



## Capital Campaign Talking Points

Last revised: December 22, 2015

### ***Why have you launched a renewed campaign?***

*We believe this performing arts and events center will have a lasting, positive impact upon the Gunnison Valley community. From economic to social, from young to old, from arts to education, from residents to visitors, from artists to newlyweds, from events to conventions/conferences — the Biery-Witt Center will inspire talent, create memories, and anchor this community.*

*In order to see this vision become reality, our renewed campaign is vitally important. Without the generous contributions from individuals, families, foundations, businesses and other entities, the Biery-Witt Center will not come to fruition.*

### ***How much does the Biery-Witt Center have remaining to raise?***

*All together since the first of the year, private philanthropy combined with the Town of Mt. Crested Butte's increased investment has generated over \$9.2 million for the project. This is in addition to the opportunity to apply for annual grants of \$100,000 from the Mt. Crested Butte Admissions Tax Fund for marketing and events expenses. This includes one contribution greater than \$500,000, three \$250,000 commitments, several additional gifts from existing donors, and a number of new gifts and pledges.*

*This leaves us with \$3.2 million to complete the campaign for a total project value of \$27 million, which is, in our view, very doable, especially considering that \$23.8 million has been committed to the project since its inception.*

### ***What is the structure for the current campaign?***

*The Board of Directors is driven to working with our donors and community partners throughout the campaign. To that end, the Board has made two critical decisions. First, all pledge commitments made during this last phase of the campaign will not become due and payable until the point in time when the Board authorizes execution of the contract to begin construction. We are calling this our "last-in" campaign. Second, when only \$2 million remains to be raised in the campaign, the architectural design of the building will be finalized.*

*Our 'last-in' approach has resonated well with nearly everyone. And once vested, such pledges can be paid over a several year period at the donor's option.*

### ***When do you anticipate the campaign reaching its goal and beginning construction?***

*The faster we can raise the funds through the campaign, the sooner we can engage in final design and move into construction and we will then be celebrating the grand opening of the new Biery-Witt Center.*



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### ***What can I do to help the Biery-Witt Center achieve its fundraising goals?***

*We have believed in this performing arts and events center as part of our community for so many years. Today, we are closer than ever. Opening night and memories for a lifetime are just within reach. We hope you will consider joining us for the construction and completion of the Biery-Witt Center at Mt. Crested Butte.*

*Your contributions are valuable to furthering our goal and very much appreciated. If you would like to make a contribution, please contact Angela Diaz at (970) 349-4769 or [adiaz@mcbpac.org](mailto:adiaz@mcbpac.org). Likewise, if you have some information about a potential prospect for the campaign, we also would love to hear from you. In addition, goodwill is the lifeblood of all successful campaigns. Please help us spread the word about the need and about the campaign. We would be happy to visit with you personally, in small group settings, or even do a presentation for you and a peer group of yours.*

### ***What level of community support does the BWC have?***

*As a past President of the Crested Butte Music Festival, Tom Biery has been a driving force in pursuit of the vision. Along with the Music Festival immediate Past President Paul Witt and their spouses, Linda Biery and Donna Witt, these visionaries have contributed significant lead gifts to kick off the fundraising effort for the Biery-Witt Center. Their commitments are coupled with the strong undertakings from the Town of Mt. Crested Butte, Crested Butte Mountain Resort, and community donors. The project has 240+ financial donors who have generously demonstrated their support via contributions that total \$23.2 million in 2016 dollars.*

#### **FOUNDERS CIRCLE – \$500,000+**

*Tom & Linda Biery  
Crested Butte Mountain Resort  
Donna Dantini Witt Foundation—Paul & Donna Witt  
Don & Cathey Humphreys  
Scott & Kathryn King  
Mt. Crested Butte Downtown  
Development Authority  
Town of Mt. Crested Butte*

#### **PRESIDENTS COUNCIL – \$200,000+**

*In Honor of the Children and Grandchildren of Roger & Sandra Dorf — Roger & Sandra Dorf  
The Fretthold Family  
The Helmerich Foundation—  
Hans & Lea Helmerich  
Jim & Ynette Hogue  
Tom & Stephanie Seymour  
Alfred and Wythina Smith*

#### **LEADERSHIP LEVEL – \$100,000+**

*Alpine Express  
Danek Bienkowski & Jo Ann Macy  
Arlo & Barbara DeKraai  
Margery Feldberg & Jeremy Levin  
Theodora Feldberg  
Frank & Linda Fialkoff  
Paul & Jackie Kingsbury  
Sissy Lavigne  
Ed & Judy Ligon Family  
Mead & Diane Metcalf  
Ken & Barbara Moffitt  
The Oates Family  
In Memory of Genie  
Weitzman—  
The Weitzman Family*

*Our community support now totals over 240 donors.*



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*Additional community support is evidenced by our 17 members of the Board of Directors.*

### **THE BOARD OF DIRECTORS**

*Joe Fitzpatrick, Chair  
Mayor David Clayton, Vice-  
Chair*

*Tom Biery, Co-President*

*Bill Ronai, Co-President*

*Gary Keiser, Treasurer, Capital  
Campaign Co-Chair*

*Tim Fretthold, Secretary,  
Capital Campaign Co-Chair*

*Allen Cox*

*Noelle Hagan*

*Scott King*

*Tim Mueller*

*David Ochs*

*Alexander Scheirle*

*Alfred Smith*

*Donna Witt*

*Paul Witt*

*Adam Zatorski, Capital  
Campaign Co-Chair*

### ***What is the outlook for a successful campaign?***

*The Capital Campaign continues with positive momentum and our enthusiasm about our reaching the campaign goal has never been stronger. We are confident that we can achieve the campaign goals. Our Board of Directors is strong and growing. We are personally very encouraged with our successes this past year.*

### ***Are there naming opportunities still available?***

*There are many wonderful naming opportunities that are still available. Most opportunities today are focused on the \$100,000+ gifting levels, just as our focus is on securing gifts of that same level and above. As the final design of the BWC is determined, naming opportunities at other levels will be unveiled. For all who make a gift of at least \$25,000, seat licensing opportunities exist. A full description of all available naming opportunities and other benefits are available from the Biery-Witt Center office.*