

Support the Cuddy Family Midtown Park Chalet Project!



Alaskans love to get outside and Alaskans love parks. Midtown Park is Anchorage's very own 'central park' in the heart of Anchorage. The park has wonderful walking trails, a playground, a pond and a regulation-size skating oval, but it does not have a facility – a chalet – to add to the year-round safety and use of the park.

A coalition of park users and groups has come together to work on building that chalet. We invite you to join us in supporting the effort. Chalet design plans have been developed and \$250,000 dedicated towards construction from an MOA parks bond already exists. This project is shovel ready!

We need your help! Your generous gifts of \$25 - \$200 (or more) will help show widespread community support. These donations will leverage larger gifts from private foundations and surrounding midtown businesses. With your help, we are confident we can bring this project across the finish line.

The "Midtown Park Chalet Fund" a Donor Advised Fund at the Alaska Community Foundation is ready to accept individual donations and grants. Please consider making a tax-deductible gift to the fund, scan the QR code above, or send a check to the Midtown Park Chalet Fund at the Alaska Community Foundation, 3201 C Street, Suite 110, Anchorage, Alaska 99503.





Cuddy Family Midtown Park Chalet Donors

Olympians

Bonnie Blair Cruikshank
Rosey Fletcher
Sue Forbes
Beth Heiden-Reid
John Morton
Aelin Peterson Allegood
Pat Pitney
Bill Spencer
Kristen Thorsness
Betsy Haines
Holly Brooks

Alaska Rock Gym
Anchorage Skates
Alaska Speedskating Club
James Au
Ron & Marie Bader
Stephanie Berge
Carla Beam
Edwin Blair
Cherathe Brown
Jim Bouchard
Bob & Liz Butera
Judy Caminer
Amber Cragun
Joshua Cunningham
Steve Dobson
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Gretchen Moreland
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John Rodda
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Spenard Lions Club
Bruce Talbot
Walter Weaver
Paul Wunnicke
Nora Young



Anchorage Skates



Cuddy Family Midtown Park Chalet

The Chalet Campaign

Mission: Cooperate, collaborate and advocate with Midtown neighbors, businesses and residents to create a safe, well maintained, friendly and fun park for all.

What help could we use from the Midtown Community Council?

Help us put together an hoc Midtown Park Chalet Capital Campaign committee of a diverse group of people committed to improving Cuddy Family Midtown Park.

We need:

- > People that are willing to serve on the active capital campaign.
- > People that are willing to loan their name and prestige to an Honorary/Advisory committee.

We are looking for:

- ❖ Assistance putting together a multi-media presentation to take to the Anchorage Park Commission, Anchorage Park Foundation Board, private foundations, potential donors, as well as Rotary Clubs, Lions Clubs, and other civic organizations.
- ❖ Assistance completing the Foraker Group Pre-Development steps. [What is Pre-Development? | The Foraker Group](#)
- ❖ Advocates and Movers and Shakers – people with the civic gene that know how to get things done.
- ❖ Fundraisers (people that aren't afraid to ask for money).
- ❖ Grant writers
- ❖ Assistance organizing activities and events in the park i.e. The Mother's Day Stroll & Roll
- ❖ Assistance improving the park signage
- ❖ Support to initiate and complete the Midtown Park Master Plan

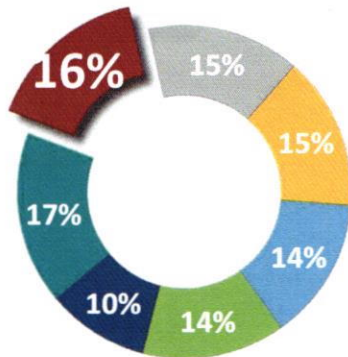


Anchorage Skates

COMPETITIVE MARKET

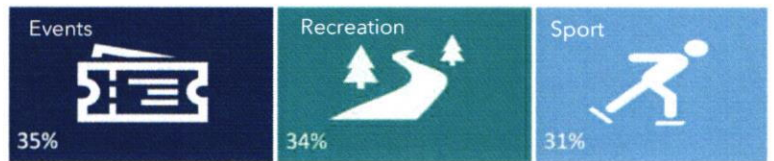
Competitive Market analyzed based on activity, cost and proximity to the proposed chalet.

- Technology
- Midtown Chalet
- Diamon Ski Chalet
- UAA Ice Rink
- Hillside Ski Resort
- Kincaid Park



MARKET SEGMENTS

While everyone of all socio economic backgrounds are welcome to Cuddy Park, the Chalets key Market Segments are youth, youth programs, families and and 20 - 24 year olds; Midtown s largest demographic.



FUNDS NEEDED

We are seeking an additional **\$2.5 million** in funding. Public donations can be made directly to the Midtown Park Chalet Fund at Alaska Community Foundation.



Donate

PRODUCT DESCRIPTION

The Midtown Park Chalet will be owned by the Municipality of Anchorage and Managed by a private Property Management Team. The multi-user recreation center accommodates Rental and Retail categories, hosting events such as as indoor exercise, training, Skate invitationals, weddings, meetings, and more. The chalets construction will increase Midtown Parks current rental rate and demand. Visitors create an ongoing demand by needing to eat, warm up, repair their equipment, or recover from outdoor activity as they visit the park.

Rental

- AV Equipment
- Before/Afterhours Rental
- Event Rental from the Standardized Annual Calendar
- Kitchenette
- Lectern, Tables, and Chairs
- Meetings-Programs
- Multi-Purpose Room

Retail

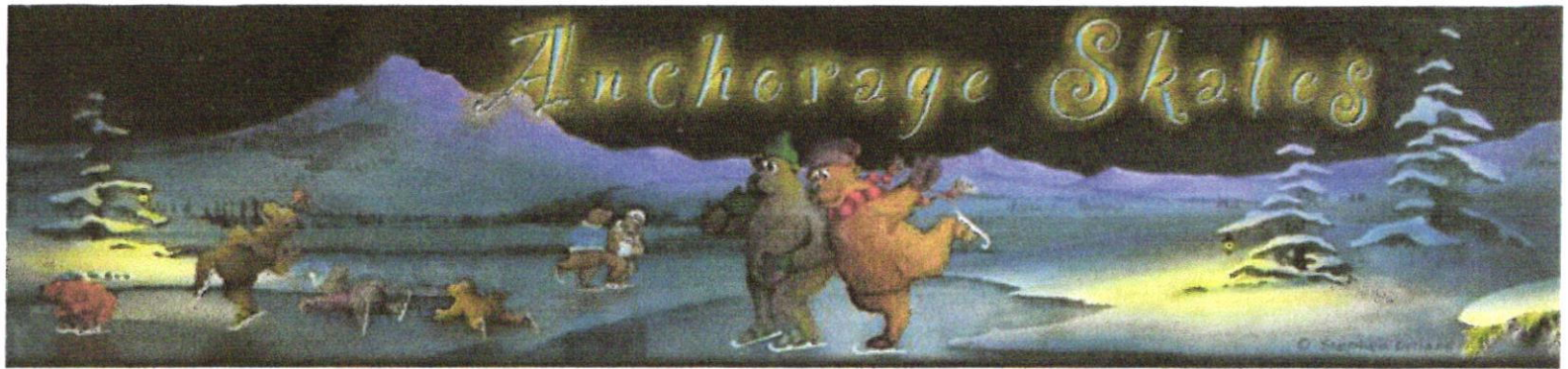
- Food Concessions (Bulk Wholesale)
- Locker Rental
- Retail Apparel and Goods
- Skate Rental
- Skate Sharpening
- Vending Machines (mid-range, private vs rental)

CONTACT US

For additional information, send inquiries to Jim Renkert at xcski@gci.net Want to learn more? Request the business plan and investor's pitch.

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Photography: [Monica Whitt Photography](#)



Vision: A year-round facility where all visitors have a safe and well maintained place to learn to skate, learn to bike ride, socialize, exercise, enjoy competition and engage in healthy lifetime activities. A facility that is used for ice skating in the winter and in-line skating, bike riding and special needs recreation in the summer

Mission: The mission of Anchorage Skates is to complete and develop a sustainable Cuddy Family Midtown Park Skating Oval.

Completion includes the oval's physical characteristics:

- A. Lights *Completed 12/21/12*
- B. Kiosk with informational signs, skating and sponsor information
- C. Benches *Complete*
- D. Outdoor pavilion with a firepit
- E. Warming hut with skate rentals
- F. PA System for music and announcements *Completed 2015*
- G. Better use for oval interior
- H. Curbs

Sustainable means:

1. Excellent annual maintenance
2. Broad based community support as evidenced by regular individual and business donors
3. Making the oval and the park more of a social place for people to meet and recreate. Evidenced by 1) Numerous year-round events, 2) individuals using the oval 3) Diverse groups using the oval
4. An overall Sponsor
5. A robust and sustainable local speedskating club
6. A maintenance endowment

Core Values:

Lifetime Skills – Every child that grows up in Anchorage should have the opportunity to learn to ice skate.

Healthy Park – A friendly, safe and well maintained facility.

Healthy People – A place where people of all ages and abilities gather to recreate and socialize.