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March 14, 2016

To Whom It May Concern:

I am very pleased to see the professional approach that the Broadmoor Curling Club is taking in pursuit of dedicated curling ice in the Colorado Springs area, and would like to take a moment of your time to speak to their idea of creating a "destination venue."

As an employee of USA Curling since 1996, I have seen this 500-year-old Olympic winter sport emerge in the USA from an oddity in the shadows and fodder for late-night talk show one-liners into a sport that people just can't seem to get enough of. And we have barely scratched the surface of potential in this country.

Membership in USA Curling has more than doubled since the sport's "coming out party" around the 2002 Olympic Winter Games in Salt Lake City, and **more than 40 new clubs** have been created around the country. Curling can be found in all but six or seven states now, yet I firmly believe that the current list of 20,500 registered curlers is but a drop in the bucket compared to what it can be.

This lifetime sport of fitness and finesse is ready-made to be accessible to people of all ages and abilities, including to those wheelchair-bound or without sight or hearing. You don't have to look far up the road to the **new dedicated curling facility in Denver** to see the potential for participation in the Colorado Springs area. That club has only struggled with meeting the capacity for demand since opening its doors in October 2014. This past year alone the Denver facility **hosted 80 corporate events** around regular curling schedules, and has a **waiting list of 250 people** who want to play in leagues.

My USA Curling colleagues and I have also been involved with the planning and programming at new business model curling facilities in Blaine and Chaska, Minn., two cities in the Minneapolis-St. Paul metro area. Similar to the TopGolf concept and other entertainment outlets, these are truly destination venues that operate year-round. The old definition of a "curling club" does not really apply. The curling clubs are customers of the facilities, much like bowling clubs or leagues might be customers of their local bowling alley. This also provides much more flexibility for the venue owners to fill off-peak times and accommodate people who may just want to rent ice for a few hours vs. becoming full-time league curlers. This same model has been proposed in the massive Kingsbridge Armory indoor ice complex in the Bronx.

USA Curling is committed to the continued growth and development of curling across the nation. Our investment in national promotions and media exposure are one way in which we help foster local development, whether it is through the Curling Night in America series on NBCSN, or Street Curling exhibitions at iconic events such as the Super Bowl. Likewise, our investment in helping USA's elite curlers achieve their dreams in the Olympic and Paralympic disciplines also seeds further growth.



MEMBER: UNITED STATES OLYMPIC COMMITTEE » WORLD CURLING FEDERATION



We have partnered with the aforementioned facility in Blaine to create our first U.S. Olympic Training Site for curling, and I can see great potential in having another site on dedicated curling ice in the Colorado Springs area, given our close partnership with the U.S. Olympic Committee in all things high performance related. A destination venue for curling there seems like a multiple-win opportunity – for the venue owners/operators, our organization, and the surrounding communities as well as the many curlers who will travel from afar to play and train there. Please don't hesitate to contact me if you have any questions for me or would like additional information.

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Sincerely,



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