



DEWBERRY & DISTRICT AGRICULTURAL SOCIETY

Box 35

Dewberry, AB T0B 1G0

February 14, 2017

County of St. Paul
5015 49 Avenue
St. Paul, AB
T0A 3A4

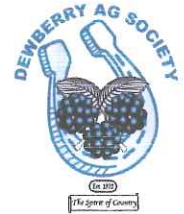
County Councilors;

We have included a brief background/history of the Dewberry and District Agricultural Society's plan to replace the ice hockey arena that was built in the mid 1960's. The arena had reached the end of its lifespan and we have replaced it with a modest structure that will carry us through the next fifty years. We are asking for support from your municipality as there are many residents of St. Paul County that call the Dewberry Arena their home rink.

Thank you for making room on your busy calendar to hear about our project. We appreciate your County staff and their helpfulness in getting this information to you. If Council does choose to provide the requested support please forward notification by email to Holly at the email below.

Sincerely,

Holly Holmen
Secretary/Treasurer
Dewberry and District
Agricultural Society
Box 35
Dewberry, AB
T0B 1G0
Phone (780) 847-2691
Fax (780) 847-2501
dewberryag@gmail.com



We previously sent you the history of our project in May of 2014 and are including it now as background information.

Much has happened with our project in the past three years and especially in this past year. We have moved forward with the demolition of the old arena and have a new steel structure in place that is approaching completion.

We would like to invite the County of St. Paul to share in this future community icons development by providing a cash contribution that would reflect support of your County residents who share in the use of this facility. We have enclosed a map which outlines the Dewberry Minor hockey boundaries that extend into the County of St. Paul. Beyond minor hockey usage we provide a facility that is utilized by many residents of the community of Heinsburg and surrounding areas for their men's recreational hockey team and many other St. Paul County residents enjoy the facility in varying degrees.

Should financial support of this project be approved by your Council we would be pleased to recognize your contribution on our Donor Wall and in any other appropriate manner as laid out in our donor recognition formula as indicated in the enclosed information booklet.

We would be pleased to provide further information should your Council have questions or if you would like us to provide a personal update on this project. Our organization would welcome the opportunity to speak with Council at a time of your choosing.

Thank you for your kind consideration of this information and we anticipate your response and feedback.

Per; Executive and Directors

Dewberry and District Agricultural Society
Box 35 Dewberry, AB T0B 1G0
(780) 871-3677



Our journey began following the completion of a study commissioned by the County of Vermilion River of all recreation facilities within the County boundaries conducted by Paul Conrad and Genivar Engineering. That study identified the Dewberry Arena Complex as one of a few facilities in the County of Vermilion River that were in need of major upgrades. The timing of this study was ideal from the perspective of the Dewberry Ag Society; we had been discussing the need for some professional opinions on how to best approach the future upgrades to our arena-i.e. "Where should we spend our money to have the most desirable impact and what projects should be addressed first, in order to create a proper flow from one repair to the next." Following the studies completed on behalf of the County of Vermilion River, the Dewberry Ag Society contracted the same professionals to complete a more in depth study of the Dewberry Recreation Complex. Armed with the information gathered from the study, and guided by the professionals from that team a plan was developed to renovate and rejuvenate the existing facility. In conjunction with this plan the Ag Society made application to the provincial government for emergency funding to aide in the redevelopment of the Dewberry complex. The request made for emergency funding initiated several visits from Alberta Infrastructure professionals and a second thorough review was made of the Dewberry Recreation Facility by those government professionals. This second review provided us with information that was somewhat contradictory to the assessment done by Paul Conrad and Genivar Engineering. Initial verbal assessment shared at the time of Infrastructure review visits indicated that the building condition was not as repairable as we had been led to believe by the Conrad team. When we received this information from Alberta Infrastructure it was surprising to find their assessment at such polar opposites with previous information. We did, at this time begin to explore other options, as it appeared that a renovation may not be plausible. In summary the Alberta Infrastructure report states:

This building would cost up to 80% of the cost of a new building to repair, however the buildings construction methodologies would guarantee an ongoing high maintenance cost and it would be unlikely to have a useful lifespan beyond fifteen to twenty years. A restoration of this building would not provide good value for money and from the perspective of cost management this building is beyond its service life and requires replacement by a good quality non-combustible construction with a potential lifespan of fifty plus years.

The realization that the building was not repairable took us to CastleRock Contracting Ltd. Their team of designers and engineers has visited our facility numerous times over the past couple of years and have been able to lend some great insight as they have been involved in many such facilities around the province. They also brought on board Paul Anderson, an architect from



N53 Architecture Inc. That firm worked with us to create the drawing you have. Paul has been a great asset in this planning process as he is a hockey player and has the same visions we have from the players' perspective of the facility. We have developed a plan for a steel girder structure with an insulation wrap and metal cladding that will serve the communities needs for at least fifty years.

This facility is an important cornerstone for the entire Dewberry Recreation area. Our service area includes the Village of Dewberry, the Hamlet of Clandonald, the Hamlet of Heinsburg, and the Whitney Lake areas to the north of Heinsburg. We are the "home rink" to all individuals living within those areas and there is a set of criteria and a procedure to follow when requesting a variance from those boundaries. There are strict guidelines in place that govern a player's eligibility to move which definitely include the ability, or consequent inability, of Dewberry Minor Hockey to ice a team in the affected age category. Hockey Alberta is the governing body that has developed these boundaries and they are also charged with strict enforcement of player movement. Although it is the Minor Hockey program that puts a lot of the "fun" in our building it must be noted that it is not Minor Hockey programming that pays the bills. Most of our funding and operational money comes from grant programs. Beyond the "minor hockey" realm we are also home to two senior men's rec teams, one from Clandonald and one comprised of mainly Heinsburg players. The ladies rec hockey team also has players from the above areas plus Marwayne. The Mustangs of the SaskAlta league have players from all the above areas plus Kitscoty, Lloydminster, Elk Point, Bonnyville, Vermilion, Islay and Fishing Lake. We truly are a regional use facility encompassing a large number of communities in the County of Vermilion River, County of St. Paul and beyond. We do have local and regional support for our plan as is indicated by several letters of support that can be supplied on request.

The area population trend is on an upswing and much of that increase is coming from young families moving to the region and constructing new homes which indicates they are planning to remain in the area. Mr. Curt Orbeck, our school principal has provided us with Dewberry school population figures that show a steady population increase of approximately 5%-10% actual and projected growth over a four year time span starting in 2012. This plan is designed as a proactive approach to providing a long term facility that will serve that next generation of users and beyond. This indicates a need for further recreation infrastructure which this project will satisfy. We are trying to meet the challenge on our local infrastructure by developing a facility that will service this generation and will stand strong for at least a fifty year future. We are not starting from ground zero as we plan to re-use the concrete ice pad as well as many of the



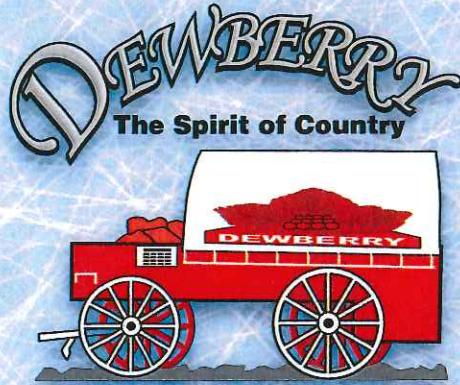
interior fixtures in the existing arena. Our new players' boxes that we had installed a couple of years ago and the new ice plant last fall were all designed to be easily transferred from today's facility into tomorrows. In addition to helping to keep the community healthy and active this new facility would also provide a safe place for youth to meet and socialize. If community recreation facility access is reduced or eliminated the overall prevalence of obesity (a precursor of diabetes and other chronic conditions) in children and youth is likely to increase over time. This facility also plays a key role in the physical education program at the Dewberry School, free of charge as part of our joint use agreement, and has been offered to the Heinsburg School as well, using the same model. They are working on including it in their course plans for next year.

Studies show that a recreation facility is one of the key factors considered when families are moving to an area and more families will have a positive impact on both the Village and the surrounding Counties.

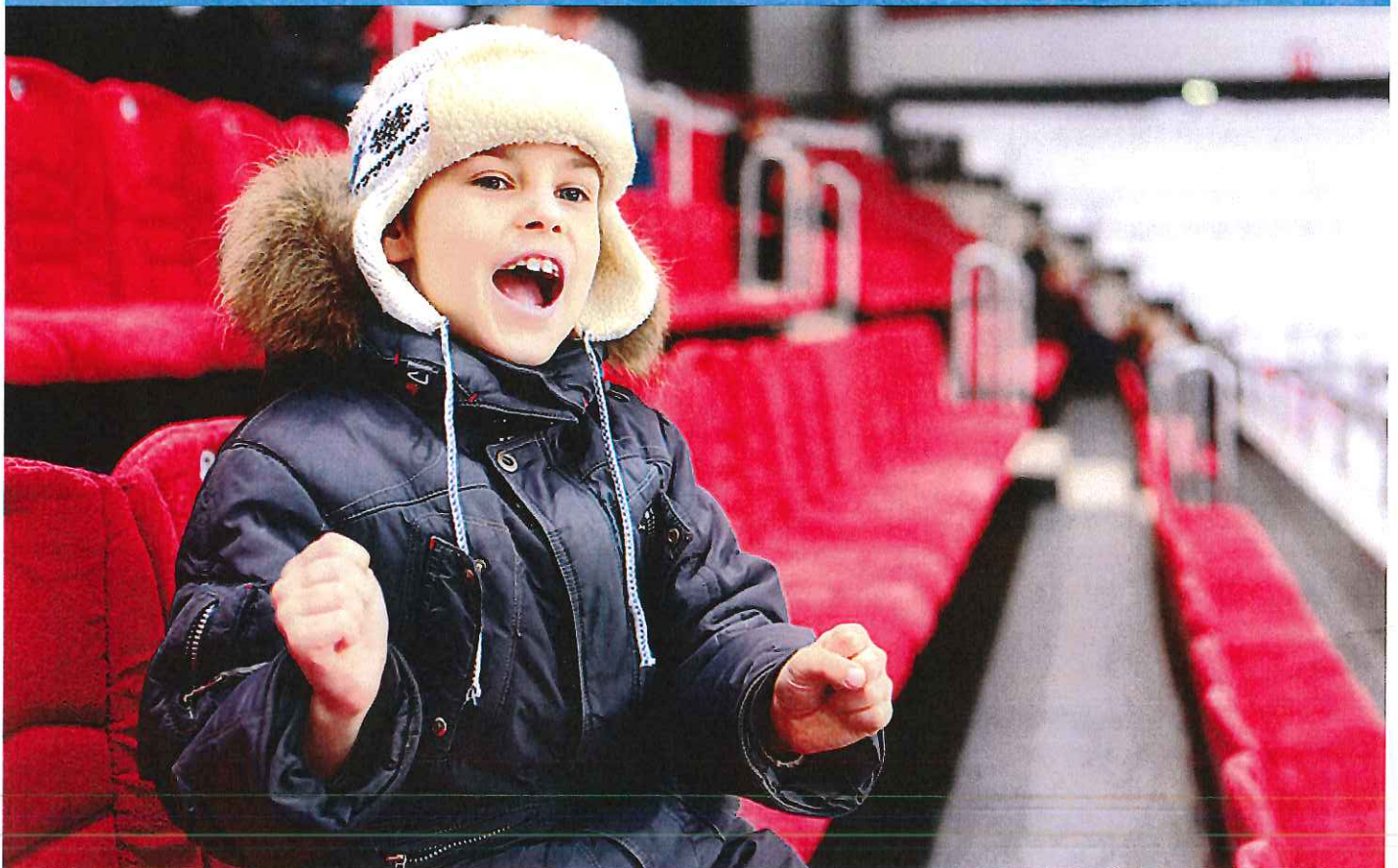
This entire process has been a huge Community Capacity Building exercise...we have developed skills, support and structure within our group and the community. These skills and abilities will continue to grow and evolve. When a community gains these assets the community becomes and remains STRONG. We have worked together to get to this point and we will continue to work together to see this plan to completion. We are Community Builders: A group of dedicated community members banded together to build and grow our hometown. Our Community Building has only just begun as we move forward with this exciting venture that has and will continue to bring together young and old alike.

We are requesting a *letter of support in principal* for our project from the County of St. Paul and its councilors.

Upon Our Past, We Build the Future



CAPITAL CAMPAIGN 2014 – 2016 • DEWBERRY ARENA PROJECT



A Rich Community History

1935

A group of local volunteers decided it was time the village had a skating rink. A grader was used to prepare the ground that later became our present ice slab. They hand flooded the ice with water that was hauled in a 45 gallon drum mounted on a sleigh that they pulled to and from the village well.

1946

Community members iced the first organized senior men's team.

1961

A wood frame was built around the ice surface (22'x85') as well as a waiting room and two dressing rooms. Dewberry Minor Hockey was formed with teams in all age groups.

1965

Village office, fire hall, concession area and washrooms were added to the existing structure.

1968

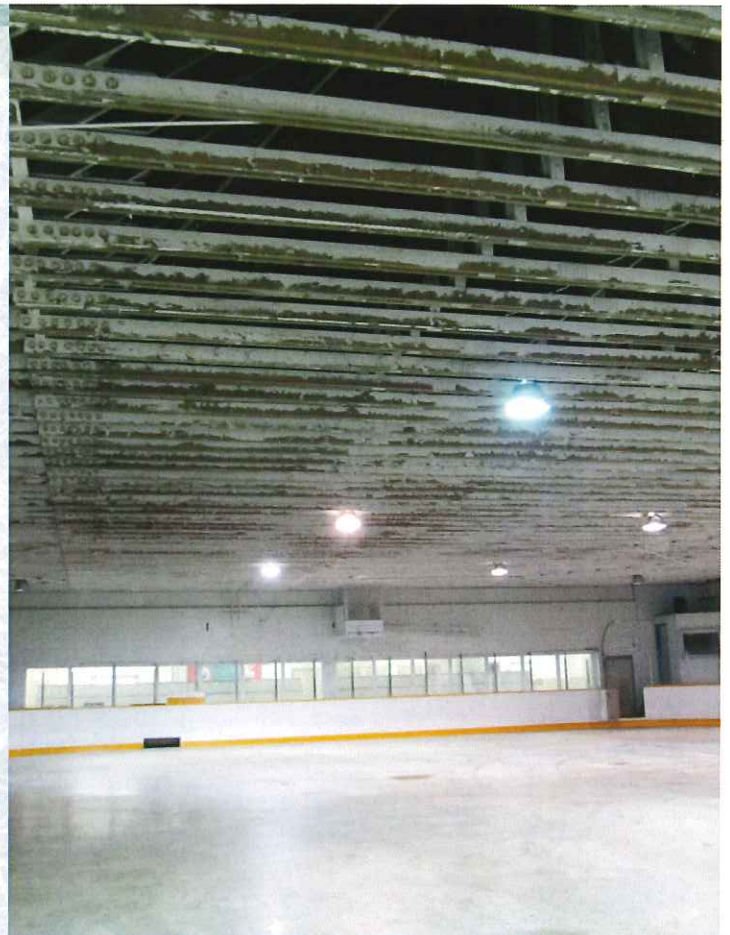
The present closed in arena walls and roof (100' X 186') were built. The first Dewberry Mustang team was iced.

1971

Dewberry's first Figure Skating Club was formed.

1972

The Dewberry and District Agricultural Society was formed and became solely responsible for the operations of the Dewberry Arena.



Why Not Renovate?

Over the years there have been 12 additions to the original building. The numerous roof lines have resulted in an ongoing battle with roof leaks, mold and structural issues.

"...existing building (renovations) would cost up to 80% of the cost of a new building to repair, however, the buildings construction methodologies would guarantee an ongoing high maintenance cost and it would be unlikely to have a useful life span beyond fifteen to twenty years. A restoration of this (existing) building would not provide good value for money and from the perspective of Cost Management this building is beyond its service life and requires replacement by a good quality non-combustible construction with a potential life span of fifty plus years. ...it is very unlikely that the current spaces would be adequate for the demands of the future."

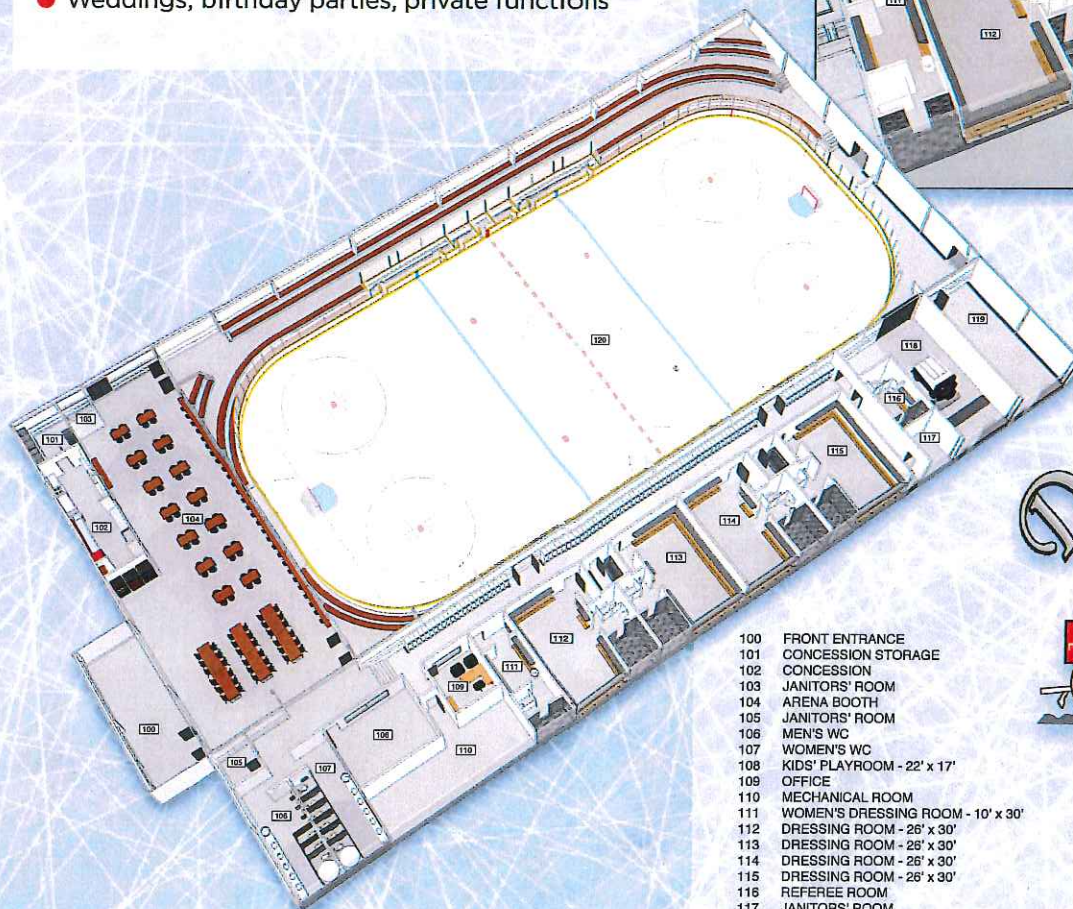
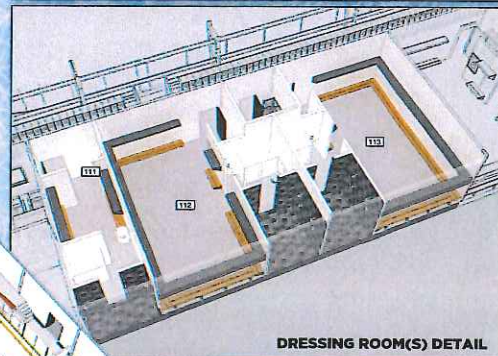
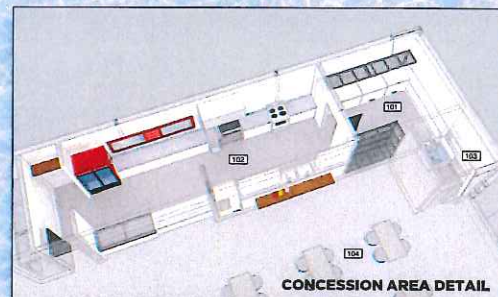
Alberta Infrastructure

Our Vision for a New Recreational Facility

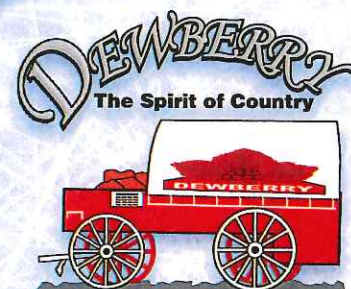
In partnership with the County of Vermilion River, The Village of Dewberry and The Dewberry and District Agricultural Society, a new recreational facility will be constructed. The 35,000 square foot facility will house a new skating arena, viewing area, kitchen/concession, play space, office/meeting rooms and dressing rooms.

The multi-purpose design will be utilized by generations to come for:

- Hockey - recreational, minor and senior teams
- Canskate - learn to skate programs
- Figure Skating, Speed Skating
- School fitness programs
- Agricultural Education programs
- Community gatherings and meetings
- Weddings, birthday parties, private functions

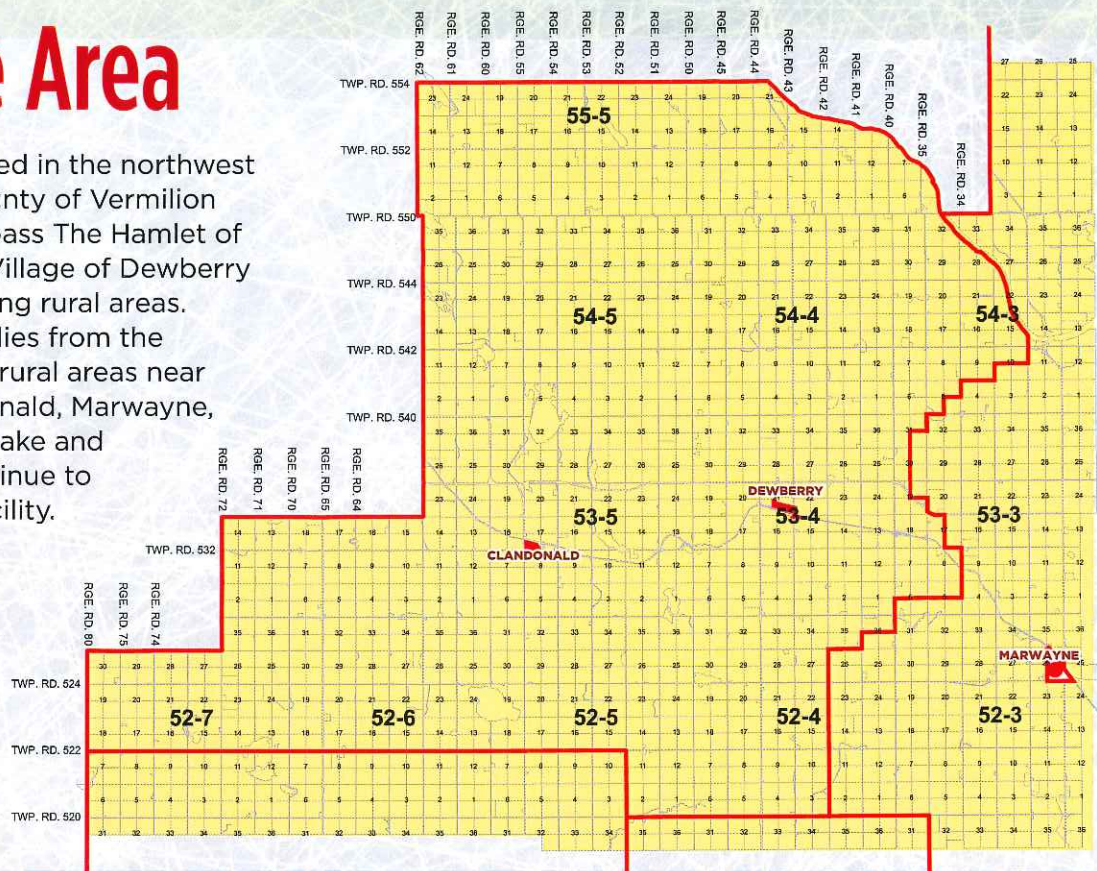


- 100 FRONT ENTRANCE
- 101 CONCESSION STORAGE
- 102 CONCESSION
- 103 JANITORS' ROOM
- 104 ARENA BOOTH
- 105 JANITORS' ROOM
- 106 MEN'S WC
- 107 WOMEN'S WC
- 108 KIDS' PLAYROOM - 22' x 17'
- 109 OFFICE
- 110 MECHANICAL ROOM
- 111 WOMEN'S DRESSING ROOM - 10' x 30'
- 112 DRESSING ROOM - 26' x 30'
- 113 DRESSING ROOM - 26' x 30'
- 114 DRESSING ROOM - 26' x 30'
- 115 DRESSING ROOM - 26' x 30'
- 116 REFEREE ROOM
- 117 JANITORS' ROOM
- 118 ZAMBONI
- 119 ICE PLANT
- 120 ARENA - CAPACITY: 518



Service Area

Dewberry is located in the northwest corner of The County of Vermilion River. We encompass The Hamlet of Clandonald, The Village of Dewberry and the surrounding rural areas. Children and families from the communities and rural areas near Dewberry, Clandonald, Marwayne, Heinsburg, Frog Lake and Elk Point will continue to utilize the new facility.



A new arena will provide many people both young and old a place to gather, a place to have fun, a place to interact socially and a place to go to enjoy some physical activity both individually and as a family. It will provide a feeling of pride to be able to practice, free skate, figure skate and play hockey in a beautiful, new facility where kids can grow up and have their kids grow up to play in as well.

*Kurt and Ashly Bensmiller
2014 Ponoka Stampede and Calgary Stampede
Chuckwagon Champions
Current Arena Managers*

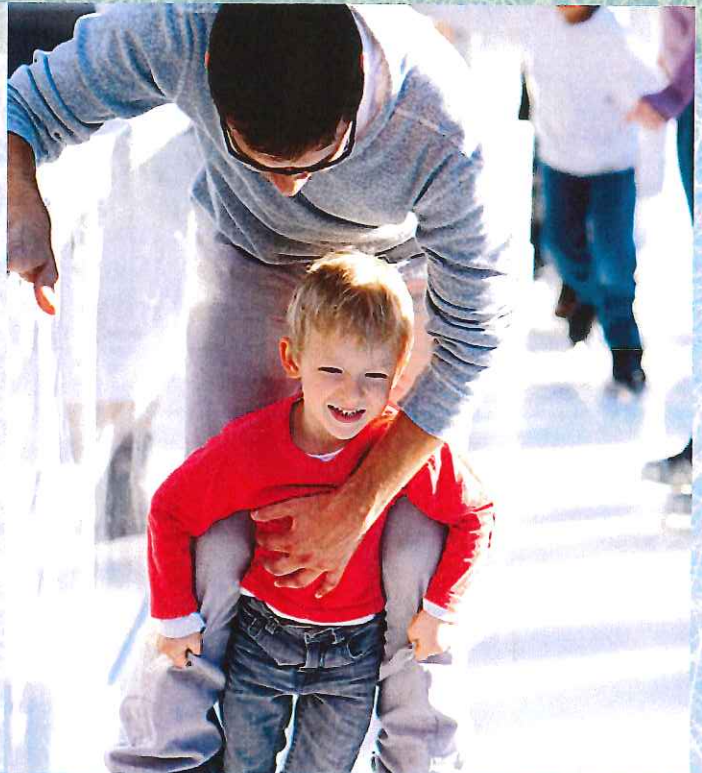


Operation of the New Facility

The existing facility has reported positive cash flows since its construction in the mid 1960s. The newly-installed ice plant will be repurposed for the new recreation facility, resulting in an estimated \$9,000 in energy savings per year. It is anticipated that operational costs will decrease as the new facility will incorporate energy-saving technologies. This facility is one of the few such buildings in the area that is able to operate deficit free due in large part to the dedicated team of volunteers that are instrumental in its operations.

Benefits to the Community

The recreational facility, including the arena, is truly an icon in our community. It is the place where children play, families gather, hockey games are won and lost, and communities in our area connect. Local businesses are utilized to provide products and services for arena operations thus enriching the local economic well being. The facility is the hub that draws surrounding residents to support recreation, local business, charitable work, education, learning and civic pride.



"My family and I have been very involved in all aspects of the Dewberry arena as long as I can remember. It is a place where I have played, coached and watched many children grow, including my own three. I see this facility as an integral part of the future development of this entire region. Dennills Agricenter is proud to be the first corporate financial contributor to this important community project."

Morley Dennill, Dennills Agricenter Ltd.



Your investment will enable us to provide a place where...

Children and Youth

- Participate in local sports programs;
- Stay healthy and fit;
- Build their self-esteem;
- Enhance their engagement in our community;
- Learn the value of community.

Families

- Gather and connect;
- Be an active part of our growing community;
- Create and nourish lifelong friendships.

Project Budget

Revised March 2016

Construction:

\$3,800,000

Capital Campaign Expenses:

\$100,000

Contingency:

\$200,000

Total Project Cost:

\$4,100,000

Campaign Goal:

\$4,100,000

Raised to Date

County Debenture:

\$1,400,000

Fundraising:

\$800,000

Balance to be raised:

\$2,100,000

“Our family has been supporting and utilizing the Dewberry Arena for three generations, beginning with our father, Clarence Goldsmith, who was among the group of people to make the original indoor arena a reality back in the 1960s and '70s. We believe the arena is a crucial part of both our family's and this community's heritage, hockey really is a big part of us all – it's in our family's blood! It is our hope that the legacy will be able to continue on in Dewberry into the next generation with our children's families in a brand new facility.”

The Goldsmith Family



Help Us Build a New Future

Through the generous support of businesses, corporations, government, foundations and individuals, the Dewberry & District Agricultural Society will launch a capital campaign to raise the balance of \$1.9 million for the new recreational facility.



CAMPAIGN TIMELINE:

2015-2018 (three year pledge period)

Contribution Recognition Levels

FACILITY NAMING OPPORTUNITIES

Level	Amount	Naming Opportunity
● Diamond	\$250,000	Facility
● Platinum	\$100,000	Concession (1) Arena Booth/Lobby (1)
● Gold	\$75,000	Home Bleachers (1) Opponent Bleachers (1) Opponent Box
● Silver	\$50,000	Dressing Room (5)
● Bronze	\$25,000	Playroom (1) Referee Room (1) Penalty Box (1) Office/First Aid Room (1)

ADDITIONAL RECOGNITION LEVELS

● Founder	\$10,000	Recognition
● Pillar	\$5,000	Recognition
● Supporter	\$1,000	Recognition

Any amount or level of donation will be greatly appreciated.
Tax receipts will be issued for all donations over \$25.00.

Who We Are

The Dewberry and District Agricultural Society has been a non-profit, Alberta Registered Society since 1972 and a Registered Charity since 1979. We are the volunteer organization that brings the *"Spirit of the Country"* to many area residents. We regularly host community holiday celebrations, agricultural information sessions, children's events, championship celebrations, community suppers and the annual CPCA chuckwagon weekend at our racetrack. Our organization's foremost financial commitment is to the operation and maintenance of the Dewberry Arena. The arena is home to senior men's and ladies, recreational and several minor hockey teams as well as a CanSkate program and is used as a practice facility by local speed-skaters. We have become widely known for the manner in which our organization promotes the fun of sport for all participants. We are proud to adjoin ourselves with other local organizations to promote the fun of sport, and participation by all – evident in our local KID Skate program. We have undertaken the construction for a new ice hockey arena in Dewberry and all funds raised will be allocated to the project. Every dollar you give will go towards the replacement of this timeless icon to guarantee a community for life.

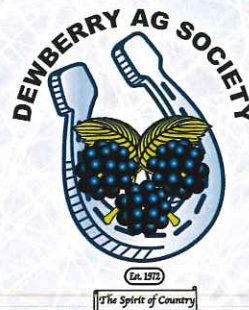


Dewberry & District Agricultural Society

Charity since 1979 Charity Reg # 129820023RR0001

For information on all registered charities in Canada under the Income Tax Act, please visit Canada Revenue Agency www.cra.gc.ca/charities

The Dewberry & District Agricultural Society is planning to raise an estimated amount of \$1,000,000 this year on fund-raising campaigns. It will cost our organization an estimate of \$10,000 to raise this. The money raised will be going to the Dewberry Arena Project. For further information, please contact **Holly Holmen** at 780-847-2691 (Email: dewberryag@gmail.com). Our address is PO Box 35, Dewberry, Alberta and we are incorporated in the province of Alberta.

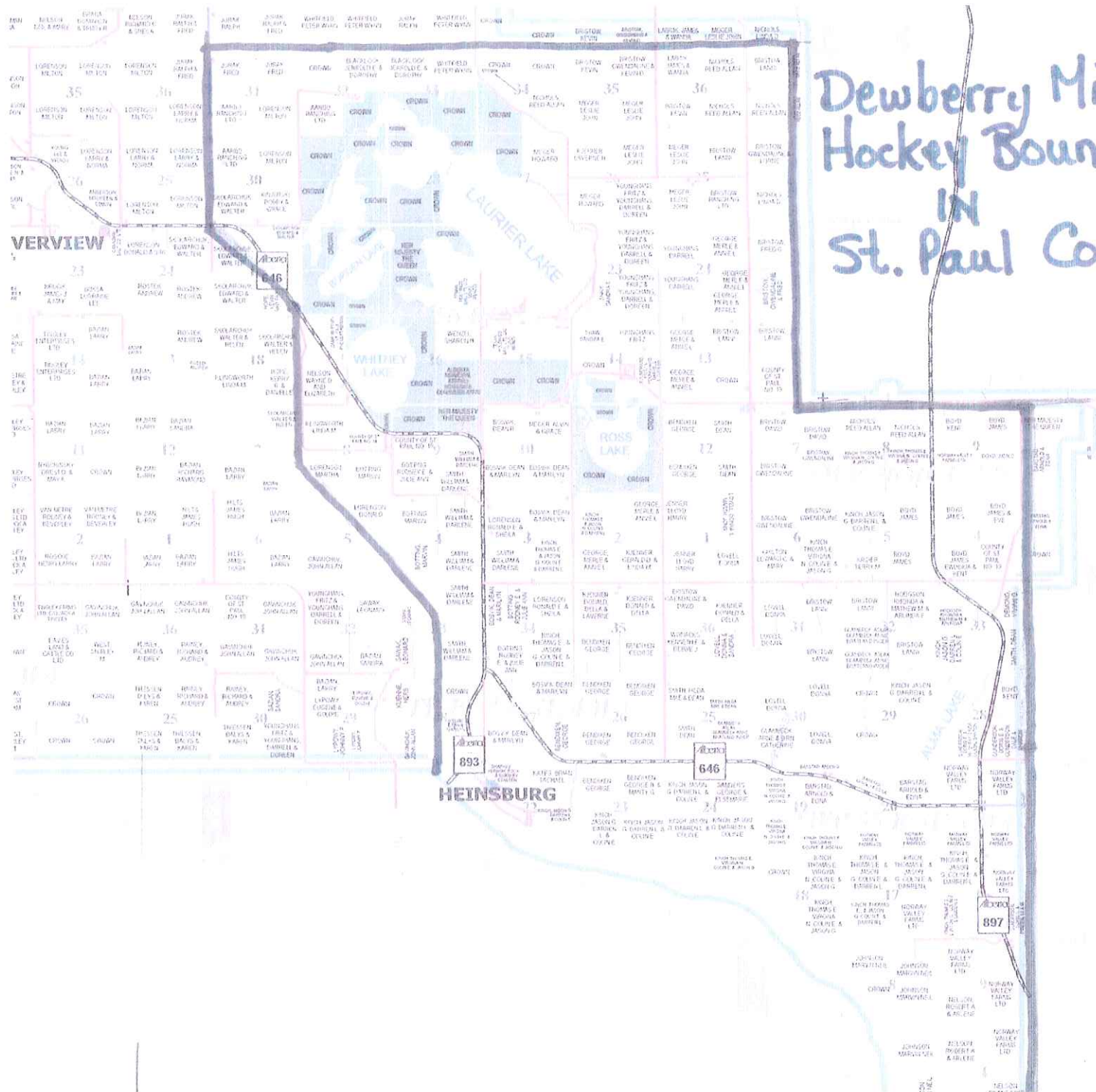


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Dewberry Minor Hockey Boundary IN St. Paul County

HEINSBURG

897