekend prior to registration opening.
  - b. January through April programming will be released in November through the NoJoCo with registration starting December 2<sup>nd</sup> for residents and December 4<sup>th</sup> for non-residents
  
6. Any new issues not on agenda?



**To: Park & Recreation Commission Board Members  
Mayor, City Council and City Administrator**  
**From: Shelly Simpson, Recreation Director**  
**Date: November 1, 2019**  
**Re: Monthly Report – October 2019**

### **Program Summaries – October**

#### **Swim Lessons:**

Second Session of Fall Lessons has approximately 194 participants. Private lessons along with Levels 1-3 remain the most popular.

#### **Pool Programs:**

Arthritis Aqua, Water Resistance and Aqua Boot Camp remain popular. 56 registered class participants and numerous drop-in patrons participated in water fitness programs. Aqua Zumba is a new program.

#### **Preschool:**

The Kids Campsite area continues to be utilized with approx. 630 participants

Lucky Duck collected \$ 65.00 this month.

Kyle's Pee Wee Sports programs remain popular. Pee Wee Soccer had 48 participants this month.

KinderClub and Tippi Toes Dance classes continued with strong participation.

#### **Youth Programs:**

Recsters BASP: AM = 8 participants; PM = 60 participants

All Day program on Oct 7 had 10 participants

Lil Chefs class at night had 12 participants.

#### **Youth Sports:**

Youth Competitive Basketball Leagues began this month with 46 teams participating.

#### **Adult Sports/Programs:**

Adult Co-ed Volleyball has 9 teams registered. Play continues.

Men's Basketball had 16 teams registered. Play continues.

#### **Adult Fitness:**

Fitness classes continued this month with Cardio Pump and Body Blast remaining popular.

New programs such as Pop Pilates, Yoga and Strong by Zumba have had slow enrollment.

#### **Senior Citizens:**

Senior Dining was held on Oct 4, 11, 18 & 25 totaling 106 participants for the month.

#### **Special Events:**

This is always a big month for special events; Halloween Ghost Walk was canceled due to weather. Pumpkin Carving/Painting event had 29 patrons. Haunted Happenings had 360 on Thurs night and 430 on Fri. night for a total of 790 paid kids and moving it to the second gymnasium and maze downstairs made it a lot easier on staff and patrons seemed to enjoy it.

#### **See additional attached reports:**

RecDesk Organization Activity

RecDesk Monthly Revenue

Memberships by Month Chart

Membership Checkins Chart

Time Period: Last 30 Days

[Export to Excel](#)

## Organization Activity

From 10/5/2019 to 11/4/2019

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
<b>All</b>	309	72	616	7285	599
<b>Resident</b>	211	46	440	4664	365
<b>Non-Resident</b>	98	26	176	2621	234
<b>No Residency Set</b>	0	0	0	0	0
<b>Demographics</b>					
<b>&lt; 18</b>	250	1	108	473	174
<b>18 - 65</b>	50	69	395	4360	368
<b>65+</b>	8	2	113	2452	56
<b>Male</b>	148	32	354	4345	270
<b>Female</b>	161	40	262	2940	329
<b>Other Genders</b>	0	0	0	0	0
<b>Online vs In-House</b>					
<b>Online</b>	156	0	2	N/A	278
<b>In-Person</b>	153	72	614	N/A	321



# Revenue By Period - GL Account Summary

Start Date: 10/1/2019 12:00 AM End Date: 10/31/2019 11:59 PM

Payment Methods: CA, CK, CC, IC, EC, CR

User(s)/Cashier(s): - All -

<b>010-4-1-4589 - Room Rentals</b>												
3,021.12	2,946.74	310.00	162.50	2,479.37	2,404.99	0.00	0.00	0.00	161.75	0.00	-92.50	0.00
<b>010-4-1-4590 - Gymnasium Rentals</b>												
1,655.00	1,602.50	0.00	0.00	1,750.00	1,697.50	0.00	0.00	0.00	0.00	0.00	-95.00	0.00
<b>010-4-1-4591 - Park/Special Event Fees</b>												
445.00	431.65	0.00	0.00	445.00	431.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>010-4-1-4592 - Field Rentals/Tennis Courts</b>												
2,422.89	2,369.01	0.00	1,100.00	1,796.00	1,742.12	0.00	0.00	0.00	850.89	0.00	-1,324.00	0.00
<b>NONE - Unassigned</b>												
-75.00	-75.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-75.00	0.00
<b>Split - Membership - Black &amp; Gold</b>												
1,070.00	1,037.90	0.00	0.00	1,070.00	1,037.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>58,625.69</b>	<b>57,183.49</b>	8,086.00	4,818.00	48,070.05	46,627.85	0.00	0.00	\$0.00	1,196.64	2,036.75	-4,586.00	-995.75

\*\* Difference between GROSS and NET calculation is that NET uses CC (Net) value instead of CC (Gross) value

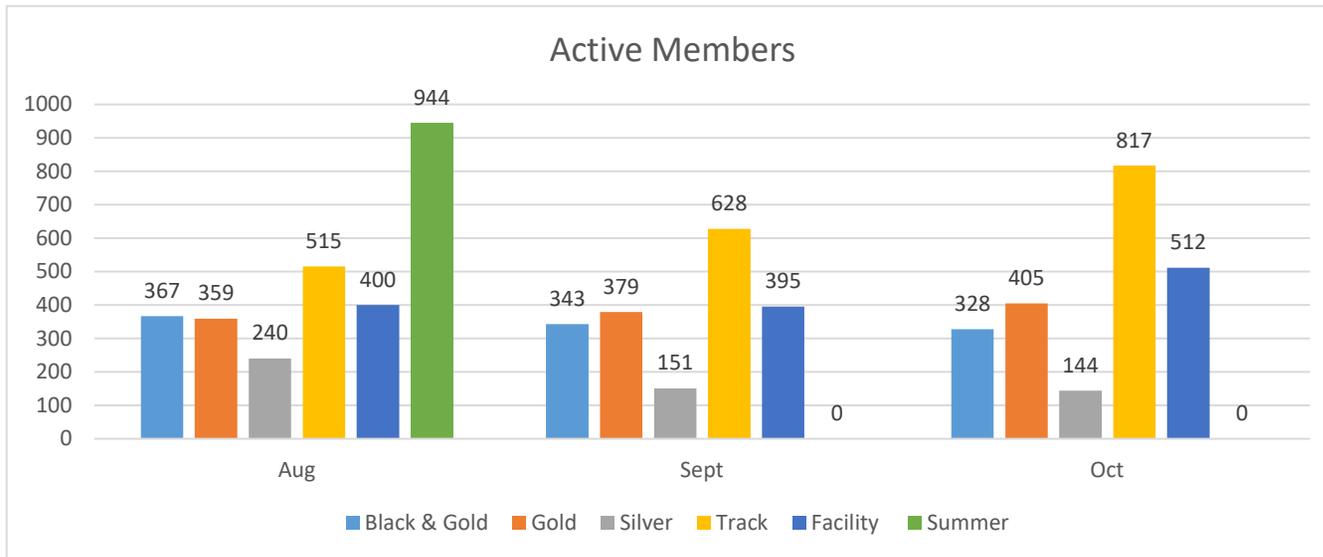
## Sales Tax

		DEBITS									CREDITS	
**Gross	**Net	Cash	Check	CC (Gross)	CC (Net)	ACH (Gross)	ACH (Net)	Internal CC	Acct Credit	Other	Refunds	Other
		0.00	0.00	0.00	0.00	0.00	0.00	\$0.00	0.00	0.00		0.00

\*\* Difference between GROSS and NET calculation is that NET uses CC (Net) value instead of CC (Gross) value

### Memberships by Package: Active Members

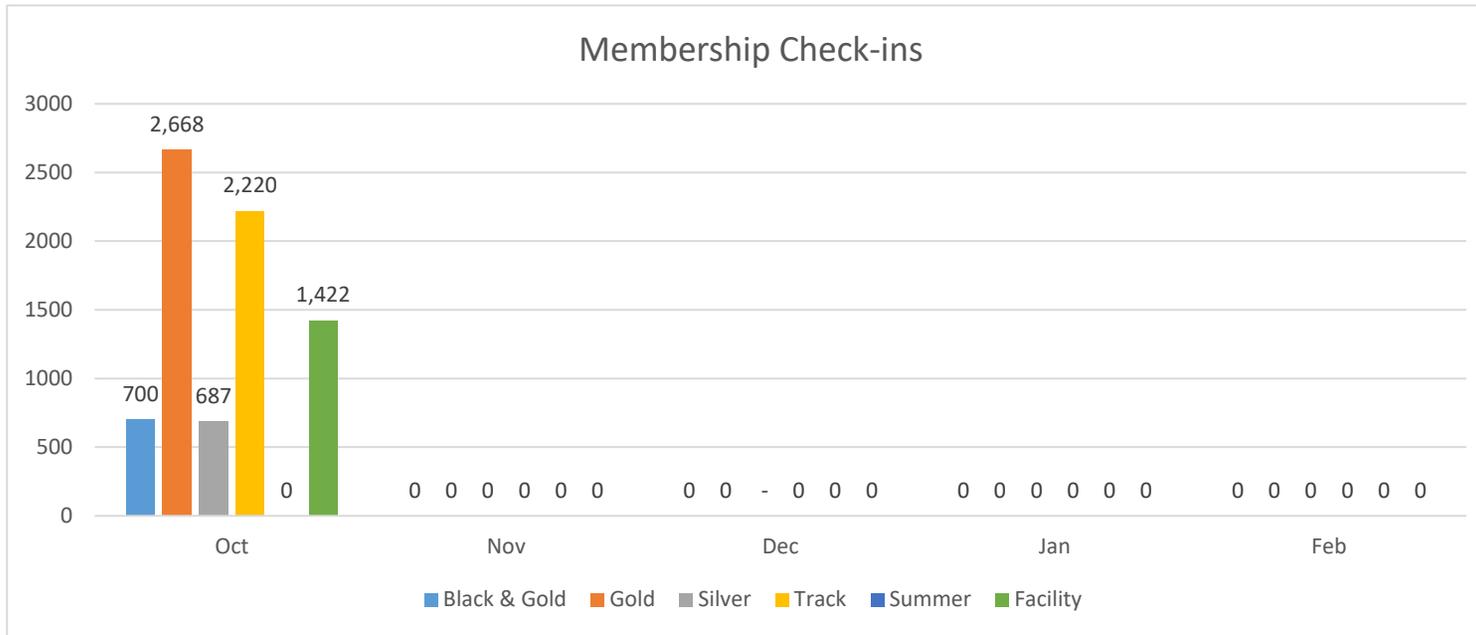
Month:	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Black & Gold	268	367	343	328	0	0	0	0	0	0	0	0
Gold	256	359	379	405	0	0	0	0	0	0	0	0
Silver	219	240	151	144	0	0	0	0	0	0	0	0
Track	439	515	628	817	0	0	0	0	0	0	0	0
Facility	275	400	395	512	0	0	0	0	0	0	0	0
Summer	868	944	0	0	0	0	0	0	0	0	0	0
Total	2325	2825	1896	2206	0	0	0	0	0	0	0	0



**Membership Checkins by Month: Scanned entries**

	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
Black & Gold	700	0	0	0	0	0	0	0	0	0	0	0
Gold	2,668	0	0	0	0	0	0	0	0	0	0	0
Silver	687	0	-	0	0	0	0	0	0	0	0	0
Track	2,220	0	0	0	0	0	0	0	0	0	0	0
Summer	0	0	0	0	0	0	0	0	0	0	0	0
Facility	1,422	0	0	0	0	0	0	0	0	0	0	0
Total	7,697	0	0	0	0	0	0	-	-	0	0	0

2018 Totals:    5,502   8,290   9,090   8,861   7,955   8,530   7,417   5,554   8,112   8,588   9,218   6,144



To: Mayor and City Council  
Parks and Recreation Commission  
City Administrator

From: Guy Goldsmith, Director of Parks, Building and Grounds

Date: November 4, 2019

Re: Monthly Report

We performed various building maintenance tasks as needed this month.

We picked up trash and pet waste stations as needed this month. We are in the process of installing new pet waste stations in all of our parks.

We maintained ball fields, soccer fields and facilities at Penn Meadows Park this month. The season has recently ended so we have winterizing all facilities including the splash pad.

All turf grass irrigation areas have been winterized for the season.

We performed equipment repair and preventative maintenance on equipment as needed this month. We have begun servicing winter equipment as time permits.

We have been mowing and trimming all City parks and grounds. We continue to perform ground, landscape and pond maintenance. We have finished winterizing all City landscaping areas.

Harding Concrete completed the concrete improvements at Quail Ridge Park. When the site dries the Parks Dept. will finish backfilling, grading and seeding.

Parks Staff attended the Aquatic, Forest, and Roadside Pest Management Re-Certification Applicator Class on October 16<sup>th</sup> at the Johnson County Extension Office. This is required annually to maintain our state pesticide and herbicide licenses.

Parks Staff assisted Paul Sleeper, IDNR Fishery Management Biologist with the release of 2025 rainbow trout on October 30<sup>th</sup> at Liberty Centre Pond. The trout arrived from the state hatchery near Manchester, Iowa. There were many anglers present and most caught their daily limit of trout. The trout stocking will give anglers winter long fishing opportunities at Liberty Centre Pond. All IDNR fishing regulations will be enforced.

The dog park concrete and fencing project has made progress. All concrete work has been completed and the fencing will be finished soon. The Parks Department will continue backfilling and grading as weather permits. The wet weather hasn't allowed us to advance much. Realistically, final grading and seeding may not take place until spring. I will keep everyone updated as we progress.

We continue to work on the proposed FY2021 Parks operating budget and capital improvement plan to prepare for the next fiscal year.

All of the Seasonal Park Maintenance Workers have finished working for the season. We had a great group and couldn't have accomplished what we do without them.



**DEDICATED ICE  
BUSINESS PLAN**

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## **CONTACT INFORMATION**

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## MISSION STATEMENT

Cedar Rapids Curling is a 501(c)(3) company with the missions of: spreading the “spirit of curling,” which is sportsmanship, courtesy and inclusiveness in athletic sport; improving the health and quality of life for all willing to try; and empowering those committed to becoming a serious competitors.

## CORE VALUES

- **Curling is accessible and easy to learn.** Most everyone, regardless of physical limitations or athletic talent, can participate. No equipment purchase is necessary to start. Adaptive equipment allows those with significant physical limitations to compete alongside those without similar limitations. Multiple generations of family play together. The sport is ideal for fun physical exercise while building relationships, both personal and professional.
- **High performance play is difficult, but possible for ordinary people.** Competitive play requires exceptional physical fitness, endurance, precision and strategic knowledge. If given the opportunity to practice on quality ice, ordinary individuals can rise to the highest competitive levels in ways that would be inconceivable in most other international sports.
- **The “spirit of curling” has critical value on and off the ice.** Players are expected to honestly call their own rule violations, score their own games, congratulate opposing players for good play, never denigrate an opponent, and conduct themselves with civility both on and off the ice.

## BACKGROUND

### Curling

Curling began on frozen lochs and marshes in Scotland during the early 1500’s, which is a heritage still expressed through bagpipe ceremonies at events. The sport migrated to Canada, where there are well over one million active curlers today. During the 1830’s, clubs started forming in upper Midwest states to play on frozen lakes and in flooded sheds. Modern advances in ice, stone and broom technology make those days seem primitive. After appearing once in the 1924 Olympics, curling became a permanent Olympic sport in 1998. Nationwide interest in the United States started to gain traction during televised coverage at the 2002 Salt Lake City games. Team USA’s 2018 Olympic gold medal now has exploded general interest and popularity.

The United States Curling Association (“USCA”) is the national governing body for sanctioned curling in the United States. The USCA has over 185 member clubs located in 45 states, with well over 25,000 active USCA members.



USCA member clubs.

Some clubs, such as Cedar Rapids Curling (“CRC”),<sup>1</sup> curl in hockey arenas, but the majority play on ice dedicated exclusively to curling. Since 2013, at least 14 new dedicated facilities have opened in the United States.<sup>2</sup> Despite being next door to the hotbeds of U.S. curling, Minnesota and Wisconsin, CRC and Des Moines Curling Club currently are the only two active clubs in Iowa.<sup>3</sup> The established national curling infrastructure superimposed on the untapped market makes circumstances ripe for dramatic growth in Eastern Iowa.

### CRC

After employment changes independently brought curlers Lon Peper and Kari Kozak to Eastern Iowa, the two met through social media in the fall of 2012. They began building local interest in curling through informational tables at hockey games, parade entries and flyers. They were joined by two additional “transplanted” curlers and formed what would become CRC. On April 23, 2013, CRC held its first open house at the Cedar Rapids Ice Arena using borrowed equipment and ice markings drawn with pens.<sup>4</sup> The public turnout was overwhelming.



Set up for the first open house.

<sup>1</sup> Cedar Rapids Curling is the trade name of Cedar Rapids Curling Club. “Corridor Curling” has been reserved in anticipation of a potential location change.

<sup>2</sup> See Membership Projections below.

<sup>3</sup> Cedar Valley Curling Club currently is a “paper” club but is expected to begin operations in a dedicated facility in Waterloo after one is built at some point in the future. LaCross Curling Club also is actively working on developing a dedicated facility.

<sup>4</sup> The equipment was loaned by Drake University, the Heather Curling Club (Mapleton, Minnesota), La Crosse Curling Club, and the Waltham Curling Club (Triumph, Illinois). Such generosity and support by other curling organizations is a hallmark of the sport and illustrates its potential for growth.

Two members made personal loans to CRC for a down payment on four sets of stones and equipment. CRC then held its first league season in July of 2013. CRC purchased stones for a fifth sheet in the spring of 2014 and a sixth sheet was donated in 2016 to accommodate growing membership.

In August 2014, CRC hosted its first social tournament (“bonspiel”), a three day event called “CedarSpiel.” Teams traveled from as far away as Pennsylvania and Denver to play. World champion and four-time U.S. Olympian Debbie McCormick, and U.S. Paralympian Patrick McDonald, brought teams to play; these high-profile leaders offered pointers, spread laughs, and enjoyed cocktails (“broom stacking”) with all participants, some of whom had only curled once or twice before the event. CedarSpiel continues to be held annually every August.

In July of 2015, CRC hosted the U.S. Curling Arena National Championships. Nearly 5,000 fans in 42 U.S. States, Canada, South America, Europe, Asia and Australia followed the action and discussed the play taking place in Cedar Rapids through online shot tracking.



Locations of fans following the 2015 Arena Nationals.

In the spring of 2017, CRC retired its \$24,200 in vendor financing for startup equipment ahead of schedule and then retired all of its “inside” debt in 2019. During the 2018 Olympics, CRC planned to host four learn to curl events but, as waitlists overflowed, it added four more for a total eight events to introduce over 1,000 members of public to the sport. CRC now is in a position to join the over 110 clubs that have dedicated ice.

## **THE IMPORTANCE OF ICE AND PHYSICAL ENVIRONMENT**

The number one impediment to CRC’s growth is that it currently shares ice with numerous skating sports. CRC sincerely appreciates its relationship with the Cedar Rapids Ice Arena and the VenuWorks staff that manages it work hard to balance the needs of CRC against the numerous competing interests at the arena. However, ice time availability is extremely limited (only one night per week) so many do not play only because of scheduling conflicts. Late game start times prevent youth and family participation, and hinder the ability to conduct corporate events. Skates damage the ice, poor water quality leads to flawed ice, and ice resurfacing machines (such as a Zamboni) leave major imperfections and “fall” (irregular slope similar to the break on a golf green)

that dramatically reduce the ability to control the stones and severely hinder the playing experience.

After about two years, new curlers typically become frustrated as their improvement plateaus due to ice imperfections that are inconsequential to skaters but mean everything in curling, a game that hinges on strategic fractions of an inch targeted from over 100' away. Also, the hourly cost of ice rental results in high membership dues that are prohibitive to many and is a very poor value to all for the product. Additionally, there is no capacity for developing curlers to engaging in classroom instruction and on-ice training drills.

Moreover, there is no welcoming space to call “home” for socializing, an indispensable component of successful curling clubs. Players are forced to disburse to other locations for broom stacking (after-game socializing). As a consequence, less-outgoing players have a physical impediment to easy integration and a feeling of belonging.

## **THE CASE FOR DEDICATED CURLING ICE IN THE CORRIDOR**

### **Inclusive Physical Fitness**

Critically, there is no initial equipment purchase necessary to start the sport so anyone who can be on the ice can try it. The amount of physical exercise required is determined by each player’s ability and level of competitiveness. One can curl for a lifetime and family teams comprised of three generations are not uncommon. The sport allows everyone, regardless of physical or athletic abilities, to “feel like an Olympian” and find their own personal success in doing so. With the opportunity to practice on quality ice, high performance athletes can emerge “from anywhere” to the national stage.



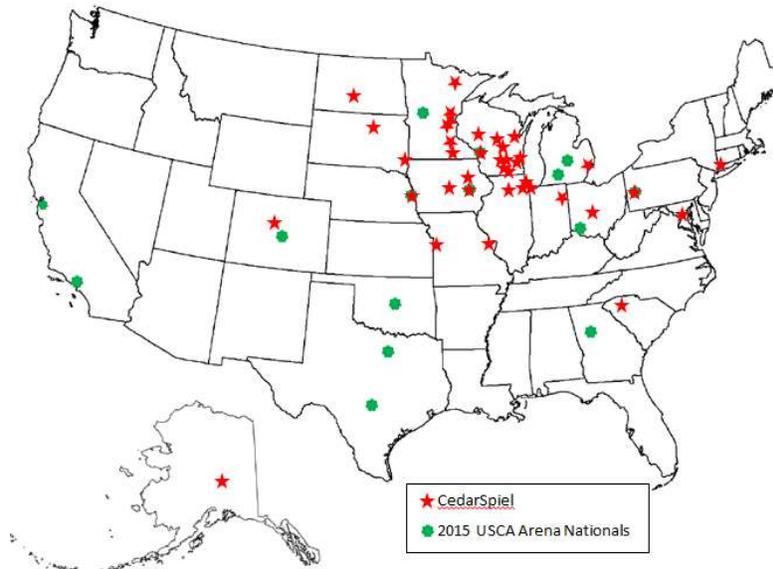
### **Quality of life**

The spirit of curling, sportsmanship and civility, is an ethos that all too often needs reinforcement in modern times. *In person* social interaction is a centerpiece of curling culture. On ice, no one player can win a game without communication and the cooperation of the entire team. Off ice, strong friendships are forged; this makes it critical for the warm room to be a welcoming space that invites people to spend time in it and it is as important to a successful club as the ice itself.



### Revenue

While CRC’s own budget is modest, it is a revenue generator. Many members currently travel 30-50 miles to play in regular league under very adverse circumstances. CRC pays the City of Cedar Rapids over \$35,000 per year for ice rental. CRC’s major events bring out-of-state money to the local economy. Teams and fans from as far as Canada, Taiwan, and 21 US states have traveled to Cedar Rapids for CRC events, spending their money on lodging, food, drink, shopping and entertainment.



Locations of teams and fans visiting CRC.<sup>5</sup>

Using conservative methodology<sup>6</sup> the Cedar Rapids Convention and Visitors Bureau estimates that the 32 teams and their fans attending the Arena Nationals spent approximately \$82,040<sup>7</sup> in Cedar Rapids. Individual teams reported spending as much as \$1,300 - \$2,900 through extra day-trips to area tourist attractions. Each year, CRC’s CedarSpiel is responsible for over 80 hotel room/nights being booked in the area, with untracked discretionary spending as well as food and drink purchases. Notably, those

<sup>5</sup> Not shown are locations of organizations that have included an event with at CRC as part of a larger business conference in Cedar Rapids.

<sup>6</sup> Assumes \$61/day per person.

<sup>7</sup> This figure represents direct purchasing only and is not a measure of the secondary positive impacts.

visitors came to play in arena conditions that are far inferior to dedicated clubs. Also, CRC has partnered with the United Way to host an annual fundraiser tournament for charitable causes.

CRC and the City of Cedar Rapids has been award the men’s and women’s USA Curling National Championship to be held in February of 2021. In addition to bringing more revenue to the corridor than the 2015 Arena Nationals, the media attention and public interest that the event will bring to the sport in the corridor is expected to be quite significant.

### **CRC’S PRODUCT**

CRC offers its members, guests, host and community:

- Weekly league play for all ages, genders and skill levels. Leagues options include full four player teams, mixed doubles (two player teams), competitive and social leagues, as well as further specialized leagues such as for men’s, women’s, mixed, youth, and adaptive curlers.
- Programs for middle school and high school aged children.
- A location for a college teams to form and compete nationally, and for college intramural programs.
- A base from which developing curlers may travel to other clubs around the nation for social and competitive events.
- Adaptive programs for persons with disabilities.
- Extremely popular corporate retreat and team building events.
- A business conference and tourism draw.
- Revenue from out-of-state participants for larger events (teams from across the nation have curled at CRC).
- Charity fundraising events.
- Weekly spending by members expected to regularly travel up to 60 miles to play and socialize.

### **TARGET MARKETS**

<b>Product</b>	<b>Type</b>	<b>Age</b>	<b>Market Segment (all genders)</b>
Member Activities (leagues)	Youth	6-18	Students and youth groups within 30 miles
	Young Adult	18-25	Formal college team(s) for nationally sanctioned competition and intramural leagues
	Adult	20-65+	Social and competitive players with \$400+ of annual disposable income within 60 miles
	Senior	65+	Social and competitive players with \$400+ of annual disposable income within 60 miles
	Family	6+	Families with \$200+ <i>per person</i> of annual disposable income within 60 miles
Instructional League	4-5 weeks	6+	Persons who have elevated interest and are considering membership
Bonspiels (Tournaments)	1-2 per year	16+	Curlers across the United States, but primarily within 300 miles

Regular Events	Learn to Curl	6+	Anyone with capacity to be on the ice and interest in trying the sport within 60 miles
	Corporate Events	18+	Companies and other organizations seeking team building and employee recognition events within 60 miles
	Private events	6+	Birthday parties, reunions, other special celebrations, church groups, clubs, organizations serving disabled or special needs persons, and others within 60 miles
Concessions	Food & Beverage	6+	All participants and fans attending any activity
Merchandise	Apparel / Souvenirs	6+	All participants and fans attending any activity
Raffles & Games	Prizes & cash	18+	All participants and fans attending any activity
Advertising & sponsorship	In-ice, banners, apparel, CRC publications	18+	Local business seeking low cost exposure and philanthropic opportunities through long term or special event sponsorship
Grants & Donations	Cash & in-kind	18+	Members, local businesses, government, USCA, WCF, and all curling enthusiasts

### **CRC COMPOSITION**

CRC is run by a member-elected Board of Directors and member-elected President. The Board appoints persons to critical offices and committee chairs based on the talent and interest of particular members. As a non-profit, all CRC members, officers and directors are 100% volunteers. Curling Club Manager software is used for calendar management, member and public emails communications (including automated signups and follow up communications) and league management. Financial books are maintained on QuickBooks online for convenience and real-time transparency.

When a dedicated facility location is identified, the following positions would be appointed (or have responsibilities redefined as appropriate) to execute the transition through committees:

- Communications/Marketing Director (existing)
- Events Director (existing)
- League Director (existing)
- Ice & Environmental Director
- Fundraising & Sponsorship Director
- Special Programs Director
- Warm Room and Hospitality Director

### **CURRENT AND FUTURE OPERATIONS**

Currently, CRC curls at the Cedar Rapids Ice Arena. It holds regular league play on Tuesday night from 6:30 to 9 p.m. at \$235/hr. for ice rental. It occasionally holds

events on Sunday morning and hosts corporate events during business hours if the ice is available (which requires volunteers to take time off from work). CRC has six full sheets to maximize use of its limited ice time. For the first 20 minutes of each session, CRC pays to have arena staff mitigate skate damage with the ice surfacing machine, then hand carries 96 curling stones (over two tons) onto the ice, double sweeps and adds pebbling to the entire playing area, freezes in 12 hacks (one at each of the sheets) and positions scoreboards. CRC then must stop play 10 minutes before ice time is over to clear the ice for the next facility user. This cycle illustrates the length to which members are willing to go just to curl.

In a dedicated facility, CRC could operate leagues with three sheets (24 players at a time). However, the incremental cost of an additional fourth sheet to allow for 32 players at time (up to about 40 for corporate events with less-regimented teams) would be worth the ability to have larger special events with corresponding increased ice rental revenue and concessions. While the precise dates are negotiable, the ice would be in for the curling season running from mid-September to mid-April. Daily *regular* operation typically would run Monday through Friday from 4 p.m. to 11 p.m. On weekends, activity would run from 10 a.m. to midnight. Individual events may occur outside of these hours by appointment and special regular events such as an early-bird league may develop. For a small additional charge,<sup>8</sup> members would be able to access the ice for practice when the ice is not in use for a CRC function.

Prolific learn to curl events would be scheduled through on-line sign up for different days and at different times to meet all daily schedules. Corporate and private events would be booked through direct contact after inquiry so that the event can be tailored to each group's particular needs and goals. CedarSpiel would be held annually and second spiel may be added. Additionally, CRC is a member of the Illinois Curling Association, which has several events that rotate from club to club and CRC would be expected to join that rotation. A curling event for the Iowa Games also would be expected.

### **CURRENT & FUTURE PARTICIPANT COSTS**

Currently projected pricing detail is set forth on the accompanying preliminary pro forma. CRC will re-evaluate member league fees and event costs after the facility details are known, when the quality of experience and buildout costs can be better assessed. Discounts would be offered for full family memberships and students. In general, the current and expected participant costs are as follows:

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<sup>8</sup> An additional charge for regular practice access is not typical and would not apply if cash flow allows.

	Current	Projected Future
Membership (required for all regular leagues)	\$100 for adults, \$75 for second adult in household, \$50 for children.	Same
Regular 10 week league	\$230 (50% discount for first time league enrollment)	\$225 <sup>9</sup>
5 Week Instructional League	\$105 (through KCC)	\$120
Learn to Curl	\$15	\$25
2 hour corporate event	\$725	\$250 per sheet (8 – 10 people), 2 sheet minimum <sup>10</sup>
CedarSpiel	\$400 per team	\$360 per team <sup>11</sup>

## MARKETING STRATEGY

Increasing awareness of CRC and getting people on the ice to try it is the central strategy. Currently, learn to curl events (45 minutes ice time) and corporate team building events (1.5 hours ice time) offer formats for people to pique their curiosity about the sport.<sup>12</sup> The near universal reaction is that the sport is more fun and challenging than they expected but they also are pleased with how quickly they can develop basic proficiency to play. These events allow for critical face-to-face contact with passionate and experienced curlers who enjoy sharing the sport and helping novices find success. Especially because most people in Iowa know little about the sport, this in-person contact on the ice is by far the best marketing mechanism because it gives members the chance to share the curling culture and dispel common self-limiting assumptions about the sport. Unfortunately, lack of convenient and cost effective ice time at CRC’s current arena also makes these opportunities the most difficult to obtain.

At the close of learn to curl and corporate events, participants are offered information about instructional programs. These programs are short in duration and low in cost so that participants do not need to make a significant commitment until they know the sport is right for them. The instructional programs also improve basic proficiency and build confidence so that new members can more comfortably integrate into regular league with more experienced players.

Each year, CRC participates in on-ice events outside of the arena for exposure. These have included outdoor events such as North Liberty’s “Beat the Bitter,” curling on the harbor at the Mississippi River Museum in Dubuque, and Marion parks and recreation

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<sup>9</sup> This amount certainly would be a dramatic increase in value to existing members but it is considerably higher than most small clubs with dedicated ice and it may “price-out” some new members.

<sup>10</sup> Vastly improved scheduling options and the absence of per hour ice rental costs to CRC would allow for many more events and accommodation of smaller groups.

<sup>11</sup> CedarSpiel currently is in August, when few clubs have their ice in. This expected reduction brings the cost in line with most other spiels during the curling season, though it still would be relatively high if no open bar is offered.

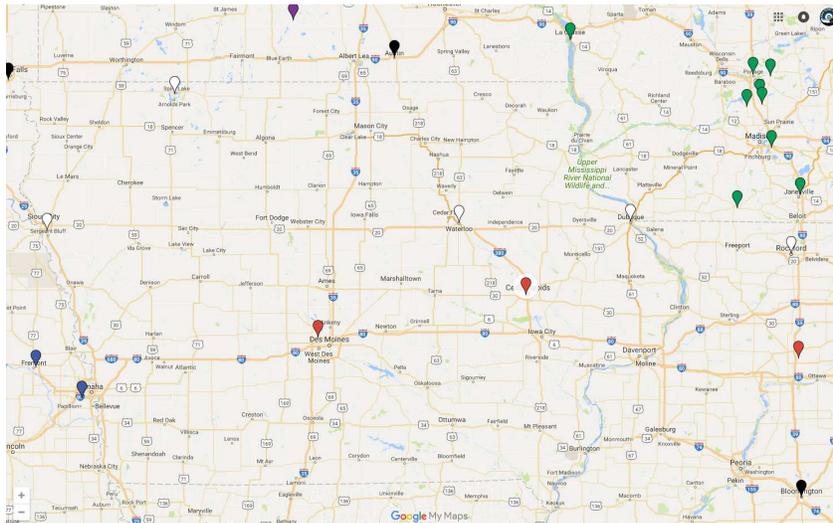
<sup>12</sup> The times are necessarily short due to current ice cost and availability. Learn to curl events in particular would be more effective if longer.

events. CRC also hosted an event at the Coral Ridge Mall ice rink. When ice time is available, these events are followed by instructional programs on our home ice. CRC also engages in off-ice promotion through targeted internet advertising on Facebook, parade entries and farmers market booths. Additionally, CRC takes every possible advantage of local media coverage on television, radio and print.

All of the forgoing activities events would continue after CRC has dedicated ice. During the run up to opening, a prolific launch campaign would be expanded to include: billboards, flyers at local business, targeted medium print ads in publications, bus advertisements, yard signs, press releases, a media night, etc. Should the dedicated facility be located outside of Cedar Rapids, CRC's logo art would remain but its trade name may evolve to "Corridor Curling" or other name appropriate to the particular location. Also, including CRC in a multi-sport facility would provide opportunities for CRC and those other functions to cross-market each other to the foot traffic that each would bring individually.

## **GEOGRAPHY**

Des Moines Curling Club and CRC currently are the only two active curling clubs in Iowa and both are based out of arenas. The closest dedicated curling clubs currently are in Monroe, Wisconsin and Triumph Illinois, both over 2 ½ hours away. Curlers are trying to establish clubs in Waterloo and in Dubuque. If CRC has a quality dedicated ice facility, other clubs developing in Eastern Iowa are assets rather than competition because they only would expand the popularity and demand for the sport and create opportunities for resource sharing.



Locations of dedicated, arena, and paper-only clubs in the region.

## **MEMBERSHIP PROJECTIONS**

CRC's current membership numbers average in the mid 40's. New members join each year, but some members also depart. Other than life changes out their direct control,

non-returning members consistently report their reason as frustration with poor arena ice conditions and lack of scheduling options. CRC conservatively estimates that membership will increase to 85 over the course its first year of dedicated ice operation. The reliable trend is for membership to dramatically increase when a curling club establishes dedicated ice because of frustrated arena curlers returning and the marketing attention drawn by the opening. For example, clubs report the following:

Curling Club	Membership		
	Prior Year	Fist Dedicated Ice Year	2016-17
Brainerd Lakes (MN) 4 sheets (Est. 2005)	63	102 (↑162%) 2011-12	200
Bucks County (PA) 4 sheets (Est. 2010)	100	130 (↑130%) 2014-15 (late season opening)	240
Charlotte Center (SC) 4 sheets (Est. 2002)	63	126 (↑200%) 2015-16	194
Coyotes (Tempe, AZ) 4 sheets (Est. 2002)	97	146 (↑150%) 2014-15	161
Dakota (Lakeville, MN) 5 sheets (Est. 2005)	120	550 (↑450%) 2016-17	600
Denver (CO) 4 sheets (Est. 1965)	93	338 (↑363%) 2014-15	360
Evergreen (Portland, OR) 3 Sheets (Est. 2002)	120	163 (↑135%) 2013-14	175
Fort Wayne (IN) 4 sheets (Est. 2010)	41	70 (↑170%) 2013-14	82
Triangle (Durham, NC) 4 Sheets (Est. 1995)	44	113 (↑256%) 2015-16	219
Windy City (Chicago) (3 sheets)		2019 (Data Pending)	

Denver Curling Club and Dakota Curling Club are shown above for comparison but the other clubs are more likely indicative of an Eastern Iowa experience because the Denver and Twin City populations are significantly more dense. Also, the Twin City area has an *overwhelming*, pre-existing demand for curling. Other recently established dedicated ice clubs in the Twin City area include: Frogtown (St. Paul, 2010), 400 members; Four Seasons Curling Club (Blaine, 2012), 900 members; and Chaska Curling Club (2015), 1200 members.

### **FUNDING BUILD OUT COSTS**

Particular buildout costs are heavily dependent on actual building details, to include the extent to which there are shared common areas. CRC believes buildout costs for the icehouse itself to range from \$150,000 to \$240,000. Once details are reasonably established, CRC will finalize an attractive brochure for in-person and mail solicitation of funding sources and then engage its members in a well-organized “ground game” to solicit local sponsors at the same time that it pursues funding outside of the immediate area. Sources include:

- Financial and in-kind corporate sponsorship. Different contribution levels will be established for packages that will include:
  - Long term ad placement:
    - In-ice logos (special curling houses and stand-alone placement)
    - Scoreboards
    - Stone handles
    - Apparel
    - Wall banners
    - CRC literature
    - CRC's internet platforms
  - Corporate events for sponsors
  - Reduced employee membership rates (a fun and healthy benefit to offer employees and will build the membership base)
  - Designation as preferred hotel or vendor for major events, etc.
- Significant individual donations to be moralized on stone handles and wall plaques
- Sale of surplus stones (2 sets)
- Curling organization grants and deferred interest loans:
  - USCA's Dar Curtis grant
  - World Curling Federation financing
  - Illinois Curling Association contributions
- Public / public interest grants:
  - Vision Iowa
  - Blue Zone
  - Local convention and visitor bureau / hotel marketing grants
  - Wounded Warriors and other disabled veterans groups
  - Zach Johnson Foundation
  - Special Olympics
  - Iowa Games
- Labor and other in-kind services from members and friends of members
- Member driven funding:
  - Small raffles and contests
  - Donations
  - Loans
- Commercial loans

### **CURRENT AND NEEDED ASSETS**

CRC's fanatical volunteers are of course its most valuable assets. In terms of property, CRC owns the following equipment that would allow it to immediately open on-ice operations

- 96 (6 full sets) Stones with hardware
- Club brooms
- Hacks
- Pebble cans with assorted heads
- Rock boxes (for prepping after pebbling)

- Ice scraper (for refined ice preparation)
- 8' mop
- 8' broom
- Sliders
- Stabilizers
- Scoreboards

Some of this equipment is aging and would need to be replaced over time to improve the quality of the player experience and facility prestige, but it would support *immediate* active operations on dedicated ice as it currently supports operations on arena ice.

Specific equipment requirements for the ice itself depend on the particular structure but the following needs are expected:

- Chiller system (with supporting mechanical)
- Water RO treatment and storage system
- Small water heater
- Dehumidifier

Additional minor equipment such as hand tools would be needed for operations but such items are certain to be donated or loaned by members.

The needs for the warm room depend entirely on the particular facility but it would *at a minimum* require food and beverage service capacity (including alcohol for adult events), four tables capable of seating at least 8 persons each and ample seating for viewing curling from behind glass.

### **LIABILITY AND INSURANCE**

No one is allowed on CRC's ice without a signed release and waiver of liability. CRC has, and would continue to maintain at a dedicated facility, insurance for:

General liability: \$2,000,000 limits.

Director and officer liability: \$1,000,000 limits.

Property: currently fair market value, replacement cost would be procured as new major equipment is acquired.

### **CASH FLOW PROJECTIONS**

The following *preliminary* pro forma is based on a model of CRC renting space for dedicated ice in a larger facility that has other functions. It would of course be reevaluated as details about the particular facility become known. Provided that a suitable warm room area is available, including CRC in a building with other sporting activities would make an optimal fit because facilities such as locker rooms could be shared for efficiency and the various activities would "cross market" each other to foot traffic. Food and beverage service provided by a third party is assumed for this model. Net CRC revenue would be considerably larger should the final arraignment provide for CRC to supply its own food and beverage service. Again, the level of buildout debt is

*heavily* dependent on the particular structure. It is expected, but not assumed, that buildout and operating costs for new construction will be less than the experience of clubs establishing dedicated ice in older buildings because energy efficiency and environmental conditions should be better in a new building, especially if the building is constructed with curling in mind.





	FY:	1	2	3	4	5	6	7	8	9	10
Transaction charges ( <u>Ave.</u> .5% of income)		\$403	\$514	\$711	\$666	\$726	\$731	\$807	\$731	\$731	\$731
Volunteer appreciation (food, prizes & gifts)		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Taxes, fees and licensing		\$400	\$500	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Skills Clinic and Leader Training				\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Off-ice supplies (cleaning etc.)		\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Accounting (Quick Books)		\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Curling Club Manager		\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480	\$480
Internet Service		\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Cost of:											
Merchandise Sold (80%)		\$4,000	\$2,400	\$3,200	\$2,400	\$2,400	\$2,400	\$4,000	\$2,400	\$2,400	\$2,400
Food for Events <sup>8</sup>		\$5,408	\$5,408	\$10,816	\$10,816	\$10,816	\$10,816	\$10,816	\$10,816	\$10,816	\$10,816
Raffle Prizes and Awards		\$2,000	\$2,000	\$2,000	\$2,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Unanticipated /underestimated expense (2%)		\$1,614	\$2,057	\$2,846	\$2,664	\$2,905	\$2,925	\$3,227	\$2,925	\$2,925	\$2,925
<b>Total Expenses:</b>		<b>\$44,818</b>	<b>\$41,580</b>	<b>\$53,659</b>	<b>\$56,460</b>	<b>\$60,022</b>	<b>\$59,067</b>	<b>\$61,347</b>	<b>\$59,067</b>	<b>\$59,067</b>	<b>\$59,067</b>
<b>Available for rent and buildout debt retirement:</b>		<b>\$35,859</b>	<b>\$61,245</b>	<b>\$88,629</b>	<b>\$76,730</b>	<b>\$85,213</b>	<b>\$87,168</b>	<b>\$100,008</b>	<b>\$87,168</b>	<b>\$87,168</b>	<b>\$87,168</b>
<b>Assumed buildout debt retirement<sup>9</sup>:</b>		<b>\$15,000</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>
<b>Net:</b>		<b>\$20,859</b>	<b>\$36,245</b>	<b>\$63,629</b>	<b>\$51,730</b>	<b>\$65,213</b>	<b>\$67,168</b>	<b>\$80,008</b>	<b>\$67,168</b>	<b>\$67,168</b>	<b>\$67,168</b>

#### Notes

\* Assumes facility would be completed in time for maximum promotion in advance of the start of season. CRC expects to end the first full year with 80+ members but some new or returning members will join over the course of the year so the number is adjusted downward for this projection.

\*\* Olympic years bring a spike in interest. This model assumes FY 3 and 7 are Olympic years.

1 This truly preliminary pro forma assumes 3 to 4 sheets, security and waste management provided by facility, and alcohol either BYOB or facility cash bar. The numbers are believed to be conservative and will undergo adjustment as particular facility details are known.

2 Assumes food but not beverages included.

3 CRC currently charges a flat \$725 to cover rental cost of the entire rink. For dedicated ice, CRC contemplates charging per sheet to accommodate smaller outings but with greater frequency.

4 CRC believes the U of I, Kirkwood, Coe, Cornell and/or Mercy would have interest in competitive teams or intramural programs.

5 Grants, Advertising and sponsorship is excluded in the first year with the expectation that it would be part of the initial buildout funding.

6 Significant variable estimated based reported experience by other clubs, some of which are in aged facilities with varying size rinks and energy efficiencies. The chiller vendor would need to be consulted for more precise numbers based on conditions of the building.

7 Assumes initial full volunteer staffing with transition to part-time employee or fee discounts members to avoid burnout.

8 Assumes buffets for events excluding alcohol.

9 This variable may be high, depending on actual buildout costs and success of initial fund raising.

# Curling 'brings people together' and to C.R.

Curling, by definition, is a sport somewhat like shuffleboard.

Teams of four players, on a rectangle sheet of ice, slide stones toward a target area.

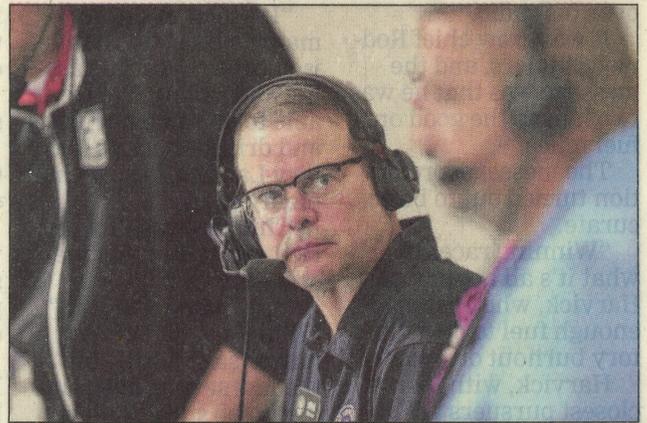
That, in a nutshell, is a description of game that has intrigued and fascinated many of us for years. It's been the butt of jokes, as well — at least, every four years during the Olympics.

But, in you listen to Phil Burian, it's much more than that.

"It's a way to bring people together, where we build relationships," said Burian, president of the Cedar Rapids Curling Club. "It's a great way to meet people."

Teams are encouraged, required even, to hang out after competition, share stories, food and maybe a drink or two. You know, like we all did before Facebook, Twitter and cell-

► OGDEN, PAGE 4B



Rebecca F. Miller/The Gazette

Phil Burian, president of the Cedar Rapids Curling Club, comments at the sixth annual CedarSpiel curling event Sunday at the Cedar Rapids Ice Arena. The games, hosted by the Cedar Rapids Curling Club, pitted 22 teams from 15 states against each for titles and prizes.

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Rebecca F. Miller photos/The Gazette

Curling teams compete in the championship and consolation rounds at the sixth annual CedarSpiel curling event Sunday at the Cedar Rapids Ice Arena.

## Ogden/CedarSpiel sets stage for 2021 event

► FROM PAGE 1B

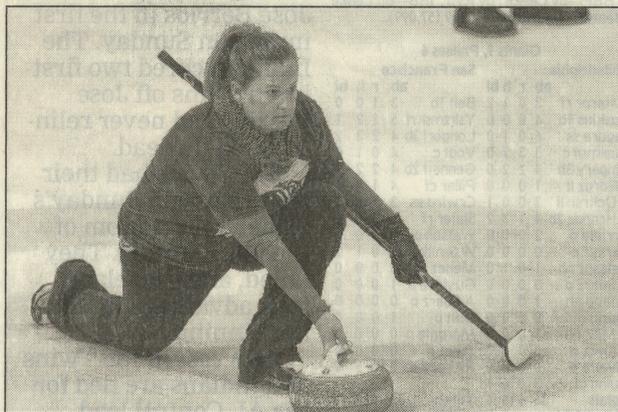
phones were twinkles in our eyes.

"It's a way for people to engage with people in person without a phone in their hand," Burian said.

But it's even more than that.

"It's uniquely insistent on sportsmanship and civility," he said.

Sportsmanship and civility? Curling, it an-



Curling teams compete in the championship and consolation rounds at the sixth annual CedarSpiel curling event Sunday at the Cedar Rapids Ice Arena.

# Ogden/CedarSpiel sets stage for 2021 event

## ► FROM PAGE 1B

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But it's even more than that.

"It's uniquely insistent on sportsmanship and civility," he said.

Sportsmanship and civility? Curling, it appears, may be just what society needs today.

Big-time curling, if you missed it last week, is coming to Cedar Rapids in 2021.

Thanks to the work of the Cedar Rapids Tourism Office, VenuWorks, the local curling club and the city, the USA Curling National Championships will be held Feb. 6-13, 2021, at the Cedar Rapids Ice Arena.

That is, of course, if we can all be civil and good sports between now and then.

But I digress.

This may not be as big of news as the White Sox hosting the Yankees in a Major League Baseball game at the Field of Dreams site in Dyersville next year ... unless you're part of the curling community.

And, yes, there is a vibrant curling community in Cedar Rapids.

"I started curling in 2013 when the club started," Burian said. "I had never touched a stone and didn't know the rules."

Now he travels to tournaments every three or four weekends.



Debbie McCormick of Pardeeville, Wis., part of the team "Nacho Mama & Papa's," throws her stone Sunday during the CedarSpiel curling event at the Cedar Rapids Ice Arena. McCormick is a four-time Olympic curler and former world champion.

## "It's uniquely insistent on sportsmanship and civility."

**Phil Burian**, Cedar Rapids Curling Club president

"We're trying to grow the sport in Eastern Iowa," he said. "This, obviously, is pretty thrilling."

The Cedar Rapids Curling Club wrapped up its sixth annual CedarSpiel on Sunday, an event that drew 22 teams and players from 15 states.

The sport is huge in Minnesota and Wisconsin, but in Eastern Iowa — and maybe across the state — its hard for many of us to figure out. What is a "stone?" What is the deal with the "sweeper?"

"Sweeping a rock" decreases the friction, which makes the stone

travel a straighter path (with less 'curl') and a longer distance," notes a description on Wikipedia.

Still not sure?

"It's always more work than people realize," Burian said.

That's why he is thrilled the national tournament is coming to Cedar Rapids. The best curlers in the country, those vying for Olympic berths, will be here, showing off their talents.

And while sportsmanship and civility still will be front and center. Burian admits those men and women coming here "will be the best curlers in the country and they are coming to win."

But, for now, Burian will focus on getting more of us knowledgeable about the sport.

"We're really thrilled, thrilled that people are finding out about our sport," he said.

● Comments: (319) 368-8696; jr.ogden@thegazette.com

## SPORTS

# Popularity of Chaska curling club has blown away expectations

Participation numbers validate business concept that first met opposition.

By Chip Scoggins (<http://www.startribune.com/chip-scoggins/10645901/>) Star Tribune |

FEBRUARY 2, 2016 — 6:34AM

The Crooked Pint Ale House starts buzzing around 5 p.m. on weeknights in Chaska, as patrons flood the bar area to get a bird's-eye view of the rookies below trying to learn this Olympic sport.

Two months after opening its door, the Chaska Curling Center has stunned city officials. Participation numbers already have blown away five-years-out projections, and the center has become a corporate and social destination with a full calendar in the south metro.

"It is such a wonderful addition to our community," said Lynn Gossfeld, a newcomer to the sport who plays in a women's league. "It's beautiful. Who wouldn't want to spend time there?"

What started as a controversial brainchild of a few city officials has turned into a \$24 million gem that attracts a cross-section of people curious about the sport of curling.

The city anticipated having 188 club members by the end of 2016 and 645 by 2021. Membership reached 915 in less than two months.

"That's just a mind-boggling number for a brand-new place," said club manager Jeff Isaacson, a two-time Olympian for USA Curling. "You've got clubs that are struggling to get 300 that have been in existence for a long time."



Chaska created different leagues — men's, women's, mixed, etc. — and opened registration at 10 a.m. Nov. 2. A men's league was filled by 10:02 a.m., with 25 teams on hold.

In all, 162 teams compete in leagues that are held six days a week.

"[The interest] is crazy," Isaacson said. "It's caught us all off guard."

Isaacson competed in the Vancouver and Sochi Olympics for the U.S. curling team. He was working as a junior high science teacher in Gilbert in northern Minnesota and considering a job change when he spotted an ad for the manager's job in a curling magazine. The application deadline was four days away, so he whipped up a résumé and mailed it overnight. He was hired last June.

"It looked like it was going to be an amazing place," he said. "I wanted to be involved with this."



PHOTOS BY RENEE JONES SCHNEIDER & #X2022: RENEEJONES@STARTRIBUNE.COM

Joanne and Jim Johnson watched a curling match during a birthday dinner with grandsons Lincoln and Davis Johnson at the Chaska

Not everyone shared that enthusiasm. Chaska officials faced pushback from residents who questioned why the city would spend millions on a sport that few people play or even see other than Olympic years.

“We had probably a good nine months of letters to the editor that thought we were crazy,” said Tom Redman, Chaska’s director of parks and recreation.

Redman, who took curling in college in 1974, receives compliments now after people visit the center and witness its impact on downtown business.

The complex is owned by the city and was built on Firemen’s Park near downtown Chaska, offering six sheets of ice that will be operational all year. The center also includes a banquet hall that hosts receptions and other large gatherings.

Foot traffic at Crooked Pint, which features a long glass wall that overlooks the ice, has helped the restaurant exceed expectations in both customer numbers and overall sales, according to Green Mill CEO Paul Dzubnar.



In addition to league play, the center hosts daily outings for corporations throughout the Twin Cities. Companies rent a private lounge in the facility, receive curling lessons and then play a match. Companies booked reservations every day in January and February.

The center also will host various tournaments — called bonspiels — all year, including the college national championship in March.

“I was probably the happiest one that it’s exceeded expectations,” Redman said, “because I had a lot of people say it’s a bad idea.”

Isaacson said club members range in age from late teens to 80s. Roughly 90 percent had never curled, so Isaacson held “Learn to Curl” sessions to teach the game, rules and etiquette.

Members practice every day in the morning. Isaacson typically finds a long line of people waiting on him to open the facility on weekends. “They’re fascinated and it’s something new and they want to learn more about it,” Isaacson said.

Gossfeld, a 57-year-old nurse from Chanhassen, is in that group. She always watched curling during the Olympics but knew nothing else about the sport.

“It looked like a blast,” she said.

Gossfeld formed a team with five friends — their team name is Roaring Stones — took Learn to Curl classes and now they’re hooked. Gossfeld, who practices once a week in addition to the league game, and her teammates are improving — the Stones started league play with a 4-1 record — and learning more about strategy.

“I’m in it for the long haul,” Gossfeld said, joking that she might compete in the Senior Olympics.

Isaacson, however, wasn’t kidding when he said his Olympic days are over. He said he no longer has the motivation to practice and compete at the highest level.

His new job keeps him busy enough.

“They took a lot of heat for building the place because for people the first question is, ‘Who’s going to come here and curl?’ That’s a stupid idea,” Isaacson said. “Based on the response, they’ve got to be just thrilled because this place is filled every night.”



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**Chip Scoggins** is a sports columnist and enterprise writer for the Star Tribune. He previously covered the Vikings, Gophers football, Wild, Wolves and high school sports in nearly 19 years at the paper.

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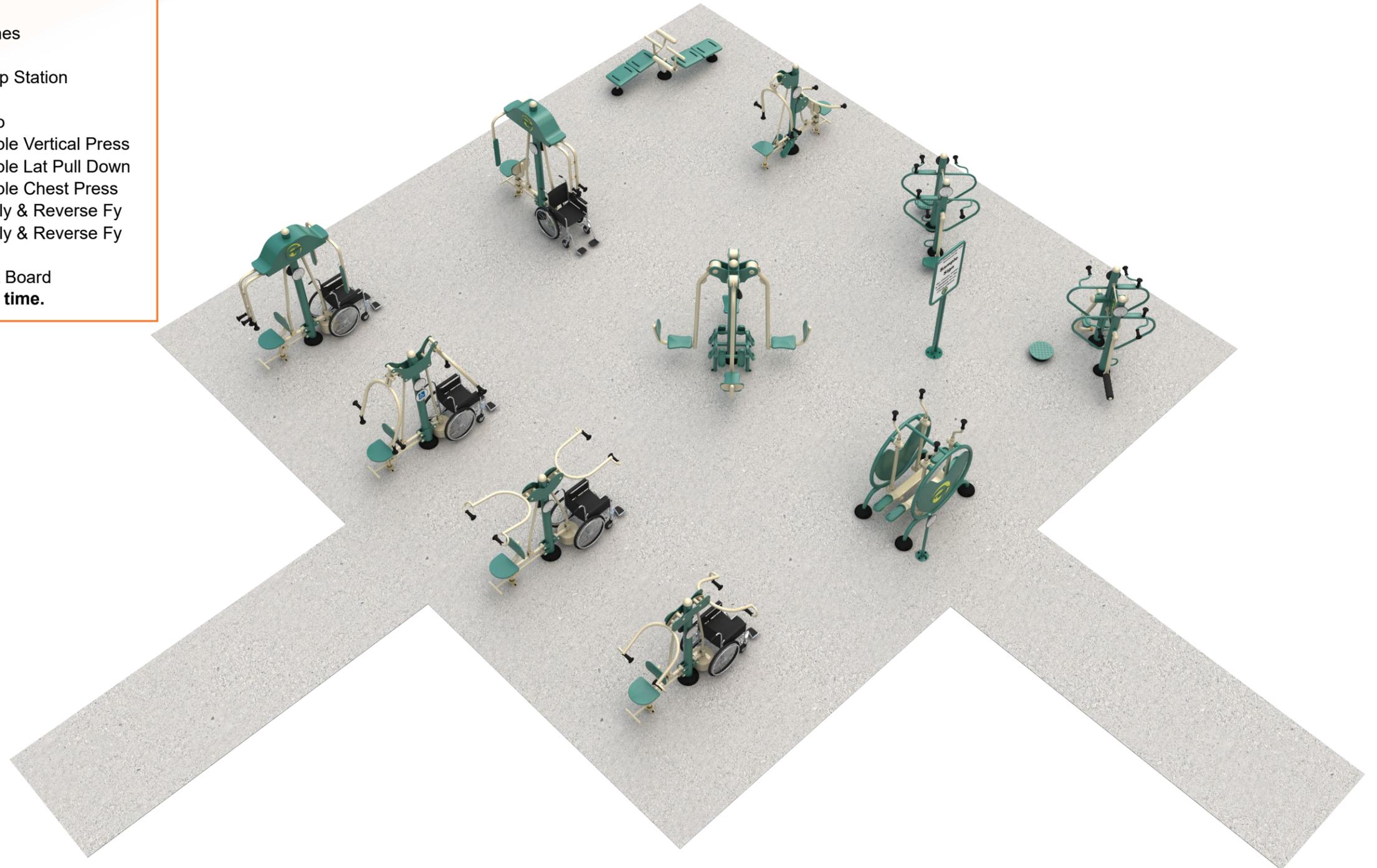




**PROPOSED FITNESS EQUIPMENT**

SGR2005-1-19	2-Person Incline Sit-Up Benches
SGR2005-1-21	4-Person Lower Body Combo
SGR2005-1-22	4-Person Pendulum, Abs & Dip Station
SGR2005-1-26	2-Person Cross Country Ski
SGR2005-1-42	2-Person Back & Arms Combo
SGR2005-1-47-W	2-Person Wheelchair Accessible Vertical Press
SGR2005-1-48-W	2-Person Wheelchair Accessible Lat Pull Down
SGR2005-1-48A-W	2-Person Wheelchair Accessible Chest Press
SGR2005-1-48E-W (A)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-48E-W (B)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-104N	4-Person Leg Press
SGR2005-1-105	Custom Printed Announcement Board

**These 11 units may serve up to 28 people at a time.**



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SGR2005-1-22	4-Person Pendulum, Abs & Dip Station
SGR2005-1-26	2-Person Cross Country Ski
SGR2005-1-42	2-Person Back & Arms Combo
SGR2005-1-47-W	2-Person Wheelchair Accessible Vertical Press
SGR2005-1-48-W	2-Person Wheelchair Accessible Lat Pull Down
SGR2005-1-48A-W	2-Person Wheelchair Accessible Chest Press
SGR2005-1-48E-W (A)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-48E-W (B)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-104N	4-Person Leg Press
SGR2005-1-105	Custom Printed Announcement Board

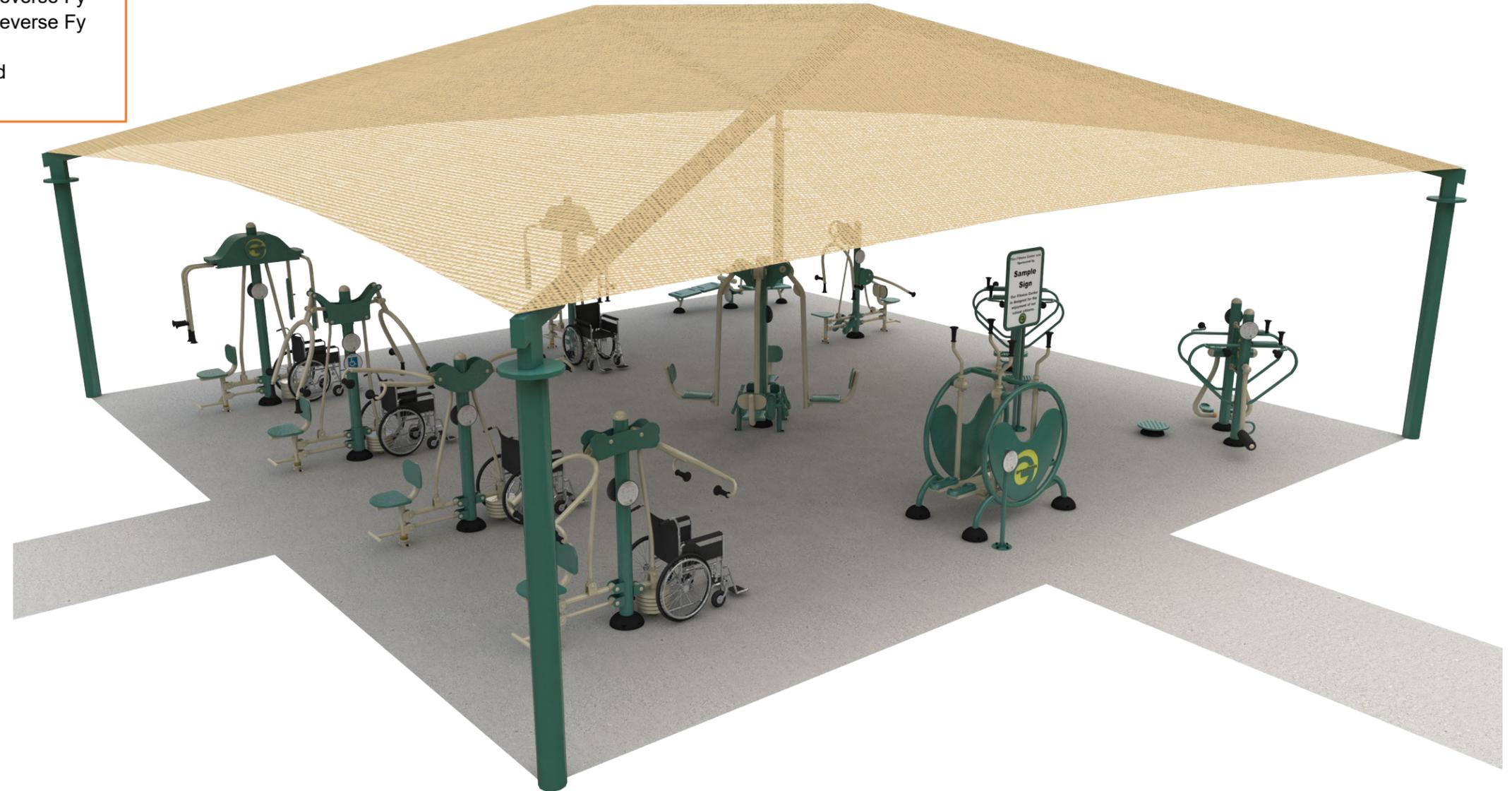
**These 11 units may serve up to 28 people at a time.**



**PROPOSED FITNESS EQUIPMENT**

SGR2005-1-19	2-Person Incline Sit-Up Benches
SGR2005-1-21	4-Person Lower Body Combo
SGR2005-1-22	4-Person Pendulum, Abs & Dip Station
SGR2005-1-26	2-Person Cross Country Ski
SGR2005-1-42	2-Person Back & Arms Combo
SGR2005-1-47-W	2-Person Wheelchair Accessible Vertical Press
SGR2005-1-48-W	2-Person Wheelchair Accessible Lat Pull Down
SGR2005-1-48A-W	2-Person Wheelchair Accessible Chest Press
SGR2005-1-48E-W (A)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-48E-W (B)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-104N	4-Person Leg Press
SGR2005-1-105	Custom Printed Announcement Board

**These 11 units may serve up to 28 people at a time.**



**PROPOSED FITNESS EQUIPMENT**

SGR2005-1-19	2-Person Incline Sit-Up Benches
SGR2005-1-21	4-Person Lower Body Combo
SGR2005-1-22	4-Person Pendulum, Abs & Dip Station
SGR2005-1-26	2-Person Cross Country Ski
SGR2005-1-42	2-Person Back & Arms Combo
SGR2005-1-47-W	2-Person Wheelchair Accessible Vertical Press
SGR2005-1-48-W	2-Person Wheelchair Accessible Lat Pull Down
SGR2005-1-48A-W	2-Person Wheelchair Accessible Chest Press
SGR2005-1-48E-W (A)	Wheelchair Accessible Butterfly & Reverse Fly
SGR2005-1-48E-W (B)	Wheelchair Accessible Butterfly & Reverse Fly
SGR2005-1-104N	4-Person Leg Press
SGR2005-1-105	Custom Printed Announcement Board

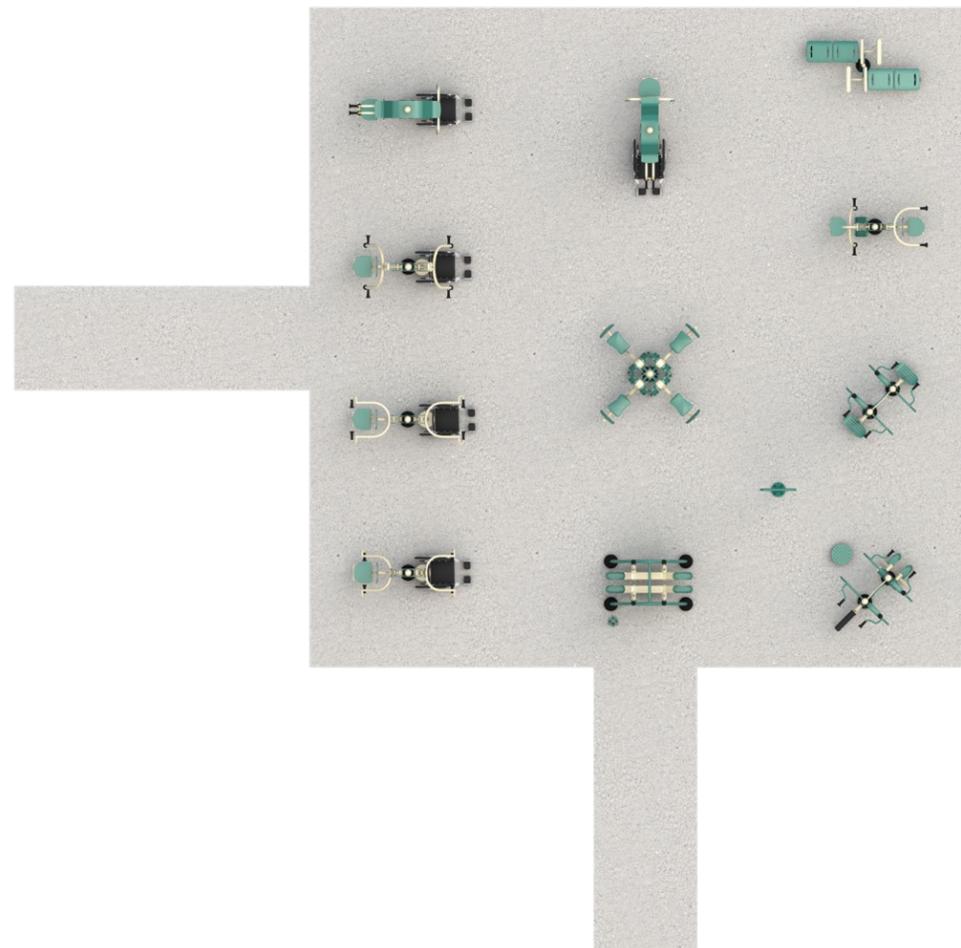
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**PROPOSED FITNESS EQUIPMENT**

SGR2005-1-19	2-Person Incline Sit-Up Benches
SGR2005-1-21	4-Person Lower Body Combo
SGR2005-1-22	4-Person Pendulum, Abs & Dip Station
SGR2005-1-26	2-Person Cross Country Ski
SGR2005-1-42	2-Person Back & Arms Combo
SGR2005-1-47-W	2-Person Wheelchair Accessible Vertical Press
SGR2005-1-48-W	2-Person Wheelchair Accessible Lat Pull Down
SGR2005-1-48A-W	2-Person Wheelchair Accessible Chest Press
SGR2005-1-48E-W (A)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-48E-W (B)	Wheelchair Accessible Butterfly & Reverse Fy
SGR2005-1-104N	4-Person Leg Press
SGR2005-1-105	Custom Printed Announcement Board

**These 11 units may serve up to 28 people at a time.**



**IA - NORTH LIBERTY - SENIOR OUTDOOR GYM**  
**PROPOSED OUTDOOR FITNESS ZONE**



THIS OUTDOOR FITNESS EQUIPMENT IS DESIGNED FOR AGES 14 AND UP UNLESS OTHERWISE NOTED ON THE PLAN.

IT IS THE OPINION OF THE MANUFACTURER THAT THIS OUTDOOR FITNESS AREA CONFORMS TO A. D. A. ACCESSIBILITY STANDARDS, ASSUMING AN A. D. A. ACCESSIBLE COMPLIANT SURFACING IS USED.

THIS CONCEPTUAL PLAN WAS CREATED BASED ON THE INFORMATION AVAILABLE TO US. PRIOR TO CONSTRUCTION, DETAILED SITE INFORMATION INCLUDING SITE DIMENSIONS, TOPOGRAPHY, EXISTING UTILITIES, SOIL CONDITIONS, AND DRAINAGE SOLUTIONS SHOULD BE OBTAINED, EVALUATED, AND UTILIZED IN THE FINAL DESIGN. PLEASE VERIFY ALL THE DIMENSIONS OF THE OUTDOOR FITNESS EQUIPMENT AREA, SIZE, ORIENTATION, AND LOCATION OF ALL EXISTING UTILITIES, EQUIPMENT, AND SITE FURNISHINGS PRIOR TO ORDERING.

FALL ATTENUATING SAFETY SURFACING IS OPTIONAL FOR OUTDOOR FITNESS EQUIPMENT. IN ORDER TO MAINTAIN A. D. A. COMPLIANCE WHEN SLOPING THE FITNESS AREA THE GRADE SHOULD BE KEPT UNDER 2%.

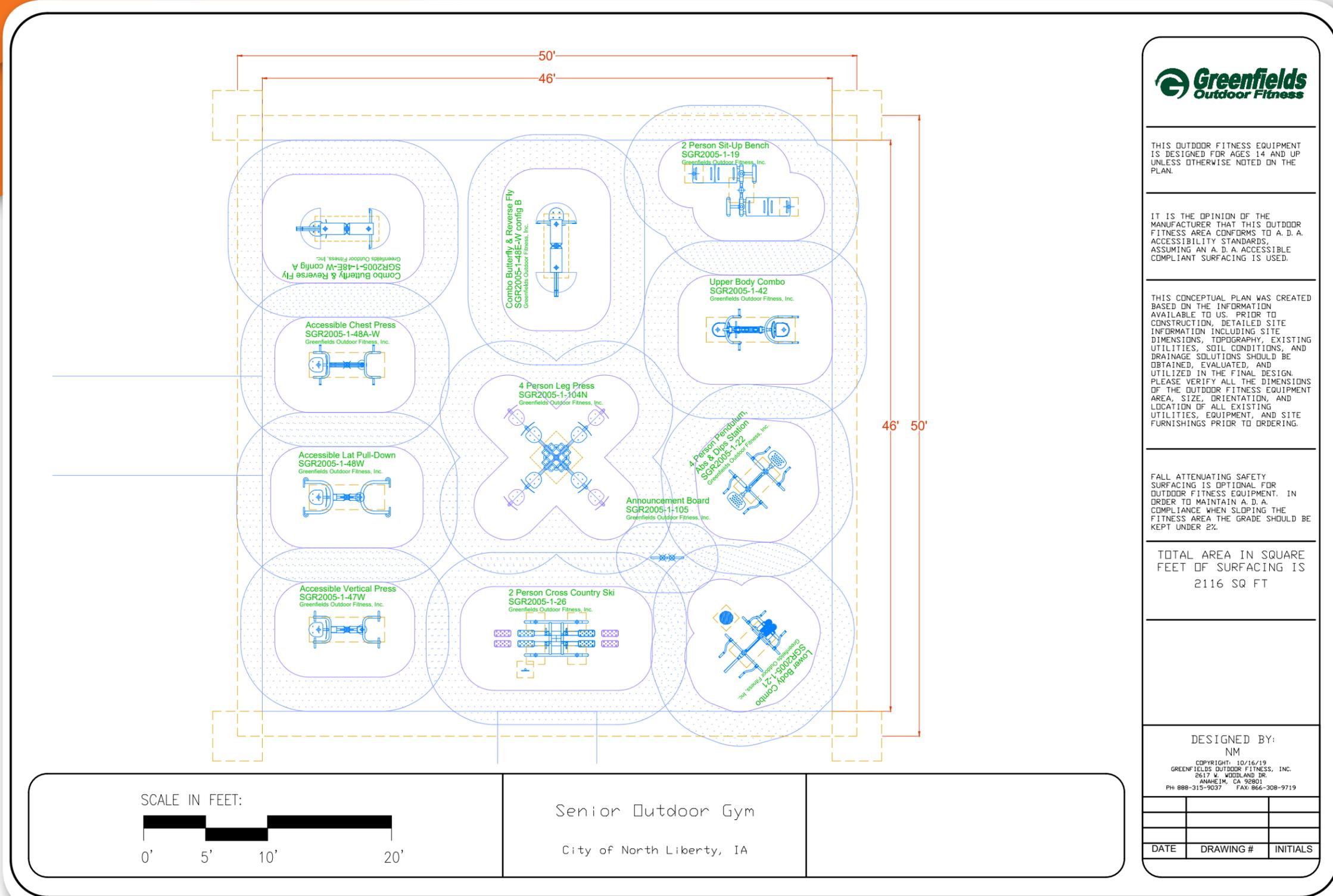
TOTAL AREA IN SQUARE FEET OF SURFACING IS  
2116 SQ FT

DESIGNED BY:  
NM  
COPYRIGHT: 10/16/19  
GREENFIELDS OUTDOOR FITNESS, INC.  
2617 W. WOODLAND DR.  
ANAHEIM, CA 92801  
PH 888-315-9037 FAX 866-308-9719

DATE	DRAWING #	INITIALS

Senior Outdoor Gym

City of North Liberty, IA



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