



Ice Arena Facility Study

April 29, 2015

Parks Recreation and Cultural Arts Department
Presentation

Ice Arena Overview

- Ice Arena was not part of any bond levy improvements
- MEP study conducted in 2014: \$6-8 million in needed upgrades
- Decrease of cost recovery over the past 5 years
- Resident vs. Non Resident use pattern and ice demand.

Ice Arena Overview

- Comprehensive skating program offering, decrease since recession
- Offer more programs than the other 5 competing rinks in the region.
- Peak hours continue to be in demand, not off set non peak hours.
- Loss of the Minor League Hockey Team reduced non peak use.

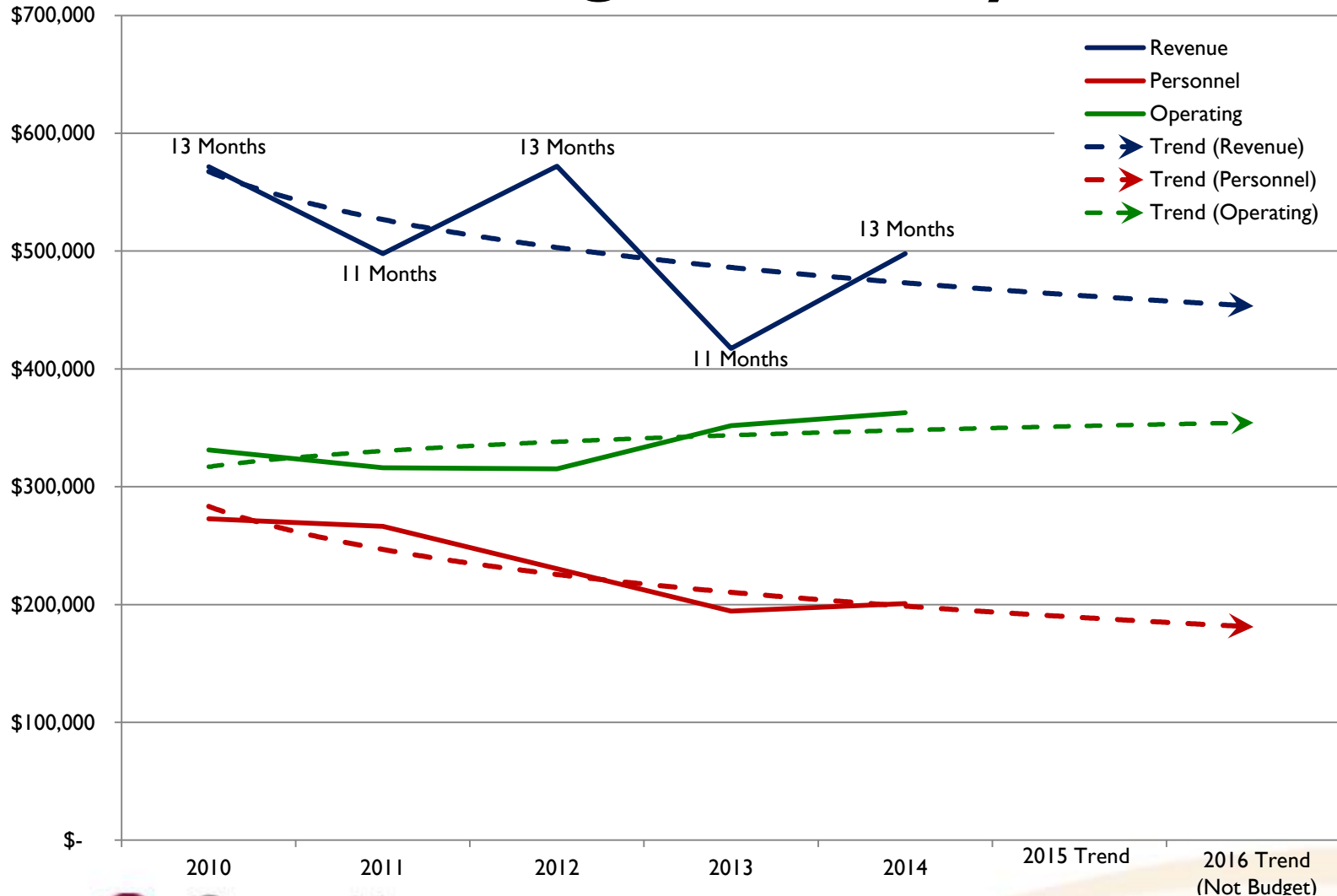
Ice Arena Financial Performance

	2010*	2011**	2012*	2013**	2014*
Revenue	\$571,623	\$497,717	\$571,988	\$417,289	\$497,793
Expense	\$604,023	\$582,523	\$545,465	\$546,177	\$563,557
Subsidy	(\$32,400)	(\$84,805)	\$26,523	(\$128,888)	(\$65,765)
Cost Recovery %	95%	85%	105%	77%	88%
TOTAL BUDGET	\$1,175,646	\$1,080,240	\$1,117,453	\$963,466	\$1,061,350
	*Includes 13 months of rental revenue				
	**Includes 11 months of rental revenue				

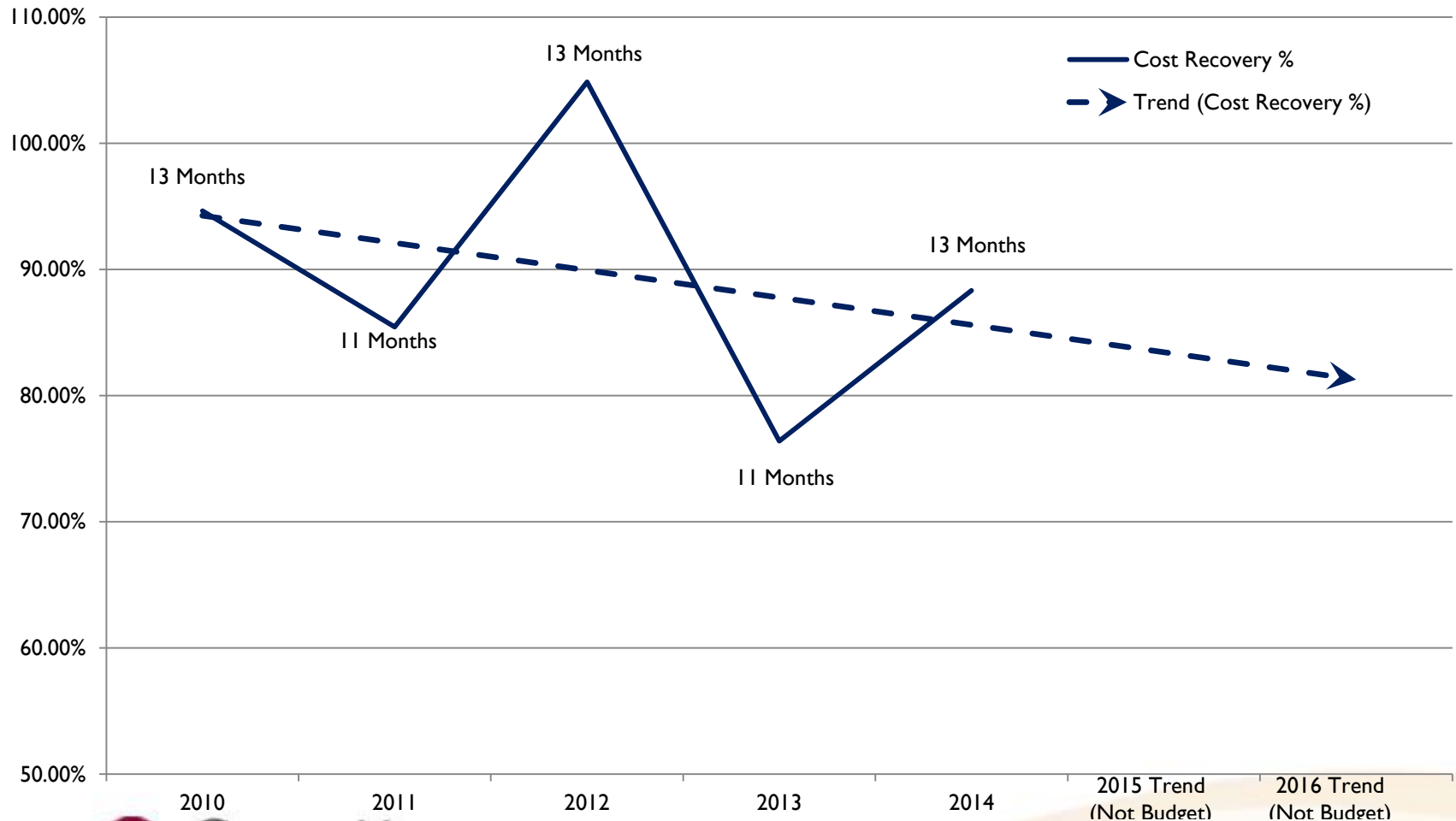
Ice Arena Population Served

	2010	2011	2012	2013	2014
Open Skate					
Resident	30%	34%	39%	33%	25%
Non Resident	70%	66%	61%	67%	75%
Programming					
Resident	40%	47%	45%	31%	47%
Non Resident	60%	53%	55%	69%	53%
Rentals					
Resident	30%	30%	30%	30%	32%
Non Resident	70%	70%	70%	70%	68%

Ice Arena Budget History



Ice Arena Cost Recovery History



Ice Arena Options

Option A

Update as Ice Rink

1. Infrastructure improvements \$6 million
2. Focus on rentals
3. Contracting operations
4. Other management model

Option B

Exploration Study

1. Reuse study
2. Increase use from 8 months to 12.
3. Focus resident based programming and sustained revenue stream

Ice Arena Study

1. Understand alternative use of existing space and evaluate the program options to attain 100% cost recovery.
2. Investigate alternative business model (s) that can be used to manage the Ice Arena and attain 100% cost recovery
3. Projects expected completion Fall 2015.

Ice Arena Study Components

- A. Evaluation of programs and market analysis
- B. Citizen Participation
- C. Operational Analysis
- D. Final Report: Retain as Ice Arena or Repurpose space for alternative programming.