

# BUILDING ON TRADITION



Photo Credit: Motion Media Photography

*We invite you to join us in a capital campaign  
to raise \$8 million to fund the addition of a  
second sheet of ice at Schaumburg Ice Arena.*



# Ice Time Line

1975

Schaumburg Arena opens with approximately 150 participants in hockey and figure skating.

1986

VFW Sports Center opens, giving Bismarck two indoor ice sheets, with 250 hockey players and 150 figure skaters in their respective programs. The curling rink also opens at this time and has 80 members.

1999

VFW Rink 2 is completed after a successful \$1.2 million capital campaign. The expansion included enhancements for both the ice and golf communities.

2013

Schaumburg Arena is updated with a new concrete floor, replacing the sand floor, new boards and glass, a new energy efficient ceiling, and a fresh coat of paint on the arena walls and beams, in the entry, hallways, locker rooms and restrooms.



Photo Credit: Scott Montgomery

## Need

As Bismarck grows, so does the need for expanded recreational opportunities. The growing number of families with young children, as well as the growth in Bismarck Public Schools, has created a crunch in programs and public access. Bismarck Parks and Recreation District (BPRD) conducted a Facilities Study in 2013, which looked at both VFW Sports Center and the Schaumburg Arena. Results showed Bismarck is at capacity for available ice based on the current number of participants.

The current ice facilities have served Bismarck well, exceeding expectations in usage. However, Bismarck is at the point in time where demand for ice exceeds the current resources. Having our youngest participants on the ice very early in the morning or very late at night is less than ideal. Sadly, the general public has very limited public skating hours.

## Vision

The Bismarck ice community has endorsed a plan for an additional sheet of ice at Schaumburg Arena. This plan also includes additional locker rooms, lobby, community areas, mezzanine viewing, restrooms, concessions, ticketing area, offices and storage. A second sheet of ice means programs and public offerings can grow. It is time to enhance and improve our ice offerings in Bismarck rather than be satisfied with the status quo.

This plan provides much needed ice time, greater flexibility in scheduling, opportunity for program growth and public access, summer programming and training options and the ability to improve an already used and valued facility and park. Additional ice provides options for more tournaments and competitive events. Bismarck



is a popular tournament and competition destination due to its central location and also for its reputation as a gracious tournament host. These tournaments and events are often fundraisers for the organizers, and provide an economic impact for Bismarck businesses and services. Thus, an expansion of a second sheet of ice provides benefits both inside and outside of the facility.

## It's More Than The Ice

A second sheet of ice will provide so much more than a hard skating surface. It will be a place for children to be with parents, neighbors to connect with neighbors, friends to share quality time, and for kids and adults alike to discover the joy of learning a new skill or perfecting an old talent. Being involved in a recreational activity teaches life lessons of team work, discipline, the value of friendships and hard work and boosts self-esteem and confidence. Through a combined, community effort, Bismarck would have additional recreational space that brings joy, fulfillment and entertainment to youth, adults and families today, as well as for generations to come.

## Project Benefits

- Enhancement of ice opportunities for hockey, figure skating and public skating
- Enhanced practice and game times for growing ice programs and public skating
- Expanded parking area
- Opportunity for additional tournaments
- Additional locker rooms
- Window viewing of both arenas
- Expansion of tournament operations
- Opportunity for ice programming all year
- Economic use of current facility staffing and operations
- Enhanced ice opportunities for adult hockey leagues
- Opportunities for public use

## How You Can Help

To fund this campaign, Bismarck Parks and Recreation District (BPRD), along with a volunteer group of community minded ice enthusiasts, asks for your financial support. One-time or multi-year pledges from individuals, families, corporations and foundations that understand the importance and legacy of extraordinary community support are being sought. In recognition of your support, a Wall of Champions in the common lobby of the arenas will commemorate your gift. The Wall of Champions is a permanent listing that will be a tangible testament to those that made this ice expansion possible. Donations for this project go to the Bismarck Recreation Council (BRC), the foundation of the Bismarck Parks and Recreation District. The BRC is a 501(c)3 organization, meaning your gift, at any level, is tax deductible.

A gift to the campaign is an investment in the future. You, your family, your neighbors and friends will reap the benefit of this project and facility for many years to come.

## Economic Impact

One youth tournament with nine visiting teams has an economic impact of \$80,000 in Bismarck.

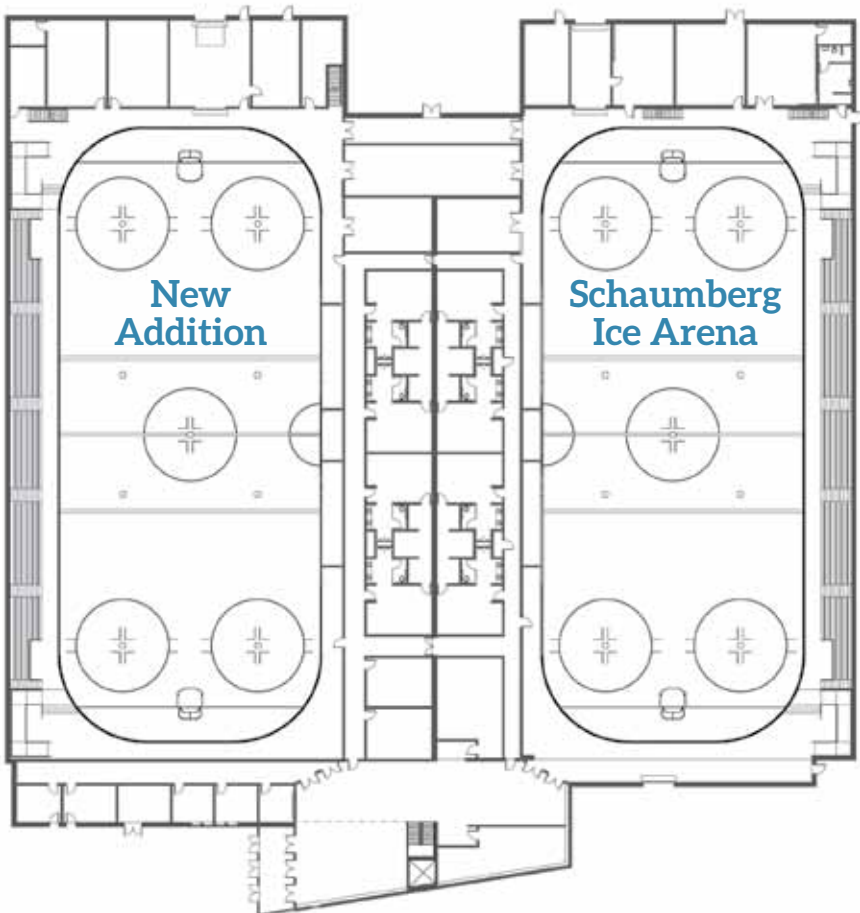
An average of seven youth tournaments are held in Bismarck each season, involving seven to 12 teams travelling to Bismarck.

Each youth hockey league participant spends \$1,310 per season, making an economic impact of \$745,390 in 2013.

There are approximately 250 adult hockey league players in Bismarck, each spending approximately \$339 per session for a total of \$84,750.

Having a second sheet of ice increases the ability to grow the youth programs, adult leagues AND provides more options in hosting tournaments and competitions, thus turning your investment not into a youth, family and facility benefit, but a community benefit.

This economic impact data is based on the 2013 Survey of Economic Contribution of Public Park and Recreation Agencies in North Dakota. A copy of the complete survey is available upon request.



## The core components of this project are:

- 85 x 200 sheet of ice
- Seating for 480
- Large common lobby, new concession area and gathering space for both ice sheets
- Mezzanine viewing of both arenas
- Eight new locker rooms for a total of 12 locker rooms
- Three new office spaces; one each for Park District, Bismarck Hockey Boosters and Bismarck Figure Skating Club
- New restrooms with outside access
- Dry land training area
- An exceptional place for kids, adults and families to gather and enjoy



# The Numbers

## Bismarck Hockey Boosters

2011: 448 participants

2012: 476 participants

2013: 569 participants

BHB is turning away Mite (the youngest) level players due to ice time availability

## Bismarck Figure Skating Club

2011: 180 participants

2012: 210 participants

2013: 250 participants

## High School Hockey

2013-14: 106 participants

## Adult Hockey Leagues

2013: 250 participants

# Rink Comparisons

Bismarck 3

Fargo 7

West Fargo 2

Grand Forks 6 + 2 in progress  
(including Ralph Engelstad Arena)

Minot 3 (+1 in progress)

Devils Lake 2

Dickinson 2 by fall 2014

Jamestown 2

Williston 2

Grafton 2

Crosby 1

Mandan 1

Valley City 1

Wahpeton 1

# Impact

Bismarck is a very generous community. Individuals and businesses alike know the value and power of community collaboration. Bismarck has a strong tradition of supporting facilities and programs that benefit kids, adults and families both now and into the future.

An expansion at this ice complex will help create new opportunities. Although skating events - hockey, figure skating and open, public skating - will be the primary use, the arenas will be available for other uses and community events such as classes, programs and special events.

# Facility Facts

- Schaumberg Arena was constructed on Bismarck Parks and Recreation District (BPRD) land in 1974. It has a single sheet of ice with seating for 480.
- Schaumberg Arena is part of Wachter Park, which includes a picnic shelter and the Magical Moments Playground, Bismarck's first playground where both children with or without disabilities could play, side by side. Wachter Park is also the location of the Wachter Aquatic Complex.
- The use of Schaumberg is not limited by age or gender. Schaumberg Arena is home to youth hockey, adult hockey, figure skating and some public skating from November through March of each year. In the summer months, Triple Star Day Camp, a camp for youth with varying abilities, is housed at Schaumberg Arena. Triple Star kids use the facility as well as the nearby park and pool. All of these activities enhance the quality of life in Bismarck.
- Schaumberg Arena was renovated in 2013 with a new concrete floor (replacing the sand floor), new refrigeration pipes, new dasher boards and ceiling/insulation wrap. These improvements make the facility available for programming all during the year.
- Other Bismarck locations were considered for additional ice, but the Schaumberg Arena site already has available land, infrastructure and an existing facility to provide efficiencies in operation and management. BPRD would own and manage the expanded facility.

# Building On Tradition Campaign Committee

## Co-Chairs:

John Evanson and Justin Theel

## Team Captains:

Kristi Anderson-Schmidt

Ken Bischof

Hunt Boustead

Bill Curl

Jason Fetch

Jason Frank

Ryan Kopseng

Justin Roness

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## Park District Staff:

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