

Hastings Hockey Training Facility

Feasibility Study Questions & Answers

Dear Friends of Hastings Hockey,

A fundraising consulting firm, Mark Davy & Associates, recently conducted a feasibility study to determine the Hastings Hockey Boosters' (HHB) capability of moving forward with a capital campaign to construct a hockey training facility. Below are the results of the study and participants' most commonly asked questions along with the corresponding answers. These are not intended to be all-inclusive, as we cannot anticipate every question. If yours is not addressed here or is not answered satisfactorily, please contact Marc Chorney at (612) 801-1023 or mchorney@rocklandflooring.com.

1. What is the purpose of the Hastings Hockey Training Facility and what age groups will it serve?

The Training Facility will be a place where our approximately 700 boys and girls hockey players, from mini-mites to the high school level, can develop their skills off the ice year-round. Hastings' schools and arenas do not have the facilities, equipment or resources to support the high level of interest in creating a more competitive hockey program. The HHB leadership believes this is a step in demonstrating our community's support for youth activities and providing more opportunities for youth hockey.

2. Who will supervise the youth when using the training facility? Volunteers or paid staff?

HHB will be hiring staff to monitor the facility and conduct training with the athletes.

3. What type of programs and equipment will be available at the Hastings Hockey Training Facility? Will athletes other than hockey players have access to the equipment?

The Hastings Hockey Training Facility will be equipped with many opportunities to enhance youth skills including: shooting, stickhandling, passing and goalie stations as well as a plyometric training area. The amount of equipment available will depend on the level of support from the community.

We are building this facility to serve the youth of Hastings and support their growth in various activities. Therefore, other athletes will be welcome to use the facility as some of the equipment will be for strength, speed and agility training.

4. Will there be fees for youth to use this facility?

There will be fees for using the facility to fund operating expenses; however, our overhead will be extremely low, which will enable us to keep the costs to a minimum. All revenue from fees will be used to operate and maintain the facility.

5. Who will own and operate this facility? Who will be financially responsible for the annual maintenance?

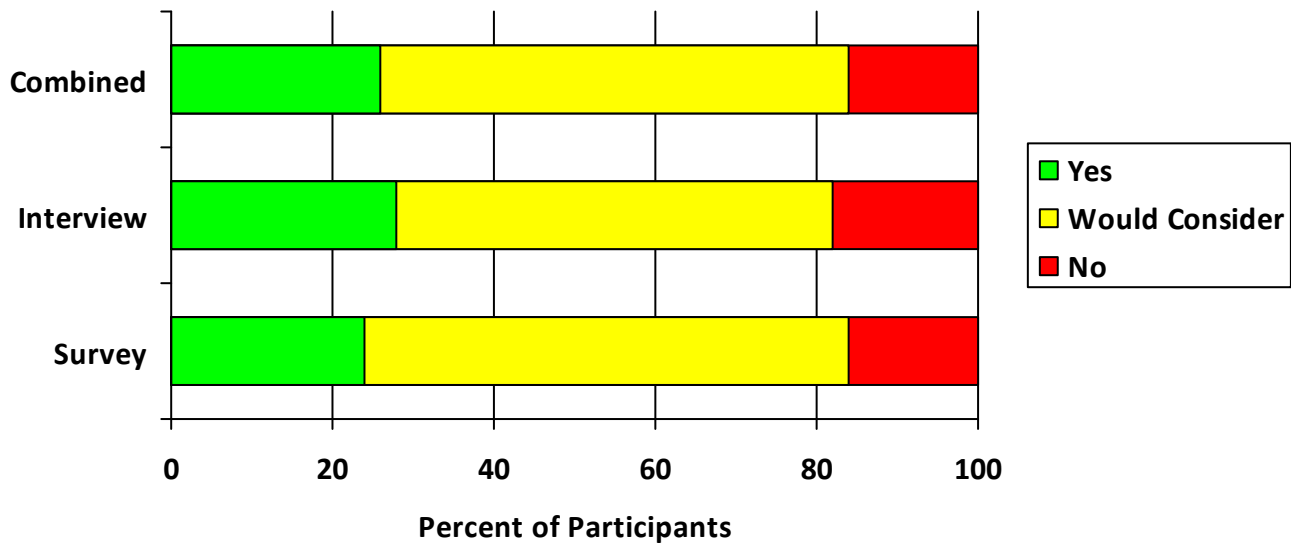
HHB will own, operate and be responsible for maintenance of the training facility. A small user fee will be paid to the City of Hastings for allowing us to build the Training Facility on city property.

6. When will the facility be constructed?

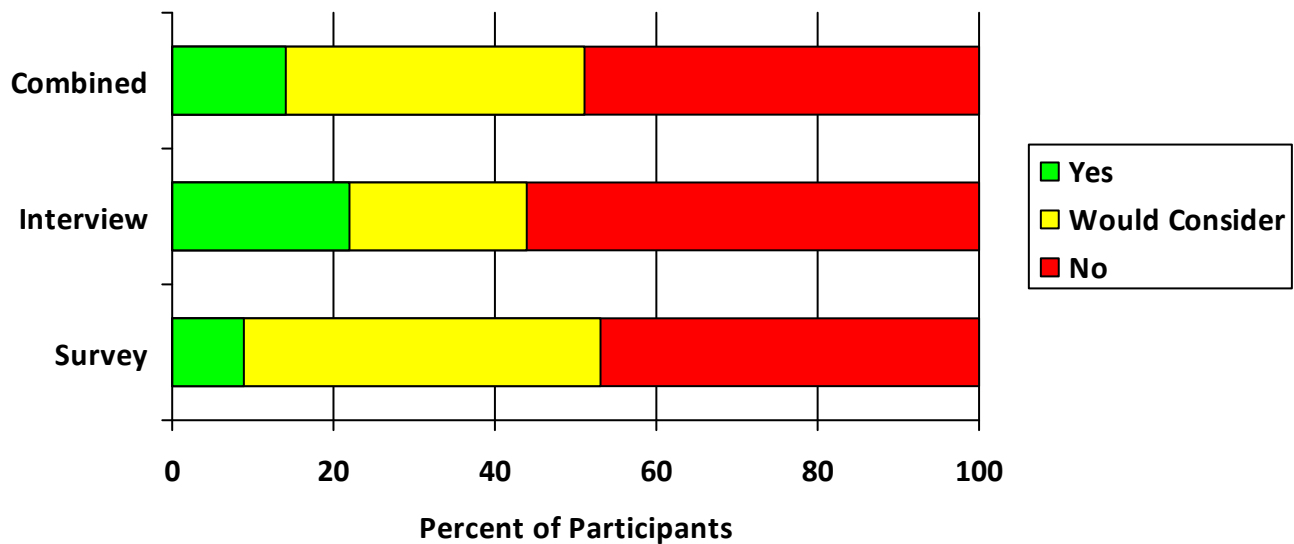
The timetable for construction is currently unknown, but the HHB hopes that with the success of a capital campaign, construction will begin sometime within six to eight months.

7. Do those who are connected with hockey and others in the Hastings community support moving forward with this project?

Mark Davy and Associates compiled the study results and applied their professional experience in conducting capital campaigns to estimate that approximately \$375,000 could be raised, plus or minus 7%, in a three year period. Just as important as a financial target, the study also shows that over 80% of participants would or would consider a gift to a capital campaign, indicating broad support from across the Hastings community. Below are the responses participants made when asked if they would make a gift to a capital campaign:



Second, fifty-one percent of feasibility study participants identified themselves as potential volunteers for the capital campaign. This a good indicator that we have the volunteer support needed for the campaign. On a percentage basis, the campaign consultant indicates our results are normal as people are reluctant to volunteer until the specifics of the project and necessary roles are outlined. Below are the responses participants made when asked if they would volunteer for a capital campaign:



8. Who made the decision to move forward with a capital campaign for a training facility?

After reviewing the feasibility study results and receiving approval from the City of Hastings, the HHB leadership made the decision to move forward with a campaign.

9. What is the campaign goal and how will we accomplish it?

Our campaign goal is to minimally raise the amount indicated in the feasibility study of \$375,000; however, we will attempt to generate as much funding as possible. The more funding available, the better we can make this facility for our youth hockey program. To realize our ideal vision for the facility we will need to raise approximately \$500,000.

HHB will be educating the community with various communication materials regarding the campaign and facility. Over the next six months we will be visiting interested members of the community and asking them to support this effort with a three-year pledge. We believe this campaign will succeed because the Hastings community sees this project as a means to ensure the continued development of youth athletics.

10. Is this the right time to conduct a campaign considering the economy?

There is never an ideal time to conduct a campaign due to the constant ebb and flow of the economy, but results from the feasibility study tell us there is support for the campaign. The leadership of the HHB believes there is a need to create a training facility in order to strengthen the tradition and enhance our support of Hastings youth hockey players.

11. Can I volunteer to help?

Absolutely! Campaigns are successful because people are willing to pitch in to accomplish the objectives. For general information on the many ways you can get involved please contact Marc Chorney at (612) 801-1023 or mchorney@rocklandflooring.com.