

The Kroc Center Announces Kroc Project Park The Salvation Army Donates new \$2M Grant to The Kroc Center; Center Plans Addition of 1-Level Parking Structure to add 140 Spaces to Current Lot

COEUR D'ALENE, ID, March 15, 2011—The Salvation Army Ray and Joan Kroc Corps Community Center is excited to announce Kroc Project Park. Beginning on May 2, 2011 and ending in mid-fall, a new one-level parking garage will be constructed in the west end of the current Kroc Center parking lot. By repainting the existing parking lines and building this new structure, an additional 140 spaces will be added to the current 353 space lot, providing ample parking for members and guests.

Kroc Project Park is a \$2.6 million project largely funded by a newly awarded \$2 million grant from The Salvation Army Territorial Kroc Center fund. The remaining \$0.6 million will be funded by local Kroc Center building reserves. Construction and building fees will constitute 81% of the cost, with 10% going towards project fees and the remaining 9% covering a project contingency fee. Because of this generous new donation from The Salvation Army Territorial Headquarters, The Kroc Center is able to complete this project without affecting the rates for membership, programming and events.

“We understand that there is a need for additional parking, and we’re extremely excited to be able to move forward with this project,” says Major Ben Markham, Associate Officer, Director of Operations and Business. “With this addition of 140 parking spaces, more members of our community will be able to take part in the programs and events that The Kroc Center provides. We’re grateful that The Salvation Army saw the need in our community and responded with this generous donation.”

The first phase of Kroc Project Park will start on Monday, May 2, 2011. A portion of the existing parking lot will be restricted during the construction process. Here are some things members and patrons can expect:

- The Kroc Center will remain open for regular hours during the construction. Kroc Center standard operating hours are as follows: Monday–Friday, 5am–10pm; Saturday 7am–10pm; Sunday 8am–7pm.
- Hours of construction will typically be Monday through Friday, 7am-5pm. During this time, construction workers and large equipment will be operating in a fenced-off section at the west-end of The Kroc Center parking lot.
- To maximize the use of the remaining available parking, patrons are encouraged to help by carpooling or using alternative transportation, including walking, running and riding bikes on the Centennial Trail and utilizing public transportation.

For almost 2 years, The Salvation Army Ray & Joan Kroc Corps Community Center has provided a welcoming and engaging environment for individuals and families to learn and grow. Prior to opening in May 2009, The Kroc Center was projected to reach a total of 8,000 members. Currently, The Kroc Center has 18,000 members, and an average of 2,000 people per day visit The Center to use the fitness facilities, swim in the pools, attend events, and spend time together.

As always, The Kroc Center is dedicated to providing its members and the community with quality programs, services, and events during the duration of this project. They will continue to experience top-notch customer service, an impeccably maintained state-of-the-art facility, and the lowest rates possible for events, programs, and services.

For any questions regarding the upcoming construction, please email projectpark@kroccda.org, or call 208.763.0600. For up-to-the-minute information about the progress of the construction, visit The Kroc Center's website at www.kroccda.org/projectpark.html.

The Kroc Story

In 2003, Mrs. Kroc passed away, and entrusted to The Salvation Army the largest gift ever given to a private charity for the express purpose of building and endowing Kroc Centers. A fulfillment of Joan Kroc's vision, the Kroc Center in Coeur d'Alene, is a nearly \$80 million investment in the community set amongst 12 acres off of Ramsey Road. The Center houses four major components: a center of worship and performance venue, an aquatics center, fitness and recreation center, and special event facilities as well as arts, education, and fitness programming.

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 33 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide.