



Indiana/World Skating Academy





# INDIANA/WORLD SKATING ACADEMY: *We have fun down cold*

*[T]he economic impact of the Skating Academy is similar to that of a manufacturing firm, creating spending and employment benefits of a considerable magnitude year after year with relatively little notice. The Skating Academy is an important and consistent contributor to the economy of the Indianapolis area, to the diversity of its sports activities, and to the overall quality of life in the community. Its success has bred competition as new skating facilities have been constructed in the region. In the past ten years, the Skating Academy has evolved from a unique and novel facility to become an integral part of the sports and entertainment scene in Indianapolis.*

—Bruce L. Jaffee, Department of Business Economics & Public Policy,  
Kelley School of Business, Indiana University

## **AMATEUR ATHLETICS HELPED PUT THE CITY OF INDIANAPOLIS ON THE MAP.**

But long before Indianapolis built its best-known sports facilities and headquarters, the city gained a leading position in the field of skating and ice-based competition and training.

Indiana/World Skating Academy (I/WSA) attracts skaters from throughout the United States and beyond to train with some of ice sports' finest coaches. Headquartered at Pan American Plaza since 1987, I/WSA brings competitors and spectators to Indianapolis for ice-based events, and direct revenue to the city in the form of tourist dollars. Since 1988, I/WSA has bolstered the Indianapolis economy by an average of \$14,799,000 each year. In 2006, this year-'round facility hosted 223,640 visitors: 133,440 from outside Indianapolis and/or Marion County, generating a direct economic impact in excess of \$26,260,000 for the year.

I/WSA also attracts members of the community who want to learn to skate, for their own and their families' enjoyment or to pursue a competitive goal. It broadens its community support by donating skating-rink time to local not-for-profit groups and organizations for their own fundraising events.

But I/WSA faces an imminent threat to its ability to enhance quality of life for local families and their children, attract world-class athletes to train and compete, and inject a steady revenue stream into the local economy. Indiana Sports Corporation is selling the property in which I/WSA is located, and has asked I/WSA to vacate in April 2008. Although the Indiana General Assembly budgeted a one-time appropriation of \$4,000,000 to help I/WSA build a new home on a suitable site at the State Fairgrounds, I/WSA must raise an additional \$6,000,000 to fund construction of its new training and competition center.

I/WSA can expand its reach to become a preeminent resource within the world of ice sports—but only in a facility capable of supporting that goal.





STATE OF INDIANA  
OFFICE OF THE GOVERNOR  
State House, Second Floor  
Indianapolis, Indiana 46204

Mitchell E. Daniels, Jr.  
Governor

Dear Fellow Hoosiers:

Indiana's future depends on a healthy population. As a state, we need to support institutions which help us raise healthy children, and become and remain healthy adults. At the same time, we treasure those of our institutions which enable us to show our competitive spirit and rise to the top of the athletic competition.

Indiana/World Skating Academy is just such an institution. Its enduring contribution to the economic health of our state is well documented. For 20 years, I/WSA has been bringing competitors, spectators, and revenue to Indiana. It has helped athletes train for events in all forms of ice-based sport. It brings families together to learn to skate and build habits for healthy lifetimes. Its goals and programs make it an ideal partner resource in INShape Indiana, our healthwise state initiative designed to provide a framework for personal or organizational fitness.

I/WSA is poised to build a new home at the Indiana State Fairgrounds. Doing so will help maximize the value of our Fairgrounds for a wide range of visitors. It will make the Fairgrounds a destination for groups and individuals who formerly would not have an ongoing reason to visit. And it will help Indiana retain an institution which otherwise could be lost to another state.

Please support Indiana/World Skating Academy with a generous donation to its capital campaign. I/WSA's new headquarters is a worthy addition to the Indiana State Fairgrounds – and keeping I/WSA in central Indiana is important for all of us.

Sincerely,

*Mitch Daniels*





Greetings:

Indianapolis is proud of its role as a home and host of amateur sports activity. Indiana/World Skating Academy is one of the longest-standing, most productive of the organizations which establish our place in the world of amateur athletic training and competition. Its contributions to our cultural life and our economic health help define and elevate our city.

For 20 years, I/WSA has brought the drama of competition and the joys of community athletic participation to Indianapolis. Please join with me in celebrating and supporting an organization whose defining role in amateur sports is matched by its defining role as an Indianapolis institution. I applaud I/WSA's efforts to build a new headquarters commensurate with its accomplishments and significance as one of the country's foremost sports organizations.

Your support of I/WSA shows your commitment to Indianapolis, its defining institutions, its love of amateur athletics, and its future.

Sincerely,

*Bart Peterson*  
Bart Peterson



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## AN ILLUSTRIOUS HISTORY

**HOW DID INDIANAPOLIS BECOME A PREEMINENT VENUE FOR ICE SPORTS?**  
The answer spans more than 50 years of community and athletic history.

In 1952, the Indiana State Fairgrounds Coliseum hosted the United States Figure Skating Association Olympic trials. Four years later, figure skating coaches Danny and Rose Ann Ryan began building a nationally competitive program in Indianapolis. One of their teams won the United States Junior Dance Championships in 1959 and the United States Senior Dance Championships in 1961. En route to compete in the 1961 World Championships in Belgium, the entire U.S. skating team was killed in a plane crash, including Coach Danny Ryan and his star team.

Despite these grievous losses, the training program founded by the Ryans in Indianapolis continued to succeed. In 1963, Rose Ann Ryan brought Coach Ron Ludington to Indianapolis. Here, he worked with the local team of Judy Schwomeyer and Jim Sladky, who won five United States National Championships in ice dancing. Schwomeyer and Sladky originated the Yankee Polka, which became a compulsory dance for worldwide competition and garnered them an invitation to demonstrate their sport at the 1968 Winter Olympics in Grenoble, France. Their mastery convinced the International Olympic Committee to include ice dancing in all future Winter Games.

With the completion of Market Square Arena in 1974 and the continued strength of figure skating in Indianapolis, the city sought and won the right to host the 1982 United States Figure Skating Association Championships. This week-long event, held January 25-31, 1982, became the most financially successful national competition in USFSA history and the model for future championships. On the strength of that success, the Indianapolis figure skating committee received an invitation to bid for the 1987 World Figure Skating Championships. Although the competition was awarded to Cincinnati, the bid to host it sparked construction of a twin-surface skating facility in downtown Indianapolis.

I/WSA opened its doors at Pan American Plaza on November 13, 1987. Its slate of competitive and community events spans 20 years of continuous successes.

- ★ Year-'round public skating sessions since 1987, hosting 700,000 skaters in its first 10 years of operation alone.
- ★ Learn-to-Skate Program since 1987, providing instruction to participants ages three and up, along with local and regional competitions. The Spring Fling competition has become the model for United States Figure Skating's basic skills competitions. Learn-to-Skate participants include entire families, as well as instructors who are graduates of the program.
- ★ Competitions since 1988.



**THE TEAM FROM INDIANA AT THE 1963 NATIONALS IN LONG BEACH, CA**

**BACK ROW:**

Sandy Schwomeyer (I/WSA coach; World Team member, alternate)  
 Jim Pennington (World Team member, alternate; from Evansville, IN)

**SECOND ROW:**

Sally Shantz Urban (World Team member)  
 Stan Urban (World Team member)

**THIRD ROW:**

Patty Gustafson (World team member and National Pairs champion)  
 The late Pieter Kollen (World team member; National Pairs champion;  
 I/WSA Program Director; developer of the K-Pick® skating blade)

**FRONT ROW:**

Rose Anne Ryan (Coach; widow of Coach Danny Ryan)  
 Ron Ludington (World and Olympic coach)





- ★ Figure Skating Summer School since 1988, attracting skaters annually from the U.S., Canada, England, France, Mexico, Russia, Scotland, Turkey, and Ukraine for nine weeks of comprehensive training.
- ★ Celebrity Series Sports Medicine and Science Camps since 1988, attracting beginners through advanced skaters from the U.S. for an annual one-week program featuring a World or Olympic coach. This program has become the prototype for United States Figure Skating regional training camps.
- ★ Amateur hockey since 1988, including youth and adult teams, leagues, camps, and competitions.
- ★ Special Olympics Indiana Ice Skating State Competition since 1988.
- ★ Summer junior-high, high school, and adult hockey leagues since 1989.
- ★ Jump and choreography clinics for figure skaters since 1989.
- ★ Private facility rentals for community groups since 1989.
- ★ Indy Speed Skating Club since 1989.
- ★ United States Figure Skating Association sanctioned test sessions since 1989, evaluating U.S. skaters six times yearly.
- ★ Weight room membership open to the public since 1991.
- ★ The Indiana State High School Hockey Tournament in 1991.
- ★ District Officiating Clinic since 1991 for hockey officials in nonprofessional leagues.
- ★ National Special Olympics Figure Skating and Speed Skating Championships in 1992.
- ★ The Indy Classic Adult Hockey Tournament, a four-state invitational, since 1992.
- ★ Professional Accreditation and Certifying Education (PACE) study program since 1996 for coaching education. Presented with the Professional Skaters Association, this nationally attended event has been expanded to other cities.
- ★ The Circle City Sirens women's hockey club since 1997.
- ★ Circle City Curling Club, Indiana's only such organization, founded in 2007.
- ★ Curling clinics and leagues since 2007.

Among the individuals who have trained and taught at I/WSA are U.S. National and Olympic champions, Special Olympics World Champions, NHL stars, and World, Olympic, and National coaches. I/WSA is the only facility in Indiana with Professional Skaters Association Master Rated Coaches in singles, free dance, and pairs, with a total of 12 ratings among four coaches. Eleven I/WSA skaters have won novice- and junior-level medals at the United States National Championships. Three pair teams have won gold medals at the United States Junior National Championships. Of the 78 Winter Olympic events, I/WSA offers training in the 10 for which Indiana citizens can train locally.



# CONTRIBUTIONS TO THE COMMUNITY

Large short-duration sporting events such as the NFL Super Bowl bring many out-of-town visitors to a host city and provide a short-term influx of local revenue from those visitors. By contrast, I/WSA injects revenue into central Indiana in a steady, year-'round flow from smaller numbers of visitors (including participants and spectators) to a large number of events. This revenue stream is just that: a steady contribution to the local bottom line from the ongoing attraction of various groups and demographics to I/WSA.

I/WSA gives back to the community by providing free facility rentals and ice time to numerous local organizations, including schools, hospitals, churches, and community service groups. It has developed working partnerships or service relationships with nearly 150 schools and 100 churches.

I/WSA provides figure skating opportunities for participants from throughout Indiana and the U.S., along with the competitor populations it attracts from Canada, England, France, Mexico, Russia, Scotland, Turkey, and Ukraine. Off the ice, I/WSA offers weight training, aerobics, dance, jumping, and choreography. Its Human Performance Laboratory helps skaters evaluate their strengths and weaknesses. I/WSA athletes have participated in numerous published medical research studies quantifying the impact of ice-sport competition on young skaters, and expanding science's understanding of the physiological impact of skating disciplines.

As I/WSA charts its future and plans for a new facility, its role in the community is integral to its plans. Although its current downtown location offers advantages for many visitors, the total costs of a visit can challenge families of modest means. I/WSA's focus on reaching a wide range of ice-based athletes gives equal importance to elite competitors and to local participants of all ages.





## MOVING FORWARD: THE VISION

Just as Indianapolis calls itself “the crossroads of America,” I/WSA’s plans will make it an internationally significant crossroads of ice sport. Skaters, hockey players, and curling competitors will flock to this new facility for its unique combination of year-round training opportunities, convenient geographic access, and community amenities ideally suited to attract young athletes and their families. Its reach will extend throughout the Midwest and beyond. Elite competitors will welcome its combination of a focused, disciplined, comprehensive training environment with housing resources that exceed the offerings at other leading U.S. training centers.

Young skaters fill the ranks of competitors. Their parents’ annual investment in equipment, training and coaching, costumes, choreography, and travel to competition venues can equal or exceed the cost of a year at a private college or university. When they choose a training center, skating families consider the availability of good housing and schools, hotels, and community amenities, as well as leading coaches and desirable training facilities.

Multiple strategic considerations underlie I/WSA’s expanded, successful future. The competitive visibility of the athletes associated with I/WSA enhance its reputation and increase its desirability as a training center. Its Basic Skills program is fundamental to its appeal to the local community, and provides a programming resource that I/WSA can export to other training centers. Its alliances with athletic sanctioning bodies, collegiate and university athletic programs, and coaches will anchor its ability to export its programs and innovations.

I/WSA’s new facility will attract leading athletes who otherwise would choose other facilities, either in the United States or elsewhere in the world. I/WSA boasts a coaching staff as elite as the competitors it attracts. Its new facility will help it retain these outstanding coaches and attract others, including those who bring groups of athletes with them. I/WSA originated and refined the training and competition regimens used by leading sanctioning bodies, and is positioned to expand this involvement to include regimens and curricula for coaches, officials, technical specialists, and judges.

I/WSA will help Indianapolis compete for economic development by increasing the city’s appeal for companies whose employees look for a mix of culture, familiar ice-based athletic pastimes, and community amenities. Within the community, I/WSA will contribute to healthy lifestyles for individuals and families.

# CHOICES AND CHALLENGES

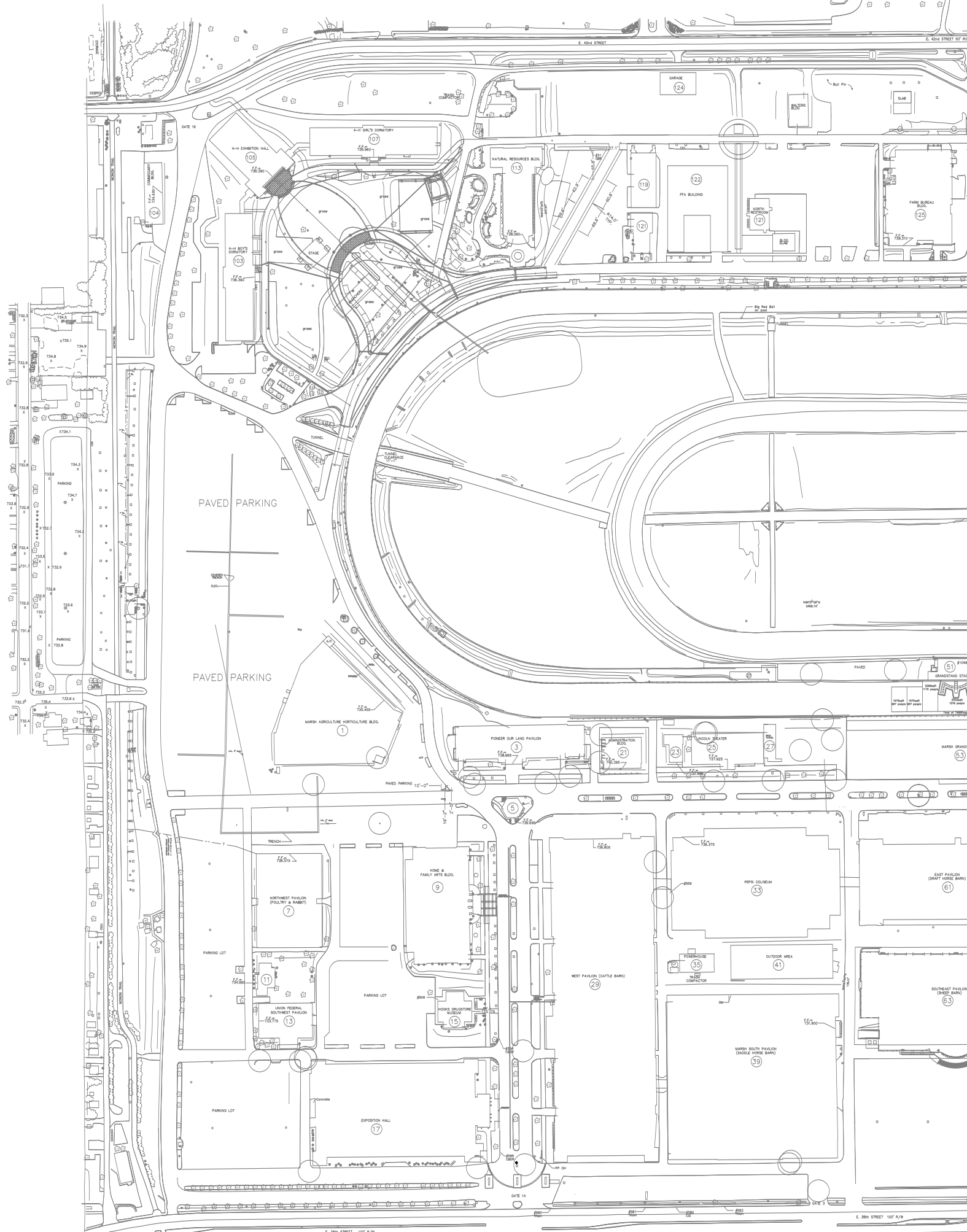
Why is I/WSA planning to construct a new facility rather than purchase its current location from Indiana Sports Corporation?

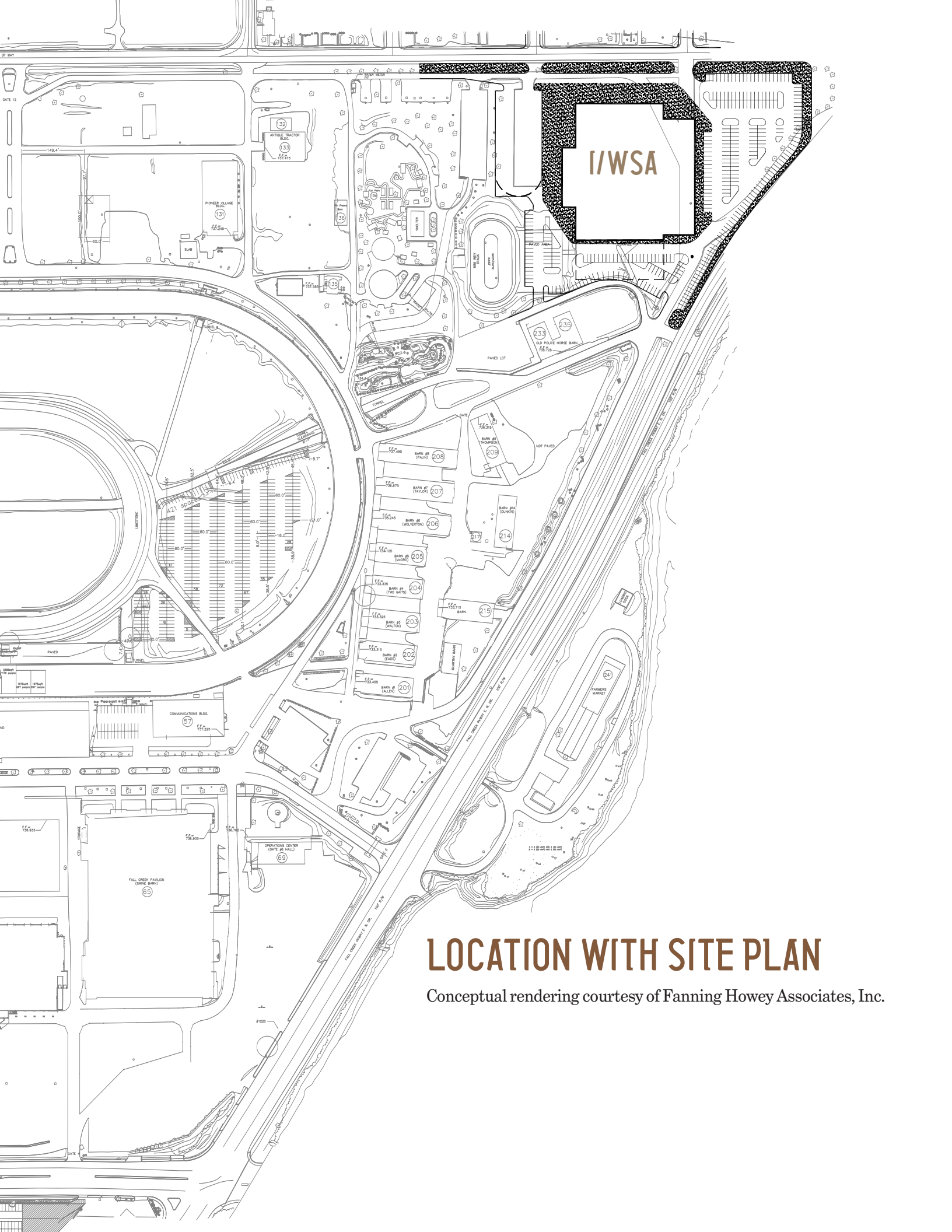
- ★ Although Indiana Sports Corporation owns the facility that contains I/WSA's current headquarters, the complicated ownership structure of Pan Am Plaza and its parking garage would require negotiating with multiple parties to purchase a meaningful, self-sustaining location.
- ★ The current facility's rinks and ice-making plant rely on freon, which must be phased out to meet EPA regulations. Remediation would require removing approximately 37,000 square feet of concrete flooring, the compressor system, and refrigeration and subsoil pipes, at an estimated cost of \$1,500,000. Additional repairs and replacements could double this cost.
- ★ The current facility's inefficient cooling towers result in a \$15,000 monthly electric bill, several times what a more-efficient physical plant would cost to operate.
- ★ As the downtown Indianapolis convention and professional-sports scene grows, the costs of a downtown visit rise, placing increasing financial pressure on families who visit I/WSA.
- ★ A State Fairgrounds location enables I/WSA to offer housing at the renovated 4-H dormitories on site and still take advantage of downtown hotel space.
- ★ I/WSA's State Fairgrounds complex will create a self-contained campus that provides a focused, undistracted training environment, enabling I/WSA to position itself favorably relative to major national and international training centers.
- ★ I/WSA's increased use of facilities on the Fairgrounds property will help the State of Indiana derive greater value from its facilities.

I/WSA's planned new facility will feature between 85,000 and 90,000 square feet of space. Along with two NHL-sized ice rinks, it will include 300 parking spaces, 3,000 square feet of training space, and 1,000 square feet of classroom space. The State Fairgrounds will own the facility and lease it back to I/WSA on a long-term agreement, with I/WSA bearing responsibility for operation and maintenance. For major competitions that require a third rink, the State Fairgrounds will give I/WSA access to the Coliseum.

I/WSA designed its new premises to function as a center for international competition and training in Winter Olympic sports, with expanded programming designed to appeal to the broadest possible participant and spectator base. Thus, its new facility will enhance I/WSA's already substantial community impact.



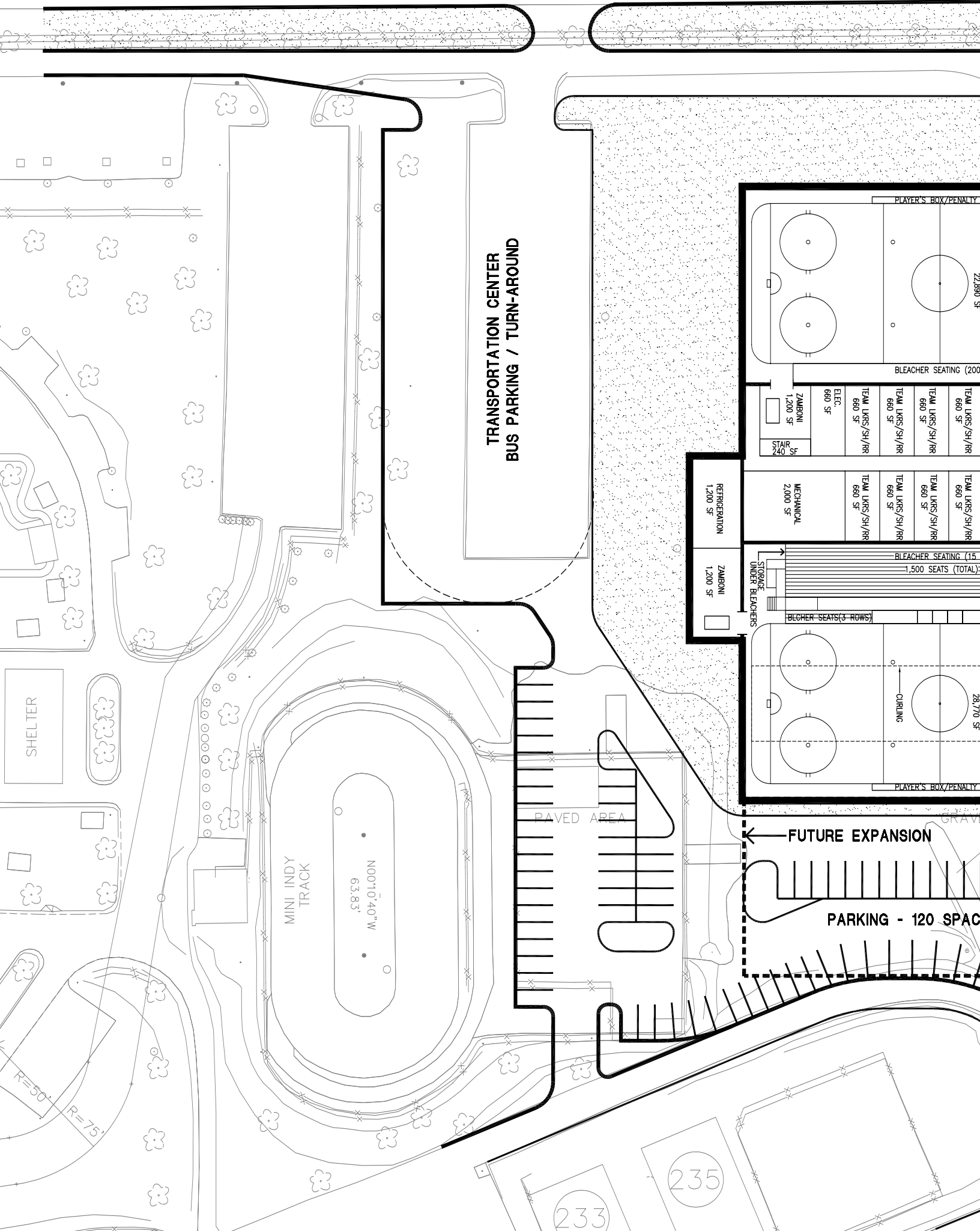




I/WSA

# LOCATION WITH SITE PLAN

Conceptual rendering courtesy of Fanning Howey Associates, Inc.



TRANSPORTATION CENTER  
BUS PARKING / TURN-AROUND

MINI INDY  
TRACK

10074.0' W  
63.83'

PAVED AREA

FUTURE EXPANSION

PARKING - 120 SPACES

REFRIGERATION  
1,200 SF

ZAMBONI  
1,200 SF

MECHANICAL  
2,000 SF

ELEC.  
660 SF

TEAM LOCKERS/SH/RR  
660 SF

TEAM LOCKERS/SH/RR  
660 SF

TEAM LOCKERS/SH/RR  
660 SF

TEAM LOCKERS/SH/RR  
660 SF

TEAM LOCKERS/SH/RR  
660 SF

BLEACHER SEATING (2000)

BLEACHER SEATING (15,000 SEATS (TOTAL))

BLEACHER SEATS (3 ROWS)

PLAYER'S BOX/PENALTY

PLAYER'S BOX/PENALTY

22,890 SF

28,770 SF

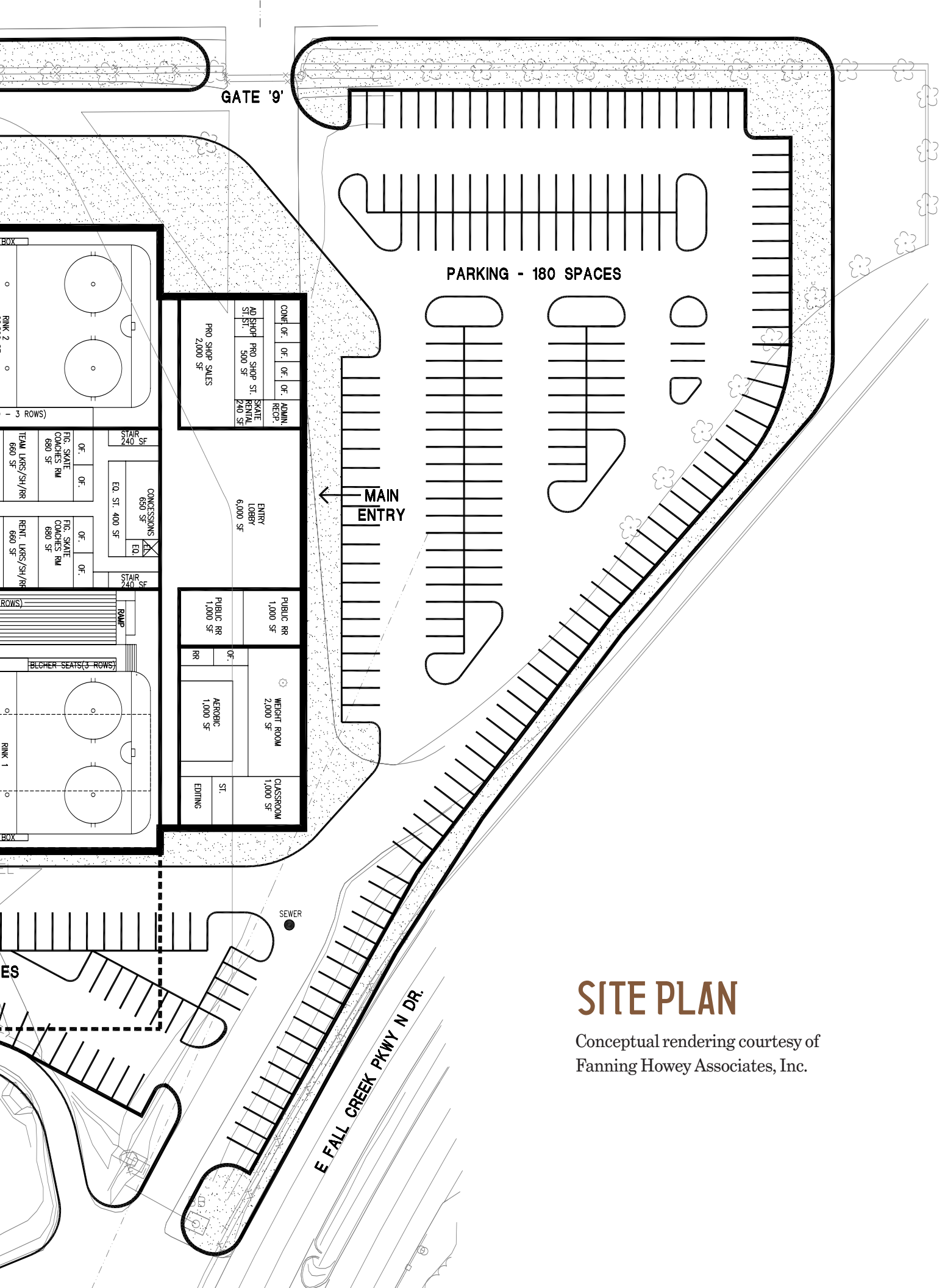
235

233

SHELTER

R=50'

R=75'



PARKING - 180 SPACES

MAIN ENTRY

E FALL CREEK PKWY N DR.

# SITE PLAN

Conceptual rendering courtesy of Fanning Howey Associates, Inc.



## ROOM TO GROW AND EXCEL

A new facility will enable Indiana/World Skating Academy to pursue future plans focused on growth and expansion.

- ★ I/WSA plans to grow its service capacity to reach a broader population of competitive participants and community members.
- ★ I/WSA plans to attract more and larger hockey tournaments.
- ★ I/WSA plans to attract more and larger national tournaments and events.
- ★ I/WSA plans to increase its affiliation with national and international skating bodies and build new program offerings based on those affiliations.
- ★ I/WSA plans to broaden its reach within the State of Indiana.
- ★ I/WSA plans to expand its role as a major Winter Olympic sports training center for ice-based athletics.

For 20 years, I/WSA has proven its ability to bring visitors and revenue into the local market. Its role as a winter-sport training facility draws skaters from throughout the State of Indiana and beyond. Its programs will generate additional revenue for the state through increased use of existing State Fairgrounds facilities. A new, operationally efficient facility prepares I/WSA for a bright future as a vital, pioneering element of the city's identity as an amateur sports destination.







## I/WSA DESERVES YOUR SUPPORT

*If I/WSA had existed when my sister Kim and I were training for the 1988 Olympics, we would have had access to the level of coaching and the training we needed without having to leave Indiana.*

—Wayne Seybold, Mayor, Marion, Indiana; I/WSA Board member;  
World and Olympic figure skating team member

Indiana/World Skating Academy forms a productive and important part of the Indianapolis amateur athletic scene. Without a new home and headquarters, I/WSA will be forced to look outside the city in which it always has operated—and perhaps outside the State of Indiana as well. Its much-sought coaching staff will leave for venues in other states.

I/WSA's lasting community impact helps address society's growing, well-founded concerns about obesity and the health detriments of inactivity. It contributes revenue to the city's bottom line and prestige to its role in amateur athletics. It brings 10 winter sports to central Indiana and makes them accessible to all residents. It is an asset that the city and the state cannot afford to lose. Its new facility's design as a multi-use facility will enable it to play a role in a virtually unlimited agenda of community events. Its economic impact could repay the projected \$6,000,000 construction cost of its new facility in one to two years.

Please join us in supporting Indiana/World Skating Academy's campaign to build a new Indianapolis headquarters and remain a vital local asset. Because I/WSA is a 501(c)(3) not-for-profit organization, your gift or pledge is tax deductible to the fullest extent allowed by law.





## INDIANA/WORLD SKATING ACADEMY: *Board of Directors*

- ★ **JAMES E. BROWNING**  
Managing Director, The Design Collaborative
- ★ **JANET BROWNING**  
F. C. Tucker Co.
- ★ **DAVE HUMMEL**  
Deputy Executive Director, Indiana State Fairgrounds
- ★ **ALLAN KARLANDER**  
Former NHL player
- ★ **SANDY LAMB**  
PSA Master rated coach
- ★ **DANIEL L. BOOTS**  
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Vice-Chancellor for Administration & Finance, IUPUI
- ★ **POLLY G. NICELY, MD**  
Community volunteer
- ★ **PAMELA ROBINSON**  
Executive Director, I/WSA
- ★ **WAYNE SEYBOLD**  
Mayor, City of Marion, Indiana
- ★ **TIMOTHY R. STOESZ**  
Stoesz & Stoesz
- ★ **MILTON O. THOMPSON**  
Barnes & Thornburg





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