



Monroe Multi-Sports Complex

Managed by Canlan Ice Sports



Budget Presentation 2010-11



Canlan Ice Sports Corp. General Overview



- Largest private sector developer and operator of multi-purpose recreational ice sports facilities in North America
- A publicly listed company on the Toronto Stock Exchange (TSE)
- Approximately 1000 employees
- Presently own and/or operate 21 facilities (17 Canada, 4 United States), representing 63 sheets of ice, 3 curling sheets, 1 indoor dry floor arena, 2 indoor soccer facilities and 2 swimming pools.
- Amenities include Food & Beverage and Sports Store operations



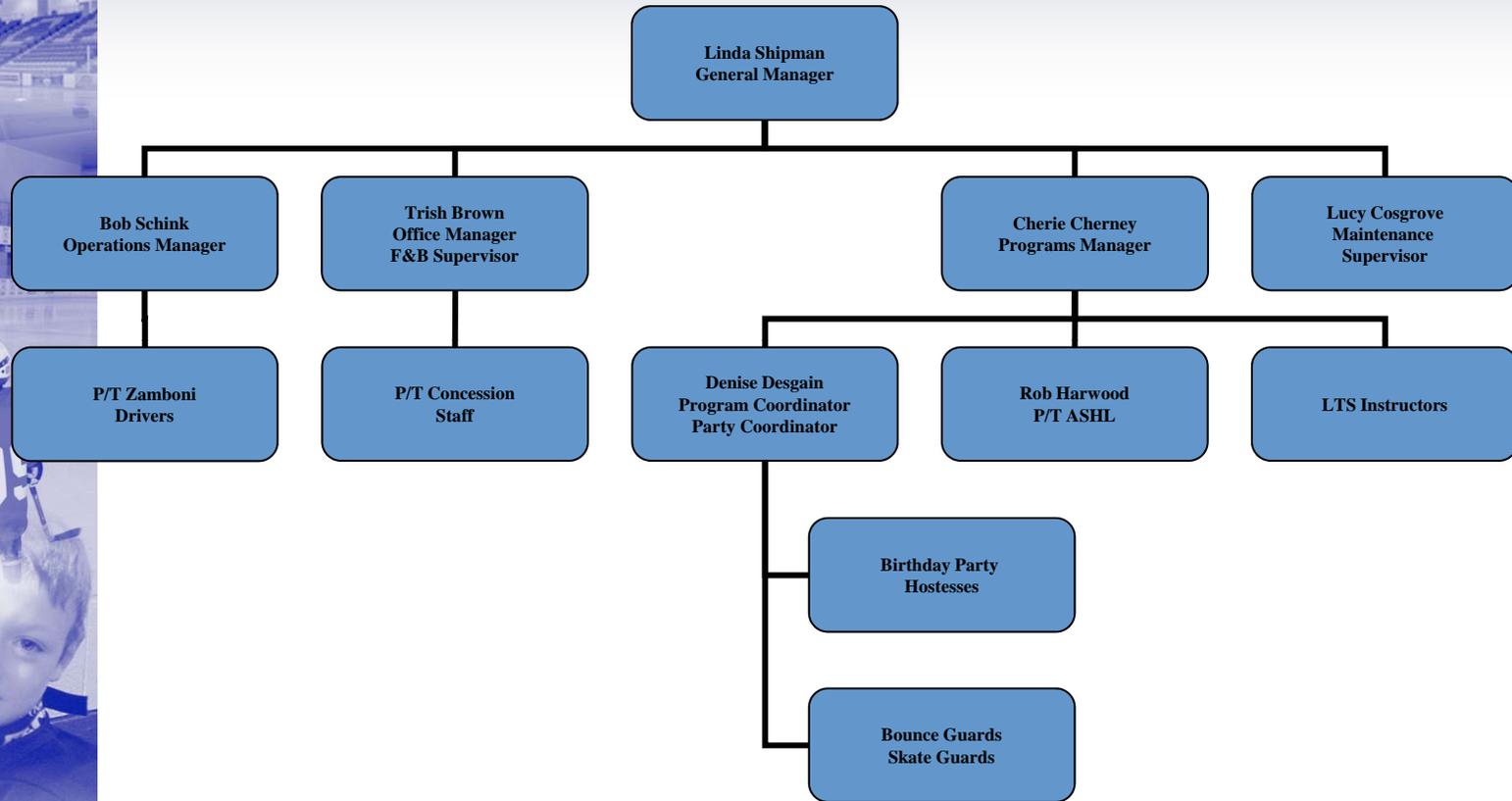


Canlan Ice Sports Corp. General Overview

- Over 6 million visitors every year
- \$67 Million in revenue for 2009, EBITDA of over \$11M
- Public/private partnership specialists
- The company focuses on the development of effective partnerships with community user groups, organizations and associations



MMSC ORGANIZATIONAL CHART (current)



2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

Bounce Mania



2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

- Bounce Mania
 - Open on Friday, Saturday and Sunday
 - Other days as available (school holidays etc.)
 - Bounce Mania has had over 25,000 visitors
 - Affordable play zone
- Birthday Parties
 - 533 birthday parties to date
- Success of Bounce Mania has led other Canlan operated facilities to open their own inflatable birthday and play zones



2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

ICE SIDE:

Reduction to one sheet of ice:

- All local user groups were able to secure ice times

ASHL (Adult Safe Hockey League)

- Fall/Winter season (September-March) ran with 14 teams participating
 - Original discussions on one sheet of ice eliminated ASHL but we were able to keep it on schedule

3RD PARTY TOURNAMENTS

- SMCC and Monroe High School Hockey Showcase events
- Canlan Classic Tournaments
 - Two annual events (May Sizzler & Thanksgiving Classic)
- Ottawa Hills MLK High School Tournament

HIGH SCHOOL TEAMS

- Monroe Varsity High School
- Monroe JV High School
- SMCC Varsity



2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

PROGRAMS (Ice)

- Learn to Skate Program 2009-10
 - YTD 237 registrations vs. 227 in 2008-09 = +10
 - Registrations up despite having one sheet of ice
- Christmas Break Hockey Camp (December 2009)
 - 27 registrations vs. 15 in 2008 = +12
- Camp Canlan Sport Camps (July 2009)
 - 42 registrations vs. 41 in 2008 = +1
- Initiation Program (Learn to Play Hockey) 2009-10
 - We have partnered with the MHA to run this program on their behalf
 - 18 registrations vs. 19 in 2008-09 = (1)
 - We have 13 in our Hockey LTS who will move into the Initiation program either in the spring or fall this year and then feed into the Monroe Hockey Association.





2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

Turf Sports

Soccer

- Ran 2 sessions
 - Winter 1 had 15 Teams
 - Winter 2 had 18 Teams

Flag Football

- Ran 2 sessions
 - Winter 1 and 2 had 4 teams

Dodge Ball Tournaments

- 3 tournaments since January
 - 290 participants over 3 tournaments

Turf Rentals

- Hourly rentals to schools and individuals for soccer and softball practices

2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

EVENTS

- Gus Macker Basketball Tournament
 - 95 teams participating
 - Non hockey event for the community
- SMCC Family Fun Day (February 2010)
 - Had close to 800 people attend event
 - Bounce Mania and ice skating
- Big Brothers / Big Sisters Partnership (June-July 2009)
 - Sponsored kids from the Monroe County BBBS for Summer Camps
- 3RD Annual Lace Up For Youth Charity Hockey Game (September 2009)
 - Raised funds to sponsor children from Monroe for the Learn to Skate Program
- Bounce Mania's 1ST Birthday Celebration (March 2010)
 - Had over 300 people attend event





2009-10 ACCOMPLISHMENTS / HIGHLIGHTS

DRY FLOOR EVENTS

- Pages International Circus (August 2009)
- Michigan Extreme Cage Fighting (October and November 2009)
- Leased large meeting room to Pierce Martial Arts bringing in an additional \$10,000 in revenue per year
- The Monroe Multi-Sports Complex is a true Multi-Sports facility and an asset to the City of Monroe

Significant Users

- Monroe Multi-Sports Complex is proud to be the home of:
 - Monroe Hockey Association
 - Monroe Figure Skating Club
 - SMCC Varsity High School Hockey Team
 - Monroe High School JV & Varsity Hockey Teams
 - ASHL (Adult Safe Hockey League)
 - Bounce Mania
 - Pierce Martial Arts





CHALLENGES FACING THE MONROE MULTI-SPORTS COMPLEX

LOCAL & REGIONAL ECONOMIC CONDITIONS

- Times are tough right now for most families in Michigan (especially throughout Southeastern Michigan)
- As a recreational facility we have seen a trend over the last several years, that when spending is tight, our business is one of those that people tend to cut back on
- With families having less money to spend on vacations than in the past, opportunities such as Bounce Mania and Public Skating will provide people in Monroe with inexpensive leisure activities and a reason for them to visit and utilize our facility



MMSC 2010-11 OUTLOOK

- Should retain all current user contracts
- Gus Macker Tournament July 31-August 1
 - Harlem Wizards basketball game on April 14 at Dundee High School
 - “Macker” team includes Randy Richardville, Bronco McKart, Chris Bica, and various principals and teachers from Monroe area
 - Macker Hacker Golf for Kids Sake golf outing July 10
 - Shared effort with Big Brothers and Big Sisters
 - Both events are fund raisers for the Gus Macker Tournament expenses and to add to our scholarship fund to enable kids in the community to participate in programs at the MMSC
- Possible addition of another high school contract
- Foundation for Turf Sports has been established
 - At a minimum should be able to maintain numbers for soccer, flag football and dodge ball
- Adult Safe Hockey League (ASHL) teams should be retained for fall and spring seasons
- Lease of large conference room should be renewed in September 2010





MMSC 2010-11 OUTLOOK

- Overall Revenue Budget = \$827,617
- Overall Expenses Budget = \$827,563
- Overall Net = \$54
- Reduces the subsidy to \$0



MMSC 2010-11 OUTLOOK

How is this accomplished?

- Revenue from Bounce Mania and Birthday Parties
 - Significantly more than anticipated
 - Initial projection was for \$25,000 for the first year
 - Actual revenue March 09-February was \$147,200
- Maintaining only one sheet of ice year round
 - Reduction in utility costs
 - 2009 compared to 2008 for electricity, gas, sewer and water
 - 2008- \$245,978
 - 2009- \$195,008
 - Difference of \$50,970
- Eliminating or reducing all non-essential expenses
 - Travel, employee recognition, misc. 3rd party print marketing
- Reduction in payroll
 - Reducing part-time hours
 - Coverage by full time staff
 - Reducing full time staff from 6 to 4



MMSC 2010-11 OUTLOOK

POSSIBLE CONSEQUENCES TO PROPOSED REDUCTIONS/BUDGET

- Facility may have reduced operating hours
 - Building will open later in day to make sure primetime operating hours (evening and week-ends) are covered sufficiently due to reduced staff
- May have to cut some programs, such as noon skate, freestyle, stick and puck and drop-in hockey
- Would not operate Munson Park Concession Stand
- Skate sharpening would not be available on demand as in the past
 - Qualified skate sharpener not always available
- There would not be a dedicated person for building maintenance (cleaning)
 - Maintenance would be performed by 2 full time zamboni drivers (current full time employees)
- Programs including ice and turf would likely not have the anticipated growth due to diversified responsibilities of General Manager and Program Manager
- Prime time discounted ice would not be available during hockey season

THANK YOU FOR YOUR TIME

