

**STATEMENT OF QUALIFICATIONS  
and  
EXPRESSION OF INTEREST  
from the  
SILICON VALLEY  
CURLING CENTER**



Silicon Valley Curling Center  
info@siliconvalleycurling.com

August 22, 2016

Glen Williams  
Asset Development Manager  
Office of the County Executive  
County of Santa Clara  
70 West Hedding Street, 11th Floor  
San Jose, CA 95110

Dear County Commissioners and Board of Supervisors;

Silicon Valley Curling Center (SVCC) is pleased to express interest as an end-user business wishing to build and operate a recreational curling center on one acre of land at the Fairgrounds.

#### HIGHLIGHTS

- End-user business
- Build and operate a recreational and competitive curling center
- 1 acre of land encompassing a new 20,000 sq. ft. building plus appropriate parking spaces
- Silicon Valley Curling Center (SVCC) is a 501(c)(3) nonprofit organization
- Management team has extensive business, fundraising, and curling experience
- SVCC would be California's only dedicated curling facility, and the Bay Area's first since 1963.  
It would be a landmark destination for regional and international players and spectators.

Curling is a 500 year-old Scottish sport that debuted at the 1924 Winter Olympics and has boomed in popularity since returning to the Games in 1998. Players slide 40 pound granite rocks down a sheet of

ice towards a bulls-eye target 125 feet away, while their teammates using brooms work in unison to send each one within an inch of its intended stopping point.

Curlers have built a long history of recreational and competitive curling in the Bay Area by renting ice at hockey rinks. However, we have not been able to keep up with demand because the ice time and quality at hockey rinks is so limited. We want to build a curling rink at the Fairgrounds so we can have more ice at better times - particularly for families - and so we can make higher-quality ice that would enable our local athletes to train for the Olympics, Paralympics and other events. A Fairgrounds curling center would allow us to run many more recreational curling leagues and lessons, and teach more outreach programs to youth, university and wheelchair curlers. It would also enable us to host local and international tournaments, which will draw competitors and fans to Santa Clara County.

If selected, SVCC would lease land from Santa Clara County and assume the capital costs to build the curling facility. The proposed building would be rectangular and include a 10,000 sq. ft. ice surface, ice plant, and "warm room" with a viewing area. This will be new construction with an estimated cost of approximately \$1.6M and will be funded by SVCC primarily through loans and donations from its members. SVCC expects to reach financial break-even operations within two years mainly through membership and league fees, tournament revenue, and corporate teambuilding/training revenue. The management team consists of experienced executives, elite curlers, and curling center managers.

Please don't hesitate to contact us if we can assist you in any way or if you have additional questions or comments. Thank you for your time and consideration.

Regards,

Silicon Valley Curling Center  
info@siliconvalleycurling.com

## **PART 2 - CONCEPT, APPROACH AND OBJECTIVES**

### **VISION AND GOALS**

Our vision is to create a world class curling center on the Santa Clara County Fairgrounds.

The organizers of the Silicon Valley Curling Center (SVCC) are strong supporters of the County's vision for a grand community recreation space. Our goal is to build a curling center that will give people in Silicon Valley a chance to watch and play this rapidly-growing sport. The Bay Area has a strong culture of healthy living and active recreation and has produced many Olympians. The facility we are proposing will promote family sports time and create the first real opportunity for local top athletes to train for national and international competitions.

In most communities with curling centers, they quickly become social hubs due to the spirit of the sport - good sportsmanship, encouragement at all ability levels, and strong social bonds on-and-off the ice. We believe that such a center on the Santa Clara County Fairgrounds would attract both active participants and passive spectators, bolstering the many other activities on the fairgrounds and active community participation.

### **ACTIVE RECREATION**

We will promote active recreation by holding leagues and classes. One of the best qualities of curling is that it can be played by people of all ages and physical abilities at the same time. Pros can play with beginners. Grandparents can play with grandkids. Able-bodied athletes can play with wheelchair athletes. While it only takes twenty minutes to teach people to curl, the key to keeping them playing is building a community. We know how to structure classes and leagues to help players make new friends and expand their social circle.

### **PASSIVE RECREATION**

SVCC will have a comfortable, warm viewing area open to the public, so even spectators who don't want to participate can still enjoy a curling experience. We will host tournaments that draw elite athletes so fans can watch and meet the pros. And our club experts will host TV viewing parties for major tournaments, like the US Nationals and Olympics, so everyone can ask questions and learn more about the game.

### **LANDMARK DESTINATION**

Silicon Valley Curling Center will be a landmark regional and international destination. The center would be the only dedicated curling facility in California, and would provide the best ice conditions and training opportunities in the state - by far. We would also be able to host local, national and international tournaments. Both the World Curling Federation and USA Curling have expressed interest in holding events in Silicon Valley.

## **FAIRGROUNDS BOOST**

In Canada, curling centers are often located within multi-sport rec buildings, so it would be ideal for us to be in a larger recreational area at the Fairgrounds. We expect to bring in hundreds of curlers for leagues, and thousands for learn-to-curl classes, outreach events and watch parties. We hope to partner with other Fairgrounds organizations on special events to attract new visitors and encourage regulars to come more often. Curlers will also boost concession sales.

## **BUILDING SPECIFICATIONS**

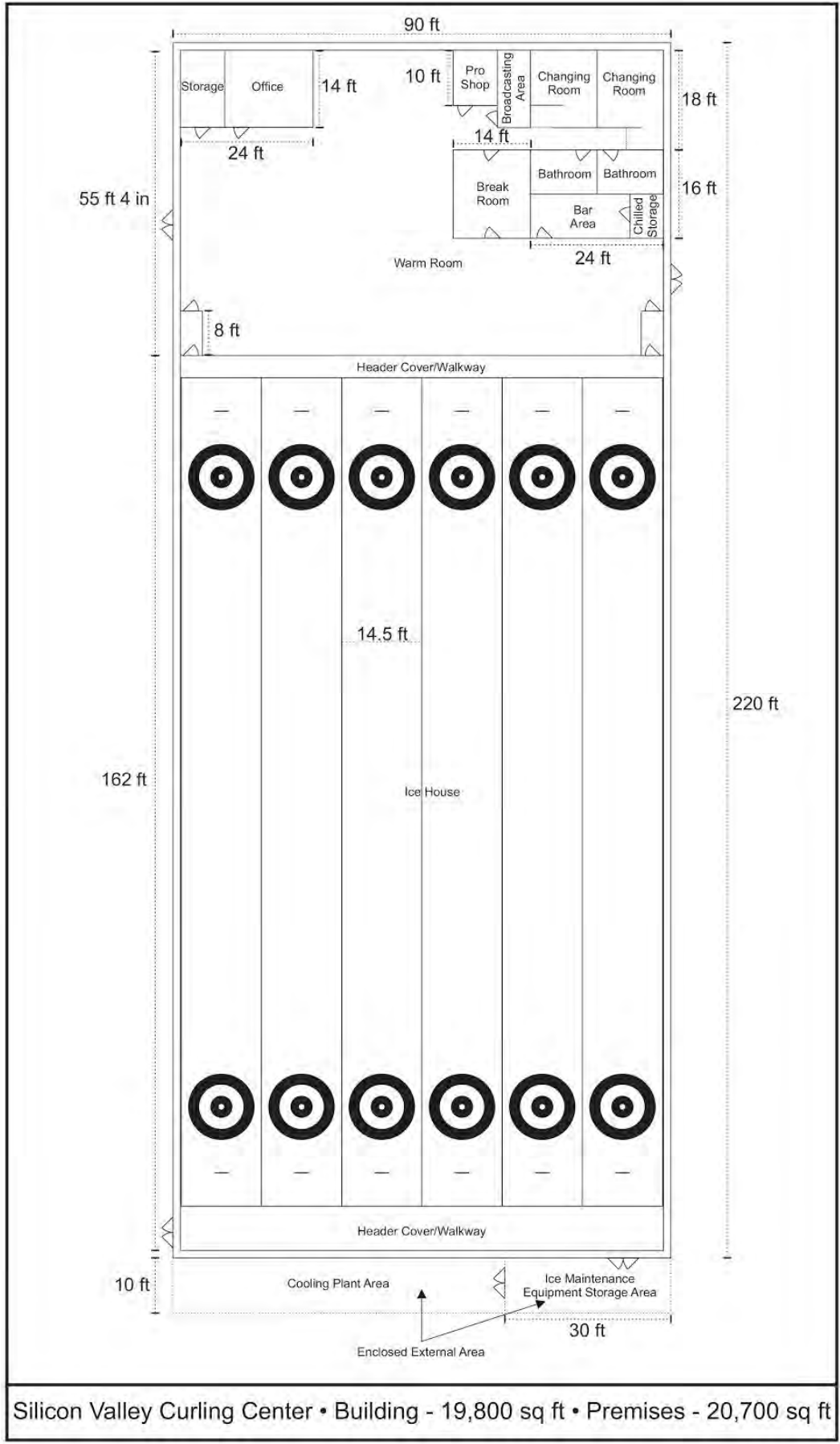
Silicon Valley Curling Center is asking to lease approximately one acre of land from the county in order to build a 20,000 square foot (approximately half-acre) building. As shown in the draft layout, the building includes provisions for food and beverage service for SVC members and guests. A key part of community building is post-event socializing. We are also open to partnering with other RFQ participants to meet this need.

Sufficient space to accommodate parking for curlers and guests (~50 persons per curling session) would account for the balance of the one acre plot. For larger events, we assume that shared/overflow parking would be available either elsewhere on the Fairgrounds or in the surrounding neighborhoods. Public transportation access would also help alleviate the need for additional parking. Traffic flow and delivery/equipment access requirements can be clarified as part of overall site integration as dictated by the Fairgrounds development committee.

We plan to build a 90' x 220' six-sheet curling facility (curling "sheets" are similar to lanes in bowling), similar to the layout on the following page. The building would have a large ice house, as well as a warm section with viewing, changing, and other support areas.

In order to make quality curling ice in an energy-efficient way, we require a specialized ice house. For that reason, it will be easier to build a new building that is a curling-specific structure, rather than retrofit an existing structure. Ice houses must be able to maintain flat 1.5"-thick ice at about 28 degrees Fahrenheit with low relative humidity. This requires special insulation, sun orientation, airflow, height, and access to the mechanical ice plant.

We will use a proven building design based on a World Curling Federation initiative for standardized curling centers. Other curling centers have used Sprung Structures buildings, which have an engineered stressed membrane structure constructed of extruded aluminum arches, integrally connected to an all-weather outer performance architectural membrane. Local examples of this type of building (though not with curling infrastructure inside) can be found at Levi's Stadium (The 49ers store) and Golden Gate Park (The Conservancy of Flowers).



Link to Conservatory of Flowers Sprung case study

(<http://www.sprung.com/case-study/conservatory-flowers-banquet-facility-golden-gate-park>)

Collingwood Central Park Ice Arena, Collingwood, Ontario (hockey rink)

(<http://www.sprung.com/case-study/collingwood-central-park-arena>)

Below are photos of similar structures in use today.



## ACTIVITY SCHEDULE

SVCC will host leagues and classes throughout the day and evening. We expect our heaviest use will be on weekday evenings for adult and family leagues. During the daytime, we will hold leagues and classes targeted at children, seniors, and any other Silicon Valley residents with abundant free time during the day. We will also host corporate events (teambuilding and corporate training), and partner with local schools and universities to hold classes. On weekends, we will run more leagues, classes, and tournaments.

## SHARED SPACE

Although the building would be dedicated to curling most of the year, we would consider offering it for other activities. During the winter holidays, we will consider opening the ice for skating. During the summer, we can remove the ice so that County Fair groups can use the space as an exhibit hall or storage facility. Other curling centers have hosted events like shuffleboard championships and flea markets in the summer.

## **PART 3 - RELEVANT EXPERIENCE**

### **ABOUT US**

The majority of Silicon Valley Curling Center's organizers are current and former leaders of the San Francisco Bay Area Curling Club (SFBACC). We've grown that organization from a small 30-person unincorporated club to one of the largest curling nonprofits in the country over the last decade, with well over 200 members who compete regularly in many US Championships, including the Olympic Trials. The SFBACC currently rents ice wherever and whenever there is availability around the Bay Area, but we are unable to procure enough good slots to meet demand and the ice quality isn't good enough to train top competitors. To continue to grow, we need a dedicated curling facility. We formed the SVCC specifically to build a curling facility on the Santa Clara County Fairgrounds and to develop curling in Santa Clara County and the South Bay.

Our management team includes experience in all the key areas related to curling center building and development, including construction, club management, fundraising, national governing body organization, elite training and competition, and education and outreach program development. Beyond their work in Bay Area curling, one worked as the manager of a major Canadian curling club, leading staff, overseeing building improvements, and hosting World Curling Tour events. Another was a board member of USA Curling focusing on the growth and development of new curling clubs and curlers. And three technology executives have raised money to start and build companies. More detail on individual qualifications may be found in the following section of this report. (Personal information edited out of this version - available upon request)

### **REFERENCES**

The following people can be contacted to provide references for our group's expertise:

#### **Lyle Sieg**

- 2015 World Senior Men's Curling Champion
- Former Bay Area curler and board member
- Executive Vice President of Safety & Operations at Harris Rebar
- Engineer (PE)
- Contact:

lsieg@harrisrebar.com



### **Joe Fox**

- Manager, Granite Curling Club of Seattle
- The Granite Curling Club of Seattle (GCC) is the current top curling center on the West Coast and is home to the 2016 US Men's National Champion team. The GCC has partnered with Bay Area curling for decades to help train our top competitors, including SVCC Director Gabrielle Coleman. Our members have also learned about club operations from Joe and the GCC.
- Contact:  
jfoxm2@gmail.com

### **Jerome Larson**

- United States Curling Association (USCA) Hall of Fame Recipient (the 1st from California)
- Known as the "Johnny Appleseed" of curling for the many clubs he has established
- Lifetime member of the San Francisco Bay Area Curling Club
- Longtime service as board member of the USCA representing the Mountain Pacific Curling Association region and as USCA vice president
- Retired commercial real estate appraiser and member of California State Bar
- Contact:  
jeromelarson1872@comcast.net

## **PART 4 - STAFFING AND ORGANIZATIONAL APPROACH**

### **COMPANY NAME AND ADDRESS**

Silicon Valley Curling Center is a nonprofit public benefit corporation incorporated in Santa Clara County, California. It is also a federally-recognized 501(c)(3) nonprofit.

Silicon Valley Curling Center  
1336 Marilyn Drive  
Mountain View, CA  
94040-3007

California Corp ID number: 3879373  
EIN: 81-1762164

### **ORGANIZATION STRUCTURE**

#### **Relationship with County and Fairground Management**

As previously stated, we expect to be a member of the overall Fairgrounds management organization and would expect to collaborate with other management entities and business operators in order to take best advantage of this opportunity. For example, we would align event calendars to drive attendance, and share facilities like building space, food and parking.

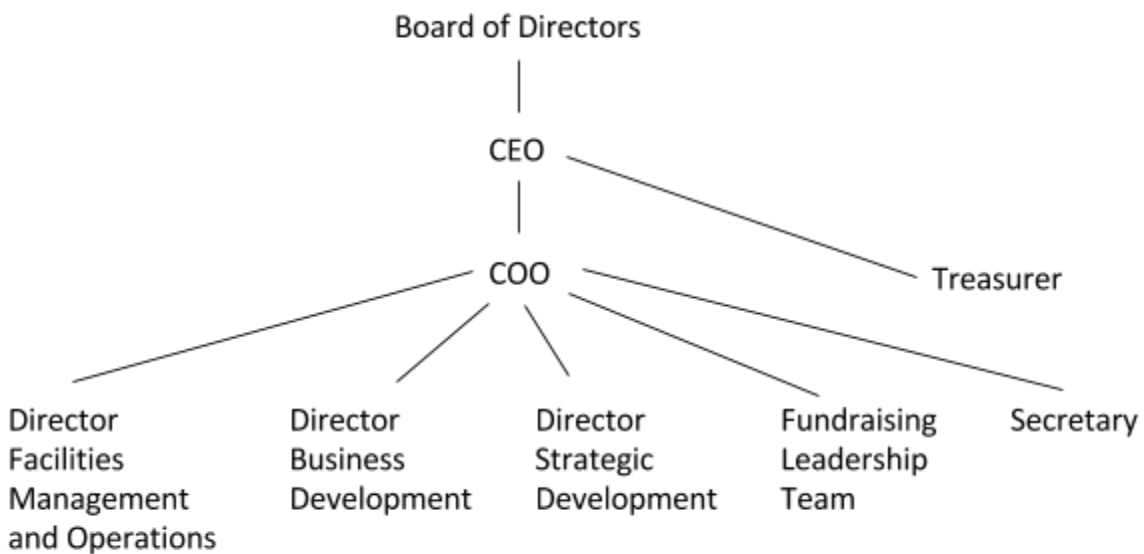
We expect our relationship with the County to be focused on assisting with overall Fairgrounds master planning with the County providing guidance and feedback on permitting and ordinance compliance and assisting with promotion and support of pre-development fundraising as well as post-development activities and events. In particular, we intend to establish relationships with Parks & Recreation departments, school districts, and college and university athletic departments as part of broadening youth and family outreach activities.

## Board of Directors

SVCC has a 5-member board of directors. The board focuses on governance, and the officers on day-to-day operations. At present, three board seats are filled and two remain open as we look to recruit more talent to help us build the center.

## Officers

Our CEO reports to the board, directs the other officers, and is responsible for day-to-day management of SVCC activities and finances.



## Primary Duties of Officers

- Chief Executive Officer (CEO)
  - Oversee SVCC operations
  - Ensure SVCC meets mission and financial targets
  - Direct COO to coordinate other officers and staff
- Chief Operating Officer (COO)
  - Coordinate officers and staff
  - General SVCC business operations
  - Partner with CEO in essential organizational leadership duties
  - Structure and lead organization to meet strategic objectives
- Treasurer
  - Maintain company financial records

- Secretary
  - Maintain company records and meeting minutes
- Director of Facilities Management and Operations
  - Oversee purchasing and construction
- Director of Business Development
  - Media, PR, Marketing
  - Instruction
  - Competition
  - Outreach and Recruiting
- Director Strategic Development
  - Planning
  - Special projects
- Fundraising Leadership Team
  - Create fundraising plan and solicit donations
  - Coordinate activities of fundraisers

## **PART 5 - FINANCIAL CAPACITY AND COMMITMENTS**

Silicon Valley Curling Center is a 501(c)(3) nonprofit created specifically to develop a Fairgrounds curling center. If selected, we would enter into a land lease with Santa Clara County, and pay to build the curling facility.

To fund the project, we plan to raise \$1.6 million plus initial operating costs, to be refined with details on the lease and shared facilities. We will raise funds in a staged approach which will be discussed in more details in our RFP.

Three members of our management team have collectively raised funds exceeding \$10 million for new businesses, ensuring that SVCC has both realistic expectations and executional experience. We plan to raise money through donations, loans from local curlers, grants and corporate sponsorships / partnerships. We already have secured tentative commitments from a number of curlers for hundreds of thousands of dollars. From experience, we know our ability to raise further capital will be contingent upon securing a definitive lease opportunity.