

Experience the Growth!

AGRICULTURAL & RECREATIONAL COMPLEX

The Facility

In addition to the new twin-pad Arena, a new Coliseum and Agriplex will also be constructed as components of the overall complex. Land north of the current Fairgrounds and ball fields is the home of the new complex.

Project Milestones

1. Project Ratified by Stratford City Council, April, 2006
2. Groundbreaking Ceremony, May, 2006
3. Fundraising Begins, August, 2006
4. Arena will open, November, 2006
5. Coliseum will open June 2007
6. Agriplex will open September 2007
7. Grand Opening, Fall, 2007

The Players

1. Ownership / Maintenance: The City of Stratford
2. Design Team: Spriet Associates
3. Contractor: Graceview Enterprises Inc.
4. Site Management: NA Engineers & Associates Inc.

Arena Features

1. Two NHL size regulation rinks (Rink "A" capacity -1386) (Rink "B" capacity - 475)
2. 12 dressing rooms
3. Referee & First aid rooms
4. Walking Track
5. Heated "viewing" lounges
6. Concession and storage areas
7. Community meeting rooms

Coliseum Features

1. Meeting Hall - 2000 person capacity - can be divided into four units
2. Kitchen & Circulation areas
3. Large storage area with loading dock
4. Offices and administration space

Agriplex Features

1. Show barn and activity area with seating for 300
2. Indoor Farmer's Market @ 10,500 sq feet for six offices and support facilities
3. Board room - Meeting room
4. Indoor Sports Fields



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- ▶ Donor Recognition Centre - All donations of \$1,000+ will be listed on our Donor Wall in the Lobby of the new Arena.
- ▶ Pledge Installments - All gifts to the Campaign can be payable over a 5-year period.
- ▶ Charitable Tax Receipt - All donations over \$10 are eligible to receive a tax receipt.
- ▶ Our Thanks - All donations, whatever size, are gratefully acknowledged.



Message from the Chairs



Martin Ritsma
Campaign Co-Chair



Peter Mansbridge
Honorary Chair



John Kastner
Campaign Co-Chair

These are exciting times for the City of Stratford as the agriculture and recreational complex project moves into high gear. This vision has been years in the making and now we can physically see that we will soon be enjoying and using this fabulous facility. It's an honour and pleasure to be a part of this project and we invite you all to *"Experience the Growth!"*

Campaign Cabinet

- Jeff Orr Corporate Gifts
- Steve Mitchell Small Business
- Wayne & Dianne Yundt Community Co-Chairs
- Lorraine Butson Communications Chair
- Doug Downey Communications
- Steve Rae Service Clubs
- Kim Louwagie Agricultural
- Gary West Agricultural
- Liz Williams Campaign Director

Who We Are

Stratford is recognized for its community participation and spirit. The world-renowned Stratford Festival is a product of that "spirit" and came about as a way to revitalize the local economy when the CNR shops closed. Now, once again, we are at a point in our history where we are being asked to step up and make Stratford an even better place to live.

Our beginnings can be traced back to our role as a regional centre for agriculture. We were located on key railway corridors and a wide array of service and industrial activities developed here. Manufacturing and agriculture are every bit as much a part of our community as the arts.

This connection to our agricultural roots is still reflected in the important central role that the Agricultural Society buildings continue to play in our daily activities. Among these buildings is the Rotary Arena that serves as a link between both rural and urban as well as recreational and agricultural functions.

The people of Stratford and area have always been like family that not only lives together but finds the time to play together as well. This family tradition is a defining feature of our community that keeps us together. Walkways through our scenic park system, ball diamonds and soccer fields, parks and schools, arenas and the fairgrounds – all play an important and central role in our daily lives.

The Challenge

As our city has grown and changed over the decades, so too has the demand and expectation for recreational services and facilities. Today, seniors and "babyboomers" are more aware of the importance of a healthy lifestyle and have the resources to pursue regular recreational and leisure activities. That results in a major demand for a wider variety of options and activities to choose from, both for themselves and for their children. Today's youth are more active and involved in countless programs – many of them simultaneously. These activities play an important part in their lives and they require programs and facilities to pursue their interests to the fullest.

Stratford's recreational facilities are already operating at full capacity and there is a current demand for more and more programs and services. With a population of 30,000, Stratford is steadily increasing by an average rate of 3% per year. That means by 2016 we could grow to 43,000 people.

The city operates three arenas and, based on the current population, that works out to one rink per 10,000 people. Compare that to the regional average of just 4,500 people per rink in Huron and Perth Counties. Ice time is already at a premium. Programs are often scheduled just before or just after the school day. More and more adults are playing hockey longer. Every ice user group is reporting an increase in demand and there is explosive growth in girls' hockey.

The Solution

Maintaining quality services and facilities while planning for future demand is a priority for all of us. After extensive strategic planning, the City widely consulted with the community and conducted a number of independent studies to identify the best way forward. This resulted in a comprehensive plan to replace the Fairgrounds facilities. We know that community complexes are prime catalysts for community growth, community activity and community pride.

Our new Agricultural and Recreational Complex will play a lead role as a place for leisure and recreation. Much more than arenas, the facility will play a broader role in the fitness and wellbeing of the community. The expanded facility provides additional space for community activities and events. In other words, the Agricultural and Recreational Complex at the Fairgrounds will remain a focal point of our community. It will support sport tourism and large community special event initiatives such as hockey tournaments, figure skating competitions, community and fundraising events, performances and tradeshows – all contributing to our economy – and all bringing us together!

The Opportunity

The new Stratford Agricultural and Recreational Complex is not simply bricks and mortar, but a declaration of a community's pride in all those who identify with it through their individual lifestyle needs. For your support of this important project, opportunity exists to present a gift to The Fairgrounds Campaign that will enrich not only your life, but the lives of future generations of Stratford and area families. This beautiful facility is your new "Fairgrounds".



Experience the Growth!

www.buildingthefairgrounds.ca