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Our World of Ice Skating Arenas

The Reality of a Modern Ice Skating Rink/Arena

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Over the years the idea of what a 'typical' Ice Rink or Arena is, has changed dramatically in the USA. Many of the earlier rinks were built by governmental entities of communities and were operated by communities. The premise is good in that the community is providing recreational facilities for the public. Unfortunately most were not professionally operated and managed and were subsidized as a way of allowing a rink with insufficient income to exist. This seemed acceptable in that the community was used to paying for many of the public's activity outlets. Many have built roller skating parks, baseball fields, soccer fields, etc., as a way of providing good clean activities for the youth.

Programming and amenity offerings were solely 'ice rental income' and unless you were an avid hockey or figure skating enthusiast there was little else to do. Incomes were mainly derived from ice times rental and supplemented with concessions income.

In today's market we find the potential to expand the offerings of a rink to include income producing amenities that are enjoyed by the whole family. The fathers and mothers drive many of the younger skaters to the arenas and will stay for the duration of the skating event if there is something there for them beyond just sitting and watching.

We include spaces and personnel that cater to everyone. and to nearly every taste. Concessions now is enlarged in some arenas to include full service restaurant offerings. Some create a Sports Café on the mezzanine level



offering food and drink and the view of the ice and sports arenas.

Party rooms are included at the ice rink level and cater to all kinds of parties. Many young potential skaters are introduced to the sport of ice skating by attending a birthday party. The rink provides a soft drink, a hotdog or slice of pizza and a cake if desired and an hour of ice time, skates included.

Fitness clubs and exercise rooms are constructed and outfitted to allow an adult activity during the stay. Health drinks and foods are offered. Day care is sometimes provided. Arcade rooms offering electronic games and fun.



The new Ice Arena becomes the 'place-to-be' in the community; the 'hangout' for the youth. This is the safe and fun place offering everything for the youth and the family.



**WE ARE THE CONSULTANT FOR THE WORLD MARKET - OFFERING:
ICE SKATING RINK FEASIBILITY STUDIES; ICE RINK DESIGN AND CONSTRUCTION GUIDANCE;
ARCHITECTURAL AND ENGINEERING ASSISTANCE; MANAGEMENT AND BUSINESS PLANS;
PROVIDING ENERGY EFFICIENT SOLUTIONS FOR EXISTING AND NEW FACILITIES**