

# Circle City Curling Club

## Long-Term Planning Committee Charter

### **Purpose:**

The purpose of the Long-Term Planning committee is to develop and evaluate options for the next 10 to 15 years to position the club to have a sustainable future in the long term. This involves identifying options for short- and long-term leases, acquisition and conversion of an existing building or construction of a purpose-built facility.

### **Background:**

Following a successful fundraising campaign, primarily raising money from existing members, Circle City obtained a lease on a 10,500 square foot space in Anderson at a rental rate well below what was available within Indianapolis or the “Doughnut” counties (this has subsequently been expanded to approximately 13,000 square feet adding change room, lounge and office space). The club invested approximately \$450,000 to convert this to a 3-sheet dedicated ice curling facility. Approximately half of this investment could be removed and taken to a new location, if necessary, but the remainder is permanently part of the existing location. As a result of the hard work and generosity of many members a high-quality curling facility has been delivered. Membership has grown from 65 at the beginning of the 2022-23 season to 207 at the end of the 2023-24 season. Given our current lease costs and utility costs it is estimated that an active membership of 250-300 is required to be long-term sustainable. To accommodate this will require multiple league sessions on multiple nights. While membership growth has been impressive, with many new members living within a reasonable distance from Anderson (Fishers to Muncie), the distance from the Greater Indianapolis area limits the attractiveness of this location to a much larger population base, especially if early evening or late-night playing times are required. Even given this constraint, it is possible that growth will be limited by having only 3 sheets available. The current lease on the facility expires in June 2027 with a provision for it to be renewable at “market rates”.

The Board of Directors believes it is prudent, given these facts, to develop a longer-term vision of how the club can continue to exist and flourish. This includes identifying the actions that could be taken both in the near-term and beyond in order to achieve that vision. While the focus is on the long-term, it is also important to identify how any choices impact what should be done over the next 3-5 years.

## **Deliverables:**

- Evaluation of continuing to lease the existing location for the long-term.
- Identification of location and ownership options for an alternative dedicated curling facility serving the Greater Indianapolis area. These include, but are not limited to:
  - Leasing and conversion of space at a different location,
  - Purchase of an existing building and conversion for curling,
  - Construction of a purpose-built facility on acquired land.
- These options should be evaluated both as an addition to what currently exists and as a replacement for the existing facility.
- Evaluations should include an analysis of the population base within a 1-hour drive of any location as well as the impact of the location on our existing member base.
- An analysis of the risks and rewards of each identified option.

## **Membership:**

The committee should be comprised of 5-8 members, including a committee chair. Desirable experience includes:

- Commercial real estate
- Design and construction
- Financial modelling and analysis
- Procurement
- Contract negotiation and management