



Irvine
PARK
capital campaign

Preserving the heart of Irvine's legacy

CHIPPEWA FALLS, WISCONSIN

Preserving the heart of William Irvine's Legacy

Since 1906, the natural beauty and amenities of Irvine Park's 300-plus acres have created lasting memories for generations.

The greatest gift of the park – and truly its heart – is its much-loved zoo. It brings together everyone who enters through the park's gates. A source of community spirit and pride, it provides educational, recreational and economic benefits to the greater Chippewa Valley. The zoo hosts hundreds of thousands of visitors annually, attracting both local residents and out-of-town guests. It truly is a unique place to connect with nature's wonders, offering one of the largest displays of native animals and other exotic animals from around the world.

In recent years, visitors have routinely asked if plans were in the works to improve the zoo experience. While park staff and community leaders took steps

to revitalize the facility, it was generally accepted that major work remains to be done to bring the zoo up to expectations.

Today, because of a deep affection for the Irvine Park Zoo, civic and community leaders are spearheading efforts to raise enough money to transform it into a first class zoo. At the heart of this effort is a \$3.25 million capital campaign to expand and renovate this popular facility.

Improvements will include:

- ♥ Renovating and expanding the Small Animal and Aviary quarters.
- ♥ Preserving important park, zoo and historical artifacts in a climate-controlled environment.
- ♥ Constructing a Welcome Center to serve as the park's educational center and new community meeting area.



THE PROJECT

Facility challenges

Today's zoo faces a number of challenges:

- ♥ The Small Animal Building is 52 years old, and is out of compliance with the Americans with Disabilities Act (ADA).
- ♥ Staff has difficulty properly caring for animals because of the zoo's deteriorating facilities. It is also expensive to operate.
- ♥ The small animal cages and aviary are in poor condition.
- ♥ The building housing artifacts lacks adequate ventilation and is not climate controlled — endangering the artifacts.
- ♥ The existing zoo was not designed for year round use. Educational, historic and nature programs can only be offered seasonally.

Improvements

A new Small Animal Building will expand exhibits, increasing the animal viewing area through significant improvements including better living environments.

The Aviary will feature screened exterior exhibits and a large expansive area, making it easier to view animals through the fencing

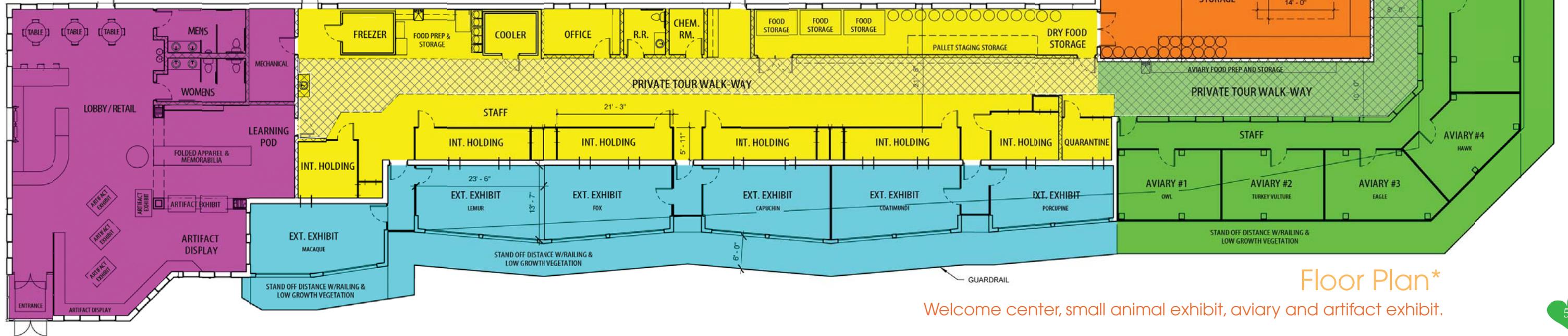
With a new storage area, artifacts will be properly preserved, and not merely stored.

Expansion

Constructing a new Welcome Center will act as Irvine Park's grand entrance, which will provide an exciting educational center and new multi-purpose community meeting area.



*Preliminary drawing subject to final changes.



Floor Plan*

Welcome center, small animal exhibit, aviary and artifact exhibit.

THE CAMPAIGN

A \$3.25 million campaign will fund the much-needed zoo expansion and renovation project. Initial construction may start as early as spring or summer of 2015, depending on pledges and outright gifts.

As of September 2014, \$1.25 million has already been secured toward the campaign. The major catalyst of this initial contribution is a \$3 million endowment left to the Chippewa Falls Park Department by the Gerald O. Thorpe and Evelyn M. Thorpe Foundation. Trustees of the Thorpe Foundation have committed \$450,000 of interest earnings to the campaign through 2016. The City of Chippewa Falls has also approved a \$100,000 contribution. These amounts are factored into the secured \$1.25 million.

William Irvine left behind a legacy of generosity when he initially donated land for the park. His example has been emulated by many others over the past century.

The new buildings will offer:

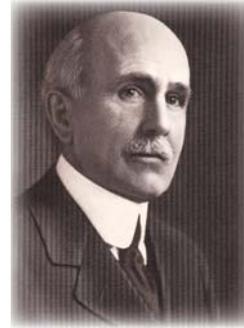
- ♥ A multi-purpose Welcome Center, open for senior citizens, daycares, schools and other groups.
- ♥ An informational area and store, where visitors may purchase souvenirs and snacks, providing a revenue stream to assist with operations.
- ♥ A meeting area to rent out for meetings, groups and parties.
- ♥ Increased safety and security for animals.
- ♥ Improved animal appearance, with cleaner and more comfortable cages.
- ♥ Easier animal transfers, resulting in less stress and improved access for veterinary care.
- ♥ A display center focusing on the Chippewa Valley's history, using artifacts from the park and zoo.
- ♥ Climate controlled artifact preservation.

Numerous individuals, businesses and community groups have helped increase the appeal of the park and zoo. Now it is time for everyone who has ever enjoyed the park and zoo's amenities to lend a hand. Your pledge will help revitalize, preserve and expand Irvine Park and Zoo for the future.

All contributions of \$1,000 or more to the Irvine Park Capital Campaign will be permanently recognized on a Wall of Honor, which will be prominently located near the Welcome Center.

When someone asks for your involvement in the Capital Campaign, please say, "Yes!" When asked to give, please give generously!

Irvine Park Capital Campaign leaders gratefully thank all individuals, businesses and organizations who will contribute to the campaign. Donor names will be published throughout the duration of the campaign—without specific amounts listed—unless the donor requests to remain anonymous. Gifts of cash and/or pledge amounts to the Irvine Park Capital Campaign are completely confidential..



William Irvine
circa 1920.

*Courtesy of
Chippewa County
Historical Society.*

Over a century, the gate to Irvine Park has remained open to all, a product of the generosity of the man most responsible for bringing the park into existence, William Irvine. Mr. Irvine supervised the enormous Chippewa Lumber & Boom Company's lumber mill at Chippewa Falls, just north of the present-day location of Irvine Park, on Glen Loch Falls. Familiar with the beauty of the landscape of this particular location, Irvine secured a donation of 85 acres of land from Chippewa Lumber and Boom to the City of Chippewa Falls in 1906 and soon made monetary donations of his own to bring the park to reality later that year. The only stipulation William Irvine placed upon his donations was that the park must remain free and open to all.



Irvine Park Zoo Improvements

Welcome center, small animal exhibit, aviary and artifact exhibit—
all on the same footprint as the present exhibit!



FOR MORE INFORMATION: www.chippewafalls-wi.gov/pr | dhebert@chippewafalls-wi.gov

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