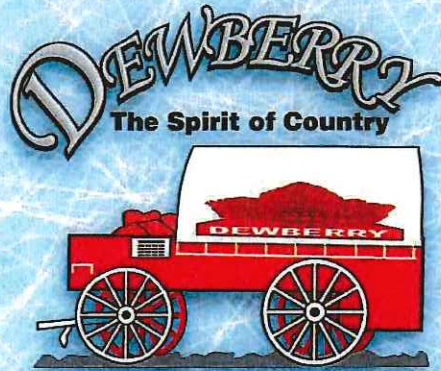
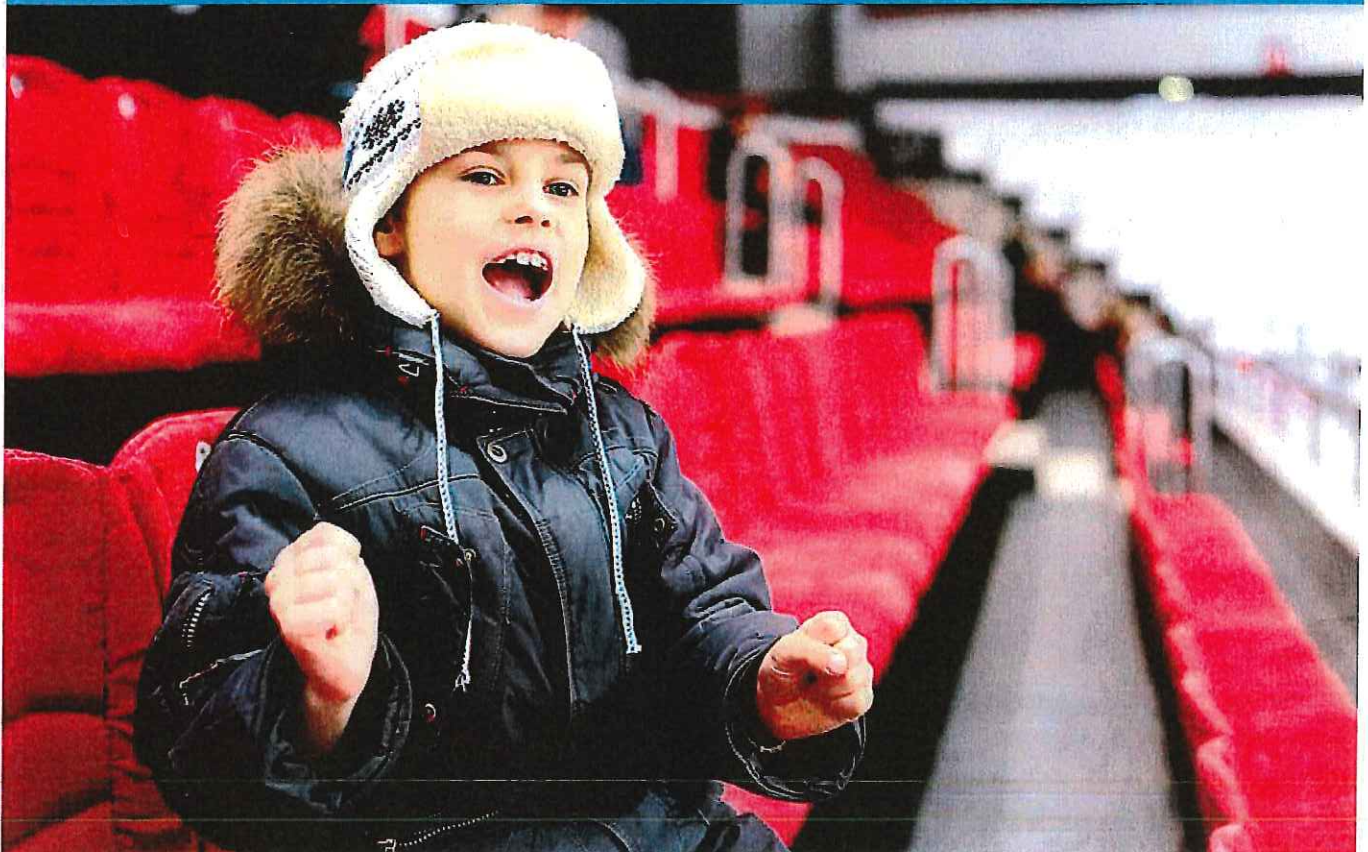


# Upon Our Past, We Build the Future



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**

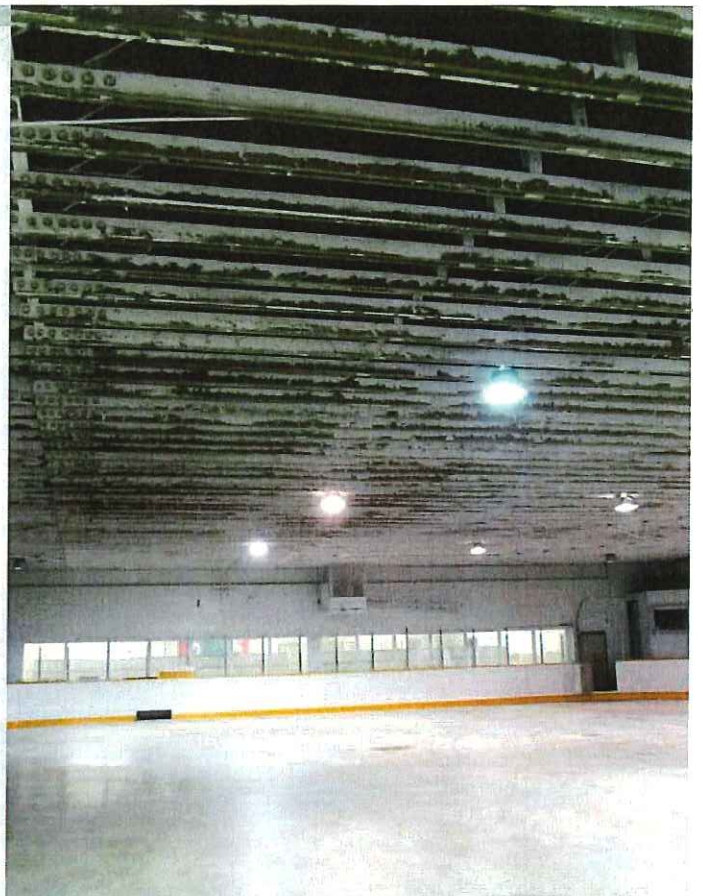
The present closed in arena walls and roof (100' X 186') were built. The first Dewberry Mustang team was iced.

**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.”**

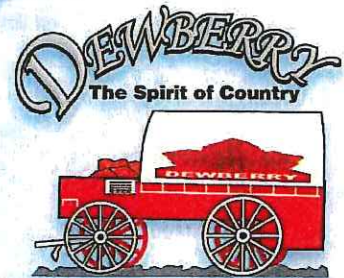
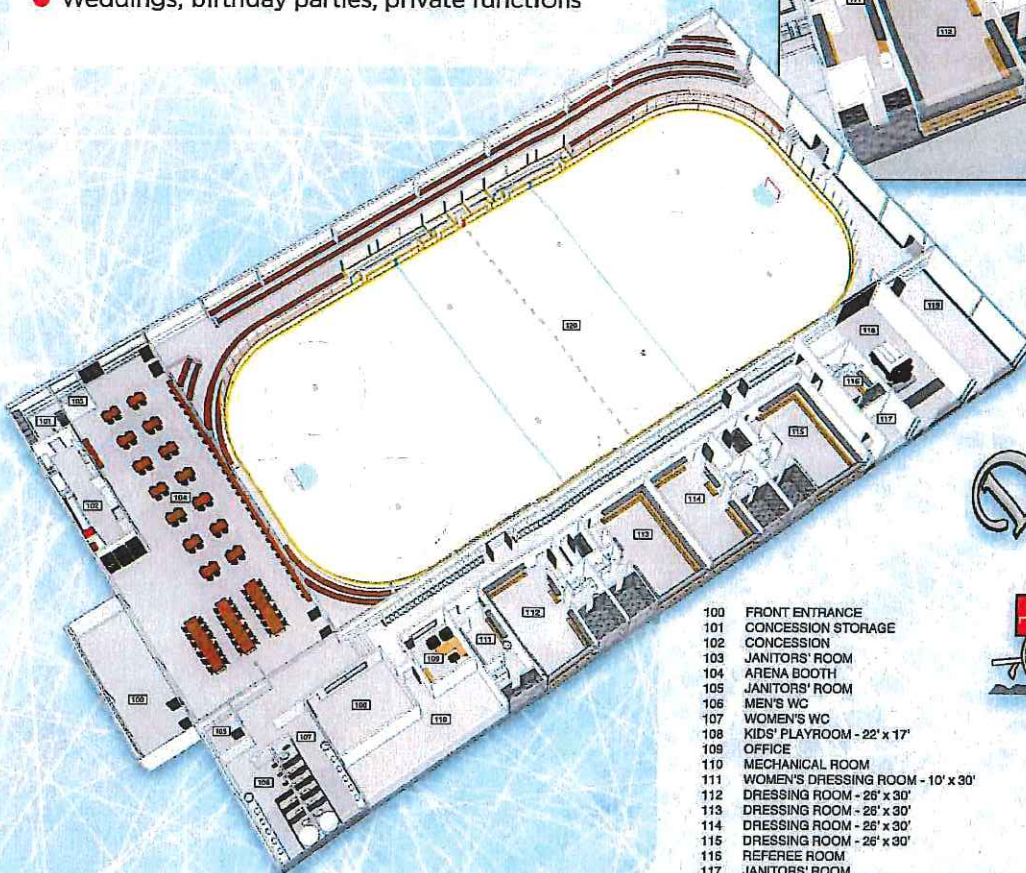
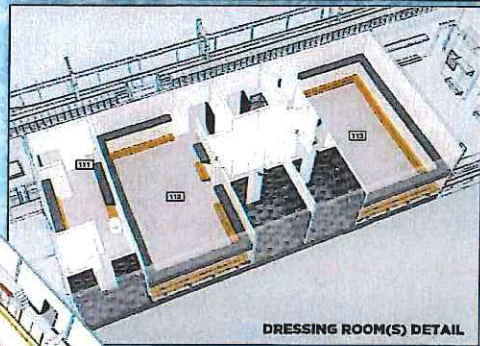
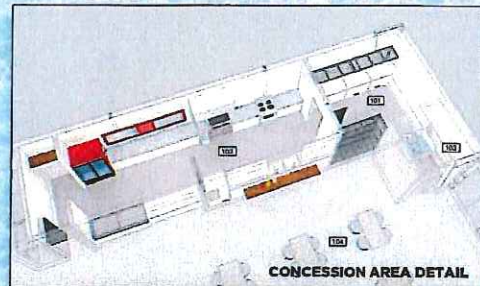
*Alberta Infrastructure*

# 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:

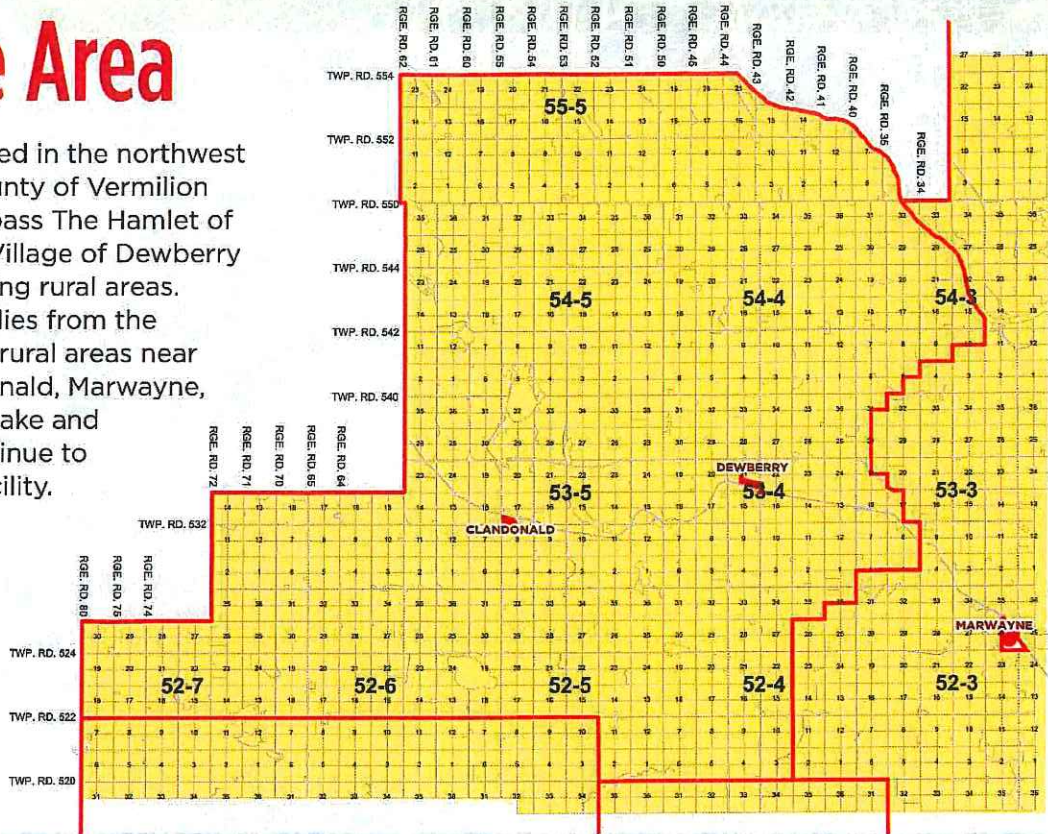
- Hockey - recreational, minor and senior teams
- Canskate - learn to skate programs
- Figure Skating, Speed Skating
- School fitness programs
- Agricultural Education programs
- Community gatherings and meetings
- Weddings, birthday parties, private functions



- 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

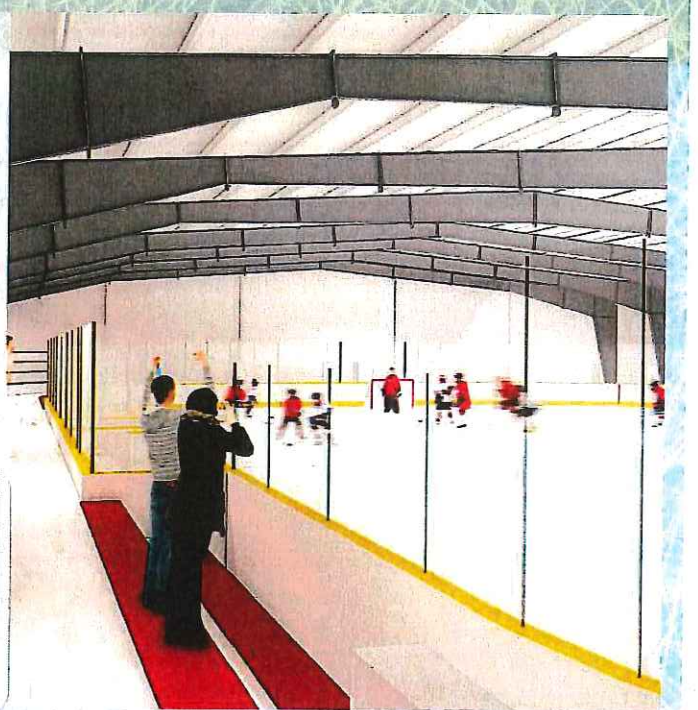
“Our family has been supporting and utilizing the Dewberry Arena for three generations, beginning with our father, Clarence Goldsmith, who was among the group of people to make the original indoor arena a reality back in the 1960s and '70s. We believe the arena is a crucial part of both our family's 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
● <b>Diamond</b>	\$250,000	Facility
● <b>Platinum</b>	\$100,000	Concession (1) Arena Booth/Lobby (1)
● <b>Gold</b>	\$75,000	Home Bleachers (1) Opponent Bleachers (1) Opponent Box
● <b>Silver</b>	\$50,000	Dressing Room (5)
● <b>Bronze</b>	\$25,000	Playroom (1) Referee Room (1) Penalty Box (1) Office/First Aid Room (1)

### ADDITIONAL RECOGNITION LEVELS

● <b>Founder</b>	\$10,000	Recognition
● <b>Pillar</b>	\$5,000	Recognition
● <b>Supporter</b>	\$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.

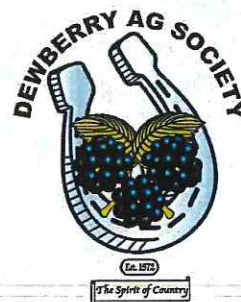


## Dewberry & District Agricultural Society

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](http://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](mailto:dewberryag@gmail.com)). Our address is PO Box 35, Dewberry, Alberta and we are incorporated in the province of Alberta.



Dewberry & District Agricultural Society  
PO Box 35  
Dewberry, Alberta T0B 1G0  
Phone: 780-847-2691  
Email: [dewberryag@gmail.com](mailto:dewberryag@gmail.com)