



# Frequently Asked Questions

## **Why renovate and expand the Runestone Community Center?**

The Alexandria area has experienced considerable growth in recent years. This has resulted in a significant increase in demand for the Runestone Community Center (RCC), the area's premier venue for dry-floor events and on-ice activities. Expanding the RCC will benefit everyone by maximizing opportunities for concerts, curling, figure skating, hockey, open skating, concerts, trade shows and community events. Local businesses will be impacted, too. According to a study conducted by Explore Alexandria Tourism, the increase in activity will generate an estimated \$2 million annually.

## **Is there a timeline?**

The project is broken into three phases. Phases 1 and 2 – renovation – are underway. The timing and scope of Phase 3 – expansion – is largely dependent upon community support.

- Phase 1 will renovate the south end of the RCC, including locker rooms, restrooms, and upper-level support space.
- Phase 2 will expand the main lobby, relocate the concession stand and add space to the southeast end of the building on both levels. This includes new team rooms, support space, an elevator and improved circulation.
- Phase 3 will add a third arena for on-ice activities and dry-floor events. The goal is to include meeting areas, training space and access to both levels. The timing and scope of this phase is largely dependent upon reaching the \$8.8 million fundraising goal, of which \$3.5 million already has been committed from individuals, associations, and businesses – including naming rights sponsors PrimeWest Health, Bremer Bank and Hilltop Lumber.

**How will the project be funded?**

The renovation and expansion project will be funded by a combination of sources, including the State of Minnesota, City of Alexandria and RCC Capital Campaign.

**What will be the impact to the community?**

According to a study conducted by Explore Alexandria Tourism, it's estimated an expanded RCC will generate an additional \$2 million annually for local businesses. The project will provide additional opportunities for on-ice activities and dry-floor events, such as curling, figure skating, hockey, open skating, concerts, trade shows and community events.

**What has been the biggest challenge of fundraising efforts?**

We have been incredibly lucky to have strong support from our business community. PrimeWest Health, Bremer Bank and Hilltop Lumber have made significant contributions to the project as naming rights sponsors. However, businesses can't do it alone. To realize the full potential of the RCC Expansion Project, we need support from individuals.

**Are there any common misconceptions?**

One of the biggest misconceptions is this is an "ice rink" expansion. While it certainly will benefit curlers, figure skaters and hockey players, the community as a whole stands to benefit the most. An expanded RCC will draw more people to the Alexandria area for on-ice activities and dry-floor events, which means more revenue for local businesses and more social and athletic opportunities for the community.

**How can individuals, organizations and businesses support the expansion project?**

Visit [runestonecommunitycenter.com](http://runestonecommunitycenter.com) to make a one-time donation or multiyear pledge to the Capital Campaign. Donors who contribute \$500 or more will have an opportunity to be recognized on a donor wall at the RCC.

**Are there any other insights?**

This project is an important investment in our community. People came together in the late 1970s to create the RCC, and another generation of community members expanded it in the 1990s. Now it's our turn to ensure the RCC meets the demands of today and tomorrow. The timing and scope of the Phase 3 expansion largely depends upon continued community support.