



Proposed Veterans Freedom Park Recreational Center

Executive Summary



September, 2019



VETERANS FREEDOM PARK - SCHEMATIC SITE PLAN 3

N.T.S.

PLAN 3

North Arrow
Architectural P.C.

NEW FACILITY
VETERANS FREEDOM PARK
LACROSSE, WISCONSIN

MGA
ARCHITECTURE
MARTIN GARDNER
ARCHITECTS

300 JEFFERSON
ST. JEFFERSON
MARCH, IOWA
52302
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11502 380TH ST
STANBURY POINT
IOWA 52076
(563) 953-4712

Executive Summary

Objective

The La Crosse Curling Club (LCC) is a 501(c)(3) non-profit organization seeking to build a multipurpose recreational center at Veterans Freedom Park to be used for curling in the winter months and by La Crosse area residents during the summer months.

Benefits of a Dedicated Curling Facility

Curling is a sport for everyone regardless of age, economic situation, gender or physical condition. It is a sport of inclusion, teamwork, camaraderie, skill and sportsmanship. The La Crosse Curling Club is the only club, of the 28 in Wisconsin, curling on hockey arena ice. This gives us limited availability and poor quality curling ice.

1. Dedicated curling ice will allow LCC to offer high quality curling to our community in order to continue the expansion and growth of curling in La Crosse.
2. It will enable LCC to offer area youth a wholesome after-school and weekend winter athletic activity on a broad scale. We will offer junior curler leagues and instruction at no charge. We will be working with the:
 - La Crosse School District,
 - Boys and Girls Club,
 - Girl Scouts and Boy Scouts,
3. LCC will offer adaptive curling for people in wheelchairs, the deaf, and other special needs groups.
4. We will offer seniors leagues.
5. The facility will be available to Viterbo and UW-L collegiate teams and competitions.
6. With high quality ice and unlimited availability, LCC will be able to hold multiple bonspiels (tournaments) and state and national curling events which may bring as many as 1,000 visitors to La Crosse each year.

Additional Benefits to La Crosse

The facility will be a fully equipped shelter for City use and public rental at Veterans Freedom Park across the Black River from Copeland Park along Clinton Street. It will be a park facility with washrooms, a kitchen, a smaller enclosed social area and a large enclosed open area unlike any other shelter in the City.

1. There is currently no shelter at Veterans Freedom Park, yet the park is used by thousands of people each year for sporting events, including:

- 600 children a year play soccer at the Park
- 300 children a year use the fields for Boys and Girls Club football
- 150 people use the fields in the summer for ultimate frisbee
- 1,000 children participate in Youth Outdoor Fest each year, with 2-3,000 people in attendance in total
- There are 12-15 fishing tournaments per year at the Park
- The Dragon Boat Event takes place there, as well as other events.

In all of these cases, the facility can be used as a headquarters, rain shelter, etc.

2. The facility will offer a large space and amenities unlike any other shelter in the city which will make it uniquely attractive for public rental for:

- Community events and festivals
- Birthdays, graduations, anniversaries, weddings and family reunions.
- Craft markets

Financial Agreement with the City

In a partnership between the La Crosse Curling Club and the City of La Crosse, the City will provide:

- The land
- Some site preparation
- Utility connections.

The construction of the facility is projected to cost \$2.5-\$3.0 million. The Club will endeavor to raise this money through:

1. Material and equipment discounts and donations,
2. An interest free loan from the World Curling Federation,
3. Cash donations from Club members and the public.

The Club will build the facility and donate it to the City.

Via a long-term lease agreement, the Club will then use the facility for curling primarily from October through March each year and the City will use the facility during most of April through September.