



Milwaukee Community Sailing Center
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FOR IMMEDIATE RELEASE

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Milwaukee Community Sailing Center Geothermal Fact Sheet

For more than 30 years, the Milwaukee Community Sailing Center (MCSC) has provided educational and recreational sailing programs to those who wish to gain access to Lake Michigan and learn to sail, regardless of age, physical ability or financial concerns. Through the generous donations of more than 500 individuals, corporations and organizations, MCSC has raised enough funds to break ground on a \$1.7 million environmentally conscious building. The new facility will be one of the first lakeside buildings in southeastern Wisconsin to utilize geothermal heating and cooling technology.

Why Geothermal?

Geothermal is an environmentally clean, energy-efficient and cost-effective system, which uses the constant temperature below the Earth's surface to heat and cool. Although the initial cost will be more than three times that of a conventional heating system, MCSC estimates the technology will save the center anywhere between 30% and 70% on monthly utility bills.

Beyond the financial savings, geothermal systems offer less maintenance with longer equipment life and fewer emissions. Executive Director Peter Rieck and long-time MCSC supporter Kathy Schaack have issued the Rieck/Schaack Geothermal Challenge to help defray the nearly \$140,000 price tag for geothermal installation. Rieck/Schaack have contributed \$25,000 to kick off this challenge.

Other Green Initiatives?

In addition to the geothermal technology, MCSC has a number of other green initiatives planned for the new facility. Examples include a rain garden featuring specialized native plantings designed to catch and filter rainwater to prevent erosion and water pollution, and the installation of a wind turbine to create reusable wind energy and serve as a teaching tool for Sailing Center visitors and students. Complimenting those initiatives, construction materials will be recycled products whenever possible.

Facility Overview

The new MCSC facility will feature a two-story, 6,000+-square-foot building with two classrooms, offices, restrooms and showers, a reception area, and observation deck and a community room. The building was designed using many LEED Gold standards, and will replace the present 30-year-old building, which is expected to be converted into a multi-purpose storage facility.

By the Numbers:

Cost: Nearly \$1.7 million	Parking: 99
Square-feet: 6,000+	Construction Time: 6-9 months
Classrooms: 2	Fleet: 80 boats
Classroom Seating: 24 per room	Staff: 4 full-time (40 during sailing season)
Community Room: 110-person capacity	Members: 700+
Elevator: 1	

General Contractor: Oliver Construction, Co., Oconomowoc, Wis.
Architects, HGA, Inc., Milwaukee, Wis.

Anticipated Completion: Spring 2010

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A Greener Future: New MCSC Facility Leads the Way for Green Initiatives on Lake Michigan

Sailing is an activity with very little impact on the environment. The new facility will be a reflection of its eco-friendly roots. With its green building design and construction materials, energy-efficient systems and resource conservation efforts, MCSC will be a leader for sustainable development on the shores of Lake Michigan.

- The facility aims to meet LEED Gold standards for environmentally friendly construction.
- The new facility will be one of the first buildings in Wisconsin on the shores of Lake Michigan to utilize geothermal heating and cooling technology – an environmentally clean and energy-efficient system. (The cost of installation for this system is estimated at more than \$140,000. Fundraising to defray these additional costs is ongoing.)
- MCSC completed a wind assessment and hopes to install a wind turbine to generate renewable energy.
- Fundraising efforts are currently in progress to support other green components and finishing touches.
- An operating endowment managed by the Greater Milwaukee Foundation has been established.

Location

The new MCSC facility will be located on the same site as the present facility - north of downtown in the heart of Veterans Park at the south end of the McKinley Marina.

MCSC History

The Milwaukee Community Sailing Center, Inc. was founded in 1977 when a group of local sailors and county officials formed the sole organization that strived to make sailing accessible to everyone in the Milwaukee community. After completion of the offices and maintenance facility, MCSC opened in 1980 with lessons and rentals, an excited staff of 10 and a modest fleet of boats.

As membership grew, the staff, fleet and course offerings expanded, bringing hundreds of new members eager to learn to sail. Since 1977, MCSC has made Lake Michigan accessible to thousands of Wisconsin's residents, including at-risk urban teenagers and children and adults with disabilities. MCSC has helped more than 100,000 people explore the waters of Lake Michigan through sailing.

About the Milwaukee Community Sailing Center:

The Milwaukee Community Sailing Center (MCSC) is a non-profit 501 (C) (3) agency providing educational and recreational sailing programs to the greater Milwaukee community. Those who wish to gain access to Lake Michigan and learn to sail are welcome at MCSC regardless of age, ability, or financial concerns.

MCSC offers outreach programs that use sailing as a tool to touch the lives of a diverse population – adults, youths and persons with disabilities, with a focus on innovative and character-building learning experiences. Participants discover hidden abilities to broaden their life skills and heighten self-development, including self-reliance, teamwork, problem-solving and leadership skills.

With the help of partnerships with local organizations and community agencies, MCSC has provided sailing opportunities to more than 20,000 of Milwaukee's at-risk and economically disadvantaged youth, as well as the disabled.

CONTACT

For more information about the Milwaukee Community Sailing Center and its fundraising efforts, the public may call 414.277.9094. To arrange for interviews, photography, tours, demonstrations, or for media information, contact Rachel Wezek at 414.224.9424 or Rachel@ebadvertising.com, or visit www.sailingcenter.org.