April 2019

Dear Community Member,

We are writing to you on behalf of the West Vancouver Place for Sport regarding the refreshment of a soon-to-be-launched campaign. We are incredibly thankful for your past donation and your generous support for believing in the vision of a sport centre including a track and field for our community.

Our past campaign, though aggressive, clearly did not meet the expectations of the plan we set out for our community, based on timelines. Today, our scope of the sport site is refreshed, attainable, and inclusive for the well-being of our entire community.

The substantial donations that were received in the past from individuals like yourself, PACS, West Vancouver Foundation, District of West Vancouver, The Board of Education and West Vancouver FC are continuing to support this newly scaled project.

We are pleased to tell you that our committee has recently made several important changes to our approach that we hope will result in the successful financial backing for this project.

First of all, the steering committee for the project has been reorganized, with all of the key players now at the table. Jo-Ann Wood, Gerry Humphries and Geoff Jopson continue to serve on the committee. Adine Mees has stepped in to provide strong leadership to our planning. Chris Kennedy (CEO) and Julia Leiterman (CFO) represent our school district, Nina Leemhuis (Chief Administrative Officer) and Andrew Banks (Senior Manager of Parks) now represent the District, and the representatives from West Vancouver FC (soccer), Ruth Burr, and track and field community representative, Cindy O'Krane are more determined than ever to see this facility built.

Second, the scope of the project has been modified, bringing the cost under $5,000,000, a savings of approximately $800,000. In short, the size and dimensions of the track and field have been reduced so that they will fit within the existing footprint.

All of the key features remain, including lighting, artificial turf, a new rubberized track surface and washrooms. We are confident that this remains a state-of-the-art project that will deliver wonderful health, recreation and fitness opportunities for all residents.

Third, the committee has completed a search for a professional fundraising team. We believe that having knowledgeable, well-connected and experienced individuals that are dedicated full-time to this project will ensure that we have done everything possible to raise the funds needed to complete this project.

We are pleased to tell you that Heather Moffat and Casey Crawford have agreed to lead this campaign throughout 2019 for a modest monthly cost, which will not be funded from our initial contribution.

Finally, both Mayor and Council and the West Vancouver Board of Education have been briefed on this refresh, and are fully supportive of the project and this new approach.

Please join us in our newly invigorated vison for The West Vancouver Place for Sport. We applaud your donation and are grateful as we near a new launch.

Sincerely,

Carolyn Broady, Chair
West Vancouver Board of Education

Mary-Ann Booth, Mayor
District of West Vancouver