

ORONO ARENA IMPROVEMENT campaign

DONATION LETTER

January 1, 2005

Dear Orono Youth Hockey Family:

In the early 1990's, a group of dedicated Orono Hockey parents met with the single dream of building an ice arena in Orono. The Orono High School varsity hockey team was practicing and playing its home games at the Pond Arena in Mound and the growing youth hockey association scrambled to purchase ice wherever possible. Parents were troubled by the lack of available ice time and were very concerned with their young hockey players skating late on school nights and early Sunday mornings. They also knew their ice shortage problem, in all likelihood, was going to get worse. After lengthy discussion and extensive planning, an ambitious Arena Development Committee led by Mark Engebretson and Pat Wolfe embarked to build and finance a new ice facility in Orono.

The beautiful, Olympic size, Orono Ice Arena opened with great fanfare on September 12, 1997. It was the amazing culmination of the tireless effort and perseverance of many determined individuals. Today, the arena is home of the Orono High School boys' and girls' hockey programs, Orono Hockey Boosters youth program, Community Education and adult hockey leagues. It is an invaluable community asset that promotes quality family activities and provides recreational opportunities for all ages and abilities.

This tremendous achievement by the Arena Development Committee and its leaders, Engebretson and Wolfe, is a wonderful gift. The arena was built almost entirely with money raised from the generosity of the Orono Community. While most arenas are financed and supported with either Municipal or City tax revenue, Orono relied almost exclusively on private donations. The new rink cost \$3.2 million dollars and the Arena Development Committee raised \$2.4 million from civic-minded local families, the hockey community, private foundations, local businesses, charitable organizations, pull-tabs and a Mighty Ducks grant.

The Orono Ice Arena is a not-for-profit, community owned facility. It is managed by the Arena Board, which is comprised of 5 Directors. In recent months, the Arena Board restructured the \$800,000 of arena debt that remained from the fundraising gap. They received a generous private donation of \$110,000 and applied \$40,000 of Orono Hockey Booster Board money raised from the successful 1st Annual Fall Face-Off to reduce the outstanding debt balance to \$650,000. More than half of the arena's remaining debt has annual revenue sources, such as the Arena Dasher Board Advertising Program, the Spartan Classic Golf Tournament and the annual Fall Face-Off event.

The Arena Board and the Orono Hockey Booster Board have announced the Orono Arena Improvement Campaign to position the arena strongly for the future. The goal of the campaign is \$500,000. The proceeds will be used to make key improvements to the arena's mechanical systems and to create a repair and replacement fund to maintain and upgrade the rink each year. Additionally, there are plans to improve the locker rooms, equipment room, concession stand and the front and players entrance doors. Finally, there is \$325,000 of arena debt not tied to revenue sources that is very costly to the rink's financial operation.

We are extremely fortunate to have the Orono Ice Arena in our community. It is a precious asset for our children. We have the responsibility and the challenge to carry forward the vision and passion of our predecessors. We ask your financial support to help continue this great success story. Your tax-deductible gift, along with others, will improve and strengthen the arena for many years to come.

Orono Hockey Booster Members may contribute to the campaign in several ways. You may gift cash, marketable securities or other types of appreciated assets, or you may choose to show your lasting support by buying a "family bleacher plate" (Orono Bleacher Boosters) in the arena for \$1,500. Leadership Circle gifts will be recognized on the Orono Ice Arena Contributors Plaque displayed in the arena lobby and may be paid on installments quarterly or annually through 2006 (please designate timing of installments, if any, on your donation reply card).

Should you have questions regarding the Orono Arena Improvement Campaign please contact Brian Avery at 952-476-8757. Additionally, please visit www.oronohockey.org for more information and updates on the progress of the campaign. Thank you in advance for your generous support and assistance. We are proud of our arena and your help is greatly appreciated!

Sincerely,

The Orono Arena Improvement Campaign Committee 2004

Brian Avery
Dave Phelps
Tom Renard
Tom Schulenberg
Todd Urness