

# ALTRU SPORTS COMPLEX FUNDRAISING

## **WHERE** will the funds go?

- Donations will be given directly to City of Grand Forks
- Funds raised will be allocated to support ASC building costs or operations

## **WHAT** does fundraising entail?

- Fundraising will be led by Park District Staff
- City & Park District will finalize naming opportunities & campaign materials together
- Campaign information & donation forms will be available online
- Campaign solicitation materials will be sent to user groups, businesses, and others

## **HOW** are donors recognized?

- Types of donor recognition include donor wall, name on/by court, turf, pool or room, etc.
- Size & placement of recognition is based on significance of donor gift
- A letter of intent will define the gift payment options and recognition details

## **WHEN** do we begin?

- Creation of naming opportunities & campaign materials have already begun



# OPERATIONS PROJECTION

	Phase 1	Phase 2	Total
<b><u>REVENUE</u></b>			
Admissions	\$ 93,750	\$ -	\$ 93,750
Rentals	714,320	37,250	751,570
Programming	824,752	262,464	1,087,216
Concessions Lease (Net)	30,000	4,500	34,500
<b>TOTAL REVENUE</b>	<b>\$1,662,822</b>	<b>\$304,214</b>	<b>\$1,967,036</b>
<b><u>EXPENSES</u></b>			
Staff	\$1,027,130	\$198,100	\$1,225,230
Operations	507,855	118,105	625,960
Gas and Electricity*	544,624	135,133	679,757
<b>TOTAL EXPENSES</b>	<b>\$2,079,609</b>	<b>\$451,338</b>	<b>\$2,530,947</b>
<b>TOTAL NET COST</b>	<b>\$(416,787)</b>	<b>\$(147,124)</b>	<b>\$(563,911)</b>

**NOTE:**

- 1. Grand Forks Park District Fiscal Goal:** Limit loss to \$500,000 per year, with an annual inflationary increase
  - 2. City Water and Trash:** City will be covering annual estimated cost of \$69,723
  - 3. Partnership Goal:** Continue and grow partnerships with Altru and other organizations with sports training space
  - 4. Efficiency Goal:** We use sports training space at Choice Health & Fitness, ICON Sports Center, and Altru Performance Center (old Scheels). We are reviewing the best use of each location for efficiency and logistical purposes.
- \* **Gas and Electricity:** This is a significant, unpredictable, and somewhat uncontrollable expense. Park District and City may need to revisit sharing this cost.