

Case Statement



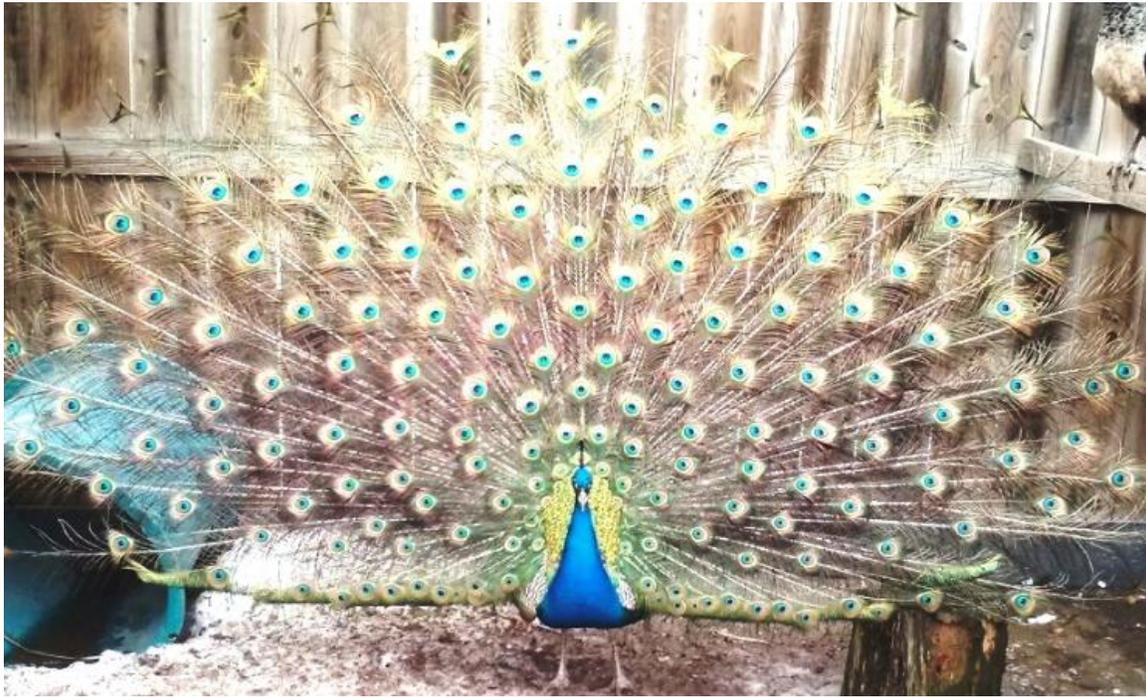
Irvine

PARK

capital campaign

Preserving the heart of Irvine's legacy

September 2014



Irvine Park -- resplendent with 60-foot-tall white pines, meandering nature trails, the gorgeous Glen Loch dam, and its much loved Zoo -- has been a family destination for generations. In 1906 William Irvine, supervisor of the thriving Chippewa Lumber and Boom Company, gave the 85 acres of pristine land to the City of Chippewa Falls, which was named Irvine Park.

Created and protected as a free Park and Zoo, the Chippewa Falls Park Board of today embarks on the third project of a decade-long improvement plan with a \$3.25 million expansion project for construction of a Welcome Center, and renovation of the outdated and poorly functioning Small Animal Building, Aviary and Artifacts Building.

The capital campaign to improve the Park and Zoo will enhance the Park for decades to come. Irvine Park is a jewel and the heart of the Park is the Zoo, featuring rare animals from continents away to domestic animals in the U.S. Many citizens and city staff, who have followed William Irvine in their love and respect for the Park, have had a part in sustaining and improving it. Today's goal is to revitalize current services and create a new facility like the Welcome Center so the Park and Zoo

will remain well attended, functional and enjoyed by all. Now is the time to provide new facilities to serve future generations.

The following document outlines the Capital Campaign’s mission to expand and renovate areas of Irvine Park and Zoo, as well as the background of the construction project to be funded by the campaign, key details about the Park and Zoo, and the positive benefits area citizens will receive after completion.

The Case Statement was compiled and written by a group of volunteers on the Case Statement Task Force (listed on page 4) along with input, studies, and materials from a UW-Eau Claire public history class project. The volunteer stakeholders involved in this campaign have a commitment to Chippewa Falls and the benefits of Irvine Park and Zoo.



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Names of volunteers involved in the project at this writing include:

Pre-Campaign Steering Committee

Gerald Jacobson, Co-Chair
Peg Leinenkugel, Co-Chair
Jim Docksey
Beth Arneberg
Carmen Muenich
Bob Hogseth
Julie Shirley
Patti Darley
Heather Hunt
Melinda Haun
Dick Hebert
Laura Eddy
Ellen Hongerholt

Case Statement Task Force

Peg Leinenkugel, Co-Chair
Jim Docksey, Co-Chair
Dennis Boisvert
Jackie Bernier
Ann Gordon
Karen Rooney
Lori Geissler
Mary Jacobson
Beth Arneberg
Bill Faherty
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Stacy Olson
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Communications Task Force

Dale Zwiefelhofer
Mark Baker
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Patti Darley
Elly Rochester
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Mary Jacobson
Laura Eddy

Park Board

Beth Arneberg, President
Rob Kiefer
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Dale Berg
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Building Committee

Bill Albright
Brian Roshell
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Chad Oster
Lonny Brown
Gerry Bauman
Jeff Bowe
Jake Hepfler
David Michels
Dan Peterson
Dick Hebert

Campaign Cabinet

Bob Hogseth, Co-Chair
Patti Darley, Co-Chair
Jerry Jacobson, Co-Chair
Peg Leinenkugel, Co-Chair
Jim Docksey
Carmen Muenich
Heather Hunt
Melinda Haun
Julie Shirley
Denny Boisvert
Tom Kell
Mark Baker
Sue Kern
Dave Fish
Marsha Wiley
Jay Mayer
Rick Schafer
Ellen Kiefer
Beth Arneberg
Dick Hebert
Ellen Hongerholt
Laura Eddy

Executive Summary

Irvine Park has been a well-loved community asset for more than 100 years. It can be a vibrant part of the future; however, it needs our help to thrive in the 21st century. To provide this much needed help, a group of area citizens is working with the Chippewa Falls Park Board to fundraise \$3.25 million through the “Irvine Park Capital Campaign” to expand and renovate Irvine Park and Zoo. Improvements will include:

- Constructing a Welcome Center to act as Irvine Park’s grand entrance, which will include an education center and new community meeting area
- Renovating and expanding the deteriorating Small Animal and Aviary quarters
- Preserving important Park, Zoo and area artifacts in a climate controlled storage and display building

The Welcome Center will serve as a guest greeting and interpretive center for local history displays as well as the introduction to the animals that make the Zoo their home. The new exhibit facilities will become the focal point when conducting tours of the animals and birds during the winter months or during inclement weather. The new building project will provide better viewing for the public with wider exhibits built of durable, low maintenance materials that will provide cost effective maintenance for generations as well as provide safety and improved living conditions for the animals.

The Irvine Park Welcome Center and Small Animal Exhibit will serve as the welcoming area to the Zoo and will be the visitor’s first experience of the animal exhibits. The Welcome Center will be rented out year-round bringing revenue in for the Park. The proposed site plan will expand the Small Animals Exhibit, shrinking depth of the cages while

increasing the viewing and living areas. The Aviary building will have screened exterior exhibits and a large expansive area for birds. Coated netting will replace galvanized chain link fencing making the animals more visible to the public.

Total Project Campaign Budget

WELCOME CENTER	CAMPAIGN GOAL
Facility Construction	\$3,000,000
Architectural, Engineering, Design and Campaign Fees	\$250,000
Total	\$3,250,000

Background and History

William Irvine supervised the Chippewa Lumber and Boom Company and its huge lumber mill on the Chippewa River at the site of the present Xcel Power Plant at the south end of town. Irvine secured a contribution of 85 acres of land from Chippewa Lumber and Boom to the City of Chippewa Falls in 1906. Combined with monetary gifts of his own, he made the Park into a reality later that year with the only stipulation being the Park must remain free and open to the public.

Since 1908, Irvine Park has served as a source for community recreation, education and inspiration. It has been a place to connect with nature’s wonders. The size of Irvine Park has grown to 278.5 acres and with the addition of 55-acres of Kalk-Fatu Woodland Park, Irvine Park totals approximately 333.5 acres. It serves as a recreational destination for the citizens of Chippewa Falls and beyond.

The Park offers a variety of attractions for up to 5,000 visitors daily during the summer months and the hundreds of thousands visitors annually. (To determine park usage traffic counters were utilized during peak times. The data is on file with the Parks and Recreation

Department. Most vehicles had three to four occupants, which does not include walkers and bikers who utilize the park daily.)

Visitors enjoy the Zoo, Petting Zoo, Rumbly Bridge, Sunny Valley School House, log cabin, bird watching, volleyball courts, horseshoe pits, picnic grounds, hiking trails, fountain/splash pool, playgrounds, cross-country ski trails, Glen Loch Overlook and the annual Christmas Village.



The Zoo was established in 1909 shortly after the Park's creation, and it has been considered the heart of Irvine Park ever since. The Zoo was part of a larger Zoological movement in the United States, intended to preserve species from extinction and exhibit the importance of conserving natural resources. It was hoped that observing wildlife at Irvine Park would instill the values of conservation and responsible resource management in visitors. This is a hope that continues today.

As decades passed, the Zoo began to acquire a greater assortment of animal species from North America. Bears, bison, deer and elk were introduced first. (Unfortunately, the deer herd had to be removed due to the high cost of testing for Tuberculosis and Chronic Wasting Disease.) A mountain lion was added in 1922 followed by four bison. By the 1950's, the Zoo broadened its focus from displaying solely native species to showcasing more exotic animals. Baboons and lions were introduced in the 1960s, and in 1979, the Zoo acquired a camel.

Although Zoo staff continued to improve the exhibits with new species from outside North America, there came the inevitable

deterioration of Zoo structures over time. Attempts to make structural improvements proved more and more difficult with increasing budget constraints. The bear den, in particular, became a focal point of community concerns.

By the 1970's, the deteriorating conditions of the bear den caused community members and staff to call for changes. Local children raised funds through penny drives and ice cream socials to fund new living spaces for the bears. With these efforts and many others by Park Recreation staff, rebuilding of the exhibit allowed for major improvements in 1980. Staff worked tirelessly into the mid-1990s to improve conditions as much as was possible, under the budgetary constraints.

The new century welcomed new opportunities through major private philanthropic assistance to provide better homes for the bears, tigers and other large animals. Generous individuals and groups in the Chippewa Valley once again assisted in providing much needed improvements for the animals allowing others to continue to be entertained, enlightened and engaged by them.

In 2004, the much anticipated new living conditions were completed as the bears moved into a bar-less environment on the east side of Duncan Creek alongside their fellow large animals. In 2008, a new cougar exhibit was constructed, followed by a bobcat exhibit in 2009. This exhibit now features black bears, Bengal tigers, and hyenas. The commitment to an open concept now characterizes the entire Zoo.



Introduction to the Project



In 2013, the Park Board began developing a plan to complete needed improvements to the Park. CBS Squared, Inc., a local architecture, engineering, and surveying firm, developed an expansion and renovation design through studies of the current facility and interviews with both the zookeeper and Park staff. With completion of an analysis of current structures and a comprehensive design, the Board then contracted with Crescendo Consulting L.L.P. to initiate a Community Assessment Study to review the feasibility for a \$3 million Capital Campaign for the expansion and renovation of Irvine Park Zoo.

The purpose of the study was to determine the ability and willingness of Chippewa Falls area businesses, individuals and grant-making organizations to support a capital campaign. The study was designed to identify the best strategy to determine the capital campaign's success. The firm was chosen for their extensive experience and success fundraising capital projects for municipal projects and parks. Completed in March 2014, the study determined a very high overall interest, strong potential for financial support, excellent leadership ability, a good general economic condition, and a conducive environment to operate a successful campaign. The comprehensive report is available for review at City Hall.

Commitment to Improved Regional Economic Impact

Many who live and work in the Chippewa Valley understand that progressive communities are communities that will continue serving their citizens' needs far into the future. Vital social and recreational amenities like Irvine Park Zoo and the Welcome Center will improve the quality of life for those who live here and those who will follow.

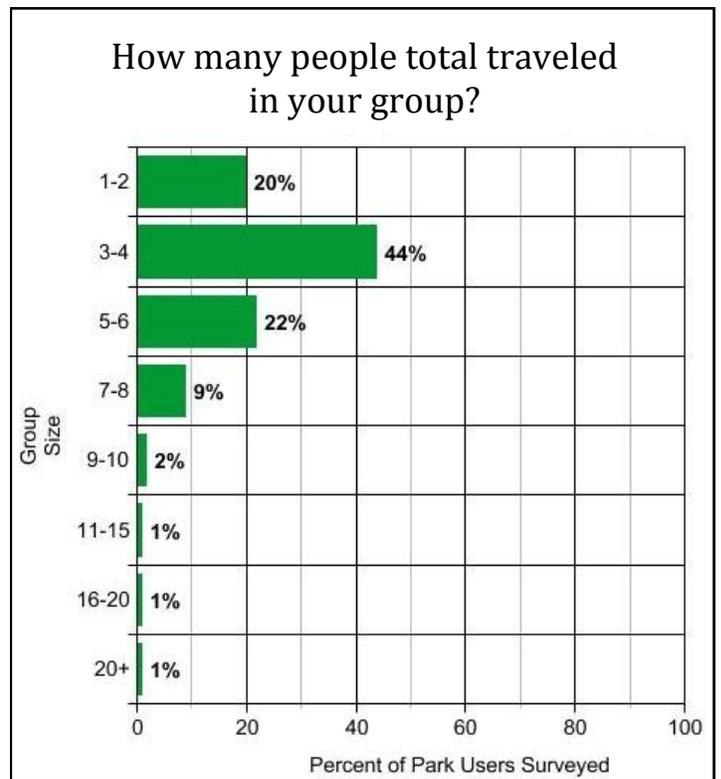
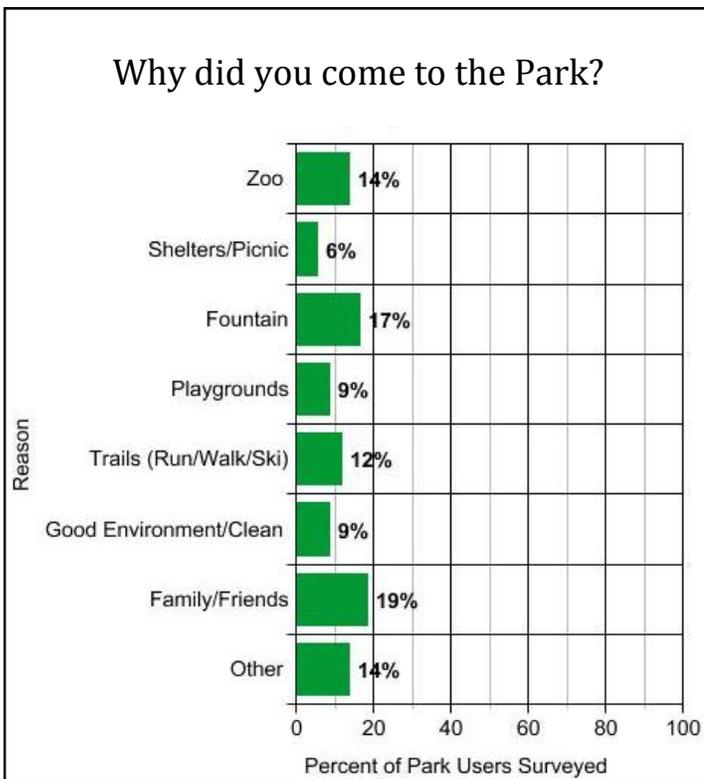
Many individuals working on this project believe this project defines values and goals of healthy family activities, education, and commitment to the area's natural resources. A key to the economic success of any community is its ability to attract and retain businesses. Expanded development in commercial and industrial areas means a greater tax base for the community, the schools and for the county. An expanded tax base allows for better community services because there is a larger base to share in the cost.

When choosing locations, entrepreneurs not only consider the availability of land and buildings, access to transportation and technology, and opportunity for a strong work force, but they also think about whether they will be able to attract excellent workers and managers to the new site.

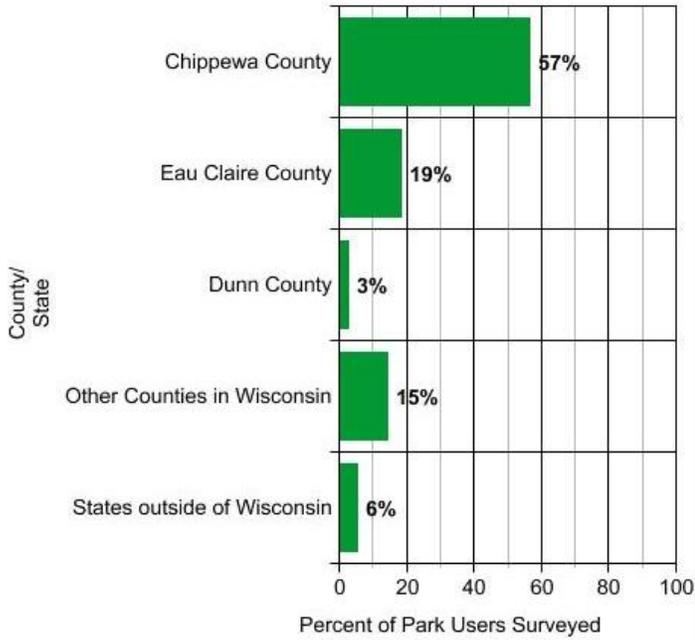
The proposed improvements will continue to draw people to the Chippewa Valley, and also draw from many points beyond. Based on a recent traffic count survey and visitor survey, more than 5,000 people enjoy the Park per day in the summer, which does not include bikers, walkers or persons who travel in buses.

Four traffic counters were set up at the entrances of Irvine Park for a week in mid-July during the Northern Wisconsin Fair, from a Tuesday through a Wednesday. Over the course of the week, an average of 1,400 vehicles entered the park per day. This total did not include groups with large vehicles such as vans or buses, which regularly visit the Park. Conservative estimates set the total at more than several hundred thousand of visitors the Park per year. The Chamber of Commerce refers 500 to 600 visitors to the Park annually alone.

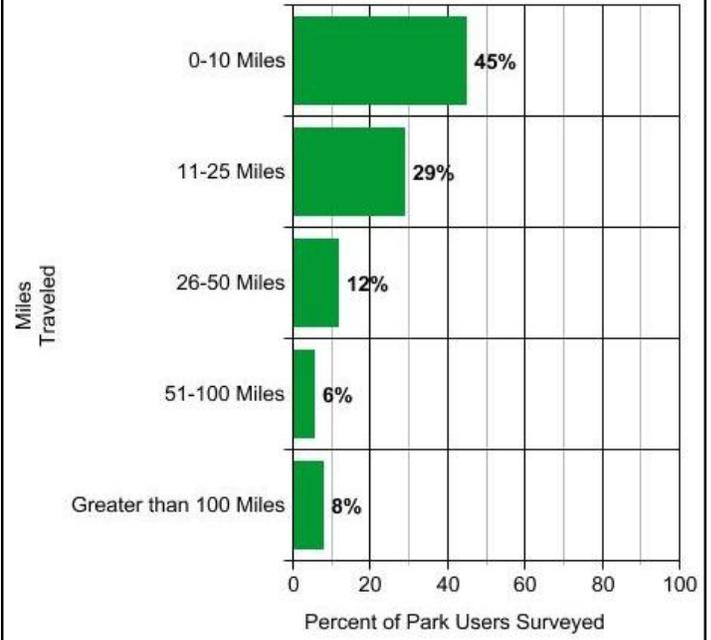
In a continued effort to ascertain who visits the Park and why, a random non-scientific survey on Irvine Park usage was administered by the case statement committee volunteers. Committee volunteers surveyed 237 persons from July 8-15, 2014. The following charts and graphs are the results of the survey. No surveys were completed on Saturday.



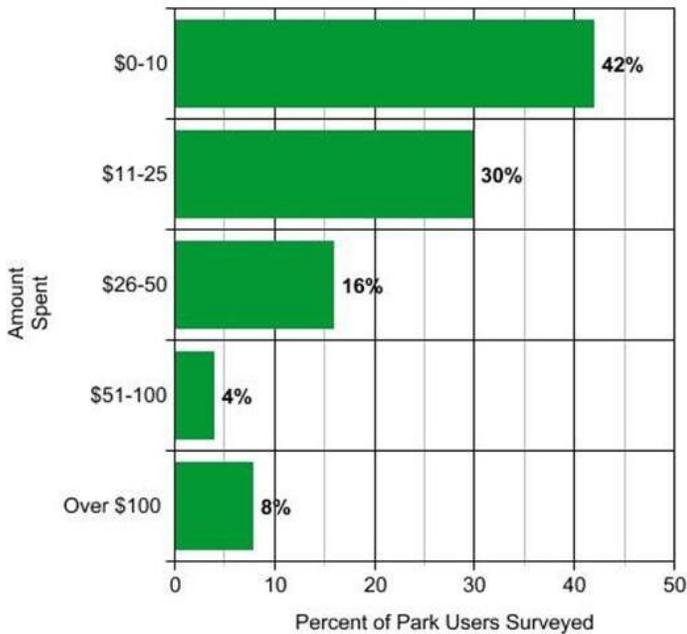
What county did you travel from to visit the Park?



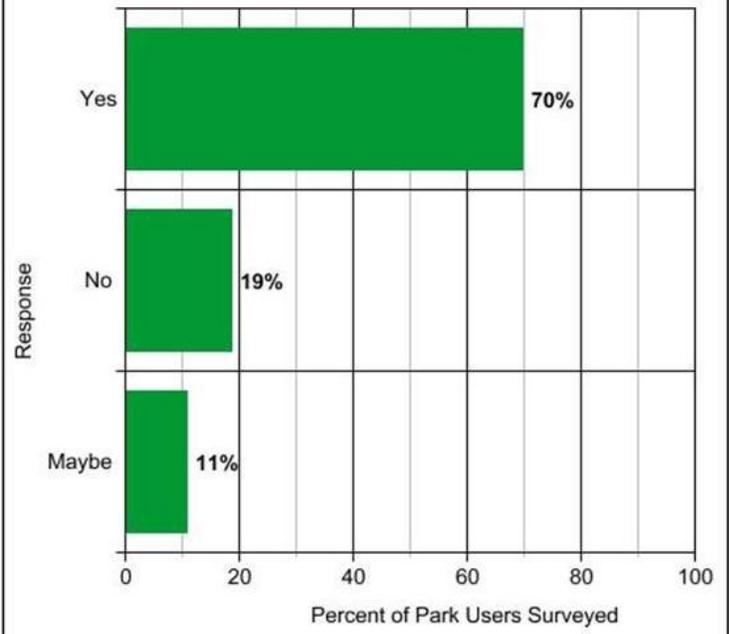
How many miles did you travel?

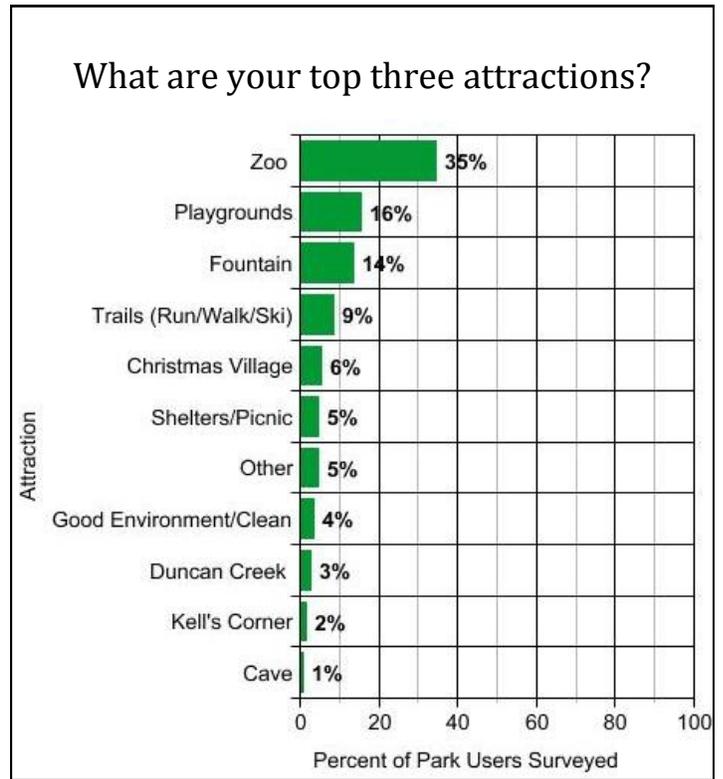
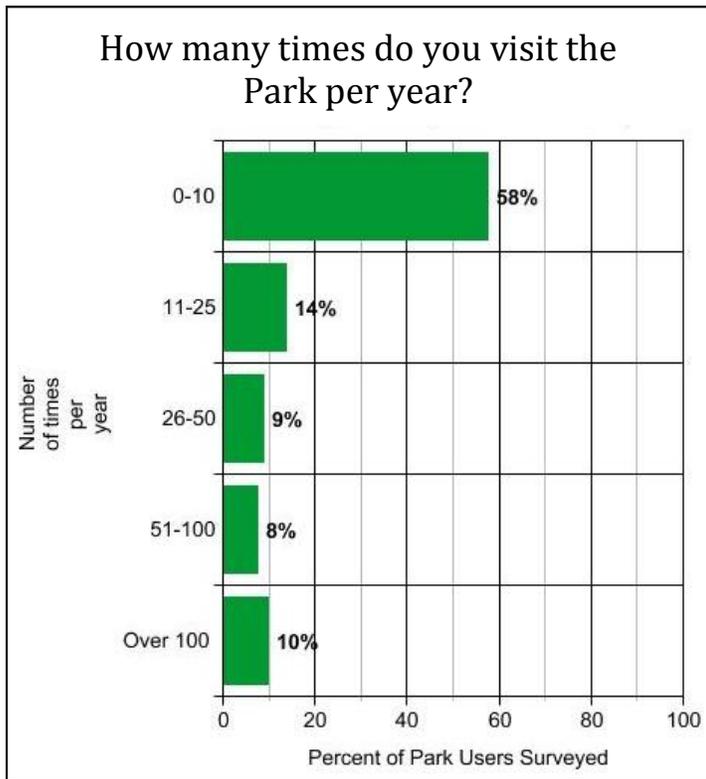


How much money will you spend in the area after your Park Visit?



Would you visit the Park more often if the Welcome Center was available?





Economic Impact of Irvine Park

Irvine Park has true economic benefits to the Chippewa Valley. The proximity of the Park to residential areas leads to increased value of private land, a higher tax base and ultimately many economic benefits to a community including increased local and regional revenue from heritage tourism, steady jobs and numerous small business benefits. Park and recreation areas are economic engines that improve the quality of life and make communities livable and desirable for businesses and homeowners. Parks that serve as central walking, resting and meeting places can help to revive failing or threatened commercial areas.

1. Increased property values and increased municipal revenues go hand in hand. Property tax is one of the most important revenue streams for cities. By creating a positive climate for increased property values, the tax rolls will benefit in turn. Parks can both pay for themselves and generate extra revenue.
2. Homebuyers are attracted to purchase homes. Across the U.S., real estate brokers and homebuilders are advocating parks as one of

the top residential selling points. The desire to live near parks also translates into real dollars. A 2001 survey by the National Association of Realtors (NAR) revealed that 57 percent of voters would choose a home close to a park and open space over one that was not. The National Association of Home Builders found that 65 percent of home shoppers surveyed felt that parks would seriously influence them to move to an area.

3. Tax revenues from increased retail activity and tourism-related expenditures further increase municipal monies. If the Park continues to create a distinctive presence, it can provide retailers an opportunity to play off its attractiveness to visitors.
4. Talented workers in a variety of fields are attracted to live and work in communities that offer green space areas that are supplemented with educational play areas for their children. Workers attracted to an area are then positioned to put money back into the local economy through jobs, housing and taxes, which then contribute to parks.
5. Affluent retirees are attracted and retained. By the year 2050, according to the U.S. Census Bureau, approximately 1 in every 4 Americans will be 65 years of age or older, creating an affluent group of retirees with financial benefits, including Social Security, military benefits and pension plans. With an average life expectancy of between 75 and 83 years, this is a significant population group, both in size and affluence.

Besides supporting current citizens, bringing people from a wider area to downtown may draw potential new customers to local businesses. Gas and convenience stores in particular, experience positive benefits. Further, when people decide where they want to live, they look at many factors. Parks, schools, healthcare facilities, availability of housing and shopping, recreational and entertainment opportunities for children and

adults all enter into their decision when choosing locations to live and work.

Most area residents believe in and understand the importance of growth and economic development in smaller cities like Chippewa Falls. The City Council, Park Board and city staff are working to continue their predecessors' key planning by maintaining and enhancing Irvine Park and Zoo.

Commitment to Health and Well-being

It is difficult to imagine a community without Parks. Parks and zoos provide recreational opportunities that benefit the community economically, physically, emotionally, and provide entertainment at a very low cost.

Health Benefits: Access to parks and recreation facilities leads to healthy lifestyles for people of all ages. Strong evidence shows that when people have access to parks, they exercise more.

- Every time sedentary people walk a mile, they add 21 minutes to their life. On average, every hour you spend exercising increases your life expectancy by two hours.
- Exercise increases the brain's capacity for learning.

Environmental Benefits: Parks, open spaces, trails and protected natural environments can contribute to the environmental health of our communities and play a key role in:

- Reducing congestion
- Protecting wildlife
- Saving energy and protecting air quality by encouraging non-motorized transportation.

Community Benefits: Parks and recreation sources give communities a vital identity. Well-maintained, accessible parks and recreation facilities are key elements of strong, safe, family-friendly communities.

- When citizens get involved with their parks and recreation systems, their quality of life improves.
- Parks and recreation opportunities encourage citizens to be engaged in their communities – as volunteers, stewards, advocates and students.
- Community recreation reduces alienation, loneliness, and anti-social behavior.

Need for Improvements

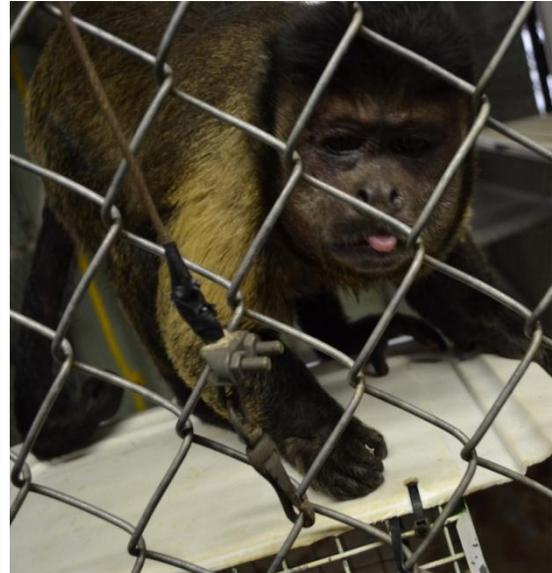
The New Welcome Center, along with the expanded and renovated Zoo, will provide the public with a more valuable educational experience, improved history of the Park and a more comprehensive understanding of animal habitat.

The Park Board secured the architectural firm CBS Squared, Inc. to design the expansion and renovation; the firm had been involved in the design and construction of the cougar, bear and bobcat exhibits and other Park facilities. Their familiarity with the Park and Zoo, understanding of animal needs, and consistency in mission and vision secured their firm as the best candidate to design the needed structures.

The following key areas identified as requiring renovation and expansion include:

- The current Small Animal Building, which is not in compliance with ADA (Americans with Disabilities Act.) As it is 52-years-old it is outdated and non-functional making it extremely challenging to provide proper animal care.
- The Small Animal Building is also very difficult to access. Asbestos panels and lead paint require removal.

- The quarters in the Small Animal Building are very small, and it is hard to heat.
- Staff experiences problems with keeping the facility up to standards. Cleaning and maintenance of old equipment results in limited time attending to visitor and animal needs. Visitors are not able to experience the animals during winter hours or during inclement weather.



- Zookeepers are unable to safely transfer animals between cages, which causes extra staff time and daily cleaning difficulties. Specific problems include gutters, which are uneven and do not drain correctly. (They are cracked, open, and run under the building.)
- There is no insulation in the walls; and therefore, they are not energy efficient. The exterior walls have cracks and are uneven, which allows mice and other rodents access to the building. Ice builds up in cracks, which also causes mold.
- The animal door gates fall out of the cement blocks.
- The chimney leaks during spring thaw and rainstorms. The roof needs shingling, ventilation needs improvement, the electrical wiring is outdated, some plumbing has failed and concrete floors are cracked.

- The Artifact Storage Building has ventilation problems. It is not climate controlled, leading to low preservation for artifacts.
- Part of the Aviary is in very poor condition. One of the buildings was a former corncrib.

Benefits for the Animals

- Increased animal safety and general care. Some cages are compromised and animals could become harmed or escape.
- Better viewing of the animals.



- More comfortable living environments.
- Improved cages will allow for increased cleanliness, while also putting less stress on the animals during transfer between cages.
- The new cages will provide more versatility and flexibility of both daily care and veterinary care.
- The efficiency of operation of the building will increase, which will allow the Zoo staff more time for enrichment with animals, Zoo tours and educational demonstrations and presentations.

Benefits to Visitors

The new facilities are intended to serve as the Park's greeting center for the next 40 to 50 years. Irvine Park and Zoo has a long history in serving as a gathering place for families in the greater Chippewa Valley. It is also a popular destination for those visiting from out of town

– hosting family reunions, weddings, bicyclist groups and viewers of the Christmas Village.

The Park, however, has never had a formal or designated area for education about the animals and their habitats or the broader concept of the Park’s inception and the area’s history. With the addition of the new facilities, visitors—both new and old—will have the opportunity to learn about the importance of Irvine Park and Zoo.



Description of Facility

The Welcome Center will serve as an appealing entrance and introduction to the Park. It will provide educational information about the animals that make the Zoo their home, and also exhibit various local history displays. The Welcome Center will house a main reception center, a small gift shop and most importantly, a screened area to see the animals and their offspring up close while on guided tours. Furthermore, in continued cooperation with local history buffs, the space will also host specific rotating exhibits highlighting various snapshots in local history.

A multi-purpose meeting area will offer educational talks on nature and animal behavior as well as serve as a new community meeting space, which is something that is very much needed in the Chippewa Valley.

Continuing its tradition, the Park Board is designing the new facility to exhibit several small animal species and an aviary containing northern birds of prey. The new facilities will have the ability to conduct

tours of the animals and birds during the winter months or inclement weather, which will increase the attendance and comfort of visitors.

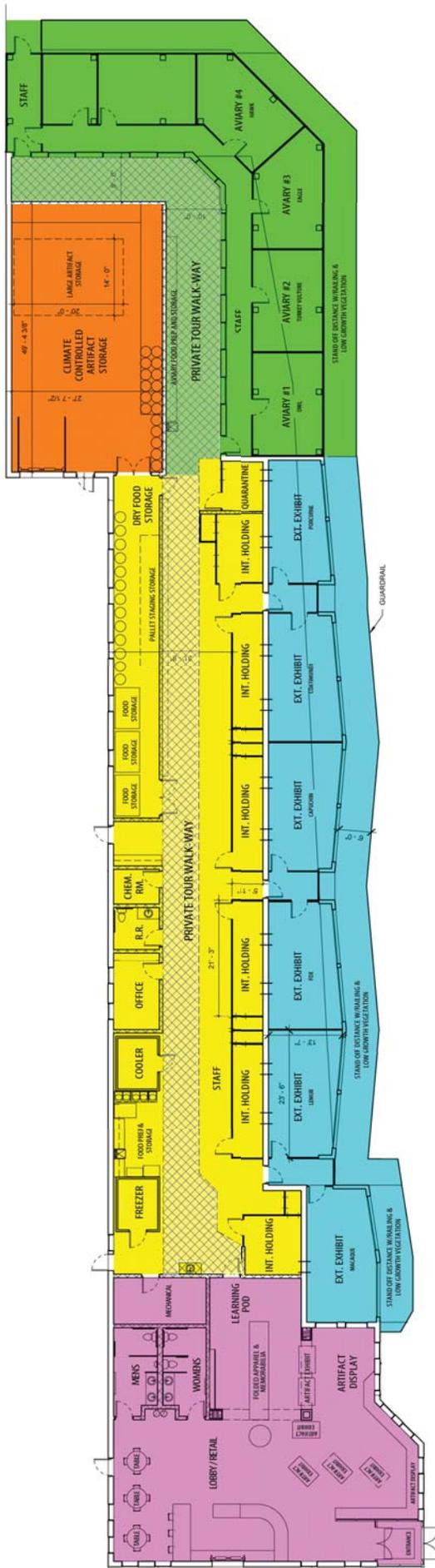
The Small Animal Exhibit and Aviary Building will allow better viewing by the public, highlighting larger, wider, and more animal friendly and safe exhibit spaces. The exhibits will be built of durable, low maintenance materials, allowing the public to continue to enjoy Irvine Park and Zoo for generations. The Small Animal Exhibit incorporates a number of required building components, systems and materials that will assist the City of Chippewa Falls in maintaining and operating the new facility. Since this is a public improvement project, we must follow state laws and statues, one of them being state wage rates. These items include, but are not limited to the following:

- 1) Insulated precast concrete building panels
- 2) Insulated clearstory translucent window panel system
- 3) Stainless steel door hardware
- 4) Some gel-coated fiberglass door and frame systems
- 5) High performance epoxy coatings
- 6) Stainless steel slide gates for the animals
- 7) Poly-coated chain link fence systems
- 8) Water proof conduits and LED lighting systems
- 9) Stainless steel components in the heating systems
- 10) Freezers
- 11) Coolers
- 12) Powder coated railing / information systems
- 13) A greater number of plumbing fixtures than average
- 14) More durable plumbing fixtures
- 15) Trench drains that can accept some types of animal effluent
- 16) Divisible and movable wall panel systems
- 17) Security systems
- 18) Elevated work areas, such as the aviary exhibit

Project Description

Working with the architects and engineers at CBS Squared, Inc., various preliminary design options were developed and subsequently revised and improved. A plan has been developed and approved for final design in preparation for construction documents and bidding once the majority of pledges are secured.

The 13,500 square foot building is broken down as follows: the Welcome Center will be 2,700 square feet; the artifacts storage area will have 1,400 square feet; and the Aviary and Small Animal Exhibit will feature 9,400 square feet. It is expected that demolition could begin in the fall of 2015, with the majority of the work occurring over the winter of 2016. A Grand Opening for the new facilities would be slated for the Memorial Day of 2016.

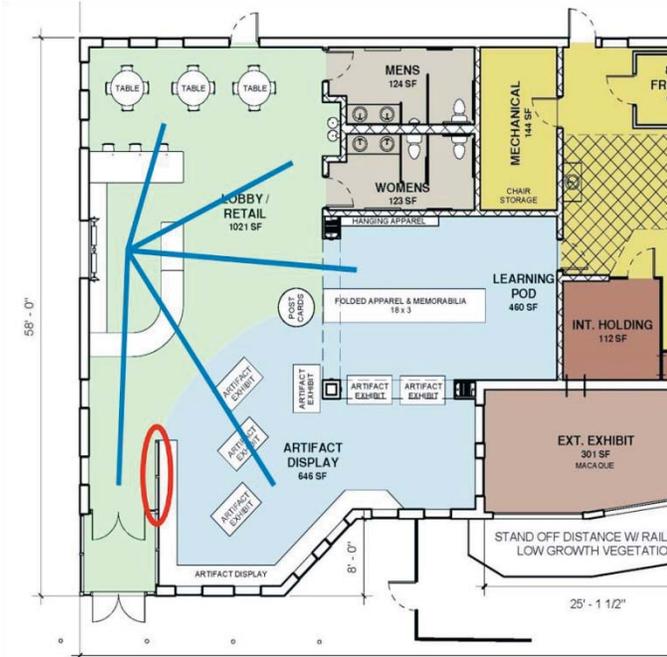


The facility will offer:

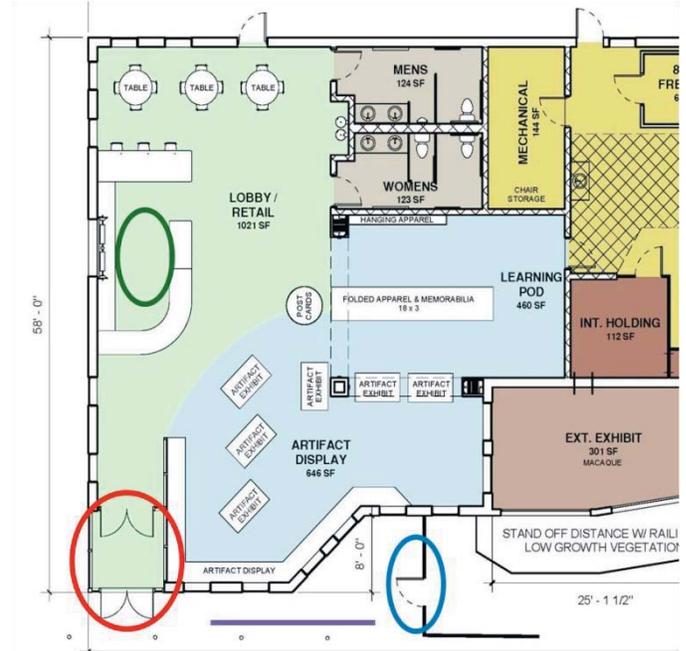
- An educational learning center for school trips, senior citizens, veterans, daycare centers, and other groups from the area and out-of-town. Tours will offer the opportunity to see how the animals live when indoors.
- Increased educational opportunities for field trips.
- An improved appearance of the animals in more comfortable conditions.
- A community meeting area for meetings, groups and parties.
- Improved safety and security for animals.
- The cages will offer a more comfortable and clean living environment for the animals. Cleaning may take place more efficiently and effectively with less water use.
- The animals will experience less stress, as ease of transfer will improve.
- More versatility to exchange other animals for display.
- Improved efficiency for the Zoo staff to have more time for enrichment with the animals.
- Increased Zoo tours and educational demonstrations.
- Improved climate controlled environment for the artifacts for proper preservation.
- A display center for history and artifacts of the Park and Zoo.
- An informational area for visitors and a place where people may purchase souvenirs and light snacks to provide some revenue.

Conceptual Design

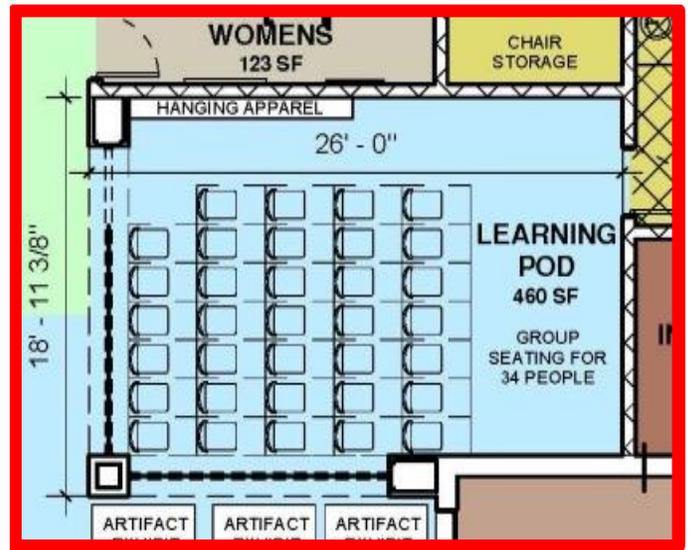
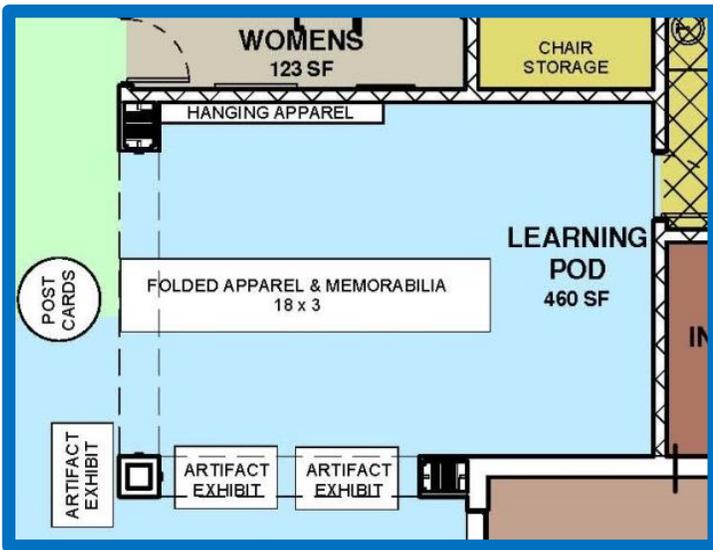
Interior Circulation



Open Floor Plan



Interior Rendering



Construction Cost Summary

Irvine Park Zoo
Preliminary Construction Estimate 8-14-2014

DESCRIPTION OF WORK	Division Total	Cost/SF
Division 2 - Existing Conditions	50,000.00	3.67
Division 3 - Concrete	642,909.50	47.22
Division 4 - Masonry	97,250.00	7.14
Division 5 - Metals	195,000.00	14.32
Division 6 - Woods & Plastics	94,532.00	6.94
Division 7 - Thermal & Moisture Protection	341,020.00	25.05
Division 8 - Doors & Windows	179,350.00	13.17
Division 9 - Finishes	140,708.00	10.33
Division 10 - Specialties	12,550.00	0.92
Division 11 - Equipment	26,000.00	1.91
Division 12 - Furnishings	41,000.00	3.01
Division 13 - Special Construction	15,000.00	1.1
Division 14 - Conveying System	0	0
Division 21 - Fire Suppression	0	0
Division 22 - Plumbing	111,021.00	8.15
Division 23 - Heating/Vent/AC	212,388.00	15.6
Division 26 - Electrical	120,675.00	8.86
Division 27 - Communications	2,500.00	0.18
Division 28 - Security	15,000.00	1.1
Division 31 - Earthwork	40,848.00	3
Division 32 - Exterior Improvements	187,651.50	13.78
Division 33 - Utilities	25,000.00	1.84
Sub Total Material/Labor Cost	2,550,403.00	187.31
General Conditions - 5%	127,520.15	
Contingency - 5%	127,520.15	
Sub Total	2,805,443.30	
General Contractor Management Fee 7%	196,381.03	
Estimate Project Construction Cost	3,001,824.33	

Operational Projections

The Zoo operational costs are approximately \$150,000 per year, which is a cost incurred by the City of Chippewa Falls. Project engineers have calculated heating and cooling costs for the new structures, as well as electricity, at approximately \$12,000 annually.

The Campaign

Many of us who live in the Chippewa Falls area realize it is critical to construct these needed Park facilities with quality and cost effectiveness in mind. We feel a project such as this says a lot about our area, our values and goals. It describes what is important and who is important to us as well as our commitment to maintaining our area to provide health and economic well-being for generations to come. This campaign will continue to shape our area now and in the future.

The Chippewa Falls Park Board has had a consistent and standing commitment of sustained upgrades for all of Park facilities in Chippewa Falls. As the historic focal point of the City's Parks, the Park Board believes that now is the appropriate time to approve this infrastructure project and administer the funds necessary to accomplish this task.

The Gerald O. Thorpe and Evelyn M. Thorpe Foundation left the park department a \$3 million endowment, allowing the Park Board to spend the interest collected each year, which is estimated to be about \$100,000 to \$150,000 annually. Some or all of funds could be allocated to the campaign over the next few years based on instructions from the Thorpe trustees. To date, this fund has committed \$450,000 over four years. Total pledges of \$1,250,000 have been secured to the campaign to date, which includes the City of Chippewa Falls' \$100,000 commitment and fundraising efforts by the Friends of Irvine Park Zoo, Inc.

Giving money for worthwhile causes is important to Americans. In 2013, Americans gave more than \$335 billion for charitable causes. Individuals contributed nearly 80 percent of this amount. Private foundations and corporations made up the remaining 20 percent. According to Giving USA 2013, giving to the environment, conservation efforts and animal welfare increased significantly over the last several years which had taken a downturn during the Great Recession. This shows the tremendous impact citizen groups and individuals have in providing funds for community assets. Throughout our history and

today, we give of ourselves by volunteering time and contributing dollars to make societal and community improvements.

The decision to undertake this campaign was considered very carefully and backed by research and evaluation. The strong commitment we have seen throughout the planning process (the dedication of the Park Board, City Council and community volunteers) gives us the assurance that this fundraising campaign will be successful. Three million two hundred and fifty thousand dollars is a large amount, but Chippewa Falls and the Chippewa Valley are generous, particularly in regard to its much-loved Park. When major projects are undertaken in the area, people step forward to make it happen. This is also a project of a regional scale and scope, where private individuals and corporate stakeholders across the region may support the vision and goals of the facility.

Making a Difference

Prospective contributors will be asked to consider a pledge—an investment in the future of the area-- in a general range. In some cases, individuals may want to give more than the approximate range that may be suggested by a solicitor.

The campaign will work to secure funding from a variety of sources for the capital outlay. Funds will be solicited from organizations, groups, large corporations and private foundations who support the goals and mission of supporting this beautiful Park.

There will be many contributors and volunteers who will give generously to the campaign because of their strong belief in this project as a community asset. Many will give to insure the success and sustainability of the Park for generations. Whatever the reason, all contributors will be acknowledged unless the contributor prefers to remain anonymous.

Donor Recognition Plan

All contributions of \$1,000 or more to Irvine Park Capital Campaign will be permanently recognized in the facility on a Wall of Honor near or in the Welcome Center unless the donor wishes to remain anonymous. Gifts of \$100 or more will be publicly acknowledged during the course of the campaign without identification of amounts.

All gifts and pledges are confidential. Donors may choose to make their gifts in honor or in memory of another person, in recognition of specific events or accomplishments or they may choose to simply have names engraved on the plaques. Contributors may have particular areas of the complex named to honor or memorialize individuals or organizations.

Naming Rights

Item(s) to be named	Suggested gift amount
Naming Rights for entire Welcome Center/ Small Animal/Aviary Building 3 facilities denoted with asterisk*	\$1.7 million
*Naming Rights for Welcome Center	\$1 million
*Naming Rights for Small Animal Building	\$1.2 million
*Naming Rights for Aviary Building	\$500,000
Small Mammal Exhibit #1	\$150,000
Small Mammal Exhibit #2	\$150,000
Small Mammal Exhibit #3	\$150,000
Small Mammal Exhibit #4	\$150,000
Small Mammal Exhibit #5	\$150,000
Small Mammal Exhibit #6	\$150,000
Classrooms/Multi-Purpose Room	\$75,000
Outdoor Observation Area	\$75,000
Artifact Building	\$150,000
Aviary 1	\$75,000
Aviary 2	\$75,000
Aviary 3	\$75,000
Aviary 4	\$75,000

The following Giving Societies have been established to recognize vital levels of giving for gifts and pledges to the Irvine Park Capital Campaign.

The sizes of the plaques will be related to the sizes of the gift they recognize for each donor. However, please note this is a preliminary plan. A Sub Committee of the Capital Campaign Cabinet and the Park and Recreation Board will finalize a complete plan, which will honor and recognize all generous contributors of \$1,000 or more in total gifts.

The sizes below may be adjusted according to the Wall of Honor dimensions, which are not known at this time. The exact plaque dimensions will be finalized when the architect completes the design stage and the Park and Recreation Board gives final approval on the Wall of Honor details. Donors will have the opportunity to identify how they wish their names to be listed prior to installation.

Founders Giving Society	\$100,000 and above	Specialized Plaque based on gift range
Pacesetters Giving Society	\$50,000 - 99,000	Specialized Plaque based on gift range
Benefactors Giving Society	\$25,000-\$49,000	Specialized Plaque based on gift range
Legacy Giving Society	\$15,000-\$24,999	Specialized Plaque based on gift range
Heritage Giving Society	\$7,500-\$14,999	Specialized Plaque based on gift range
Leaders Giving Society	\$3,000-\$7,499	Specialized Plaque based on gift range
Partners Giving Society	\$1,000-\$2,999	Specialized Plaque based on gift range

When someone asks you for your involvement in the Capital Campaign, please say, “Yes!” When you are asked to give, please give generously! If you are interested in getting involved, contact the Park Recreation Department at 715-723-0051.

Thank you for considering a gift or pledge to Irvine Park Capital Campaign.





“William Irvine had a vision that has served our communities within the Chippewa Valley for 108 years — Irvine Park. While it’s true that many cities within an hour’s travel time of Chippewa Falls have beautiful parks, ours has a distinct difference. It includes a zoo. A zoo that is open year-round and *free to all* who wish to enjoy it, just as Irvine directed. Ten years ago, the city, park board and concerned folks increased the scope of Irvine’s vision by creating bar-less, open concept environments for the bear and cat families to the enjoyment of the animals and their visitors. But, there are still more needed improvements to be made.

As good caretakers of this gift given to our community, we can embrace Irvine’s vision and continue to broaden the scope for future generations. The building of a Welcome Center, Small Animal Exhibit and Aviary is needed and will enhance the zoo experience for winged, four-legged and two-legged creatures.

It is a joy to visit Irvine Park and Zoo and watch the fascination on the faces of children, moms, dads, and grandparents as they share Nature’s splendor. Irvine Park and Zoo is a distinctive, valued resource. Let’s all work together to make it better!”

— **Peg Leinenkugel**



“I fell in love with Irvine Park the first time I saw it on a house-hunting trip moving from Oregon! Tom and I eventually moved our family within eyesight of it. I loved it so much I applied to be on the Park Board, eventually becoming president.

The Park Board and I want to continue in the vein of William Irvine in preserving and enhancing this very special place for future generations. This new Welcome Center and Small Animal and Aviary Building will do just that! The animals and birds need a better environment than they currently have, and the Welcome Center will be a space to bring together the history AND the future of Irvine Park and Zoo.

My hope and prayer is that others will join us in this endeavor to preserve and enhance this much-loved park and zoo.”

— **Beth Arneberg, Park Board President**



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