

ICE ALASKA's
"George Horner Ice/Art Park"
DEVELOPMENT PLAN 2011-2021

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INTRODUCTION

ICE ALASKA is a 23-year-old not-for-profit organization which formed in March of 1990 with the mission of producing annual ice sculpting competitions "Ice Art" in Fairbanks, Alaska. In 1996 Ice Alaska started the "World Ice Art Championships" held each February/March.

ICE ALASKA has a Board of 9 Directors, a staff of over 400 volunteers, attracts annually more than 160 world-class sculptors and over 40,000 visitors for a 5-week long event in an ice park of about twenty-five acres.

ICE ALASKA has leased the Ice Park land from the AKRR since January 1995 but in 2010 the lease was not extended beyond June 2011 thus Ice Alaska was required to find a new home.

13 JUNE 2011, ICE ALASKA acquired a new site within the Fairbanks area consisting of about 25 acres. The new site allows Ice Alaska to continue the BP World Ice Art Championships in ice sculpture, and extend its program to competitions in snow sculpture, wood sculpture and sand sculpture.

ICE ALASKA has assets of over \$600,000 and plans to raise annually over \$640,000 to cover the organizations 365-day operating expenses.

2011 SITE MAP-(ATTACHMENT #1)

Locations of Tax Lots and ponds, Ice Alaska Headquarters, Park Entrance, Kids Park, internal roads and walkways, ice cream / Puppy Pond, Single Block Classic and Multi-block Classic sculpting areas, adjacent access streets and highways, Ice Alaska historical gazebos and designated parking areas.

2021 SITE MAP-(ATTACHMENT #2)

Suggested locations of Headquarters, technical facilities, 192 residential units making up the "International Artists' Village", kids park, internal roads and walkways, ice cream / Puppy Pond and Sculptors Hall of Fame.

OBJECTIVES:

ICE ALASKA had to control its financial future in order to continue as a viable organization. Thus, on June 13, 2011 ICE ALASKA purchased 25 plus acres in the heart of the Fairbanks community to build the "George Horner Ice/Art Park". This action gives ICE ALASKA control of its future since the land is owned by Ice Alaska. ICE ALASKA now has the certainty it needs to invest in the future and generate its own revenues in the market place. The revenues

generated will now be based on ICE ALASKA's performance over a 365 day period and not just the 90 day period of ice sculpting in the past. Owning our land makes this all possible.

In the past, ICE ALASKA has received tremendous support from the Fairbanks community, local businesses and local city and FNSB governments, but to ensure the continuity of the World Ice Art Championships ICE ALASKA should not count on these funding sources to maintain its operations in the long term. While as a non-profit, ICE ALASKA plans to continue seeking support from the community and the other funding sources however, ICE ALASKA plans to focus on the organizations main objectives over the 365 days available in the year: promoting artistic and educational endeavors using snow (in January) ice (in Feb/Mar), wood (in June) and sand (in July); enhancing and promoting international friendships through cultural and artistic exchange; preserving and displaying all cultures in elegant sculpture exhibitions in snow, ice, wood and sand; and promoting Alaska via encouraging winter and summer tourism and other economic opportunities. ICE ALASKA will concentrate on winter and summer tourism by planning, organizing and producing the biggest snow, ice, wood and sand sculpting events in the world. ICE ALASKA believes with the implementation of our THREE-PHASE PLAN we can achieve our objectives as set forth above and honor our commitment of contributing to the economic development and tax base of the Fairbanks community.

ICE ALASKA plans to build a new ICE ALASKA Headquarters facility on the "George Horner Ice/Art Park" site within 5 years. ICE ALASKA currently has a 95% design of the new facility. Ice Alaska will build living quarters (4 artist's capacity) for the visiting artists/volunteers participating in the sculpting events. Additionally, ICE ALASKA will build the Sculptors' Hall of Fame, overlooking O'Grady Pond Too within 10 years.

By developing Ice Alaska's assets (the land) to its fullest potential the "George Horner Ice/Art Park" will provide ICE ALASKA a secure and sound funding source for supporting our 365 day operations. The sculpting events will bring tourism and economic development to the interior of Alaska.

Our **THREE PHASE PLAN** is as follows:

PHASE I (Jun 1, 2011 to Dec 31, 2015) –

Jun 1 to July 31, 2011:

ICE ALASKA will disassemble the Ice Park located on AKRR property and move it to the "George Horner Ice/Art Park" located at 3050 Phillips Field Road, approximately 1 mile to the west of the current location. A property appraisal will be conducted by Street, Guinn Appraisers and Shannon & Wilson will perform an Environmental Assessment 1 for the new Ice Alaska site.

Aug 1 to Jan 31, 2012:

ICE ALASKA will setup the following buildings on Tax Lot 831 [see Map 1]: Front Entry, and Ticket Checking, which is operated by the ICE ALASKA Ticketing Section. The ICE ALASKA Headquarters facility will be moved and reassembled on TL-831. It will house the Administrative Section, Operations Section, Transportation Section, Webcam Section, Concessions Section, Park Activities Section, Publicity Section, Marketing Section, Sculptors Support Section, Meals and Lodging Section, Sculptors Committee Section and Digital Publications/Photography Section. Electrical power, phone, internet, water and sewer will be hooked up in preparation for the 2012 event. One of the houses locate on TL-831 will be coverted to a Bed and Breakfast in order to house the

visiting artists during the competitions and as income generators during the summer season. The remaining house on TL-831 will be the quarters for the site caretaker. A security fence will be installed along the south boundary of TL-849 to insure the security of the "George Horner Ice/Art Park". The ICE ALASKA parking lot will be outside the fence and occupy approximately 70' x 600' on the east end of TL's-831 and 849.

The KIDS PARK will be located in the northeast corner of TL-849 and be over twice as big as the previous Kids Park located on AKRR property. The kids' mega slides will be constructed over the storage areas of the Administrative section, Logistics section, Operations section and Lighting section. Fill material will be sculpted to the front of the wooden structure that covers the vans. This is where the winter ice slides will be constructed. In the summer season, ICE ALASKA will create a water park for the kids and use the same slide area as well. ICE ALASKA'S Security Building will be placed along the south boundary of TL-849.

Feb 28 to Mar 25, 2012: "Ice Alaska will host the 2012 BP World Ice Art Championships" which will be there 23rd consecutive event.

In the 2012 WORLD ICE ART CHAMPIONSHIPS, The Single Block Classic Area will be located in the tree area on the north end of TL-831. The Multi-Block Classic area will start from the middle portion of the south end of TL-849 and follow along the tree line to the middle of the northern tree line of TL-831. The 30 Multi-Block Classic sculpting sites will measure approximately 34' wide by 40' deep. The Youth Classic and Amateur Open ice sculpting areas will be on TL-849. Twenty-four gazebo's detailing the history of ice sculpting in Fairbanks from 1988 through 2011 will be placed throughout the "George Horner Ice/Art Park" on TL-831 and TL-849.

Summer of 2012:

ICE ALASKA wants to begin construction of individual housing units (15 units) on TL-849 that measure 30'x30'. The housing units will be living quarters for visiting sculptors who are participating in one of the four sculpting events produced by Ice Alaska; Snow competition in January (always starting the 3rd Wednesday in January and ending 4 days later), BP World Ice Art Championships in Feb/March (starting the last Tuesday in Feb and Park closes the last Sunday in March), Wood sculpting competition in June (always starting the 3rd Wednesday in June and ending 4 days later) and Sand Sculpture competition in July (always starting the 3rd Wednesday in July and ending 4 days later). The goal is to have artists from every country in the world participating, 192 countries in all. The concept is that each of the houses will have the same floor plan inside but the outside of the house will replicate the motif of the country being represented. For example, Holland may have the outside looking like a windmill and have tulips planted in the front yard during the summer. The Vietnam house may look like a straw hut in the center of the rice field etc. The team from Holland will stay in the Holland house and the team from Vietnam will occupy the Vietnamese house. Truly the look of the outside of the house will be the decision of the country for which the house is being constructed. Within 4 years, ICE ALASKA plans to have 192 houses constructed each representing one of the 192 countries in the world. The construction schedule will be listed later. Ice Alaska formed a special committee the "International Artists' Village" committee to oversee and coordinate this project.

The north end of TL-812 will be used for the signage that will promote the "George Horner Ice/Art Park". Additionally, the southwestern portion of TL-812 will be used for ice harvesting and ice storage. TL-812 north and south portion will be used mostly for visitor overflow parking.

In keeping with ICE ALASKA's now 365 day operation, ICE ALASKA will use the front Ticketing Building as an Ice Cream Shop during the summer season. We will construct a 90' x 100' open air pavilion that will be used in the summer season as seating for the ice cream customers and in the winter as a covered site for the Puppy Pond ice skating rink. ICE ALASKA plans to construct three additional open air pavilions so we can add ice skating rinks and host each March in Fairbanks, Alaska the Puppy Pond Ice Hockey Championships for kids ages 4-7. The competition will be held annually in the "George Horner Ice/Art Park". Additionally, Ice Alaska would like to retain the right of revising our RV Park operation on TL-849, and TL-812 should additional revenue be required to execute the Development Plan.

Jan 1, 2012:

ICE ALASKA will occupy the large equipment building located on the north end of TL-833. The facility is required to support the artists and volunteers plus ensure ICE ALASKA's forklifts, heavy equipment and other materials are protected from Fairbanks's extreme winter temperatures. Having a heated facility in Fairbanks, Alaska provides a real benefit and will enhance the organizations ability to function more efficiently.

Feb 28 to March 25, 2012:

ICE ALASKA will host their 23rd ICE ART EVENT in the "George Horner Ice/Art Park", the 2012 BP World Ice Art Championships. ICE ALASKA will have spaces for 40 Single Block Classic teams, 20 Multi-Block Classic teams, 20 Amateur Open teams and 15 Youth Classic teams. Additionally, ICE ALASKA will have 8 exhibition sculpture areas for special projects.

April 15, 2012:

ICE ALASKA would like to begin the installation of sewer and water in the "George Horner Ice/Art Park." The system is needed to insure the efficient and effective hookups for the planned 192 houses that will be built and make up the INTERNATIONAL ARTISTS VILLAGE. Each 30'x30' house will represent a country of the world. Additionally, sewer and water will be needed for ICE ALASKA's operating facilities.

April 1, to September 15, 2012:

ICE ALASKA's summer operation begins with the opening of the kids fishing pond, the ICE CREAM SHOP, Water Slide Park, the Ribs, Chicken and More open air barbaque grill serving lunch and dinner to the Ice Park visitors and the "George Horner Ice/Art Park" tours which will feature guided tours running daily--two tours in the morning and two tours in the afternoon. The tours are designed to show the visiting public what was created in the "George Horner Ice/Art Park" during the BP World Ice Art Championships. Visitors will ride the Winter Wonderland train and see pictures/videos of what was created in each sculpting space during the past winter. Visitors will even be able to experience first hand the wonderful ice harvested from O'Grady Pond Too. They will be able to tour the ice storage area and even have the opportunity to take pictures standing in front of the big Fairbanks ice blocks.

June 1 to Aug 31, 2012:

ICE ALASKA will begin construction of the first 15 country housing units to start the International Artists Village. Specific units will be determined by the respective participating countries.

Jun 15 to Jun 20, 2012:

ICE ALASKA will host their first annual WOOD SCULPTING COMPETITION. Fifteen countries will be invited to participate. "George Horner Ice/Art Park" visitors will be able to watch the action.

July 15 to July 20, 2012:

ICE ALASKA will host their first annual SAND SCULPTING COMPETITION. Twenty countries will be invited to participate. Park visitors will be able to watch the action.

Jan 15 to Jan 20, 2013:

ICE ALASKA will host their first annual SNOW SCULPTING COMPETITION on the large pond on TLs 833 & 837. Twenty countries will be invited to participate. Park visitors will be able to watch the action.

Feb 26 to March 31, 2013:

ICE ALASKA will host their 24th ICE ART EVENT in the "George Horner Ice/Art Park". ICE ALASKA will have spaces for 50 Single Block Classic teams, 25 Multi-Block Classic teams, 20 Amateur Open teams and 15 Youth Classic teams. Additionally, ICE ALASKA will have 8 exhibition sculpture areas for special projects.

April 15, to Oct 15, 2013:

ICE ALASKA will begin the construction of 50 country housing units in the International Artists Village. Specific units will be determined by the respective participating countries.

April 15, to Oct 15, 2014:

ICE ALASKA will begin the construction of 75 additional country housing units in the International Artists Village.

April 15, to Oct 15, 2015:

ICE ALASKA will begin the construction of the final 52 country housing units that will make a total of 192 which represents every country in the world. The houses will be constructed on a portion of TL-817 if the ownership is transferred to Ice Alaska. If ownership is still in doubt the final 52 structures will be constructed only on TL-833 and TL-837 and TL-817 will remain vacant.

All these actions now set ICE ALASKA in excellent position for the implementation of Phase II and Phase III.

PHASE II (Jan 1, 2016 to Dec 31, 2020):

During this phase ICE ALASKA will continue to host annually in Fairbanks, Alaska the snow sculpting competition in January, the BP World Ice Art Championships in Feb/Mar, the wood sculpting competition each June and the sand sculpture competition each July.

Additionally, the implementation of this phase may require assistance with a long-term loan that will be utilized to construct ICE ALASKA's new headquarters facility. ICE ALASKA currently has a 95% of the design completed for the new facility. The new facility will have upstairs rooms each with a bath room. The rooms will be available for rent to construction workers who travel to Fairbanks for the busy summer construction season. There is a big demand for lodging at this time and the rooms will help fill that demand. These rooms may be used to house out-of-town volunteers. This will save Ice Alaska more than \$75,000 a year in lodging costs. Ice Alaska wants to have an operational restaurant with the seating capacity of over 300 people. This allows Ice Alaska to generate additional revenues by hosting parties and functions for other

organizations. ICE ALASKA will have the capability to develop other revenue producing activities because the facilities will already be in place to accommodate them. We are convinced that with this added income, and the funds currently generated during the winter and summer seasons there will be enough revenue to service the debt payments and yet still grow the World Ice Art Championships.

The new headquarters provides ICE ALASKA the opportunity to begin employing people on a full-time basis, which is essential for the long-term health of the organization. We estimate that a minimum of 5 positions will be added to the organization and supported by the revenues that will be generated from the summer and winter operations. Thus, the development of ICE ALASKA will benefit the community not only in terms of the tourism which it attracts but also as an employer within the community.

PHASE III – (April 1, 2021)

Begin construction of the "Sculptors' Hall of Fame". It will be a 74,000 square foot facility, dedicated to the finest snow, ice, wood and sand sculptors in the world. It will be a beautiful, artistically designed facility that will highlight and accentuate the many accomplishments and great works of these fine artists. The plan is to have the Sculptors Hall of fame nestled in the woods overlooking O'Grady Pond Too.

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ExHIBIT 3 WITHOUT TL817

O'GRADY POND TOO

SNOW SCULPTURE
AREA

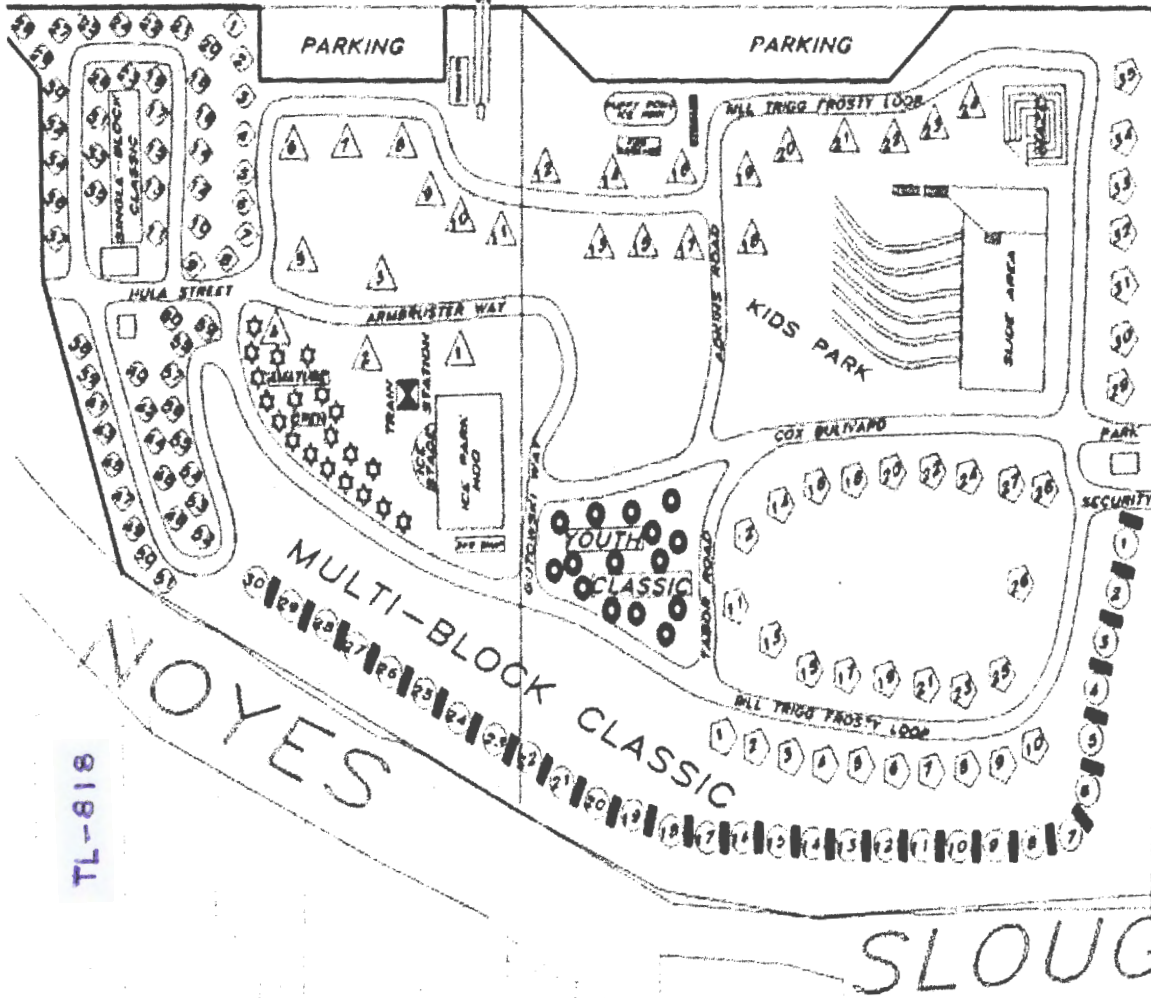
ICE HARVEST
AREA

ICE
STORAGE
BUNKER

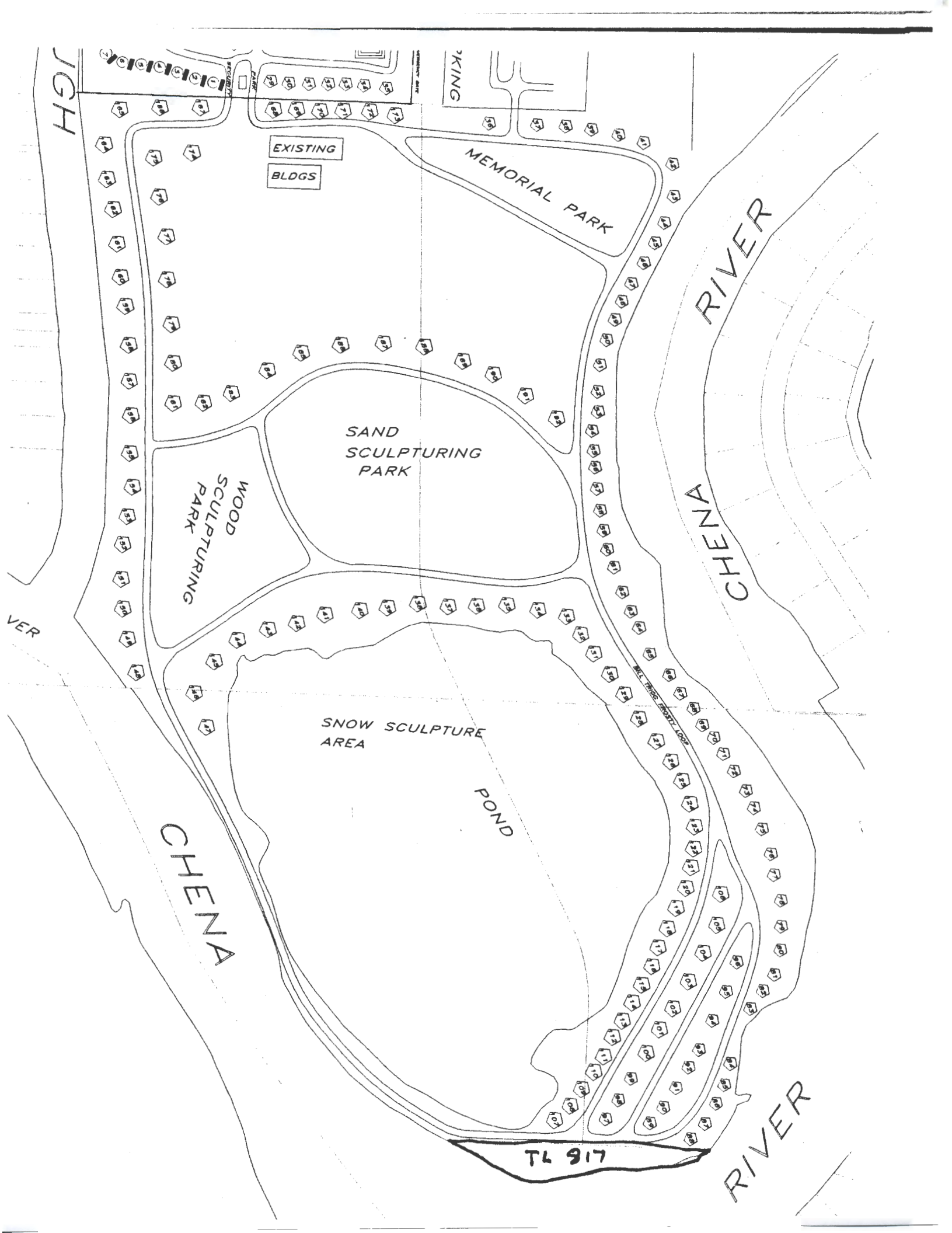
PARKING

PARKING

MARION DRIVE



TL-818



HIGHWAY

PARKING

EXISTING
BLDGS

MEMORIAL PARK

CHENA RIVER

SAND
SCULPTURING
PARK

WOOD
SCULPTURING
PARK

SNOW SCULPTURE
AREA

POND

CHENA RIVER

CHENA RIVER

TL 917

CHENA RIVER

VER