



CITY OF RAPID CITY

300 SIXTH STREET
RAPID CITY, SOUTH DAKOTA 57701

PARKS AND
RECREATION
DEPARTMENT

Parks and Recreation Memo

Date: 2-20-07

To: City Council Members

From: Doug Lowe, Recreation Division Manager

Subject: 2007 Ice Season Extension (May – July)

Jerry W. Cole,
Director
(605) 394-4157

Lon VanDeusen,
Parks & Cemetery
Manager
(605) 394-4175

Doug Lowe,
Recreation Manager
(605) 394-4168

James (JJ) Walraven
Golf Superintendent
(605) 394-4199

Duncan Olney
Aquatics Manager
(605) 394-5224

Summary: The Recreation Division is looking to extend the 2007 Ice Arena season to include May – July.

Recommendation: Recreation Division is proposing to extend the ice season from May 7th to July 28th. This summer season would provide the ice arena to be open to all the user groups and citizens of Rapid City for 3 more months.

Analysis/Background: The Recreation Division feels through fees of programs, rentals, open skates, concessions, and sponsorships the extended season will not affect the year end subsidy level. We have letters of commitment from various companies and organizations to help support our research. Black Hills Figure Skating Club has committed lots of time and effort to help with the proposal. They along with Rushmore Hockey Organization have committed over \$10,000 worth of rental time to the extended season revenues. We feel that programs will bring in over \$15,000 and public Skates will bring in over \$13,500. This extended season will also allow us to market the end of school year parties and capitalize on those school group uses. We also feel that keeping the rink open will also benefit us in the fall season with better participation numbers. Momentum of being open for the summer should carry over to the fall.

This is a trial season and we will come back before next year with a report to let you know if this was a feasible idea for the city.

RAPID CITY
ROOSEVELT PARK ICE ARENA

*SUMMER ICE
PROPOSAL*



FACTS, FIGURES & PROPOSALS

In favor of continuing ice time throughout the summer

#1. Thousands of dollars have been spent in other cities that have ice arenas open in the summer, so our skaters could practice and improve.

- A. Every coach had at least one student who traveled to another state for ice time.
- B. Monies spent for ice time, private lessons, meals and lodging could be channeled into our own community, arena and personnel.

#2. Marketing to the summer tourism industry

- A. Market to the local community
- B. Market to tourists visiting our area
- C. Market to communities with arenas closed for the summer needing
 - 1. Public skate time
 - 2. Ice time for their figure skating and hockey clubs
(Pierre, Gillette and Casper have expressed absolute interest)
 - 3. Visual, audio marketing

#3. Momentum of large scale, Spring Show, recruits new interest and clients

- A. Not applicable when arena closes the day after the show, reopening 4 months later in the fall.
- B. Have to spend more time and dollars in recruiting again
- C. Coaches are available for Learn to Skate sessions and private lessons
 - 1. Enrollment is increasing every year
 - 2. Skaters are becoming much higher caliber athletes
 - 3. The summer Skate & Splash program, which had full enrollment last summer, could be split into more effective younger and older skaters at different camp times to better accommodate their needs.

#4. A significant number of signatures were non-scientifically collected last spring in favor of them using the ice arena during the summer months .

- A. Interested parties represented . . .
 - 1. Figure Skaters
 - 2. Hockey Players
 - 3. General Public

We feel the Roosevelt Park Ice Arena has the significant potential of becoming not only a Regional Training Facility, but also a great draw for local and out-of-town clients looking for a safe, fun alternative place to escape the summer heat and enjoy the many benefits that come with the sport of skating.

2007 Projected Ice Season Extension

Revenues

Learn to Skate Session 5	100 kids @ \$45.00 avg.	\$4,500
Learn to Skate Session 6	80 kids @ \$45.00 avg.	\$3,600
June Figure Skate Camp	20 kids @ \$200	\$4,000
June Hockey Camp	20 kids @ \$100	\$2,000
Learn to Play Hockey 5&6	20 kids @ \$52	\$1,040
Drop In Hockey		
3 times a week	25 adults @ \$6 = \$150	
12 weeks	\$150 x 12	\$1,800
Public Skate & Rental		
8 times a week	125 patrons @ \$7 avg. = \$875	
12 weeks	\$875 x 12	\$10,500
Figure Club Rental		
6 times a week	1 hour @\$80/hr = \$480	
12 weeks	\$480 x 12	\$5,760
B-day Party	15 @ \$70	\$1,050
School Groups	400 @ \$3.25	\$1,300
Concessions		\$1,500
Pro Shop/Sharpening/Vendor		\$500
	Total	\$37,550

Expenses (Above Current Projected Expenditures)

Temporary Salary	\$20,000	
Benefits	\$3,000	
Professional Services	\$1,500	
Repairs	\$1,500	
Supplies & Materials	\$4,000	
Utilities	\$15,000	
Merchandise Resale	\$2,000	
Other Expenses	\$1,200	
	Total	\$48,200

Difference (-\$10,650)

COMPARISON MARKET ANALYSIS
for
2007 Summer Ice Extension

Here are some information and numbers I've compiled after speaking with the director of the Fort Collins Edora Ice Arena, Christine West. They have no problem with keeping their numbers up throughout the year. Christine, and Mike McDonald, director of Marketing and Advertising for the Epic Pool and Ice Center, were enthusiastic, helpful and offered their help with any further questions or advice.

Roosevelt Park Ice Arena
Rapid City, SD
Serving a population of 120,000

Edora Ice Arena
Fort Collins, CO
Serving a population of 100,000

Edora Ice Arena

Take into consideration . . .

- #1. They operate 2 ice rinks in the same building, first one opened in 1987, second 1993
- #2. They operate on a 2 year budget cycle
- #3. There are 2 other year round ice arenas within a 25 mile radius

Average Summer Month Numbers

- #1. Learn to Skate – 270 students
- #2. Cub Hockey – 110 students
- #3. Adult Hockey – 112 hrs/month
- #4. Youth Hockey – 30 hrs/month
- #5. Phoenix Women's Hockey Team – 5 hrs/month
- #6. Figure Skating Club – 25 hrs/month

Additional revenue . . .

Hockey and/or Figure Skating Clinics
Hockey Camps
Fitness Skate Classes
Drop in Hockey
Drop in Figure Skating
Synchro Teams
Speed Skating
Figure Skating Exhibitions
Public Skate

PETITION
FOR
SUMMER ICE INTEREST

Signatures non-scientifically gathered in 2 weeks last spring . . .

335 signatures

Interests . . .

Not Specified – 151

Public Skate – 75

Figure Skating – 41

Hockey – 34

Learn to Skate – 18

Parties/Groups – 14

Speed Skating - 1

Skaters win at Denver

DENVER, Colo. — Black Hills Figure Skating Club members Cecilia Lang, Sonya Dick and Esther Winterholler competed in the 2006 ISI Artistic Challenge on Nov. 4.

Skaters came from coast to coast to participate in this second annual national event that features some of the best artistic skating in the country.

Lang and Dick, who are coached by Lisa Hakimi, and Winterholler, who commutes from Gillette, Wyo., to train in Rapid City and is coached by Amy Scruton, are naturals in the artistic events, which focus on music interpretation, choreography and expression.

Lang was first at Denver in spotlight character and interpretive, and placed fourth in artistic.

Dick, competing in Freestyle 2 at the ISI challenge, placed first in rhythmic skating, second in spotlight light entertainment and third in interpretive.

Winterholler gathered two second-place finishes — in spotlight light entertainment and interpretive — and a fourth in artistic.



Skaters from the Black Hills Figure Skating Club performed well recently at Denver, Colo. Coach Lisa Hakimi, center, is pictured with Cecilia Lang and Sonya Dick, who both gathered up first-place finishes at ISI National Artistic Challenge.

Courtesy

Esther Winterholler
FS6 Artistic



Two Sisters from Pierre Win at Bismarck Figure Skating Competition

Seven year old Black Hills Figure Skating club member Hunter Widvey, and her little sister Hayden, age 4, competed on Sunday, December 3rd in Bismarck, ND in the USFSA Bismarck Winter Skate Competition. Skaters came from central South Dakota and throughout North Dakota to compete at this event. Hunter competed at the Basic 8 level, and won two gold medals in the Compulsory and Freeskate program events. Little sister Hayden, who was nearly too timid to perform, tied for first place in the Snowplow Sam Compulsory event, and finished 3rd in her Freeskate program. Hunter and Hayden, daughters of Brett and Cami Widvey, make the drive from Pierre every weekend to train in Rapid City under coaches Lisa Hakimi and Amy Scruton. The Widvey sisters are two of several figure skaters living outside of the immediate region that commute weekly for skating lessons at Roosevelt Park Ice Arena. Black Hills area grandparents of the girls are Richard and Coralee Alley of Rapid City and Jean Knowlton of Hill City.



Black Hills figure skaters earn medals in Iowa



Courtesy photo

City skaters from Rapid City participated in the 2006 Siouxland Ice Classic in Cloux Center, Iowa on March 11. Pictured above, they are (front row, from left) John Lang, Veronica Lang and Regina Lang. Back row: Cecilia Lang, Jaycie Bauer and Daniel Lang. These are the first skaters from the Black Hills Figure Skating Club to compete in an accredited USAFS competition. They were thought to be the underdogs going into the competition, but their hard work and dedication paid off as they earned medals against skaters from USAFS Figure Skating Clubs from Nebraska, Iowa and Colorado. BHFSC competition results: Cecilia Lang, first in Beginner Artistic, first in Beginner Compulsory High, fourth in Pre-Preliminary Free Skate Low; Jaycie Bauer, fourth in Beginner Artistic, fourth in Beginner Compulsory Low, third in Beginner Free Skate Low; Daniel Lang, second in Beginner Compulsory Low, second in Preliminary Free Skate Low; John Lang, first in Basic Six Compulsory; Regina Lang, third in Basic Six Compulsory; Veronica Lang, second in Basic One Compulsory.

Local figure skaters bring home haul of medals at Gold Rush

Figure skaters from both the Roosevelt Park Ice Arena and the Black Hills Figure Skating Club did an outstanding job at the Black Hills Gold Rush Competition on Feb. 25-26. Our skaters came home with well over 100 medals and the club took home the first place team trophy.

Here are the results:

Regina Lang: 1st Family Spotlight, 2nd Gamma Compulsory, 2nd spin and jump low

Veronica Lang: 1st Family Spotlight, 1st Pre-Alpha Compulsory

John Lang: 1st Family Spotlight, 2nd Delta Compulsory

Daniel Lang: 1st Family Spotlight, 5th Freestyle 2

Compulsory, 1st Jump and Spin, 2nd Spotlight Character Freestyle 2, 1st Freestyle 2 (Male)

Josie Kerk: 1st Family Spotlight, 4th Jump and Spin, 1st Footwork Freestyle 4, 1st Artistic Freestyle 4

Janna Kerk: 1st Family Spotlight, 2nd Freestyle 4 (ages 9 - 11), 1st Interpretive Freestyle 4

Katie Newgard: 1st Beta, 2nd Beta Compulsory, 1st Surprise

Kaci Johnson: 1st Freestyle 1 (8 & under), 3rd Stroking Freestyle 1, 2nd Freestyle 1 Compulsory, 1st Spotlight Lt Ent Freestyle 1, 1st Freestyle 1 Interpretive

Tom Knot: 1st Spotlight Dramatic Adult Freestyle 4

Karrin Sullivan: 3rd Freestyle 4 (ages 9 - 11), 6th Freestyle 4 Compulsory, 3rd Spotlight Lt Ent Freestyle 4, 3rd Jump and Spin, 3rd Artistic Freestyle 4

Erin Downs: 1st Freestyle 4 (ages 9 - 11), 4th Freestyle 4 Compulsory, 1st Spotlight Lt Ent Freestyle 4, 1st Spotlight Thematic Freestyle 4

Taylor Clemmons: 1st Freestyle 6, 2nd Jump and Spin, 2nd Interpretive 5/6, 1st Artistic Freestyle 6, 1st Footwork Freestyle 6, 1st Freestyle 6 Compulsory, 6th Surprise

Krissa Johnson: 2nd Freestyle 6, 1st Spotlight Lt Ent Freestyle 6, 2nd Jump and Spin, 2nd Freestyle 6 Compulsory

Meghan Scruton: 2nd Delta Stroking (8 & under), 2nd Delta Compulsory (8 & under), 1st Spotlight Lt Ent Delta (8 & under), 5th Surprise, 2nd Jump and Spin, 3rd Interpretive Delta

Jaycie Bauer: 1st Stroking Freestyle 2/3, 1st Freestyle 2 Compulsory, 3rd Spotlight Lt Ent Freestyle 2, 3rd Freestyle 2, 1st Artistic Freestyle 2, 1st Surprise, 1st Spotlight

Thematic Freestyle 2

Alex Rogers: 4th Alpha Compulsory, 2nd Alpha Interpretive

Sonya Dick: 3rd Alpha Compulsory, 1st Alpha Interpretive, 1st Spotlight Thematic Alpha

Tristan Bailey: 5th Freestyle 1 Compulsory, 1st Freestyle 1, 2nd Freestyle 1 Interpretive

Taylor McCarty: 2nd Freestyle 2 Compulsory, 1st Spotlight Dramatic Freestyle 2, 1st Interpretive Freestyle 2, 1st Freestyle 2, 2nd Spotlight Lt Ent Freestyle 2

Michaela Eide: 2nd Freestyle 3 Compulsory, 3rd Surprise, 1st Freestyle 3 Footwork, 2nd Freestyle 3, 1st Spotlight Thematic Freestyle 2

Cecilia Lang: 1st Freestyle 3 Compulsory, 1st Jump and Spin, 1st Freestyle 3 Interpretive, 1st Freestyle 3 1st Artistic Freestyle 3, 1st Spotlight Character Freestyle 3

Caitlin Budahl: 6th Freestyle 4 Compulsory, 4th Surprise, 5th Freestyle 4 (ages 12 & up), 2nd Footwork Freestyle 4

Lauren Larson: 2nd Freestyle 4 Compulsory, 2nd Surprise, 4th Jump and Spin, 3rd Freestyle 4 (ages 12 & up)

Cherie Anhorn: 3rd Freestyle 4 Compulsory, 5th Spotlight Lt Ent Freestyle 4, 1st Surprise, 2nd Jump and Spin, 2nd Freestyle 4 (12 & up), 3rd Freestyle 4 Interpretive

Katrina Matejcik: 5th Freestyle 4 Compulsory, 2nd Spotlight Lt Ent Freestyle 4, 3rd Jump and Spin, 6th Freestyle 4 (12 & up), 2nd Artistic Freestyle 4, 2nd Interpretive Freestyle 4

Melissa Little: 2nd Surprise, 1st Gamma

Samantha Ormesher: 2nd Spotlight Dramatic Delta

Darina Sobolyeva: 1st Spotlight Thematic Delta, 2nd Delta Compulsory

Mishell Tibbles: 2nd Jump and Spin, 2nd Freestyle 5, 2nd Artistic Freestyle 5, 2nd Freestyle 5 Compulsory

Diana Ratliff: 2nd Artistic Freestyle 3, 1st Spotlight Character Freestyle 3, 3rd Freestyle 3

Jennifer Hanson: 1st Footwork Freestyle 7 Adult, 1st Spotlight Lt Ent Freestyle 7 Adult, 1st Artistic Freestyle 7 Adult

Cynthia Herndon: 1st Freestyle 2 Adult Interpretive, 1st Artistic Freestyle 2 Adult



COURTESY PHOTO

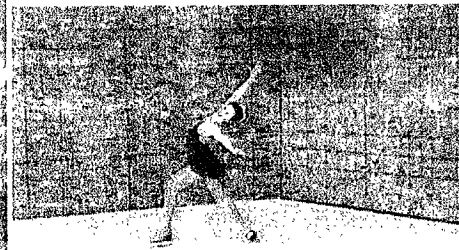
The Black Hills Figure Skating Club members hold the first-place team trophy that they won at the Black Hills Gold Rush competition on Feb. 25. Standing in the front row, from left, is Tristan Bailey, Katrina Matejcik, Janna Kerk, Michaela Eide, Cherie Anhorn and Josie Kerk. Standing in the back row, from left, is Lauren Larson, Jaycie Bauer and Cecilia Lang.



My name is Taylor Clemmons and I love to skate, I would love for you to keep our home ice rink open this summer. Who wouldn't like to ice skate when it is 90 degrees outside? I will tell you a couple of reasons why I think you should keep our ice up and running for the summer.

First, Roosevelt Park Ice Arena is an ISI rink and the biggest competition for ISI skaters is ISI Worlds which takes place in the summer. If you were

going to your biggest competition for the year how would you like to be told that you cannot practice for the three months leading up to your competition? If I were a swimmer and my home pool was closed, I could find many other pools or even a lake to practice on in the summer. If I was a basketball player I could find a different gym to practice in in this town. If I was a football player I could find another football field in this town. But during the summer I cannot find another sheet of ice to practice on in this town. None. No place to practice. No place to jump, no place to spin, no place practice



edges & footwork. My stock dam works good for extra practice ice in the winter on the rare occasion it freezes smooth, but pond ice is hard to come by

in the summer!! I went to Worlds in 2004 and yes I had no Ice to practice on leading up to the competition, my parents bought me a small sheet of synthetic ice 36'x48' and I practiced my one minute 30 second programs on that ice putting in my mind where my maneuvers would take place on the 80'x200' sheet of ice I would be skating on at the competition. I was able to bring home 5 medals from that competition but back then I was a freestyle 2 level skater and the jumps were much easier. Now I am working on freestyle 8 jumps, these cannot be done on my synthetic ice and taken to competition ice as easy because the timing is crucial in double jumps and it is quite different on the synthetic ice.

This brings me to my second point, if the ice closes for the summer I will loose all I have accomplished this year in the way of double jumps and my flying spins. Many skaters at our rink are now learning their double jumps, if these jumps aren't practiced weekly if not daily they are lost. This summer I went to an elite training camp at Shattuck St. Mary's where I landed my first double toe loop. It was June and I was landing it pretty consistent, then I came back home to Rapid City. No Ice. It took me from the time we were able to start using the ice again in the beginning of September until December to get my double toe back. Figure Skaters can get back on the ice at the end of August for the City's skate camp but I go to Seton and we were already in school so I had to wait for

Club Ice to Start in September. It took hundreds of falls to get my double toe and because our rink was closed for the summer, it took me hundreds of falls to get it back. One of my friends at the rink just landed her axel for the first time this fall, she had just started landing that jump last year when the rink closed and has had to spend all these months trying to regain it.

I don't think many people really know what these skaters go through to get their double jumps, everything comes pretty easily until it comes to the axel, It is generally the defining jump as to whether a skater keeps skating or retires to another sport. To help you understand, imagine walking down a side walk, hurl yourself into the air spinning one and a half revolutions then fall to the concrete on your knees, now with your knees bruised and stinging, do it again, and again, and again, and again, and again. Repeat this daily at every practice, for months, as you progress you start falling on your hip which is progress, your technique is getting better. Then finally one day you land this jump. Soon you are landing one in fifteen, then one in ten, then one in five attempts, you are getting better. Oh shucks the rink has closed for the summer. Fall comes, the ice is back in Roosevelt Park Ice Arena, you get to start this whole process of relearning your hard jumps all over again.



Third when I am off at a competition or training in another state people always ask where I come from and I proudly say Rapid City, South Dakota. When I went to ISI Worlds, the opening ceremonies had a parade of teams, I was the only skater from our rink, as each team of skaters entered the arena they announced the team name, their city, and state or country, but when I entered the arena, the announcer gave us the extra recognition of **Great Faces Great**

Places, Roosevelt Ice Arena, Rapid City, South Dakota, I thought that was kind of neat that the announcer threw in the Great Faces Great Places. In the picture we are in the Pink Nike Warmups by Team Philipines, our club did not have team warm-ups back then, the photo was taken after opening ceremonies. I take great pride in my City and my state, I just hope Rapid City will take pride in it's hard working skater athletes and help us to be our best by keeping the rink open through the summer. I hope you can think more about Rapid City's determined skaters and what it means to us when you contemplate keeping the rink open and think a little less about the profit end of the puzzle. I think I heard that the city kept Horace Mann Pool open even though it did not have high numbers, and

there are many other pools people could swim at if it closed. We have no other ice rink, and in the summer, no pond ice either. Our only alternative is to travel to other states and spend our training money there, pay fuel, food and lodging to other communities. All money that should be kept in our community. If our rink stays open for the summer it would be good to get some of the coaches that I use at the World Arena to come to our rink for a clinic, where more or our skaters and coaches could benefit from World level coaches.

My last reason that I would like to keep our rink open for the summer is because I would like to go to USFSA regionals this October, I was eligible last year but it was impossible to be ready with the small amount of summer practice I was able to get when we traveled to other rinks out of town.

