

# **Las Vegas Curling is Homeless**



You Can Help!!!

(Last updated 1/7/16)

### We're Homeless

#### The folks who curl and promote the sport of curling in Las Vegas have no home....

Las Vegas Curling currently has to hold it's curling leagues and events at a local ice arena.

This affects the amount of time we can play as well as the quality of play.

#### **Limited Time Available**

Because of the demand for hockey and ice skating in Las Vegas, we are only able to get "ice time" one night a week - Sunday nights from 10 pm to midnight.

This constrains the number of people that can participate, hinders our ability to grow the curling activities in Las Vegas, and keeps us from meeting the demands for curling from locals and visitors.



#### **Quality of Play**

Because curling is a sport of precision involving the delivery of a curling stone across 150 feet of ice, to properly play, the sport requires:



- level surface,
- clean surface
- proper ice temperature
- proper preparation

The arena in which we play mainly hosts hockey and ice skating events. The ice, when it is our turn to use it, is very rough, pitted and not level. This is bad for curling, which likes level, smooth, clean ice.

### Why is It Important for Las Vegas Curling to Have a Home?

Because Las Vegas has curling history. Curling has been a part of Las Vegas for many years...









1992 - The Olympic ice sport of curling comes to Las Vegas in a tournament held at the Aladdin Hotel

**2010** - after the Winter Olympics in Vancouver, the US Curling Association conducts very successful "Learn to Curl" sessions for the local population.

2011 - the first annual curling tournament is held in Las Vegas - the "Sin City Spiel" drawing 34 teams from Canada and the US. This tournament is held annually attracting U.S. and Canadian teams.

2012 - capitalizing on growing interest in the local Las Vegas population interest in curling, the Las Vegas Curling Club is formed. Instructional seminars and demonstrations are held.

2013 – Leagues are formed and held on a regular basis by the club.

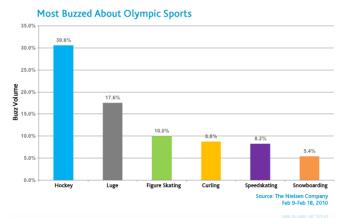
2014 - the Continental Cup of Curling is held for three days at the Orleans Arena (the first time it has been conducted outside of Canada.)

2016 – the Continental Cup of Curling returns to Las Vegas (and the Orleans Arena)

2018 – World Curling Federation Men's Championship to be held in Las Vegas for the first time

### Why is It Important for Las Vegas Curling to Have a Home?

Curling is experiencing a significant surge in popularity for many reasons...



Curling is an Olympic sport. Every four years, it is one of the most widely watched Winter Olympic sports. It FASCINATES people to the point where they want to learn how to play.

According to Nielsen Corporation, curling is the fourth most talked about winter Olympic sport online exceeded only by hockey, luge, and figure skating.

The curling population in the United States is growing rapidly! In Canada, where curling is nearly as popular as hockey, over one million curlers are registered with curling organizations. In the U.S., the number is 20,000 registered and has been increasingly quickly with a lot of room for growth.

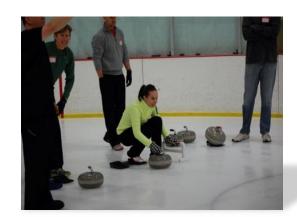


Curling is a sport that almost anyone can participate in. It's easy to learn, easy to play, does not require expensive equipment, and the fees make it relatively inexpensive to play. It has great appeal among millennials, and is also enjoyed by youth and seniors.



It can also be enjoyed by wheelchair-bound and other physically challenged individuals.

Curling is so popular in Phoenix and Denver that they have already established dedicated buildings for curling within the past year.



### The Future of Las Vegas Curling is Here

With a home for curling in Las Vegas, we can do a lot...

#### Without a Home

- We can only curl on Sunday nights from 10 p.m. to midnight.
- Our ability to offer any other activities throughout the year is constrained by the lack of ice time.
- The quality of play is severely hampered by the ice conditions that result from sharing the ice with hockey and figure skating





#### With a Home

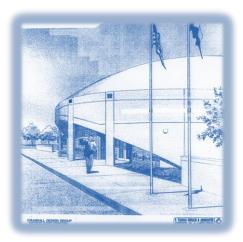
- We can satisfy the community demand for curling!
- Expand our leagues and corporate events
- ✓ Provide instruction and leagues to wheelchair-bound athletes
- ✓ Initiate youth curling programs
- ✓ Offer multiple bonspiels each year
- Expand our corporate team-building event programs
- ✓ Become part of Las Vegas Corporate Challenge
- ✓ Bring curling activities and events to the local college community
- ✓ Develop and offer programs for seniors
- ✓ Become part of Las Vegas' First Friday program in the downtown area.
- ✓ Host US Curling championship events

# **Welcome to the Las Vegas Curling Center**

A state-of-the-art facility planned for downtown Las Vegas.....



- A showcase, modern domed building on 3 acres of land
- dome construction and insulation will provide high energy efficiency (LEED certification)
- 30,000 square feet clear span construction
- Warmed viewing areas for 500+ people
- Central location conveniently serving residents and visitors equally
- 5+ sheets of curling ice
- Estimated total cost \$3 million



# **Help Us Build a Home**

- Donate generously (every penny helps!) at <u>www.gofundme.com</u>
  - Come and play in our Bonspiels (<a href="www.sinsityspiel.com">www.sinsityspiel.com</a>)
    - Buy our unique Las Vegas Curling merchandise















### **Approximate Building Costs**

Land - \$250,000

Building Construction - \$1,500,000

Build-out costs - \$750,000

Equipment acquisition - \$150,000

Bar/Kitchen build-out - \$100,000

Miscellaneous - \$250,000

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TOTAL - \$3,000,000