



FOR IMMEDIATE RELEASE  
**December 15, 2010**

CONTACTS: Becki Keefer, Parks Project Coordinator  
727-7092

Heather Dawson, Hailey City Administrator  
208-788-4221 ext 18

## **HAILEY ANNOUNCES NEXT PHASE OF THE HAILEY RODEO PARK** Fundraising Goal set at \$3 Million

(Hailey, Idaho) The City of Hailey and its partners have joined forces to kick off a fundraising campaign for what's being called The Hailey Rodeo Park (the rodeo grounds). The first-of-its-kind partnership is built from diverse interests: Sawtooth Rangers, Hailey Ice, skateboard enthusiasts, Hailey Parks & Lands Board, Hailey Arts Commission, Hailey Historic Preservation Committee and Hailey Chamber of Commerce. Together with local architects Nick Latham and Michael Bulls of Ruscitto/Latham/Blanton, a Master Plan has been developed that includes a multi-use event arena built to rodeo dimensions, a refrigerated ice rink, improvements to the skatepark to draw younger skaters and their parents, a Visitors Center, a celebration of the rich history of the property, and creation of public art and an entrance to Hailey.

With hopes of raising funds to construct the plan, the Hailey Rodeo Park Committee has begun a capital campaign to offset the estimated \$6 million project cost. The Hailey City Council has pledged to match up to half the cost with capital funds and/or voter-approved funding if donations and pledges can be secured for the other half. Construction could start right after the 4<sup>th</sup> of July rodeo this year, to ready for skating next winter on the new rink, with the arena launching its first Rodeo in July 2011.

The City of Hailey owns the property and is committed to providing a permanent site for the Hailey Ice Rink and the Sawtooth Rangers 4<sup>th</sup> of July Rodeo. Hailey citizens ranked redevelopment of this property as the top priority in a 2008 survey. The property is in need of extensive repair or redevelopment, and the Sawtooth Rangers' long term lease expires in 2010.

The expanded use of the property will benefit not only Hailey residents, but the larger Wood River Valley community. Broad community support is being sought, with awareness raised through brochures, presentations, and other events. A Night on the Ice at McKercher Park is planned for Saturday, January 23<sup>rd</sup>, from 4 – 7 pm. Hot drinks and snacks will be available, as well as additional information on the planned improvements for the Hailey Rodeo Park.

Donations can be made through the City of Hailey at [www.haileycityhall.org](http://www.haileycityhall.org) or the Hailey Parks Foundation at [www.haileyparks.org](http://www.haileyparks.org).

###