

Help us Build a New

Community Pool

Swimming equals smiles.

Sierra Nevada Community Aquatics Invites you to Dive In!

Sierra Nevada Community Aquatics (SNCA) envisions a pool complex in the Truckee Meadows that can be used and enjoyed by everyone. Imagine having learn-to-swim classes, an indoor aquatic play park, lap swimming, diving, aquacise/therapy, water polo and school/team competitions all happening at the same time, and without having to travel out of town. SNCA is working with the City of Reno and our community to make this new aquatic center a reality.

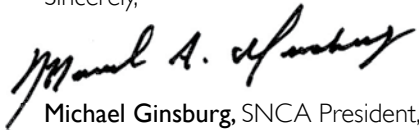
But, we can't do it without your support.

Together, as we dive in to achieve this vision for the Truckee Meadows, it is necessary to take steady strokes as we move forward. Input, planning, cooperation and capital are essential to the success of this project. SNCA has an immediate goal of securing close to \$1 million in cash and pledges, but needs close to \$40 million more to begin in earnest.

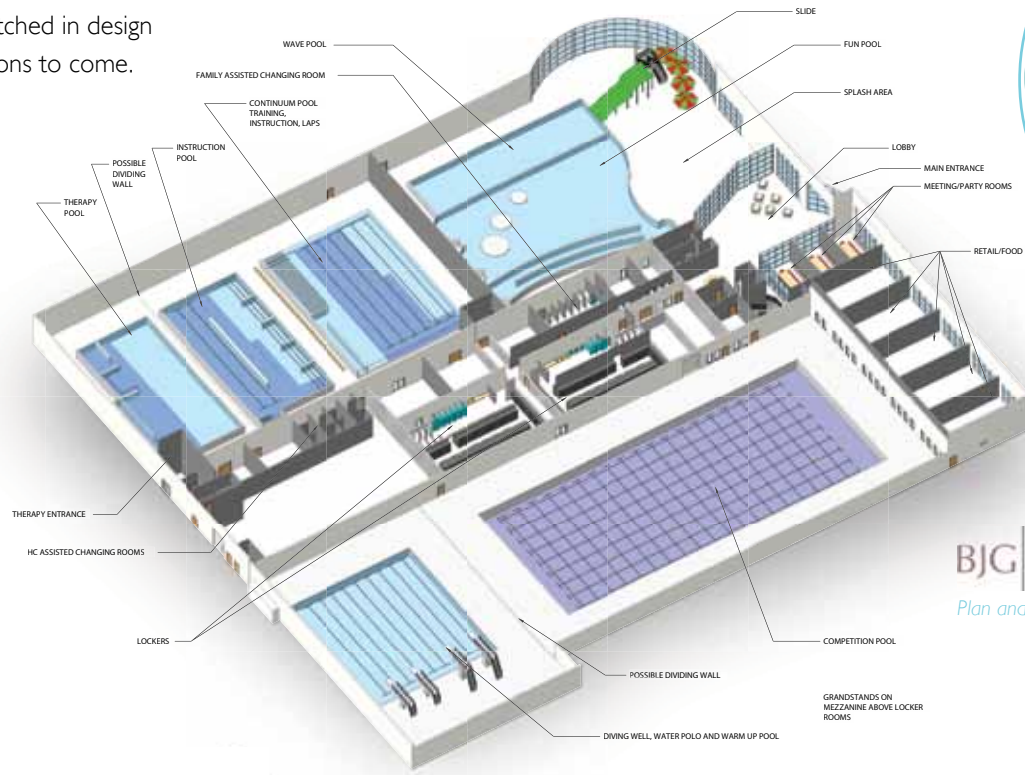
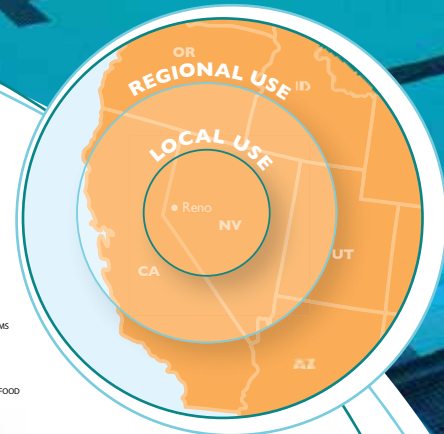
Help us make this state-of-the-art aquatic center a reality. The capital campaign we have launched to raise \$40 million by 2011 is a great challenge. We know that you share our commitment to build an aquatic center for all to use and enjoy, and we ask that you show your community pride and spirit by making a gift or pledge to the SNCA Capital Fund today.

Together, we can achieve an aquatic center unmatched in design and functionality that will be enjoyed for generations to come.

Sincerely,



Michael Ginsburg, SNCA President,
and the SNCA Board of Directors



BJG ARCHITECTURE + ENGINEERING

Plan and rendering subject to change.

Swimming equals smiles



An Aquatic Center to Meet Community Needs

Sierra Nevada Community Aquatics, Inc. (SNCA) is a Nevada nonprofit corporation created to design, build and operate an aquatic center for the benefit of the communities of Reno, Sparks and Washoe County, Nevada. Since the demise of the City of Reno's Moana Pool in November 2007, SNCA was incorporated and began an active schedule to design, construct and operate an aquatic facility to meet the needs of Truckee Meadows residents.

There is no question that a new aquatics facility is needed in the Truckee Meadows. The City of Reno's Recreation Facilities Plan (July 2008) notes that Reno is dramatically under served by aquatic venues. The same study reports a gap analysis that Reno could support up to three additional public aquatic facilities. While some business plans require extensive research to determine a need for their services, in this case, the need is immediate and large.



Community Input and Participation

To gauge community interest and input, SNCA spent several months interviewing various user groups to evaluate the need and determine features that should be included in the center. Many of these groups are directly represented through active participation on SNCA boards and committees. User groups were interviewed with careful attention paid to needs and wants in a new aquatic facility. The SNCA design committee then worked with local design firm, BJB Architecture + Engineering, to prepare a conceptual plan for the facility.



This plan addresses the needs of area user groups to achieve the maximum benefit for the residents of Northern Nevada.

The design of multiple pools that can be maintained at appropriate temperatures will provide benefit to a wide range of age groups – from infant and youth learn-to-swim programs – to geriatric aquatic therapy and aquacise classes. It is also anticipated that the center would boost tourism dollars to the community via the hosting of state, regional, and even national level competitions in water polo, swimming and diving.

A Vision Within Reach

The SNCA vision for this ambitious goal is to create a six-pool complex that is supported by user fees. The existing Moana Pool site parcel would be provided under a Disposition and Development Agreement (DDA) from the City of Reno for a nominal lease fee. Beyond delivering a buildable site that has the appropriate utilities, zoning, and water rights, no additional support from the City is anticipated. While SNCA has already started a substantial fundraising effort to fund the capital costs for the facility, obtaining the DDA is of utmost importance in allowing SNCA to privately raise the funds to complete design and construction of the aquatic center.

Probable capital costs for construction were evaluated on the basis of national survey data and local advisory board member experience. Project operating costs were developed by analyzing operational data for staffing, debt

service, utilities and other costs from existing operating facilities as well as from data obtained from SNCA board of directors and advisory board members. Project revenues were developed using a detailed time and fee matrix for user fees as well as from the addition of a small amount of retail rental space.

The probable cost for building a state-of-the-art aquatic center is estimated at \$39.89 million*. This amount includes soft costs such as design, a construction manager, and permits and fees as well as an operating reserve amount. The bulk of needed capital is expected to be raised from donations and grants with the remaining funding coming from a commercial loan. Annual operating expenses, including reserves, are expected to be \$2.66 million with annual revenues projected at \$2.69 million. Unlike a conventional business, SNCA's goal is to achieve a "break even" position with the possibility of additional revenue realized through special events and facility rental.

**A full business plan with financial details and architectural drafts is available upon request.*

Building Cost	\$39.89 million
Annual Expenses	\$2.66 million
Annual Revenue	\$2.69 million

Giving and Naming Opportunities

The SNCA board of directors welcomes meetings with interested community members, foundations and prospective donors to discuss our capital campaign and to answer questions about the new aquatic center.

Sierra Nevada Community Aquatics is grateful to the many past and present benefactors who have so generously contributed to the SNCA Capital Fund. Contributions have been made and can be made in many different ways, each of which presents certain advantages to the donor*. The Community Foundation of Western Nevada accepts gifts on behalf of SNCA.

Memorial Gifts

One of the most satisfying of all gifts is one in which the memory of the donor remains in the minds of those he or she has supported. Many distinguished individuals and families have established memorials that perpetuate their names through the years, memorials that serve society for future generations to come. Examples of such gifts can be seen at important landmarks all around the Truckee Meadows.

Cash Gifts

This is perhaps the easiest and most common type of donation to the SNCA Capital Fund. It also produces an immediate income tax savings.



Q. Where will the new Aquatic Center be located?

A. Located on Moana Lane, in Reno, NV, at the current baseball field complex, the site will incorporate the new aquatic center, new baseball fields and new limited retail space.

Q. Who will operate the Aquatic Center?

A. SNCA, in a joint public-private partnership with the City of Reno will operate the new center.

Q. What will be new about the Aquatic Center?

A. Inspired design and architecture will be featured in the state-of-the-art facility, as well as geothermal power and solar energy that will take advantage of available "green" natural resources.

Q. When will the Aquatic Center open?

A. The Grand Opening for the center is anticipated to be in the summer of 2011.

Q. What added value will the Aquatic Center provide residents of the Truckee Meadows?

A. More access. More choices. Across the country, studies have shown that those communities with access to aquatic facilities score higher on "quality of life" indicators. Since the closing of Moana Pool in November 2007, residents have been left with few choices for aquatic programs. The new aquatic center addresses those needs for more programs, and better facilities, adding to a better way of life in the Truckee Meadows.

Bequests in a Will

Charitable deductions made during a lifetime can produce sizeable income tax savings, and those made through a will can substantially reduce taxes on an estate.

Pledge/Annual Giving

In making a substantial gift, it is often advantageous to budget the gift over a definite period of time. For this reason, SNCA has adopted a three-tax-year payment period as a suggested standard for pledges. Payments may be made in full, or at the discretion of the donor in quarterly, semi-annual or yearly installments.

Gifts of Capital Assets

Of all the methods used for making substantial contributions, this is perhaps the most advantageous. Using this method, the donor simply transfers securities, property, or gifts-in-kind which have been held for more than one year. Thus, the donor is freed from paying the federal capital gains tax which would be incurred if he or she sold these securities or property on the open market and contributed cash proceeds. A gift of securities is deductible to the extent of its fair market value on the date turned over to the SNCA Capital Fund/Community Foundation of Western Nevada, and the donor is permitted to enter the mean value as a deductible contribution. Gifts of real property must be appraised to determine the tax value of the gift.

**Please consult your tax advisor for more information.*

Let's talk!

To schedule a meeting with an SNCA Board Member to discuss a naming/gift opportunity and giving options, please contact:

Michael Ginsburg, SNCA President
71 Washington Street, Reno, NV 89503
775-834-7106



Give today!

To give to the SNCA Capital Fund directly in support of a better aquatic center for the Truckee Meadows, please contact SNCA at the address below. Please make checks payable to Sierra Nevada Community Aquatics (SNCA) Capital Fund at:

SNCA Capital Fund
c/o Community Foundation of Western Nevada
1885 W. Arlington Ave., Suite 103, Reno, NV 89509
775-333-5499

Visit Us Online!

A financial gift to SNCA will help us achieve our goal of providing an aquatic center for all to use and enjoy. Donating online is quick and secure, and your gifts to SNCA are tax-deductible as provided by law. Please donate today! www.SNCAuquatics.org

Our Mission

To develop a multi-use aquatic facility to serve the residents of the Truckee Meadows

SNCA BOARD OF DIRECTORS

Michael Ginsburg, President
NV Energy

Barry Breslow, Vice President
Attorney at Law

Dan Meyer, Vice President
Community Volunteer

Elizabeth Fielder, Secretary
Attorney at Law

Michele A. Casey, Treasurer
Wachovia Securities

Margie Hemphill
Little One's Swim

Chip Hobson
HLH Management, Inc.

Trish Reviglio
Community Volunteer

Trace Robbers
The National Judicial College

Matt Turville
HelioPower

Rich Wait
Certified Public Accountant

SNCA ADVISORY BOARD

Wendy Alderman
Community Volunteer

Lance Bohlman
Doctor of Chiropractic

Gregg & Lisa Carano
Eldorado Hotel & Casino

Ron Cobb
Commercial Partners of Nevada

Norm Dianda
Q&D Construction

Rebecca Dickson
Dickson Realty

Heidi Gansert
Community Volunteer

George Ghush
BJG Architecture & Engineering

Rick Goebel
North American Embroidery

Nello Gonfiantini
Specialty Financial

Kim Gross
Community Volunteer

Jennifer Hemphill
Little One's Swim

Dave Hoover
Reno Aquatic Club

Bill Hughes
Peppermill Hotel & Casino

Mark Knobel
Attorney at Law

Stephanie Lepori
Silver Legacy Resort & Casino

Stephanie Lerude
Community Volunteer

Karl Matzoll
Right Way Development

Ed McCaffery
McCaffery Fine Homes

Dan Peters
Community Volunteer

Marci Peterson
Charles P. Virden MD, F.A.C.S.

Rick Reviglio
Western Nevada Supply

Len Savage
Savage & Sons

Blake Smith
Somersett Development

Ralph Smith
Valley Construction

Sarah Stevenson
Community Volunteer

Ted Stover, II
Jason Loose Pools & Spas

Gene Sullivan
Community Volunteer

Mari Sullivan
Community Volunteer

Bruce Thee
Certified Public Accountant

Rick Trachok
Attorney at Law

Casey Turville
Sherwin Williams

Lash Turville
John Dermody Ventures

Bill Ware
Great Basin Adventure Park



A Nonprofit 501(c)(3)
Community Organization
71 Washington Street
Reno, NV 89503

www.SNCAquatics.org

This publication gratefully sponsored and supported by *Studio G Design* and *Bear Industries*.