

# The Peaks Ice Arena

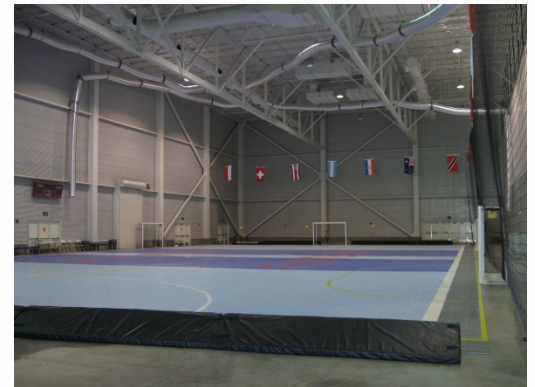


# History

- 110, 000 sq. ft. Multi-Use Recreational Facility
- Built in 1998 as a Venue for the 2002 Winter Olympic Games
- Hosted Men's practice sessions and Women's games (Including Bronze Medal Match)
- Privately managed until November, 2008
- Jointly owned by Provo City and Utah County Governments. Managed by Provo City
- New agreement reflects ownership and management structure

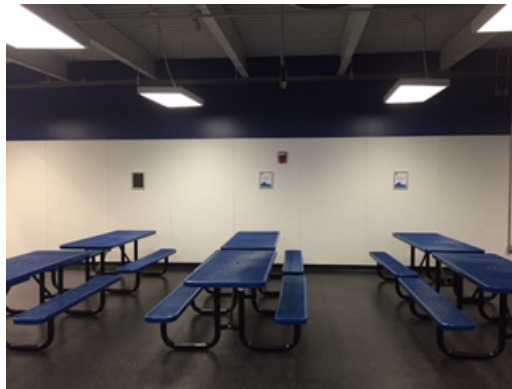


# Where we started...





# The Olympic Standard



# Current Operations

- 4 Full-Time and scaled Part-Time/Seasonal employees
- Year round operations: 2 Olympic ice sheets & 2 indoor synthetic turf fields
- Over 500,000 Participants, Athletes and Spectators a year
- Multi-use facility: Hockey, Skating, Broomball, Soccer, Lacrosse, Rugby, Baseball, Quidditch, Ultimate Frisbee, Bubble Ball and Laser Tag
- Operational Goals:
  1. Increased facility efficiency
  2. Increase impact decrease subsidy (City Operations 2008 at \$603,419 now \$170,000)
  3. Improved facility awareness
  4. Focus on capital improvements
  5. Maintain the Olympic Standard



# Programs

## Learn to Skate:

- Recognized by USFSA for dramatic program growth
- Skating instruction vibrates year round
- Individual skating achievements for skaters
- Growth = ice demand



## Hockey Programs:

- USA Hockey Model Program Participant
- 50% increase in Youth & Adult Hockey Teams
- Youngest skaters drive programs
- 3 State Championships in 5 years
- Home of BYU and UVU Hockey Teams



# On the horizon

Regional/ National venue for competitions:

## *Happening Now:*

- USA Hockey Rocky Mountain Regional Hockey Tournament
- USFSA Pacific Coast Sectional Skating Competition
- USFSA Pacific Coast Adult Sectional Skating Competition
- Utah State Hockey tournaments

## *Diversity of programing:*

- Concerts
- Trade Shows
- Graduations
- Camps
- Non-Traditional Programing

## *Economic Impact:*

- Attract out of town visitors to Provo
- Extended stay competitions
- Partner with UVCVB
- Only rink in Utah County





# The Peaks Ice Arena

“Having been around the world visiting former Olympic Venues, the Peaks Ice Arena is a perfect example of a successful transition from Olympic Venue to community benefit. “

