

## **FREQUENTLY ASKED QUESTIONS**

### **Where is the ice rink going to be located?**

Adjacent to the soccer fields at Girsh Park, on Santa Felicia Drive in Goleta.

### **Who is the developer of the ice rink?**

The Greater Santa Barbara Ice Skating Association, a volunteer-driven 501(c)(3) non-profit organization.

### **Why is the ice rink being developed?**

To provide a permanent year-round public recreational outlet for young and old in this region. It will be the only ice skating venue on the coast between Oxnard and San Jose. To provide people of this region the opportunity to learn to ice skate and participate in figure skating, ice dancing, ice hockey, public skate sessions, and other activities. To address the needs of hundreds of local citizens who travel at least once a week to ice skating venues outside Santa Barbara County.

### **When will the ice rink open?**

Winter 2011; date based on meeting fundraising and construction benchmarks.

### **What is the estimated cost to build the rink?**

Current estimate is \$8 million, of which more than \$2.2 million has been raised.

### **How will the money be raised?**

Donations from private individuals and families, corporations, and charitable organizations.

### **Are donations tax-deductible?**

Yes, to the extent allowed by law.

### **How will operating costs be covered?**

User fees are expected to cover operating costs. The land and building will be fully owned -- 100% free and clear. There will be no mortgage payments or interest expenses.

### **We heard about this project years ago. Why has it taken so long?**

This is a volunteer-driven project based on donated funds. Wynmark Company made a commitment to the community in the mid-1990s when the Camino Real Marketplace was developed. Several years later, in 2003, volunteers formed GSBISA as a 501(c)(3) non-profit organization. Since that time, these volunteers have worked diligently to secure feasibility research, prepare professional preliminary conceptual designs, and negotiate a formal legal agreement with Wynmark Company for the donation of 1.3 acres of land worth \$1.3 million. Now, with the land donation agreement signed and a strong organization in place, GSBISA is bringing the capital campaign to the public, and actively seeking donors to reach the \$8 million capital goal. Over \$2.2 million has been raised to date.

### **What about the economy?**

While economic conditions always present challenges, current conditions may present some opportunities as well. Recent information indicates that many institutional building projects are being constructed for amounts that are significantly lower than earlier estimates. For example, the City of Santa Barbara Airport Terminal project currently under construction is expected to cost 25% less than originally estimated.

### **What if you are unable to raise the money?**

GSBISA is fully confident that the challenge to raise the funds needed and break ground on a timely basis will be met. If the funding benchmarks in the land donation agreement are not reached, the community could lose the opportunity to have a state-of-the art, non-profit, public ice skating center that will provide recreation for people of all ages for many years to come.

### **Wasn't there another ice rink in Santa Barbara 25 years ago? Why did it close?**

Yes, the Ice Patch operated from 1975 to 1986. It was a for-profit operation owned by families who had personal involvement in ice skating. The motivation to own and operate the ice rink was lost when the family member who skated grew up. Interest costs were high, as were utility costs for the non energy efficient building, and the business did not make money. In the meantime, real estate values had risen, so the rink was closed and the building sold to a developer who converted it into office space.

### **What is different about this project?**

A plan for land and a building that is 100% owned by a 501(c)(3) non-profit organization removes debt service and real estate values as an economic factor. A strong group of volunteers who love ice skating and are willing to roll up their sleeves and do what it takes to make this project a success. A community that needs safe, accessible, year round, day and nighttime recreational venues for adults, children, and families.

### **People don't ice skate in California. Why build an ice rink here?**

Actually, California is a hotbed for winter sports. Ice skating, figure skating, ice dancing, and ice hockey are extremely popular here in California. There are dozens of ice rinks throughout the state, and thousands of Californians participate in ice skating as a regular activity.

Several national, world, and Olympic figure skating champions, including Kristi Yamaguchi and Michelle Kwan, are from California and trained here during their careers. USA Women's Hockey star Angela Ruggiero, who competed in the 2010 winter games, grew up playing in Simi Valley. California is the home of some of the top figure skating coaches and training venues in the world. There are 3 National Hockey League teams and several minor professional league hockey teams in California, each with it's own fan base.

### **What facilities are planned for the ice rink?**

Rink surface 17,000 square feet (200' x 85') with boards and tempered glass, based on National Hockey League standards.

Secondary junior ice rink of 6,000 square feet (100' x 60').

Seating for up to 150 people.

Spectator areas including space for off ice training.

Six dressing rooms with self-contained showers.

A food concession.

Sports shop selling and renting attire and equipment.

Lockers.

### **What kind of activities are planned for the ice rink?**

Public skating, theme events and birthday parties.

Learn to skate program.

Figure skating.

Ice dancing.

Hockey development programs.

Hockey camps and youth and adult hockey leagues.

Hockey and figure skating tournaments and competitions.

Broomball and ringette.

Partnerships with local schools and colleges for educational programs, sports camps, curriculum offerings and social gatherings.

Corporate functions, meetings, team building and social events.

Special events for private use.

### **Does GSBISA have a website?**

Yes. Visit us online at <http://www.iceinparadise.com>.

### **Who should be contacted to make a donation or for more information?**

Please contact:

Ada Conner, Capital Campaign Director  
P. O. Box 478, Santa Barbara, CA 93102  
(805) 879-1552

Greater Santa Barbara Ice Skating Association  
402 E. Gutierrez, Santa Barbara, CA 93101  
ada@iceinparadise.com