

# HELP US ANSWER THE CALL OF THE LOON

## WHAT IS THE NATIONAL LOON CENTER?

The National Loon Center facility will be a nationally significant loon and freshwater research and education center on three levels totaling 15,000 square feet. The interior of the center will include interpretive and interactive exhibits including virtual reality components, active scientific research, a media center, a community education wing, and a three-level design that will highlight the air, land and water environments associated with loons and freshwater ecosystems. The plan also includes a bird sanctuary on the adjacent point, five different outdoor exhibits and a floating classroom to provide active opportunities to engage in citizen science and learn about loons/lakes.

## WHO ARE WE?

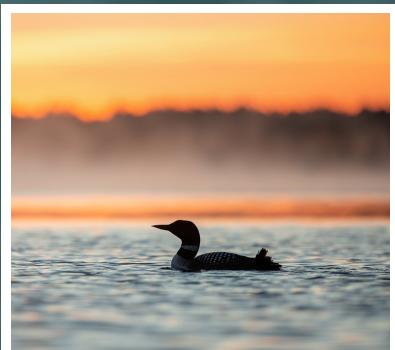
The National Loon Center Foundation (NLCF) was established in 2017 as a 501(c)3 non-profit organization with an elected Board of Directors (currently 10 members). As of the fall of 2021, the NLC staff includes an Executive Director, Communications and Outreach Coordinator, and a Program Operations Associate. The National Loon Center (NLC) currently operates at a storefront location called The Nest in the Crosslake Town Square. The 15,000 square foot public facility will be built at the Cross Lake Recreation Area in Crosslake, Minnesota. It is scheduled to open in 2024 and will be dedicated to the conservation of loons and freshwater ecosystems.

## TIMELINE

**2021** The National Loon Center will complete the installation of docks, boardwalks and some outdoor exhibits in the fall of 2021. It will also complete a shoreline restoration project simultaneous to the dock installation. The work is being coordinated by the architectural and engineering firm Widseth.



**2024** Architectural design and plans for the building are happening now and will continue in earnest once we have secured a total of \$6 million in matching fundraising as required by the State of Minnesota. The grand opening for the building is anticipated in spring of 2024.



## WHY GIVE TO THE NLC?

Freshwater ecosystem animal populations have plummeted by 75% since 1970. At this rate, loons may cease to exist in Minnesota by the year 2080 if we don't change our course. The less wildlife we choose to share our world with, the less interesting our world will become. *Our mission is to be an interactive educational destination that transforms visitors into champions for loons and freshwater everywhere.*

# MAJOR GIFT & RECOGNITION OPPORTUNITIES



## COMMUNITY & ECONOMIC IMPACT

The University of Minnesota has been extremely valuable in creating a Master Plan (through community input), a Market Feasibility Study and an Economic Impact Study. The community and region have donated nearly \$2 million in funds and in-kind contributions over the last three years to advance this project. The City of Crosslake donated its services as fiscal agent and through a community Connectivity Study and Capital Plan.

1

### Title Sponsor (Naming Rights)

**\$400,000 - \$600,000 per year** depending on full partnership parameters; ten-year commitment.

2

### Leadership Circle

**\$1 million total donation** (one-time or multi-year commitment) could be applied toward the following naming opportunities or a similar donor preference (15 year naming rights).

- **Loon Research Institute**

Your name would appear on internal signage and would become synonymous with the nationally significant research initiatives we design and implement.

- **National Freshwater Institute**

Your name would appear on internal signage and would become synonymous with the nationally significant research initiatives we design and implement.

- **Media Production Institute**

The National Loon Center will house a state-of-the-art media center from which it will produce and distribute audio and visual content throughout the region and nation.

- **Community & Education Wing**

This will be a space frequented by guests, but more importantly an ongoing space for connection in our community.

3

### Legacy Stewards

**\$50,000 - \$250,000** (one-time or multi-year commitment).

- **Garden/Outdoor Spaces**

\$250,000 total donation for 15 year naming rights. Signage would be present throughout the outdoor spaces.

- **Meditation Room**

\$250,000, one-time donation for 15 year naming rights. The space will be designed to bring that experience to life in beautiful and high-tech ways, with your naming and brand integrated within the space.

- **Interior Exhibit Sponsors**

\$50,000 - \$200,000; From virtual reality experiences to state-of-the art ecosystem and sustainable architecture exhibits, many additional sponsorship opportunities will become available as the exhibits are designed.

4

### Sustaining Builders

**\$10,000 - \$49,999** Interior recognition on prominent wall plaques and unique displays.

5

### Friends of the Loon

**\$1,000 - \$9,999** Opportunities for family, business or foundation recognition will include tables, benches, fireplaces, and other interior features.

6

### Friends of the National Loon Center

**\$500 - \$999** Opportunities for family, business or foundation recognition will include bricks/pavers leading to the Center entrance and to prominent outdoor exhibits.

## PROJECT FUNDING OVERVIEW

- \$4,000,000** State of Minnesota Grant (ENRTF)
- \$2,000,000** Individual & Community Contributions
- \$2,000,000** Federal In-Kind Lease
- \$8,000,000** Individual, Corporate & Foundation Sponsors

---

**\$16,000,000** TOTAL PROJECT COST



## FINANCIAL STATUS & VIABILITY

The National Loon Center is enthusiastically endorsed by local, state and national elected officials and has a wide base of citizen support. The Brainerd Lakes Chamber of Commerce has been a partner since the project's inception. The NLC received a 25-year land lease (\$2.6 million in-kind) from the U.S. Army Corps of Engineers to build the Center in the day-use area of the Cross Lake Recreation Area. Graduate students from the University of Minnesota completed a Market and Feasibility Study that highlighted our business model, which balances philanthropic contributions with earned revenue streams from programs and Center admissions to ensure long-term sustainability.

Significant contributions to date include a **\$4 million** grant from the Minnesota Environment and Natural Resources Trust Fund, and a **\$750,000** grant from The Margaret A. Cargill Fund at the Saint Paul and Minnesota Foundation. The NLC recently received **\$355,000** from the Outdoor Heritage Fund, as appropriated by the Minnesota State Legislature, to restore, protect, and enhance Minnesota's wetlands, prairies, forests, and habitat for fish, game, and wildlife.



## DONATE TODAY

Affirm your integral hand in the building of the National Loon Center's legacy and help to actualize and ensure our vision for a safe future for loons today. **Tax deductible** gifts can be mailed to the following address:

National Loon Center, P.O. Box 642  
Crosslake, MN 56442