

**GET THE FACTS
AURORA ICE ASSOCIATION
TIME WARNER CABLE ICE CENTRE**



HISTORY AND MISSION

Why build the Time Warner Cable Ice Centre?

In 1999 the Town of Aurora Recreation Department Director and a group of East Aurora residents came together to research the potential need for an ice rink facility in our community. What the group found during their research was that a new ice rink facility had not been built in the Southtown communities in over 30 years in spite of a continued growth and popularity of ice sports. Families were traveling up to 60 miles in order to participate in figure skating, speed skating, and ice hockey due to severe shortages in available ice time. Many of the local rinks had to severely limit or eliminate the hours of community open skate time available to the public because of demand for other programs. There was also a need in the community for a safe, supervised place for local youth, particularly teens, to gather for social and fun recreational events. There was clearly a demand in our community for youth and family activities.

A Board of Directors was established and the organization retained Firland Management LLC, an internationally recognized rink management firm, to conduct a feasibility study which found that an ice rink facility, to be located in or near East Aurora and owned and operated as a not-for-profit organization, was feasible and could be self-supporting once operational. No financial assistance has been requested of the Village of East Aurora or the Town of Aurora.

Incorporated as a New York State not-for-profit corporation in 2000 and obtained a 501 (c) (3) tax exempt charitable status in 2004, Aurora Ice Association's (AIA) mission is:

To build a financially viable, multi-use ice rink facility in East Aurora, New York. This facility will serve the ice sports and recreational needs of the Southtown's communities, while fostering regional, national, and international competitions in ice sports.

PLANNING

Have you completed your planning and is this really the best location for the rink?

From 2004 through 2007 AIA sub-committees comprised of Board members and professionals in the community focused on three key objectives: site selection, design and construction costs; fundraising; and government and regulatory interface (zoning). We began researching available sites and looked at fourteen locations in the Village and Town of Aurora and in Elma. Reasons for excluding sites included issues with sprawl, topography problems, sewer and water issues, and poor accessibility to the East Aurora business community. In 2005 land was purchased at 41 Riley Street in the Village of East Aurora and shortly thereafter, a fire damaged structure on the property was demolished. Based on extensive research and input from both the community and business consultants we are confident this is the best location for the Time Warner Cable Ice Centre.

AIA's ice rink development project will include construction of a two-story, 67,000 square foot state-of-the-art multi-use recreation center. The first level of the facility will include two NHL sized 85' x 200' ice surfaces, locker rooms, a party area, pro shop, concession area and skate rental. A limited second level will include space for rink viewing and community meeting space.

In the spring of 2007, Carol Halter was hired as Project Executive Director to help execute fundraising and public relations, and Time Warner Cable signed a ten-year contract as the facility naming sponsor. Shortly thereafter, AIA submitted the Development Plan Application to the Village of East Aurora. Our plan is to have the facility operating in 2008.

PROGRAMS

What Types of Programs will you run?

From toddlers to seniors the facility will accommodate the recreational needs of the entire community. Programming and events will include a wide variety of activities, such as: Figure Skating, Short Track Speed Skating, Youth, High School and Adult Hockey, Open Skating, Learn to Skate Programs, Developmentally or Physically Challenged Programs, Senior Citizens Programs, Youth Clinics, Private Event Rental, Banquet Space, and Indoor Sports Training. In the summer months we plan to have the ability to cover one of the rinks with special flooring to use the area for community related events.

AIA BUSINESS PLAN

How will the facility run?

Once constructed, The Time Warner Cable Ice Centre will be owned, operated and maintained by the not-for-profit Aurora Ice Association (AIA). AIA's pro-forma financial model, prepared with the assistance and review of Firland Management, has been reviewed

by numerous established independent firms and business professionals experienced in rink management and found to be reasonable and conservative. Staff will include at least six full-time salaried employees and approximately 25 part-time employees and volunteers including a general manager, operations manager, business and marketing managers, maintenance, administrative and operations staff as well as skating supervision and attendants to assure safety on ice for all activities.

The facility will attract approximately 150,000 user visits annually. Based on research conducted by Firland Management, those using our facility will predominantly come from the Erie Niagara Region.

The Time Warner Cable Ice Centre is designed to accommodate 130 cars for parking onsite. This will provide ample parking for rink customers without impacting other existing Village parking. The Village of East Aurora has commissioned a traffic and parking study by the Greater Buffalo-Niagara Regional Transportation Council to analyze the impact of the ice rink traffic on the community. We are confident this report will show we have adequate parking and that traffic patterns in the Village of East Aurora will not be significantly impacted due to the ice rink.

Hours of operation – During the winter season, the facility may be used anywhere from 6:00 a.m. – 1:00 a.m. Monday – Sunday depending on demand, however peak hours of operation for the Time Warner Cable Ice Centre will be from 4:00 p.m. to 10:00 p.m. weekdays and 8:00 a.m. – 10:00 p.m. on weekends (customary hours for successful ice rink facilities). Summer hours may be greatly reduced depending on demand. We have the option of using only one rink for ice-sports during the summer months, using the other rink for community events or indoor athletics.

REGIONAL PLANNING/ECONOMIC DEVELOPMENT **How does this fit in with East Aurora’s Master Plan?**

The Villages of East Aurora, Holland and Wales adopted a Regional Master Plan in 2003. Throughout the Plan, the Village of East Aurora is noted as the commercial and retail service center. Among the Plan’s regional goals, objectives and recommendations are:

- Enhance economic climate of region
- Encourage investment and economic development, focused primarily on existing concentrations such as village commercial district and tourism
- Provide and improve recreational opportunities including diverse recreational activity.

The Plan establishes a priority to support and preserve East Aurora’s Main Street retail quarter and to protect, promote and revitalize the uptown Main Street business district. The Plan stresses pedestrian access and walkability to the businesses in the Village, particularly the Main Street merchants. The Plan recommends economic development and promoting tourism in East Aurora’s business District. Furthermore, the Plan indicates that traffic congestion, to a certain level, is healthy for the retail district, but encourages walking and biking in the Village. The Plan states that East Aurora’s traffic congestion is seasonal with high volume in the summer.

The business district location of the proposed Time Warner Cable Ice Centre is consistent with the Regional Master Plan’s stated goals and recommendations.

- The business district location allows for pedestrian access from village homes, schools, the Boys and Girls Club and the Hampton Inn. Users of the ice facility can walk to the retail shops and restaurants along Main Street promoting and preserving the economic viability of Main Street while avoiding sprawl.
- Although the rink will be open year-round, the heaviest usage of the facility will be in the winter months when tourism and traffic in the Village are historically low. New business from customers related to the ice rink will most certainly help East Aurora’s Main Street retail shops, restaurants and hotels during the bleak winter months.
- A 2000 University of Wisconsin-Madison economic impact study on youth hockey tournaments in two Wisconsin markets, found that youth hockey tournaments alone “inject slightly less than \$700,000 in spending into the local economy.” The study concluded that “this injection of tourist dollars into the local economy translates into about 15 jobs and \$330,000 in total income.”

In WNY, figure skating competitions draw between 200 and 400 combined skaters and family supporters to two-day weekend events. Hockey Tournaments draw approximately 650 visitors who travel to tournaments as families by car (often in carpools) from throughout Western New York, Southern Ontario, Ohio and Pennsylvania. They rarely travel by bus.

The vast majority of tournament participants view these weekends as time for family and commonly turn the tournament into a small family vacation. The study showed the vast majority (99%) of those attending the tournaments participated in other activities while in the area: 39% went sightseeing and 76% went shopping. Because of the design of youth hockey tournaments, it’s difficult to travel to and from the tournament daily and the majority, (53%), stayed two nights. Individual tournament player and family participation is typically limited to one or two games per day or less than five hours actually in the rink, leaving the rest of the day for sightseeing, movies, shopping and dining.

COMMUNITY COLLABORATION **How will the rink fit in with the community?**

We expect the ice rink to be a perfect compliment to already established community events. We envision hosting a community-wide open skate following the annual Christmas Carolcade on Main Street, and perhaps a sports and recreation tournament on one rink and “summer

skate” on the adjacent rink to compliment ToyFest. We are also working with the Boys and Girls Club of East Aurora to have a Club presence at the rink. We envision a Boys and Girls Club room at the rink with healthy activities for rink users and their siblings to use before and after programs on ice. The Club room would have games, ping pong tables etc. It would also be a place that kids could get help with homework and tutoring. We would supplement the B&G Clubs *Smart Moves* Drug and Alcohol Prevention Program and work together to launch a joint exercise and nutrition program *Triple Play* to fight childhood obesity. We think the Club room will be a great compliment to our on ice program and will also give parents an opportunity to spend some time in our business district while their kids recreate at the rink or perhaps walk with a staff member from the Boys and Girls Club back over to the Club itself after their hockey game or skating lesson. This program is especially exciting for the B&GC as it gives them an opportunity to reach out to potential new members coming into town from communities outside East Aurora and to expand their healthy lifestyles programs. We also plan to be a partner with the business leaders who have supported bringing the rink into the heart of the business community. There will be various advertising and marketing opportunities for area merchants to reach out to our customers at the rink to draw them into the greater East Aurora business community.

SUPPORT
Who Supports The Rink?

The AIA has received support from individuals, institutions and politicians throughout New York State. Supporters include: United States Senator Charles Schumer, New York State Senator Dale Volker, New York State Assemblymen Jack Quinn, Jr. and Michael Cole, Former Congressman Jack Quinn, Sr., Former County Legislator Steve McCarville, Lou Jacobs from Delaware North Companies, The Seymour H. Knox Foundation, the Boys and Girls Clubs of East Aurora, Elma, Marilla, and Wales, the Special Olympics, the East Aurora Chamber of Commerce, the Aurora Arsenal Soccer Club, the East Aurora Union Free and Iroquois School Districts, the East Aurora Police Benevolent Association, and the Gow School. Former Buffalo Bill Steve Tasker has also lent his support to our project.

In 2006, AIA received a New York State Economic Development grant helping the organization considerably during the initial stage of the fundraising campaign. The New York State Energy Research Development Agency (NYSERDA) has approved our program for financial assistance to use energy conserving measures, and we will use LEED certified consultants to achieve incentives for a “green building” design. Foundation and Government grant writing is also a key part of the fundraising effort as well as individual giving.

THINK RINK
What’s AIA’s Vision?

We are not “big developers looking to make a profit,” but merely a group of enthusiastic citizens, parents, and community leaders looking to leave our generation’s legacy to the Southtown’s community with this rink in the heart of our village. Our motto is “Kids on Ice Stay Out of Hot Water.”

Like those before us who had the vision to build the Community Pool and the Boys and Girls Club and renovate the Roycroft Inn, our vision is a new landmark in the historic Village of East Aurora. This landmark will be a vibrant hub of activity for the Southtown’s community and an asset for the entire region.

The time has come. The plan is in place. Please join us in supporting the mission of the Aurora Ice Association. THINK RINK!
For more information go online: www.thinkrink.org

With sincere gratitude,

Anthony DiFilippo, IV
President
Aurora Ice Association

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