

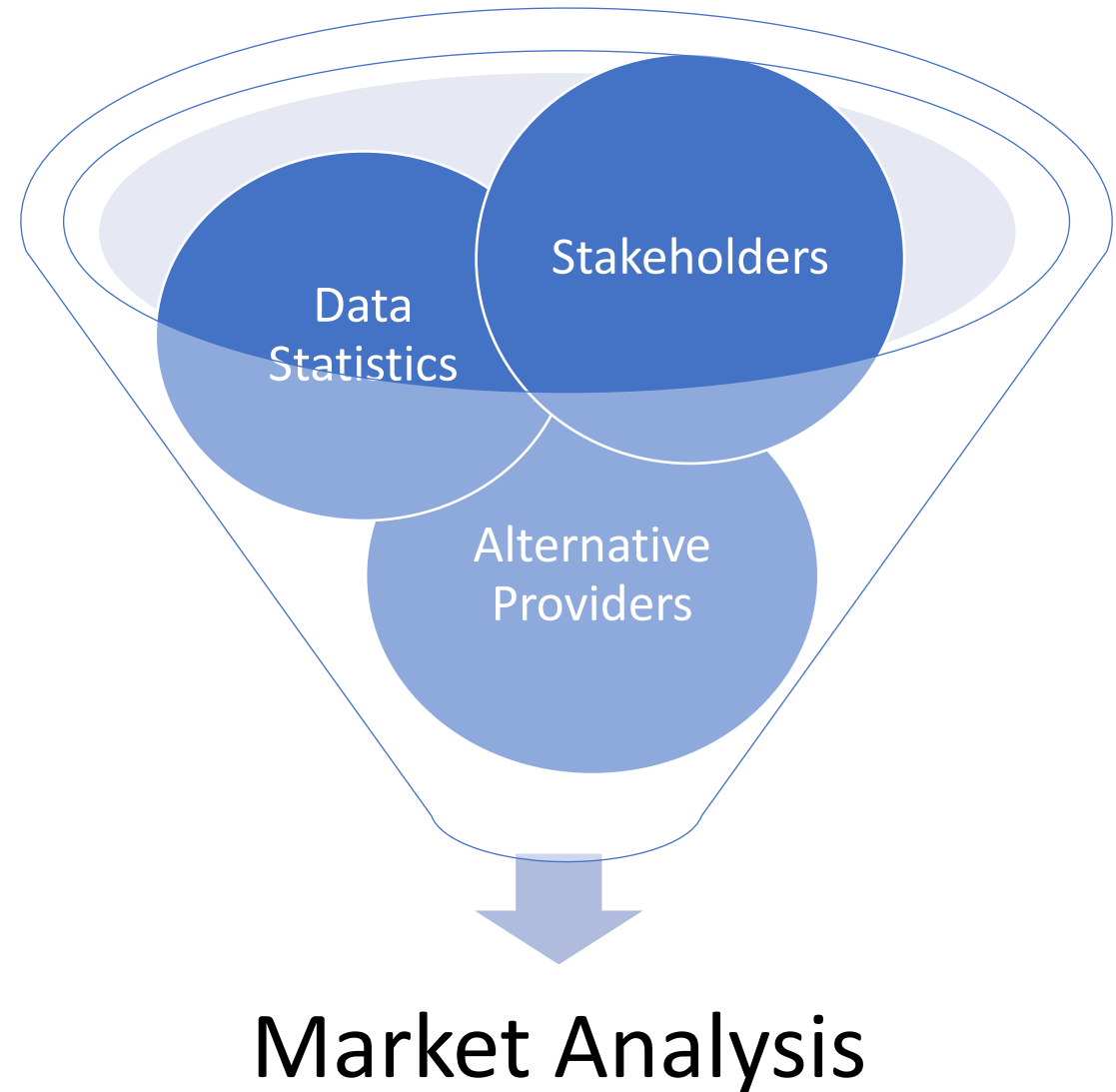


City of Northfield Ice Arena Study



Market Analysis Process

- Population Trends
- Household Income
- Activity Trends
- Overlay of National/State Statistics
- Participation Levels
- Local Stakeholders
- Other Ice Arena Operators



Key Findings

- Favorable Market Conditions
 - Population growth of 5.5% 2010-2021
 - Higher HH Income Levels
 - Housing Expenses
 - Market Potential for Hockey
- State Hockey Registration
 - Increasing in 19+ age groups
 - Decreasing in 15/16 yr. old to 7/8 yr. old age groups
- Local Hockey Registration
 - 11% increase in players since 2014
 - Increase in Women's/Girls participation
 - Growth potential
 - Rented about 111 hours outside Northfield

Gender	Level of Play	2016	2015	2014
Female	Girls 10U	18	15	8
Female	Girls 12U	10	13	11
Female	Girls 08U	15	21	10
Female	Mites	14	20	14
Male	Bantam	25	29	26
Male	Mites	33	41	48
Male	Pee Wee	29	21	26
Male	Senior Mite	44	47	29
Male	Squirt	36	33	30
Total		224	240	202



Key Findings

- Not a Demonstrated Need for a Second Community Rink
- Ice Market
 - 83%-94% capacity level
 - Importance of summer ice
 - 25% capacity level for a second community rink
 - A second community rink would require a heavy operating subsidy plus capital for construction.
- Economic Impact
 - High level assessment

Options

1. Upgrade existing rink
2. New Location operated by the City
3. Partner with St. Olaf

USA Hockey Registration for Minnesota									
Year	MN Youth	19+	17 &18	15&16	13&14	11&12	9&10	7&8	U6
2014/15	55,450	9,578	1,936	3,326	7,063	8,217	8,223	8,138	8,673
2013/14	54,507	8,995	1,938	3,470	7,137	8,169	8,367	8,071	8,360
2012/13	53,935	8,599	1,925	3,465	7,125	8,218	8,456	7,996	8,125
2011/12	54,951	8,596	1,963	3,382	7,227	8,419	8,527	8,380	8,457
2010/11	54,325	7,730	1,848	3,599	7,094	8,560	8,587	8,407	8,500
Diff	1,125	1,848	88	-273	-31	-343	-364	-269	173
Change	2.00%	2.40%	0.04%	-0.07%	-0.04%	-4.00%	-4.20%	-3.10%	2.00%

