

Silicon Valley Curling Center

CURLING - Rich History, Bright Future



- 500 year old Scottish sport
- Exploding in popularity since 1998 Olympics
- Championships fill arenas in Canada

Curling is an extremely social team sport that values teamwork, sportsmanship, communication, strategy, hard work, and fun.

Participation is encouraged across a broad range of ages, physical activity and competition levels.



Fun to watch. Fun to play.

Curling in the Bay Area

- Curling in the Bay Area since 1950
- Currently well over 200 curlers
 - Curling 5 days a week, in 3 facilities around the bay, year round
- Limited by availability and quality of ice
 - Ice quality is “marginal” on mixed-use rinks
- During Winter Olympic cycles, “Learn to Curl” activities sell out every night
 - >2000 people taught during the 2014 Olympic cycle



A dedicated Curling Center will rapidly grow the sport

The Vision

To create a world class curling center on the Santa Clara County Fairgrounds.

Deeply aligned with the county's vision:

A social hub for the community

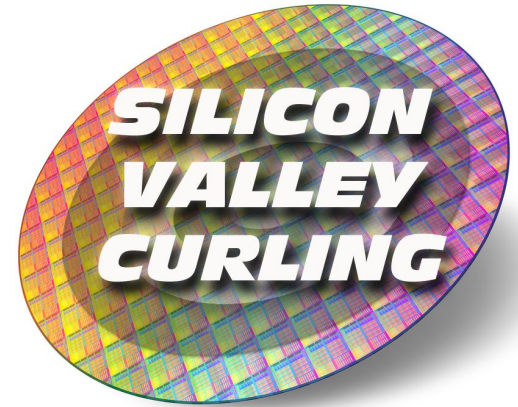
Promotion of healthy lifestyle and community involvement

Unique Landmark Destination: The only dedicated curling facility in California

Complementary to other Fairground activities:

- Summer: Storage or fairground activities, Holiday Season: Ice skating
- Draw curlers to other fairground activities while not competing with them
- Increased concession sales

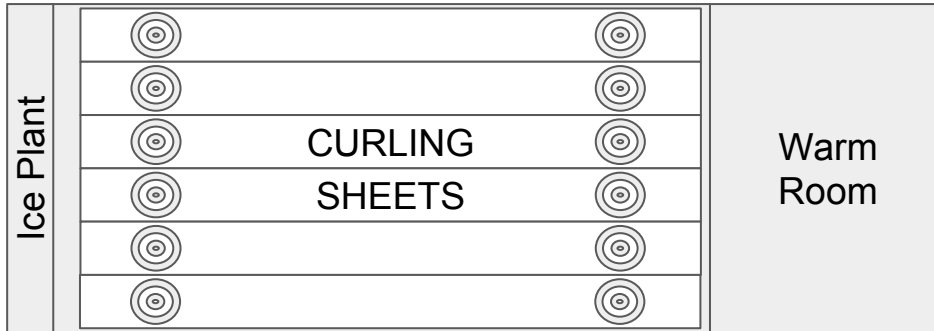
Goal: Open before the 2018 Winter Olympics



Building Plan & Requirements

Approx. 90'x220' facility (~20k ft² or ~½ acre), which includes:

- 6 Curling Sheets (each ~15'x160')
- Ice Plant (~90'x10')
- Warm viewing and socializing area (~90'x55')



*More detailed
floorplan presented in
RFQ Response*

Parking would require additional area or shared with other fairground facilities.

Construction Plans

- Following building recommendations from the World Curling Federation
 - Stressed membrane structure
 - Similar structures in use today by other companies across the Bay Area
 - Reliable, Modern Building Materials
 - High Efficiency
 - Rapid Construction
 - Cost Effective
- Expected Capital Cost: ~\$1.6M



Activities & Revenue

Income generated from:

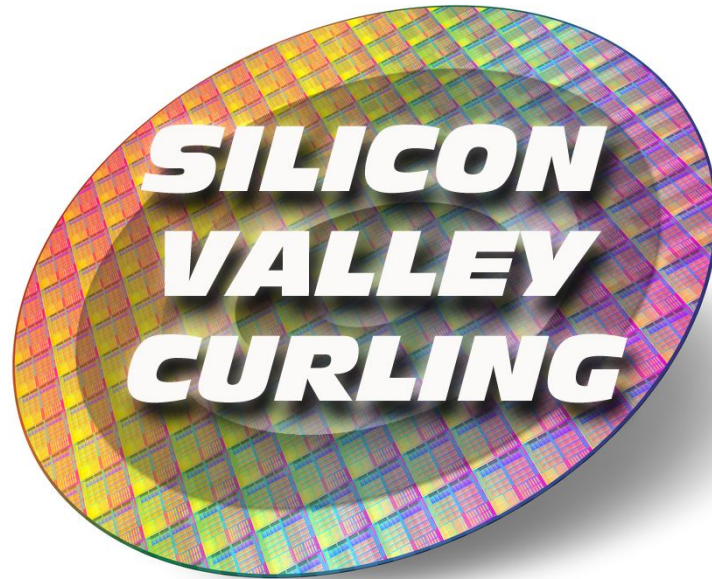
- Learn-to-Curl Events
- Lessons
- Leagues
- Corporate Events
- Tournaments

Estimate 2 Year break-even
on operations



Working with Silicon Valley Curling

*We invite other applicants to work with us
on amplifying our joint vision to build
an optimal community experience
on the Santa Clara County Fairgrounds*



Thank you for your time and consideration.

Contact: info@SiliconValleyCurling.com