

# **Raise the Roof**

## *A Campaign for the Future of the Cape Community Arena*



CAPE COMMUNITY  
★  
— ARENA —

Cape Community Arena  
[www.capearena.org](http://www.capearena.org)

## Overview of CCA

Cape Community Arena Group (CCAG) is a volunteer-run 501(c)3 non-profit that operates a seasonal open-air ice rink, the Cape Community Area (CCA) in Cape Elizabeth, Maine.

CCA began operations in the winters of 2021 and 2022 as a temporary, community-scale, back-yard style, unchilled rink behind Town Hall which hosted open skate and informal pick-up hockey - all free of charge. These first two winter seasons acted as a 'proof of concept' and there was overwhelming positive feedback from the community.



Working towards the goal of a permanent arena, CCAG engaged engineers, designers, and town officials to select a permanent site at Gull Crest, town-owned land containing sports fields and trails.



The inaugural season at Gull Crest in 2023 provided 430+ hours of ice time and had 150+ Cape Elizabeth youth participating in skating and hockey programs. The most recent season (2024) offered an expanded set of programs & community events, including more than 650 hours of ice time, learn to skate and play programs, adult and youth hockey leagues, school practice and game time, and community events. Open/family skate continued to be offered for free. More than 100 volunteers and nearly 300 donors made rink operations possible.

## The Vision

We envision the CCA to be a four-season, multi-purpose covered arena that will provide safe, healthy, family-oriented skating experiences in the winter and host year-round, multigenerational activities in spring, summer and fall. It will be a community gathering place for recreation, socialization, and cultural activities. Once built, the arena will be donated to the Town of Cape Elizabeth to own and manage as a town amenity.



## The Challenge

*While the rink and the skating programs have evolved and improved each year, one thing has remained constant: the rink is always dependent on the weather and the availability of our amazing volunteer network.*

This winter, the rink closed 26 times because of poor weather conditions and 2,000+ volunteer hours were spent on ice maintenance due to rainy, warm and/or snowy conditions. Adding a roof will mean that we do not have to operate at the whim of mother nature and will also extend the skating season by an estimated 1-2 months, equivalent to adding 300+ hours of family/open skate and programs.



Over 100 volunteers have been the heart and soul of CCA since its inception. However, the amount of work it takes to keep the rink operational isn't sustainable without a roof to protect the ice from the elements. **If we want this incredible community amenity available for years to come, we need to fund critical capital improvements now.**

In addition to the absence of a roof, the lack of permanent changing rooms and viewing areas prevent the rink from being considered an attractive site to host revenue-generating tournaments, leagues, school practices/games. These amenities will mean the arena can be used year-round for activities like summer camps, fitness classes, pre-season training, events, and more. Lastly, a covered arena in town will also provide access to affordable, local ice time at a reasonable time of day to local hockey teams.

## The Plan

CCAG is embarking on a \$5 million dollar capital campaign to bring our vision to life. We will:

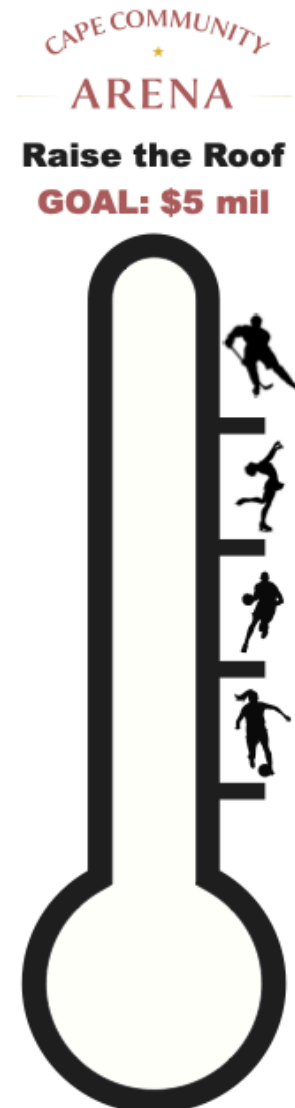
- **Lay a permanent foundation:** this will make maintaining the ice rink easier and allows for installing other types of flooring to support year-round activities.
- **Purchase a chiller:** the seasonal chiller rental is the rink's single largest expense to the tune of more than \$60,000 per season. Purchasing a chiller outright will cut that expense by more than half.
- **Build a roof:** this will maintain an open air feel while ensuring reliable skating time and extend the skating season.
- **Add amenities** that are necessary to make the rink usable and attractive for fee generating rentals: bathrooms, changing rooms, viewing room, concessions, etc. These amenities will be available to the community at Gull Crest year round.
- **Fund the first five years of operations.**



*Preliminary architectural renderings. Design has not been finalized.*

## The Costs

Item	Cost
<b>General Requirements and Conditions</b> (permitting, insurance, site supervision, temporary job site facilities)	\$213,000
<b>Concrete</b> (building foundations and slab)	\$415,000
<b>Masonry</b>	\$70,000
<b>Metals</b> (building and roof)	\$980,000
<b>Rink Floor Construction and Installation of Chiller</b>	\$855,000
<b>Ice Chiller</b>	\$250,000
<b>Mechanical</b>	\$140,000
<b>Electrical</b>	\$315,000
<b>Earthwork</b>	\$400,000
<b>Finishes</b> (Doors, Hardware, Etc.)	\$80,400
<b>Incentals and overages</b>	\$100,000
<b>Operating Fund</b>	\$1,181,600
<b>Total</b>	\$5,000,000
<i>Preliminary budget numbers.</i>	



## Why Now?

The future of the Cape Community Arena is uncertain. The amount of volunteer work it takes to keep the rink operational isn't sustainable. A roof and other improvements will ensure that this incredible town amenity can continue to serve our community now and into the future.

The expected contributions to the population served by the rink go way beyond ice time. CCA exists as a community gathering place and safe recreational activity for people of all ages. With no teen center or free outdoor drop-in program for youths and teens in Cape Elizabeth or nearby, CCA gives young people a safe place for social interaction, connection to others, and opportunity for physical activity to support their health and well-being.

The rink benefits more than kids and teens. Last year, the US Surgeon General raised an alarm about the public health crisis of loneliness, isolation, and lack of connection in our country. The CCA is a place that brings people of all ages together and provides an opportunity for social interaction and recreation. The rink has even become a gathering spot for non-skaters, who volunteer their time as rink supervisors or come as spectators. If you have ever visited the rink, you know the magic it has brought to our community and beyond.

Adding a roof and permanent amenities to CCA is also critical to the long-term economic vitality of the arena. Additional rink rentals, tournaments, and learn to skate/play programs made possible by capital improvements will generate revenue that will make the rink self-sufficient and able to expand free open skate opportunities.

Bottom line: the rink is accessible, inclusive, used by people of all ages, encourages people to be active, and to connect with their community. We need to act to keep it that way.

## Join Us!

Make your mark at the Cape Community Arena! Our goal is to raise \$5,000,000 in immediate, pledged, and deferred gifts of cash, securities, real estate, IRAs, annuities, trusts, and other assets. Donations of all sizes will help us "Raise the Roof." All donors over \$1,000 will be recognized on a Donor Recognition Wall.

If you'd like to designate your name to a specific piece of the project, know that naming and/or memorial opportunities are available. When you give at one of the below levels, you will lend your name to a space that supports engaged and active lifestyles for our community. Generous donors have already stepped forward for the items marked "**reserved**."

<i><b>Giving Levels</b></i>
Legend: \$500,000+
Hall of Fame: \$250,000+
Champion: \$100,000+
Coach: \$50,000+
Captain: \$25,000+
Varsity: \$10,000+
Hat Trick: \$5,000
Playmaker: \$1,000+
Fan: up to \$999



***“The Cape Community Arena has been a true community resource, providing safe and enriching experiences for people of all ages and abilities,” said Julie Furt, Cape Community Arena Group’s Board Chair. “A naming-rights opportunity offers a chance to showcase your commitment to the future of this wonderful amenity.”***

<b><i>Naming Opportunities</i></b> <i>Multi-year pledges available</i>		
Arena Name	\$3,000,000	Available
Ice Sheet Name	\$1,000,000	Available
Lobby	\$100,000	Available
Concession Stand	\$75,000	Available
Locker Room 1	\$50,000	<b><i>Reserved</i></b>
Locker Room 2	\$50,000	<b><i>Reserved</i></b>
Locker Room 3	\$50,000	Available
Locker Room 4	\$50,000	Available
Referee/Gender neutral changing room	\$50,000	Available
Arena Scoreboard 1	\$50,000	<b><i>Reserved</i></b>
Arena Scoreboard 2	\$50,000	Available
Penalty Box 1 (home)	\$25,000	Available
Penalty Box 2 (visitor)	\$25,000	Available
Team Bench (home)	\$10,000	<b><i>Reserved</i></b>
Team Bench (visitor)	\$10,000	Available
Ticket Office	\$10,000	<b><i>Reserved</i></b>
Scorer’s Bench	\$5,000	Available
Arena Seating	\$1,000	Many Available

*Advertising opportunities for businesses will continue to be available.*

**Donate by check/mail:** CCAG 40 Cross Hill Road Cape Elizabeth, ME 04107

**Donate online:** [givebutter.com/CCA-Raise-the-Roof](https://givebutter.com/CCA-Raise-the-Roof)

Contact Julie Furt at [julie@capearena.org](mailto:julie@capearena.org) to discuss naming opportunities, multi-year pledges, and donations other than check and credit card.

## Donor Policies

The Cape Community Arena Group is a 501(c)3 organization and donations are tax-deductible to the extent allowed by law.

Donors selecting a naming opportunity will be recognized both on the Donor Recognition Wall and at the selected location.

All naming opportunities are subject to the approval of the CCAG Board of Directors.

Naming opportunities and gift levels are subject to availability and subject to change.

Multi-year pledges (not to exceed five years) are permitted with the approval of the Cape Community Arena Group Board of Directors.

Suggested wording for named gifts include: "Through the generosity of" or "In Memory/Honor of"

## What Users Love about CCA

"Community engagement and all it brings to Cape as a town"

"Everything: sense of community, a place to have fun."

"That it brings the community together and that even kids that have never played hockey are starting to enjoy it!!!"

"So many things! There are so many wonderful programs. I love how accessible it is to so many groups - early skaters, family skate, stick and puck, middle school, high school, ladies, pond hockey, and adult skates! It is an amazing community resource and brings people together. "

"The amount of ice time available to kids to enjoy being active and being outdoors. The way in which the arena has brought the community together."

"I love how it has brought our community together and encouraged in our children a love for skating. I honestly love how low key it is."

"Youth programs and open skates. I love that the town has a safe place for teens to hang out on weekends. The rink has helped keep my family healthy and active this winter"

"The rink has served as an incredible winter activity for our family that keeps us outdoors, active and local and has been a great way to connect with the community. We love that it's an inexpensive winter activity too so it feels inclusive to the entire community"

"It's wonderful having a free, easily accessible activity for families during the winter. It's also a great way to introduce kids to skating, which could lead to participating in skating-based sports, but is also just great for their overall physical development (balance, coordination, etc.)."

"Programs for all ages, free programming, safe and fun space for kids to hang out, community aspect, such varied options for programs."