



## Frequently Asked Questions

### **Chippewa Falls Parks, Recreation & Forestry Department**

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#### **1. What is included in the Irvine Park expansion and renovation?**

The new Welcome Center and renovated Small Animal Building will serve as the grand entrance of the Park and Zoo, the first experience for a visitor to the animal exhibits. The new Small Animal Building will expand and increase viewing area of the exhibits. The Aviary Building will feature screened exterior exhibits and a large expansive area. Coated netting will replace galvanized chain link fencing making it easier to see the animals through the fencing. The project also includes a Artifacts Storage area which will be a climate-controlled environment.

#### **2. What will improvements provide?**

Addition of the Welcome Center and expansion and renovation of other buildings will allow the public to visit the Park and Zoo year round, provide an educational experience on the history of the park, and an understanding of the animal habitat.

- The expansion helps the park become more user-friendly throughout the entire year.
- The Welcome Center will provide a visually prominent and aesthetically appealing facility.
- The enhancements will bring all parts of the zoo together to be consistent in its appeal and benefit for the animals.
- The Park is moving from a recreational park to more of an educational facility.

- The climate controlled environment will better store and preserve artifacts and provide improved display opportunities.
- The new multi-purpose room in the Welcome Center will provide a solution for the lack of quality community meeting areas.

### 3. **What are key elements of the park?**

Irvine Park has served as a source of free community recreation, education and inspiration. Over the years, gifts of land from William Irvine, the City of Chippewa Falls and the Kalk-Fato family now provide more than 333.5 acres for recreational pursuits. It offers many attractions including an open concept zoo, petting zoo, the duck pond, Rumbly Bridge, Sunny Valley School House, log cabin, bird watching, volleyball court, horseshoe pits, picnic grounds, gazebo for weddings and concerts, numerous shelters to reserve, hiking trails, fountain/splash pool, playgrounds, cross country ski trails, Glen Loch Overlook and the annual Christmas Village.

### 4. **How many people visit the Park and zoo daily?**

Based on a recent traffic count survey and visitor survey, more than 5,500 people enjoy the Park per day in the summer months, which does not include bikers, walkers or persons who travel from buses. Due to multiple weekly users, conservative estimates set the total at more than several hundred thousand of visitors to the Park per year.

### 5. **What are the current limitations of the Park?**

- The Small Mammal Building is 52-years-old. It is non-functional and is expensive to maintain. Space to work is limited, and it is inefficient to heat.
- The poor and small condition of the cages may give a negative impression.
- Many consider the Aviary the poorest attraction at the zoo.
- The Animal Exhibit Building is out of compliance with the ADA (Americans with Disabilities Act).
- Asbestos panels and lead paint need to be removed.
- The Artifact Storage Building has ventilation problems. It is not heated and does not have electricity.

### 6. **What are specific benefits of renovation for the animals?**

- More comfortable living environments.
- Cleaner cages that can be cleaned more efficiently.
- Improved cages to offer ease of transferring animals for veterinarian care or cleaning purposes.
- Versatility and flexibility of staff care and veterinary care.
- Increased animal safety as some cages are compromised and animals could become harmed or get out.

- Improvement of the appearance of the animals and their overall health and stress level.

**7. What is the cost and what is included in the campaign goal?**

WELCOME CENTER	CAMPAIGN GOAL
New Facility Construction: Welcome Center, Small Animal Building Renovation, Aviary Renovation and Artifact Building Renovation	\$3,000,000
Fixtures, Furniture, Equipment, Architectural, Engineering, Design, Contingencies and Campaign Fees	\$250,000
Total	\$3,250,000

**8. What are the facility sizes and when will renovation and expansion be completed?**

The 13,500 square feet building is broken down as follows: the Welcome Center is 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.

**9. What is the breakdown of construction costs?**

Please see the Case Statement for specific details of materials and proposed labor costs.

**10. Do we really need to spend so much?**

The structures housing animals require specialized building materials, which cost far more than typical construction. Structures and cages must withstand extreme conditions of heavy daily cleaning to remove corrosive animal waste necessary to keep the cages clean and the animals healthy. New cages will provide ease of transfer for safe veterinary care and animal care. Proper ventilation and heating is necessary for the health and safety of the animals, staff and visitors. The Park Board, staff and council are determined to complete these improvements correctly with structures that will last for decades.

**11. How does the park improve the Chippewa Valley economy?**

Parks enhance property values, contribute to healthy and productive workforces and help attract and retain businesses.

- Parks and recreation facilities make communities desirable places to live, work, play and visit.

- Parks and recreation services motivate business relocation and expansion in the community.

In a national public opinions survey, 57 percent of respondents said that if they were in the market to buy a new home, they would be more likely to select one close to a park and open space.

**12. Why are parks important to communities?**

Recreation provides social interactions that are critical to maintaining community cohesion and pride. Parks provide a meeting place where community members can develop social ties, and where healthy behavior is modeled and admired. Irvine Park provides members of our community with the opportunity to be physically active. Having free park access close-to-home where people can recreate is one of the most important factors linking whether people will develop active lifestyles. Leisure activities in parks improve moods, reduce stress and enhance a sense of wellness.

**13. Why are zoos important?**

Zoos exist to protect endangered species and to help us understand and protect our animal species more successfully. One of the reasons animals are taken into captivity in zoos is because they are threatened if they stay in their natural habitat. Today zoos are places of education. Most modern zoos' main emphasis is conservation and education. Zoos provide a direct experience of each species that will increase ecological awareness.

**14. How much will the operational expenses increase with the new facilities?**

The operational expenses will increase by \$20,000 for the new facility.

Heating, cooling, and electricity is expected to increase cost approximately \$13,000 per year. The City currently heats, cools, and provides electricity for a 3,000 square foot facility. The heating and cooling expenses will increase by approximately \$8,000 for the new 9,600 square foot indoor building space. The electrical expenses will increase by approximately \$5,000 for the entire 13,000 square foot building complex.

There are plans to hire seasonal staff to manage the artifacts area and gift shop, Memorial Day to Labor Day, at a cost of approximately \$7,000 per year. The City will recruit UW-Eau Claire public history students to work and hopefully volunteer to manage the Welcome Center. The Welcome Center will be equipped with security cameras and automatic door locks so the public viewing can occur without staff onsite.

**15. Will increased operating costs increase taxes?**

The operations are not expected to increase taxes. The Campaign will pay for the capital construction. The Welcome Center will offer gifts, light snacks and souvenirs for sale to provide a new revenue stream. The Park Board and staff are projecting increased donations in the Welcome Center along with the gift shop to hopefully offset operating increases.

**16. Who will staff the building and will we need to add staff?**

The City will recruit UW-Eau Claire public history students to manage the Welcome Center. This position will also be a less physically demanding opportunity for community members who have the desire to volunteer at Irvine Park. The Welcome Center will be equipped with security cameras and automatic door locks as well, so the public viewing can occur without staff onsite.

**17. Do we have adequate parking?**

Increased parking may be constructed in the former camping area near the entrance of the Park should this need become apparent.

**18. Where will the animals be housed during renovation?**

The animals are on loan through an animal dealer. They will be relocated to a healthy temporary home over construction until renovation is completed. After construction, certain animals which used to be on display only about 6 months of the year will be on display throughout the year.

**19. Will we be able to display different species or new animals?**

Possibly. Six Small Animal displays and six aviary displays will be filled with a variety of animals, which will be rotated on a periodic basis.

**20. Why isn't the deer herd in the park anymore?**

The Park Board decides which animals to display based on cost of care and availability. Due to the high cost of testing for Tuberculosis and Chronic Wasting Disease, the costs of the deer herd became prohibitive, and the Park Board needed to remove the herd. The park still offers one of the largest displays of indigenous animals in the state.

**21. Is there a plan for concessions?**

A small area for snacks will be available in the Welcome Center. Some beverages and snack items will be on sale as well as t-shirts and gifts.

**22. How much is the city giving toward the campaign?**

The City Council has pledged \$100,000 to the campaign to be paid in 2015. (The Council also allocated money to two other neighborhood parks, which have not received updates in many years. The City Council

and Mayor are committed to support this campaign.) The Council provides \$150,000 in operating costs annually. If more funds are needed to reach the fundraising goal, we believe the Council may be open to review an additional funding proposal in 2016.

**23. When do pledge payments need to be paid and how will contributors be recognized?**

Pledge payments may be scheduled conveniently—in most cases over a three-year period. Reminders will be sent for each payment date. For ease of management, payments should be scheduled no more frequently than quarterly. A donor recognition plan is included in the Case For Support for those who make pledges of \$1,000 or more, which amounts to about .93 cents per day paid over three years.

**24. Can stock or property fulfill a pledge?**

Yes. Commitments can be met by check, commodities or appreciated property. Payroll deduction may also be an option if some companies wish to offer this for their employees. Employees of companies offering matching programs for charitable contributions are encouraged to take advantage of this opportunity.

**25. What if the campaign does not meet the goal?**

With the excitement that is being generated for this project and about 1/3<sup>rd</sup> of the funds already secured, we are confident enough money will be raised. If the entire goal is not reached, the project could be completed in stages if necessary, but this could increase the overall expense. We will need everyone's help to be sure we are successful.

**26. How long will naming rights last?**

Naming rights on Irvine Park buildings are secured as long as the structure stands, which is estimated at 40 to 50 years. If a building needs to be replaced, the generosity of former donors will still be remembered on the Wall of Honor.

**27. How much money do we have? How much additional money needs to be raised to complete the project?**

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 through 2018. Total pledges of \$1,250,000 have been secured, which includes the City of Chippewa Falls' \$100,000 commitment.

**28. What is the timing of the fundraising campaign?**

The pre-campaign will be completed in September, which will include identification of prospective contributors, campaign leadership, communications materials and the rationale to support the project. The campaign will formally kick-off in fall of 2014. The majority of the pledges will be secured by spring of 2015.

**29. Will foundations be asked for financial support?**

The campaign will apply for private foundation grants. However, research shows the majority of funds given in the U.S. come from individuals. The campaign is hopeful secure 10 to 15 percent in gifts from foundations. The majority of funds for this project must come from the people and businesses of this area.

**30. What fundraising events will be planned?**

This Capital Campaign is the fundraiser. We hope everyone in the Chippewa Valley area who believes in and supports our area and the Park will contribute as generously as possible to the campaign.

**31. Why should I participate in the fundraising drive?**

This project is about more than observing animals, educating ourselves about the importance of animals, protecting our environment and providing key places for leisure and recreation. Improving the Park for area residents will provide positive benefits for many years and will allow the community to be more competitive in attracting new residents with new businesses and young families. This in turn increases our tax base. Irvine Park is a wonderful asset for the Chippewa Valley and this campaign will only improve it.

**32. What if someone wants to give an in-kind gift?**

Campaign leaders realize that in-kind support is very important to the project. However, raising cash still must be the first priority. Campaign leaders will be working to establish ways for area contributors to fulfill potential in-kind gifts that could provide much-needed support for the campaign. A Building Committee will help identify cost savings and in-kind opportunities.

**33. How does the brick campaign work?**

In past campaigns for the Park, persons were asked to purchase a brick marker for \$100. However, the cost of these markers plus their installation made this program cost prohibitive to a successful fundraising process for this campaign. A donor recognition Wall of Honor will instead be developed in the new Welcome Center.

**34. What if we raise more money than we need?**

Contributed funds, which are not needed for immediate construction expenses, will be directed to establish an endowment for future improvements and maintenance.

**35. Do most people fulfill their pledges?**

Yes. Midwest communities that have conducted similar campaigns have found that pledge fulfillment has ranged from 95 to 105 percent.

**36. How can the facility be built in the next year or two when pledges take three years to pay off?**

According to the fundraising consultants, typically one half of the dollars are paid into the campaign in the first year. One-third comes in the second year, and one sixth comes in the third year. Northwestern Bank has offered to provide the short-term financing at a very low interest rate until all pledges are secured.

**37. Will people be asked to consider giving significant amounts of money?**

Yes. Most campaigns work on the premise that those who may have more financial capability may be asked to consider giving at greater levels than those who do not. Some people may be asked to consider contributions of \$10,000, \$20,000, \$50,000, \$100,000 and even more. Still others will be asked for gifts ranging from \$1,000 to \$5,000.

**38. How does the contract work for the fundraising consultants?**

The campaign pays the consultants through the City of Chippewa Falls on the basis of time served on the campaign, not on how much is raised. The Park Board pays a small budget for campaign costs such as printing and promotional materials. The consulting fees do not increase if the campaign fundraises more than the goal. The Park Board interviewed seven consulting firms and chose the firm based on their high success rate, their process, total cost, and experience with municipal projects.

**39. Is my pledge be confidential?**

Park Capital Campaign leaders gratefully thank all individuals, businesses and organizations who will contribute to the campaign. Donors' 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.

**40. How can I help?**

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.