



SALEM CITY CLUB

Celebrating 42 years of exceptional civic discourse

UNIFYING A DIVERSE COMMUNITY

ROCKING AT THE KROC

October 9, Friday – 11:30 am

Note: This City Club meeting is at the Kroc Center.
1865 Bill Frey Drive NE, Salem 97301
<http://salemkroc.org/>

In January 2004, McDonald's heiress Joan Kroc left a gift of \$1.5 billion to The Salvation Army to build and help operate corps community centers across the country. On December 10, 2004, Salem City Club listened to our guest speaker Captain Brian Saunders of The Salvation Army explain the opportunity set before the community, and the application process phase of the this endeavor. At the time Captain Saunders was seeking support from various community organizations. One of the questions that arose out of the program was: "regarding the use(s) of the money the Salvation Army will pay the City of Salem for the land – how will the City use the money?" Captain Saunders responded:

"It is currently proposed, by the City of Salem, that the money received from the Salvation Army would be placed in the urban renewal budget, earmarked for the land immediately east of the proposed center. This land would be developed into a park and the surrounding wetlands would also be protected.

Although no dollars from the Kroc Center can be invested in other facilities and/or development (per the stipulation of the Kroc Family) the Salvation Army is committed to finding ways of enhancing the quality of life for other segments of our community; such as bus serve to and from areas within Salem as well as outlying communities in Marion and Polk counties."

Another question was: "What are the conditions for the use of the space in the proposed community center, i.e., rent?"

"The Program Committee has established three tiers. They are partnerships / rent, lease agreements for office and / or program space and structural integration of program development and implementation. This portion of the proposal will be more fully developed in the next phase of the project (presuming Salem is awarded a Kroc Center)."

Shortly after this program, then SCC President Brian Clem sent a letter to Captain Saunders stating, in part:

"The members of Salem City Club and our Board enthusiastically endorse and support the plans for a Salvation Army Kroc Center in Salem. We join many other community groups in working to achieve this goal. We recognize that the Kroc Center would greatly benefit our community, especially the children. We applaud the planned location of the Kroc Center in an area of our town among families in greatest need."

After 20 months and three competitive phases, The Salvation Army in Salem was awarded a portion of the Ray and Joan Kroc gift to build and operate The Kroc Center in Salem. Salem received \$35.5 million from the Ray and Joan Kroc gift to build the Community Center and \$35.5 for an endowment to help operate the facility. Local fundraising efforts brought the total project contribution to \$81 million. The Kroc Center will be officially open for business on September 28, 2009.

The community effort to make this dream a reality was led by **Gerry Frank**, Chair of the Kroc Committee and professional staff **Patricia Cuff-Smith**, Director of Development. We are honored to have them as our guest speakers on **Friday, October 9, 2009** at the Salvation Army Ray and Joan Kroc Corps Community Center Kroc Center located on Bill Frey Drive. Additionally **Lola Carlile**, Fine Arts and Education Director, will take members (in groups of 8 to 10) on a tour to see what a wonderful community center Salem now has.

The Salvation Army is committed to producing tangible outcomes that will build character, confidence and competence in the children and families of the Mid-Willamette Valley region and throughout the State of Oregon. The development of the Kroc Center will be guided at by the following five mission-driven principles:

- Be planned, developed and operated in a manner consistent with the mission of The Salvation Army.
- Remain true to the intentions of Joan Kroc: to relieve the suffering of the poor, communicate dignity, and provide opportunity to those with limited opportunities to develop their skills to the full extent of their potential.
- Be a beacon of hope and an agent of change in the Mid-Willamette Valley region that will actively reach out to those who might not otherwise feel included and make the center open to everyone.
- Offer programs and program facilities that will enhance the quality of life, build relationships, and help unify a diverse community; and transform youth, families and neighborhoods through education, art, recreation and worship activities.
- The Salvation Army Kroc Center will be a seven-day-a-week magnet and anchor for the community and will be planned, developed and operated in a manner that engages true community-wide leadership, networks and support resources.

Join us Friday, October 9 at the Kroc Center located on Bill Frey Drive.* For lunch reservations (\$12.50 members, \$14.50 non-members) email RSVP@SalemCityClub.com or call 503.370.2808 before noon Tuesday, October 6, 2009. The community is welcomed and encouraged to join us! There is no charge to attend the program at noon. Parking is free. Doors open at 11:30 AM. For more information on this program, and directions* to the event, please go to www.salemcityclub.com or www.salemkroc.org.

City Club members are asked to bring books, especially those for children, to help stock the Kroc Center's new library. Vergie Olson, a retired librarian, has offered to help gather books for the Kroc Center. If you have questions or would like to help her she can be contacted at 503-585-6146 or edverole@msn.com.

Directions: Take Portland Road NE, past Pine St. NE, continue on Portland Road NE under the railroad bridge to Bill Frey Drive NE (the Wonder Bread outlet will be on the right). Make a left onto Bill Frey Drive NE. Continue on Bill Frey Dr. NE to the FRONT of the Kroc Center, 1865 Bill Frey Dr. NE. Kroc Center phone: **503.566.KROC*

When: Friday, October 9, 2009; 11:40 lunch | Noon Program
Where: The Kroc Center, 1865 Bill Frey Drive NE, Salem
Contact: Leslie Zeigen, 503.370.2808
Email: office@salemcityclub.com, rsvp@salemcityclub.com
Web Site: www.salemcityclub.com