



**Sandy Wickens Memorial Arena Review  
Council Presentation Nov. 8, 2022**

# Methodology

The review consisted of five components.

- A review of the financial statements of the arena for five years;
- A community survey;
- A tour of the facility with Municipal staff;
- A series of key informant interviews and;
- A public meeting.

# Revenue

- 62% of the arena's revenue has been generated through ice hockey rentals.
  - 10.6% figure skating
  - 3.8% public skating
  - 12.6% banners and signage
- 76.4% revenue sales of ice*
- 29% loss of ice revenue coming out of the pandemic

# Expenses

*80+% of costs*

- 32.5% Staff
- 30.1% Utilities (not including water)
- 20.0% Facility maintenance

*Daily operational costs: \$1,016 - \$1,280*

# Other components

- Policy review
- Facility usage
- Rental fees

# Recommendations

- Proactive sales strategy
- Promotion
- Exhibition games
- Staff safety
- Swimming pool
- Food and beverage
- Facility maintenance
- Physical improvements
- Accessibility
- Energy ceiling and efficiency
- Ice surface repairs
- Lifecycle planning
- Volunteers



