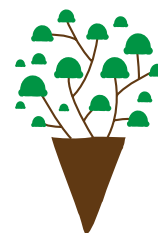




**Le Mars Area**  
Betterment Foundation





**Le Mars Area**  
Betterment Foundation

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OUR MISSION

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*To enhance the quality of life  
for the citizens  
of the greater Le Mars area,  
now and for  
future generations.*



**Le Mars Area Betterment Board Members:**

Front Row L-R: Angela Kneip • Treasurer • Angie Erdmann  
Tammy Sudtelgte • Jerry Reardon • Vice President • Mark Nuebel  
Back Row L-R: Mike Donlin • President • Andy Schmidt  
Jeff Kramer • John Rexwinkel • Secretary



50 Central Ave SE • Le Mars • IA 51031



712.546.8821 • [www.lemarsfoundation.com](http://www.lemarsfoundation.com)

### Friends and Neighbors,

Our community is home for many reasons. Our lives make up the community we call home. From work to school, church to civic organizations, fun and games to cultural and historic attractions, we define our community every day through our actions. We invest in our homes and our community because we appreciate the opportunity to live in a close-knit hometown.

The Le Mars Area Betterment Foundation, founded in 2014, is working to continue investing in quality of life projects for our community. The Board has already invested your gifts in projects including the YMCA expansion, leveraging additional investment from the Iowa Department of Cultural Affairs. This type of investment is made possible through your support.

Nearly 10 years ago our community invested in a series of community betterment projects (CBP) to impact the quality of life for a wide-variety of residents. This includes investments in parks, trails, cultural attractions and facilities for youth programming. A series of additional projects developed in partnership with the City of Le Mars and local user groups are highlighted in this booklet. These priorities were selected from more than 30 application requests. Thanks to a lead investment from Wells Enterprises, we have 50% of the private fundraising goal secured. Now we need to come together and secure the remaining funds needed to bring each of these projects to life.

Each of us probably has a few favorites among the selected projects and we believe if we work together, we will be able to achieve each of these project goals. While all projects will be implemented by the City of Le Mars, your gift is tax-deductible and oversight of how funds are to be spent will be provided by the Foundation Board of Directors through our comprehensive application and approval process.

Thank you for taking time to learn more about CBP II and our effort to secure funds needed to bring further quality of life investments to reality.

Mike Donlin, LABF President

Jerry Reardon, LABF VP



Mike Donlin  
LABF President



Jerry Reardon,  
LABFVP

# 5 Reasons

to support the  
Le Mars Area  
Betterment  
Foundation

## 1 Growth

As a thriving community, Le Mars needs to continue to be a high-quality community with a wide-variety of amenities. This includes good schools, healthcare, parks, trails, attractions – all meaningful as families choose where to make their home.

## 2 Economic Development

In much the same way as families, businesses choose their home based on the community's willingness to support their operational needs and the ability of the business to recruit and retain the employees needed to successfully run their business. The Foundation is committed to providing these community amenities while reducing the burden on local tax revenue.

## 3 Wellness

The public health benefits of parks, trails, wellness centers and cultural attractions are well documented and include increased frequency of exercise and decreased levels of inactivity and obesity. Exposure to green space has a profound impact on physical and mental health as outdoor exercise relieves symptoms of depression and anxiety, reduces the risk of heart disease, hypertension and diabetes, improves mood and increases mental awareness.







## 4 Recreation

The selected projects will preserve and create opportunities to engage the community in a wide variety of recreational opportunities improving quality of life for all of Plymouth County. From cycling to jogging, camping to movie going, there is truly something for users of all ages, genders, cultures and socio-economic groups. Parks, trails and cultural attractions are the great equalizer for our entire community and provide important equal benefit for the entire community.

## 5 Education

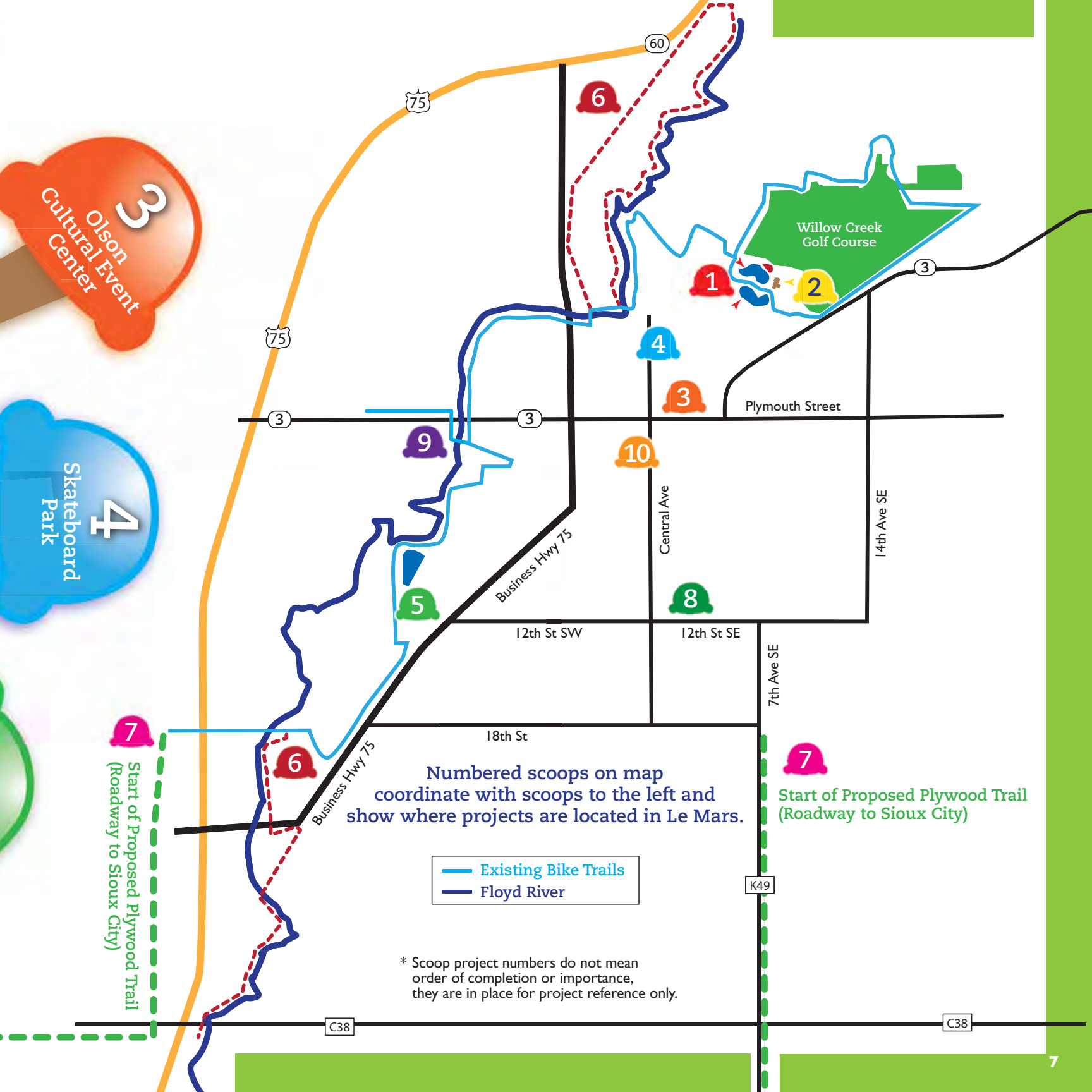
The opportunity to more closely experience the natural, outdoor world provides a platform for learning by students of all ages. Young and old alike are able to learn about biology and ecology, history of our community and the unique people who have made our home the unique, vibrant community we enjoy today.

*Our Future is in  
Our Hands.*











# Municipal Park Ponds & CAMPGROUND

Spring 2016 – Spring 2018

- Dredge north pond, increase depth and fill with new sand
- Restore swimming and beach area
- Restore ice skating rink
- Add lighting around recreational area
- Add picnic areas
- Fill in south pond with north pond dredging
- Create additional campsites on south pond area
- Add RV sewage dump site

**\$600,000**

\* Scoop project numbers do not mean order of completion or importance, they are in place for project reference only.





2

# Municipal Park SHELTER HOUSE

Summer 2016 – Summer 2017

- Renovate existing shelter house
- New roof, windows, electrical and plumbing
- Add indoor restroom facilities
- Update kitchen and bar area
- Add seating capacity
- Update and enhance courtyard area
- Add access road and entrance for catering
- Maintain historical integrity
- Convert building at park entrance to campground shower and restroom facility
- Plant pine trees between shelter house and golf cart sheds

**\$250,000**



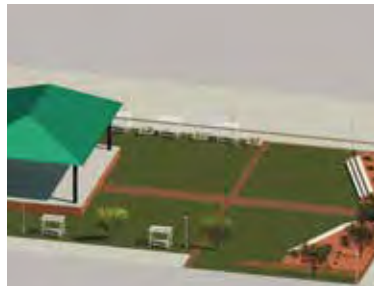


# OLSON Cultural Event Center

Summer 2016 – Summer 2017

\$250,000

- Remove parking lot and maintain brick-paved walks
- Add picnic areas, covered pergolas and shade features
- Add stadium seating with raised flower beds
- Enhance landscaping with grass, trees, flowers and shrubs
- Upgrade stage sound system, enhance ambiance and acoustics
- Create permanent stage screen
- Enhance outdoor lighting
- Place banners on building, south end on 1st street
- Install sprinkler system
- Remove and replace parking lot behind postal playhouse
- Complete street scape project on 1st avenue



# Skateboard Park

Spring 2016 – Fall 2016

\$400,000

- Relocate to NE corner of O'Toole Park
- New design and materials
- Construct unisex restroom

\* Scoop project numbers do not mean order of completion or importance, they are in place for project reference only.







## Dog Park

Summer 2016 – Summer 2017

- Construct new dog park by pond near airport
- Large fenced in area to accommodate all dog sizes
- Include benches, tables, cement trail, grass areas, waste receptacles and drinking fountains
- Extend and connect existing recreation trail

**\$175,000**



## RECREATION TRAIL North & South Extension

North Extension: Summer 2018 – Summer 2019

South Extension: Summer 2017 – Summer 2018

- Connect South End from 200th Street to County Road C-38
- Connect North End from Old Hwy. 60 (Madison Avenue) to 160th Street

\* Scoop project numbers do not mean order of completion or importance, they are in place for project reference only.

**\$100,000**

North Extension



**\$90,000**

South Extension



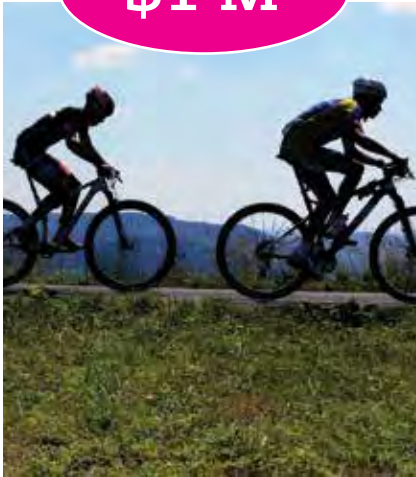
7

## Plywood Trail

- Link Communities of Le Mars, Merrill, Hinton, and Sioux City
- Provide a safe and secure transportation link by bicycle and pedestrian travel
- Increase recreational access for the communities along the trail, boost tourism, economic development, health and wellness
- Le Mars' proposed recreation trail south extension identifies a trail option that would follow the Floyd River South of Le Mars from 195th Street to C-38, which would connect with the existing trail network.



\$1 M



8

## YMCA Improvements

2017 – 2019

- New Welcome Center entrance addition
- New fitness rooms
- Meeting rooms
- Y Camp room
- Auxiliary gym
- Indoor and outdoor pool enhancements

\$2.2 M  
Estimate







## BMX Track

Summer 2016 – Summer 2017

The BMX Track will remain at its current location along the north bank of the Floyd River, just west of the Le Mars Little League Fields. The location next to the Recreation Trail and New Pedestrian Bridge provides safe and easy access and is beneficial to those who use the track. Improvements and enhancements will be made to the track and a new storage shed added.

\$40,000



## Royal III Theatre

Spring 2016

The Royal Theater has operated in the City of Le Mars since 1914 and has brought immeasurable entertainment and quality of life to the citizens of Le Mars and surrounding areas since that time. The theater was recently renovated and updated to meet current industry standards; however, due to a shortfall in funds and inevitable closure, the decision was made for the city purchase the building and assets and apply for a grant from the Le Mars Area Betterment Foundation. Main Street Theaters currently operate the theatre and it continues to provide entertainment and enjoyment.

\$250,000



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# Overall Budget

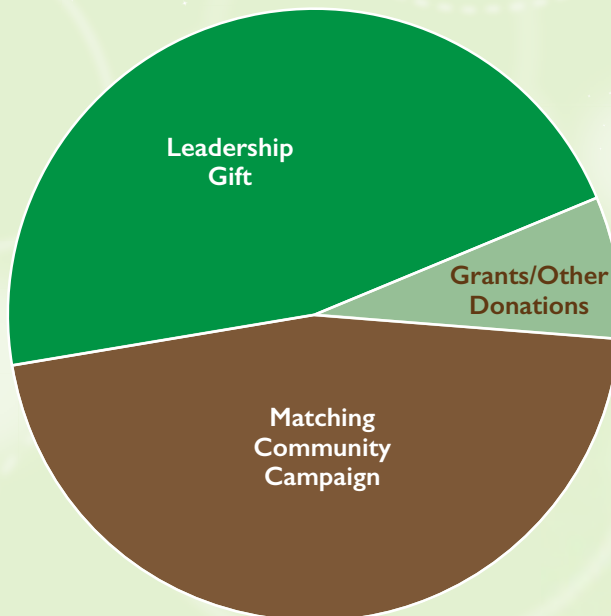
Municipal Park Ponds / Campground	\$ 600,000
Municipal Park Shelter House	250,000
Olson Cultural Event Center	250,000
Skate Board Park	400,000
Dog Park	175,000
Extend Recreation Trail North & South	190,000
Plywood Trail	1,000,000
Le Mars YMCA Indoor / Outdoor Pool Enhancements	2,200,000
BMX Track	40,000
Royal III Theater	250,000
Fundraising/Administration	60,000

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<b>TOTAL</b>	<b>\$ 5,415,000</b>
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Leadership Gift	\$ 2,500,000
Community Campaign	2,500,000
Grants/Other Donations	415,000



# Campaign Goal

## *Scale of Giving*

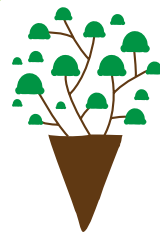
Gifts typically needed to secure \$5 million.

Number of Gifts Needed	Gift Amount	Total
1	\$2,500,000	\$2,500,000
4	\$200,000	\$800,000
5	\$100,000	\$500,000
8	\$50,000	\$400,000
12	\$25,000	\$300,000
25	\$10,000	\$250,000
30	\$5,000	\$150,000
Many	less than \$5,000	\$100,000
Total		\$5,000,000

Gifts payable over a period of up to seven years are possible.  
Gifts of cash, securities, land, life insurance, etc. are all possible.







**Le Mars Area**  
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