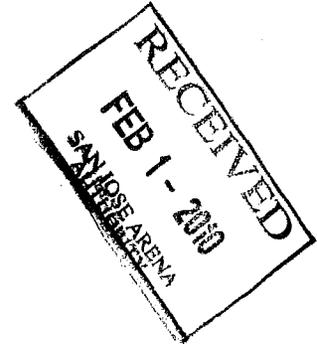


2a**MEMORANDUM**

**TO:** Chris Morrissey  
San Jose Arena Authority

**FROM:** Jon Gustafson

**DATE:** January 23, 2010

**RE:** Annual Evaluation for Sharks Ice at San Jose

Chris,

As per your request, please find a detailed breakdown of programming, community programs and building improvements/maintenance at Sharks Ice at San Jose for the fiscal 2008/2009 year.

We continue to see growth in all aspects of our business. Sharks Ice currently has the largest adult recreational hockey program in the entire US. We also increased our High School hockey program to 19 teams (up from 13). Sharks Ice continues to draw major events consisting from high level skating competitions to hockey tournaments to curling bonspiels.

**Programming**

For the 2008-2009 fiscal years we had 1,500,000+ visitors to Sharks Ice.

**Hockey**

Youth-in house hockey – Currently Sharks Ice offers two separate seasons (winter/summer). In-house hockey is designed for pure participation and the fun of the game. Last season, we had 24 teams (378 players) in our winter season. These programs offer participation twice weekly, one mid-week practice and one weekend game. Teams are picked by the hockey department to ensure parity. Ice times are based on age grouping. Traditionally, in-house hockey receives some of the most favorable ice time, due to the fact it is the feeder program for the Tier and Travel program.

Adult in-house hockey – Sharks Ice currently has the largest adult hockey program in the country boasting 129 teams. There are 11 divisions total. As stated above, we have been recognized by USA Hockey as having the largest organization in the country.

Jr. Sharks Hockey Club –The Jr. Sharks Hockey Club is currently the largest amateur hockey club in California. The program consists of three levels, Tier AA/AAA, Travel A/B, and Girls/Women's.

WWW.SHARKSICE.COM

AT SAN JOSE

1500 SOUTH TENTH ST, SAN JOSE CA 95112

PHONE: 408-279-6000 FAX: 408-279-5500

AT FREMONT

44388 OLD WARM SPRINGS BLVD, FREMONT CA 94538

PHONE: 510-623-7200 FAX: 510-623-7229

AT OAKLAND

519 EIGHTEENTH ST, OAKLAND CA 94612

PHONE: 510-268-9000 FAX: 510-268-9159

Tier hockey – This program is Sharks Ice's most intensive youth program. At the Tier level, the Jr. Sharks offer 8 teams. These kids are on the ice a minimum of 3-4 times a week and usually travel every two weeks all over the country. These teams compete at the State level and as well as the National level.

Travel Hockey – This program consists of 10 teams from Mite (6) age to Midget (18). They play in a league in Northern California and also compete for a State championship.

Girls/Women's Program – Sharks Ice is the proud home of the only girls/women's program in Northern California. We started this program in 2001 with 30 girls, we now have 96 girls in the program and growing. In 2008-2009 the program offered 6 levels, an 8 and under team, a 10 and under team, 12 and under team, 14 and under, 16 and under team and a 19 and under. These girls practice and play a minimum of two times per week. They also compete at the State and National level.

HP Sharks High School Hockey Program – Sharks Ice is the only venue in Northern California, which offers a high school ice hockey program. In the 2008-2009 season, the high school league had 19 teams (230 players) that represented 32 different high schools in the Bay Area. We now offer Varsity and Junior Varsity levels. This program has been highly successful and will continue to see success with the addition of new ice facilities. The teams practice after school once per week and play either on Friday or Saturday Nights.

Drop-in Hockey – Every Monday – Friday, Sharks Ice offers a drop-in (adult) hockey session from noon-1: 30pm.

### **Figure Skating**

Lesson Programming – Sharks Ice has a very thriving learn to skate program. Lesson series are offered quarterly and parents and participants have the choice to participate during the week or on weekends. We designate our best ice time to accommodate families and young children. Last season we had 4300+ children and adults go through our lesson programs. Participation in this program is our indicator for future participants and growth. Due to our success in this program, Sharks Ice has been presented with the honor to host the ISI World Skating Championships in 2009 which is a testament to our skating program and coaches.

Freestyle/Figure Skating – Sharks Ice offers the largest amount of private ice for aspiring figure skaters in California. The ice time is usually M-Fri very early in the morning (before school). Peninsula Figure Skating Club buys ice weekly for their members. Sharks Ice is very fortunate to have nationally recognized coaches to attract and teach our figure skating patrons.

Dance Programming – Sharks Ice is currently one of four sites in the United States that has a high end Ice Dance Program. Headed up by Sergi and Maria, couples from all over the world come to San Jose for instruction.

Public Skating - With the addition of the 4th rink, public session is offered every day and in most cases twice daily. We had our best year to date in relations to number of participants for public session. We had 97,662 skate during public session this fiscal year.

## **Other Programming**

Curling - We are one of three ice rinks in Northern California that offers the sport of curling. We are the only program in the United States that offers a curling league 12 months a year. We have a thriving curling program and two curling leagues, one in San Jose and one in Fremont. With the popularity of curling during the Olympics, interest in the sport has exploded. Unfortunately, we do not have the ice to grow the sport!

Speed Skater Session - Every Sunday morning we offer 1.5 hours of ice to local speed skaters.

Ice Dance Session – For Ice Dancers only (very recreational) is offered Sunday mornings.

## **Community Programs-**

Sharks Ice Free Use Program – As done in the past years, Sharks Ice offers to at risk school children from San Jose the ability to skate free during a school session. The children participate on public session ice. For 2008-2009, we had a total of 6490 kids participated in this program, which translates to \$85,166.00 in donation. **Since the building has opened, we have provided \$1,119,285.00 to this program!**

Sharks Ice Special Needs Program – Every Friday, Sharks Ice makes ice available for special needs and handicap children and their families. This program becomes more and more popular with word of mouth and has rave reviews. For the past two years we have had a waiting list for every session we have offered for special needs.

Sharks Ice Free Use Lessons- Every quarter, we give 12 scholarships for free lesson series to children within the community.

Home school Fridays - For a nominal fee (\$5/person), home school children and families can participate in the sport of ice-skating. We also hold home school lessons.

## **Other events at Sharks Ice-**

Enclosed in this packet is an important date list that outlines our event schedule at Sharks Ice. As you will see the facility is heavily used offering programming and events for everyone. Two events to note for 2008 and 2009, in October we hosted USFA Central Coast finals where some of the best young talent in the US competed. In May, we held the CANLAN Canadian Adult Hockey Championship where 66 teams from across Canada competed for their National Championship. We are currently trying to secure that event again for 2012.

- **It is important to note the Sharks Ice continues to be a leader in the community in regards to booking hotel rooms in San Jose. For the 2008-2009 fiscal year, we provided 6000 + hotel rooms to the City of San Jose.**

### Sharks Ice, the Facility-

SJAM is very proud of all the recent upgrades made to the facility and Sharks Ice is regarded as one of the top ice recreational facilities in North America

Maintenance Expenditures – In 2008/2009 Sharks Ice spent the following dollars on the Facility:

a. Labor	\$843,308 (custodians, maintenance, ice techs, cashiers)
Labor –Engineers	\$29,664
b. Build Ground/Maint.	\$64,926 (landscape, parking lot, trash, fire etc.)
c. Zamboni Operation	\$72,623 (propane, maintenance)
d. HVAC	\$10,999 (maintenance and repair)
e. Electrical	\$16,260 (maintenance and repair)
f. Water Treatment	\$14,428
g. Plumbing	\$ 8,608 (material)
h. Ice Plant	\$ 76,683 (material/labor, includes cooling towers)

### Mechanical/Capital Improvements approved for 2008

1.	Speakers	\$13,000	completed
2.	Roll up Doors	\$5000	completed
3.	Doors and hardware	\$15,000	completed
4.	Trash/Ash receptacles	\$6,000	completed
5.	Food Service Equipment	\$52,000	completed
6.	Glazing	\$8,000	completed
7.	Graphics	\$20,000	not completed - 2010
8.	Landscape	\$7,000	completed
9.	Lighting System	\$25,000	not completed- 2010
10.	Material Handling cart	\$3,000	completed
11.	Plumbing and Electrical	\$7,000	completed
12.	Boiler	\$10,000	not completed
13.	Building Automation System	\$15,000	started but not completed
14.	Dehumidifier	\$5,000	completed
15.	Painting	\$20,000	completed
16.	Roof	\$5,000	completed
17.	Rubber Floor	\$80,000	completed
18.	Security	\$10,000	completed
19.	Zamboni purchase	\$75,000	completed
20.	Unanticipated repairs	\$20,000	completed

### Sharks Ice wish list –

1. Redraft or revised agreement with the City as it relates to Capital Replacement. Exhibit G is outdated.
2. Another rink
3. More parking and a better plan to go along with it.
4. Begin the planning process of removing the north and center ice making systems and replace with new technology. This work will take a minimum of 3 months to complete

5. Cheaper source of energy

In conclusions, we still continue to make tremendous strides by making Sharks Ice one of the premier facilities in the country. I want to thank the Arena Authority Board for its continued support. I have enclosed a few newspaper articles that we have received over the past year, of which some of you are directly responsible and we appreciate the help!

Respectfully submitted,



Jon Gustafson  
General Manager  
Sharks Ice at San Jose

JG: JG  
Free Usage Program

cc: Rich Sotelo

2008-09 FREE USE PROGRAM							
SHARKS ICE AT SAN JOSE							
City #	Inv	Agency	Contact Person	Day	Date	Group#	Total Discount
		<b>Donations to Schools</b>					<b>\$ 6,499.00</b>
953680		City-Teen Breakaway	Brandon Kwock	Thurs	7/10/2008	122	\$ 1,464.00
953703		Alma,Tulley and Solari Comm	Regina Valario	Tues	7/15/2008	100	\$ 1,200.00
953691		Sherman Oaks Comm. Ctr	Bob Ramirez	Wed	7/16/2008	56	\$ 672.00
953679		Berryessa Camp Du Soleil	Angela Martignetti	Thurs	7/17/2008	66	\$ 792.00
953664		City-Teen Breakaway	Brandon Kwock	Tues	7/22/2008	15	\$ 180.00
953707		MASCA/Olinder	Eva Chavez	Tues	7/22/2008	35	\$ 420.00
953710		Eastside Union High Scho	Brian Ward	Wed	7/23/2008	23	\$ 276.00
953705		Prusch Park City of San Jose	Particia Rivera	Thurs	7/24/2008	30	\$ 360.00
953702		Millbrook Comm. Running Bea	Jennifer Metzger-Schu	Tues	7/29/2008	132	\$ 1,584.00
953709		MASCA/Olinder	Eva Chavez	Wed	7/30/2008	35	\$ 420.00
953689		Southside Community	Monica Aguila	Thurs	7/31/2008	63	\$ 756.00
953706		Northside Day Camp SJ	Leticia Baragas	Thurs	7/31/2008	30	\$ 360.00
		Franklin Class Lessons	Nan Caldwell		Fall Classes	12	\$ 2,322.00
953712		Seven Trees School	Larry Volpe	Wed	10/8/2008	120	\$ 1,320.00
953716		Catholic Charities	Joaquin Parra Jr	Wed	10/29/2008	25	\$ 275.00
953713		Christopher Elem	Janice Roll	Wed	11/5/2008	104	\$ 1,144.00
953717		After School All Stars	Reycha Webb	Thurs	11/13/2008	125	\$ 1,375.00
953718		After School All Stars	Reycha Webb	Fri	11/14/2008	125	\$ 1,375.00
953721		Catholic Charities/Mckinley	Rocio Ruano	Mon	11/17/2008	20	\$ 220.00
953722		Catholic Charities/Los Arboles	Rocio Ruano	Tues	11/18/2008	25	\$ 275.00
953719		Catholic Charities	Rocio Ruano	Thurs	11/20/2008	20	\$ 220.00
953725		Coral	Daniel Vasquez	Fri	11/21/2008	22	\$ 242.00
953723		Catholic Charities/Hellyer	Rocio Ruano	Thurs	12/4/2008	25	\$ 275.00
953715		Edenvale Elementary	Padilla	Wed	12/4/2008	75	\$ 825.00
953714		Edenvale Elementary	Laura Vivit	Fri	12/5/2008	50	\$ 550.00
953726		Eastside Union High Scho	Brian Ward	Fri	12/12/2008	125	\$ 1,375.00
953743		Northside Teen Center	Rachel Reyes	Fri	12/15/2008	16	\$ 176.00
953742		Catholic Charities/Santee	Ramiro Medrano	Wed	12/17/2008	32	\$ 352.00
953724		Catholic Charities/Franklin	Rocio Ruano	Thurs	12/18/2008	25	\$ 275.00
953741		Catholic Charities/Ramblewoo	Adriano Sousa	Fri	12/19/2008	79	\$ 869.00
		Franklin Class Lessons	Nan Caldwell		Winter Class	12	\$ 2,322.00
953720		Los Arboles Elementary	Particia Roach	Fri	1/16/2009	60	\$ 660.00
953750		Coral Afrter School Success	Paula Lara	Fri	1/16/2009	46	\$ 506.00
953746		After School All Stars	Lam Cao	Wed	1/14/2009	120	\$ 1,320.00
953747		After School All Stars	Edgar Romero	Wed	1/21/2009	115	\$ 1,265.00
593727		Catholic Charities/Kennedy	Rocio Ruano	Thurs	1/22/2009	25	\$ 275.00
953739		Booksin School	Pam Blodgett	Fri	1/23/2009	125	\$ 1,375.00
953757		Gardner Comm.	Rosalinda Rodarte	Fri	1/23/2009	15	\$ 165.00
953749		After School All Stars/Hoover	Kelly Bubaker	Mon	1/26/2009	67	\$ 737.00
953753		Catholic Charities/ Anderson	Manuela Sapinski	Wed	1/28/2009	39	\$ 429.00
953738		Los Arboles Elementary	Sue Field	Thurs	1/29/2009	90	\$ 990.00
953745		Edenvale Elementary	Sharon Hart	Fri	1/30/2009	104	\$ 1,144.00
953756		After School All Stars/Bachrod	Heather Fife	Tues	2/3/2009	115	\$ 1,265.00
953740		Catholic Charities/Anderson	Manuela Sapinski	Wed	2/4/2009	50	\$ 550.00
953728		Catholic Charities/Sylvandate	Rocio Ruano	Thurs	2/5/2009	25	\$ 275.00
953762		McKinley Teen Center	Rosa Oseguera	Mon	2/9/2009	15	\$ 165.00
953758		After School All Star/Bachrodt	Heather Fife	Tues	2/10/2009	115	\$ 1,265.00
953763		Catholic Charites/Sylvandale	Vindiana Romero	Fri	2/13/2009	20	\$ 220.00
953755		Tracey Wilson Center	Kim Ross	Wed	2/18/2009	18	\$ 198.00
953772		Almaden Community Center	Brandon Kwock	Tues	2/17/2029	55	\$ 605.00
935729		Catholic Charities/Success	Rocio Ruano	Thurs	2/19/2009	25	\$ 275.00

953764	Catholic Charites/Sylvandale	Vindiana Romero	Fri	2/20/2009	20	\$ 220.00
953754	After School All Star/Trace	Nicole Cushman	Tues	2/24/2009	115	\$ 1,265.00
953759	Summerdale School	Teresa Lew	Wed	2/25/2009	105	\$ 1,155.00
953751	Catholic Charities/Kennedy	Phillop Merilos	Thurs	2/26/2009	35	\$ 385.00
953765	Catholic Charites/Sylvandale	Vindiana Romero	Fri	2/27/2009	20	\$ 220.00
953730	Catholic Charities/Stonegate	Rocio Ruano	Monday	3/2/2009	25	\$ 275.00
953773	After School All Stars/River Gl	Annie Maletta	Tues	3/3/2009	120	\$ 1,320.00
953731	Catholic Charities/Shiakawa	Rocio Ruano	Wed	3/4/2009	25	\$ 275.00
953767	Laneview Elementary	Jacque Hofmann	Wed	3/4/2009	100	\$ 1,100.00
953778	Northside Community Center	Kenneth Bargas	Thurs	3/5/2009	29	\$ 319.00
953766	Catholic Charites/Sylvandale	Vindiana Romero	Fri	3/6/2009	20	\$ 220.00
953732	Catholic Charities/Santee	Rocio Ruano	Thurs	3/12/2009	25	\$ 275.00
953777	Rogers Elementary	Mr. Urias	Fri	3/13/2009	100	\$ 1,100.00
953733	Catholic Charities/Meadows	Rocio Ruano	Thurs	3/26/2009	25	\$ 275.00
953776	Catholic Charities/Leap	Minerva Sarellano	Fri	3/27/2009	25	\$ 275.00
953761	Hacienda Elementary	Heidi Ravizza	Fri	3/27/2009	105	\$ 1,155.00
953786	After School All Stars/Grant	James Lauda	Tues	3/31/2009	110	\$ 1,210.00
	Franklin Class Lessons	Nan Caldwell		Spring Class	12	\$ 2,322.00
953785	Los Arboles Elementary	Barbara Yang	Wed	4/1/2009	31	\$ 341.00
953792	After School All Stars	Miguel Meza	Thurs	4/16/2009	75	\$ 825.00
953791	P. Burnett Middle Sch.	Daniel Ronero	Thurs	4/9/2009	63	\$ 693.00
953768	Catholic Charites/Meadows	Dan Fukuyama	Fri	4/10/2009	28	\$ 308.00
953793	After School All Star/Mt Pleasa	Miguel Meza Group 2	Fri	4/20/2009	100	\$ 1,100.00
953790	After School/All Stars	James Landa	Tues	4/21/2009	110	\$ 1,210.00
953734	Catholic Charities/Franklin	Rocio Ruano	Thurs	4/23/2009	25	\$ 275.00
953769	Catholic Charites/Meadows	Dan Fukuyama	Fri	4/24/2009	28	\$ 308.00
953783	After School All Stars	Launa Charest	Fri	5/1/2009	115	\$ 1,265.00
953735	Catholic Charities/Hellyer	Rocio Ruano	Thurs	5/7/2009	25	\$ 275.00
953801	Los Arboles Elem Coral	Richard Wren	Wed	5/13/2009	43	\$ 473.00
953795	Stonegare Elem Coral	Sarah Payne	Thurs	5/14/2009	46	\$ 506.00
953797	T.Matusmoto Elementary	Jayne Brill	Fri	5/15/2009	61	\$ 671.00
953770	Catholic Charites/Meadows	Dan Fukuyama	Fri	5/15/2009	28	\$ 308.00
953802	Los Arboles Elem Coral	Richard Wren	Mon	5/18/2009	43	\$ 473.00
953800	Los Arboles Elem Coral	Richard Wren	Tue	5/19/2009	45	\$ 495.00
953798	T.Matusmoto Elementary	Jayne Brill 2nd group	Tues	5/19/2009	92	\$ 1,012.00
953736	Catholic Charities/Los Arboles	Rocio Ruano	Thurs	5/21/2009	25	\$ 275.00
953789	San Antonio Elem	María Elena Rocha	Wed	5/20/2009	104	\$ 1,144.00
953771	Catholic Charites/Meadows	Dan Fukuyama	Fri	5/22/2009	28	\$ 308.00
953806	Piedmont Middle School	Rebecca Costello	Mon	6/1/2009	24	\$ 264.00
953800	Coral @ Washington Elem	Denny Hurtado	Tues	6/2/2009	63	\$ 693.00
953780	Graystone Elementary	Kathy Pabilona	Wed	6/3/2009	150	\$ 1,650.00
953808	Catholic Charities	Queenie Ngo	Wed	6/3/2009	125	\$ 1,375.00
953804	Catholic Charities/Kennedy	Phillop Merilos	Thurs	6/4/2009	18	\$ 198.00
953760	Terrell Elementary	Nancy Bautista	Thurs	6/5/2009	175	\$ 1,925.00
953737	Catholic Charities/Seven Trees	Rocio Ruano	Thurs	6/4/2009	25	\$ 275.00
953812	Franklin Elem	Nan Caldwell	Monday	6/8/2009	117	\$ 1,287.00
953807	Dahl Elementary	Karen Lepe	Tues	6/9/2009	68	\$ 748.00
953799	Coral @ Washington Elem	Denny Hurtado	Tues	6/9/2009	55	\$ 605.00
953809	Catholic Charities/Franklin	Amanda Sandoval 1	Wed	6/10/2009	18	\$ 198.00
953810	Catholic Charities/Franklin	Amanda Sandoval 2	Wed	6/10/2009	18	\$ 198.00
953811	Catholic Charities/Franklin	Amanda Sandoval 3	Wed	6/10/2009	18	\$ 198.00
953813	Shirakawa School	Patsy Utsumi	Wed	6/10/2009	125	\$ 1,375.00
953805	Coral @ Stonegate Elementar	Sarah Payne	Thurs	6/11/2009	94	\$ 1,034.00
953814	Emma Prusch Park	Patricia Rivera	Thurs	6/18/2009	36	\$ 396.00
953781	Millbrook Community Center	Jennifer Metzger-Shul	Wed	6/24/2009	125	\$ 1,375.00
953817	Safe School Initiative	Bianca Quinozez	Thurs	6/25/2009	36	\$ 396.00
953796	Berryessa Camp Du Soleil	Angela Williams	Thurs	6/25/2009	66	\$ 726.00

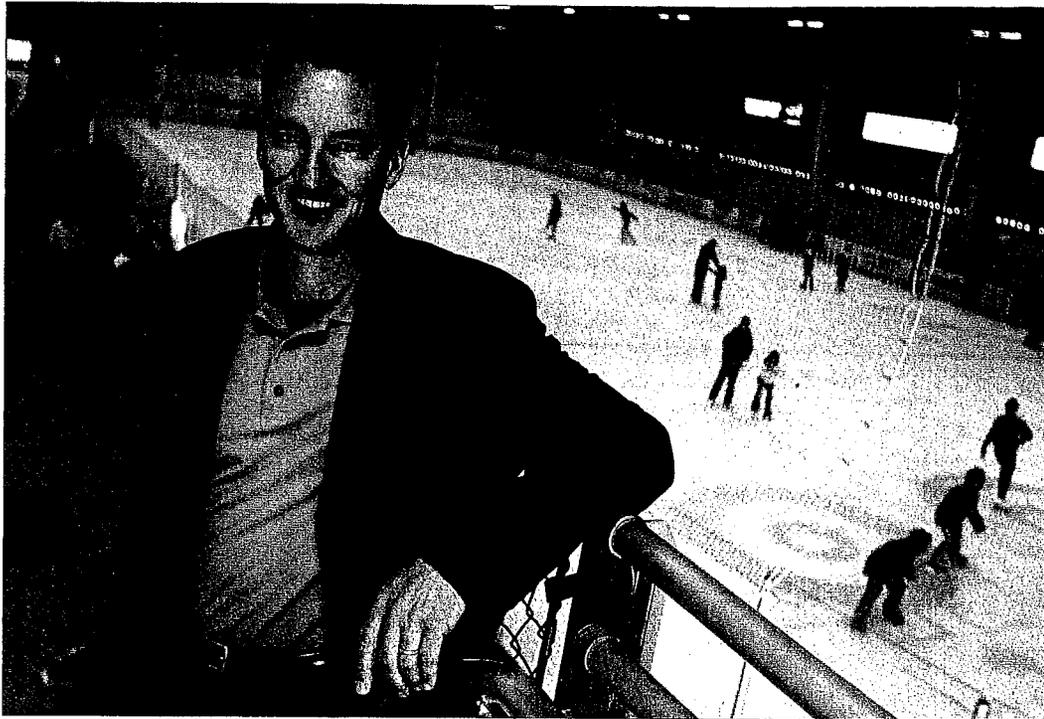
FREE USE 08-09

	aden Community Center	Brandon Kwock	Tues	6/30/2009	15	\$ 165.00
					6490	\$ 85,166.00
				2007/2008	5793	\$ 78,027.00
				2006/2007	3859	\$ 45,102.00
				2005/2006	5016	\$ 51,935.00
	YEAR TO	General Admission		2005	6769	\$ 63,338.90
		Free use		2004	6769	\$ 67,762.00
		15% to Free Use		2003	7694	\$ 78,878.00
		Over (under)		2002	8548	\$ 85,513.00
				2001	8726	\$ 81,568.00
				2000	7920	\$ 87,999.00
				1999	9324	\$ 80,935.00
				1998	9985	\$ 82,649.00
				1997	13566	\$ 97,894.00
				1996	12870	\$ 97,500.50
				1995	11950	\$ 86,955.00
				1994	4025	\$ 27,330.00

SHARKS ICE IMPORTANT DATES 2009

1/28/10

Sharks Ice @ San Jose		Sharks Ice @ Fremont		Oakland Ice Center	
SAN JOSE	ACTIVITY	FREMONT	ACTIVITY	OIC	ACTIVITY
Jan. 4	3 on 3 Hockey Tournament				
January 4, 2009	Holiday on Ice Ends	Jan. 4, 2009	Holiday on Ice Ends	Jan. 4, 2009	Holiday on Ice Ends
January 5, 2009	Winter Classes Begin	Jan. 5, 2009	Winter Classes Begin		
January 16-19	Martin L King Girls/Women Hockey Tourn.				
January 29-30	Police/Fire Tournament	Feb. 2-4 2009	Robby Glantz		
February 14, 2009	Sweetheart Skating Competition				
February 20-22	CAHA Tier I Bantam/Midget 16-18				
March 18-20	Police Tournament	Mar. 27-29 2009	Give Skating & Hockey a Try	3/28/2009	Spring Showdown (In-House)
March 20-22	Norcal Championships	Mar. 28, 2009	Last Day Winter Classes	Mar. 27-29 2009	Give Skating & Hockey a Try
3/22/2009	Adult League Playoffs begin	Mar. 29, 2009	In House Youth Hockey Party	3/28/2009	Last Day Winter Classes
3/23/2009	Goalie Clinic 8 weeks	Mar. 31, 2009	First Day Spring Classes		
3/23/2009	Hockey Academy	Mar. 31, 2009	First Day Spring Classes		
March 27-29	Give Skating & Hockey a Try				
3/28/2009	Last Day Winter Classes				
3/31/2009	First Day Spring Classes				
4/5/2009	Adult League Ends/Championship Sunday			4/7/2009	First Day Spring Classes
4/10/2009	SIHL Summer Season Begins				
4/10/2009	In House Youth League Ends			April 11-12, 2009	
4/12/2009	Happy Easter/ Closed				
April 17-19/2009	Canam Adult Hockey Tournament	4/12/2009	Happy Easter/ Closed	4/12/2009	Happy Easter/ Closed
April 18,2009	Bunny Hop Skating Competition				
4/18/2009	In House End of Year Party				
4/25/2009	In House Summer Season Begins				
May 1-3	EHK Scouting	May 2, 2009	Fiesta Skating Exhibition		
May 16 & 17	Spring Jubilee				
May 18, 2009	Why Leave Camp 6 weeks			May 22-24, 2009	IIHSI Camp
May 25-30	Canlon Adult Hockey Tournament			May 25-29, 2009	OIC Adult Hockey Camp
May 24, 2009	Heart Skate				
June 6-7	Jr. Sharks Girls Try Outs				
June 8-12	Prime Time Hockey				
June 12 - July 1	Sharks Hockey School			June 22-26, 2009	Sharks Ice/CAL Hockey Camp
June 26, 2009	Give Skating & Hockey a Try	June 26, 2009	Give Skating & Hockey a Try	June 26, 2009	Give Skating & Hockey a Try
June 27, 2009	Last Day Spring Classes	June 27, 2009	Last Day Spring Classes	June 27, 2009	Last Day Spring Classes
June 2-6	Sharks Equipment Sale			June 29-July 5	CLOSED
July 4-5	Holiday/ Closed	July 7, 2009	First Day Summer Classes	July 7, 2009	First Day Summer Classes
July 7	First Day Summer Classes				
July	Prime Time Hockey	July 13-24 2009	Golden State Hockey School		
July 12, 2009	Live Strong Challenge			July 27-31, 2009	Turcotte Stickhandling School
July 13-17	World Class Hockey				
July 13-17	Rick Heinz Goalie School				
July 13-17	Sharks Development Camp			Aug. 10-14, 2009	Sharks Ice/CAL Hockey Camp
July 17-26	Jr. Sharks Tier Try Outs				
July 23 - 26	Robby Glantz				
July 27-Aug 1	ISI Worlds Skating Competition				
July 31- Aug 8	Jr. Sharks Travel Try Outs				
August 5-8	Silicon Valley Open	Aug. 3-7 2009	Pro Ambitions Hockey School		
August 10-14	Turcotte Hockey School	Aug. 14-16 2009	SCVHA Tryouts		
29-Aug	Adult League Ends				
August 29-30	3-3 Jamboree				
Sept 4-10	Sharks Rookies/Tournament	Sept. 12	Adult League Starts		
Sept 4-7	Labor Day Tournament	Sept. 18-20 2009	Give Skating & Hockey a Try		
Sept. 9	Adult League Starts	Sept. 19, 2009	Last Day Summer Classes		
Sept 19th	In House Youth League Evaluations	Sept. 19, 2009	Give Hockey a Try	Sept. 4-6, 2009	OIC Adult 3-On-3 Jamboree
Sept. 18-20 2009	Give Skating & Hockey a Try	Sept. 20, 2009	Give Hockey a Try	Sept. 12-13 2009	Give Skating & Hockey a Try
Sept. 19, 2009	Last Day Summer Classes	Sept. 20, 2009	First Day Fall Classes	Sept. 5, 2009	Last Day Summer Classes
Sept. 26, 2009	First Day Fall Classes			Sept. 22, 2009	First Day Fall Classes
Sept. 26	Bay Skates				
Oct.9-11	Ice Dance Weekend				
Oct. 12	Begin In House Youth League				
Oct. 29	Finatical Kids Club				
Oct. 23-25	CAHA PWAA 32 slots				
October 31, 2009	Halloween Spooktacular	Oct. 31, 2009	Halloween Spooktacular	Oct. 31, 2009	Halloween Spooktacular
Nov. 2	6 Week Class Series				
Nov. 7	California Hockey Day				
Nov.9-18	Pleasanton Outside Rink Construction				
	Soft: Nov. 19 Grand Opening Nov. 20				
Nov. 15	Ice Arts Skating Competition				
Nov. 26-29	Silver Stick Hockey Tournament				
Nov. 30	Holiday Ice Begins				
December 2, 2009	KEZR Toy Drive 7:30-9:30pm				
Dec. 4-6	CAHA Mid 17AA 32 slots	Dec. 12, 2009	Skate a Holiday Present	Dec. 6, 2009	Bay Cities Team Comp.
December 14, 2009	KRTY Toy Drive 7:30-9:30pm Public Session				
December 19, 2009	Last day of Fall class lessons				
Dec. 19	Skate a Holiday Present				
Dec. 21-23	Turcotte Hockey School				
Dec. 25	Merry Christmas				
Dec. 26	3 on 3 Tournament				
Dec. 28-30	Sharks Ice Christmas Hockey Camp				
Dec. 28-30	San Jose Youth Clinic			Dec. 19, 2009	Last Day Fall Classes
Dec. 31-Jan. 3	Winter Classic				



Jon Gustafson, general manager for Sharks Ice, says, 'We are one of the hidden gems in San Jose.' The sports facility has 1.5 million visitors annually and brings in \$8 million in revenue.

PHOTOS BY IVKAI THOMPSON

# Sharks Ice a 'cool' place

BY CATHY WESELBY

One of the best-kept secrets in San Jose is also the second-largest contributor to hotel occupancy downtown. It's Sharks Ice, the official training facility for the San Jose Sharks hockey team and home to numerous adult and youth league hockey teams and figure skaters.

"We are one of the hidden gems in San Jose," Sharks Ice general manager Jon Gustafson says.

The sports facility has 1.5 million visitors annually and filled 12,000 hotel rooms in San Jose last year.

"And those are the ones we can account for," Gustafson says. "The number could be higher."

Built in 1993, the facility, formerly known as Logitech Ice, has four NHL-regulation-size ice rinks and is the largest public ice facility west of the Mississippi River.

The third rink was built in 1999 as the training rink for the Sharks, and the fourth rink and Stanley's Bar and Grill was added in 2005.

The facility is conducive to large events and is booked from 5 a.m. to 2 a.m. daily. Gustafson says the majority of out-of-town visitors come to compete in the San Jose Junior Sharks games and tournaments.

Team San Jose Chairman and Convention Center Chief Executive Officer Dan Fenton says there is a huge market in club hockey tournaments throughout Canada and the United States. To that end, Team San Jose has booked a 120-team hockey tournament for

May 2009, which translates to 4,000 hotel rooms.

"Weekends are important to the San Jose hotel market and all of the groups associated with Sharks Ice peak over the weekend, and many come in on the Thursday or Friday before," Fenton says.

## A success story

What's surprising is that Sharks Ice was built before the Sharks were even part of San Jose.

Dan McFadden, who was the San Jose deputy city manager at the time, says developers Dan Mariani and John Del Mar oversaw the construction, which was completed in four months from groundbreaking to grand opening. The secret to the speedy construction was opting out of the bidding process.

"They constructed the building as a design-build because of the cost and delays associated with going through the city," McFadden says.

Instead of the traditional design-bid-build process, Mariani was able to bypass the bidding phase because he funded the construction.

One of the challenges was finding a plot of land large enough for the facility and close enough to downtown San Jose. McFadden says the site at the corner of South 10th Street and Alma Avenue was ideal, except that there was a community garden, Mi Tierra, at the spot. The city found an alternate location and moved the 175 Spanish-speaking gardeners to the new plot.

The facility was originally run by Mariani's nonprofit, Griffin Sports Foundation, until Silicon Valley Sharks Entertainment, owner of the Sharks, took over management of Sharks Ice in 1998.

As the facility has grown, so has the interest in hockey. But hockey isn't the only game on the ice.

There are also two curling leagues; Gustafson says curling is becoming a popular sport for corporate team-building events because it's easy to learn.

But Gustafson, a former pro hockey player, says the primary reason people come to the ice is to play



Those using Sharks Ice also booked 12,000 hotel rooms in San Jose last year. The facility was originally constructed in 1993 and has since expanded to three rinks.

hockey. He says it is a sport for all ages.

"We have people in their 70s and 80s who play here regularly," he says.

"Business executives come here to work up a good sweat and have some camaraderie," Gustafson says. "Our Web site gets a tremendous number of hits because the players check their stats every night and make sure their assists and goals are counted."

Gustafson has been running Sharks Ice for nine years and says utility costs are just less than \$1 million annually.

There are three separate ice-making systems, based on the rink configuration, and industrial humidifiers warm the building to between 57 and 60 degrees.

"Moisture kills ice more than temperature," Gustafson says.

Even with the high utility costs, the facility boasts an annual revenue of \$8 million.

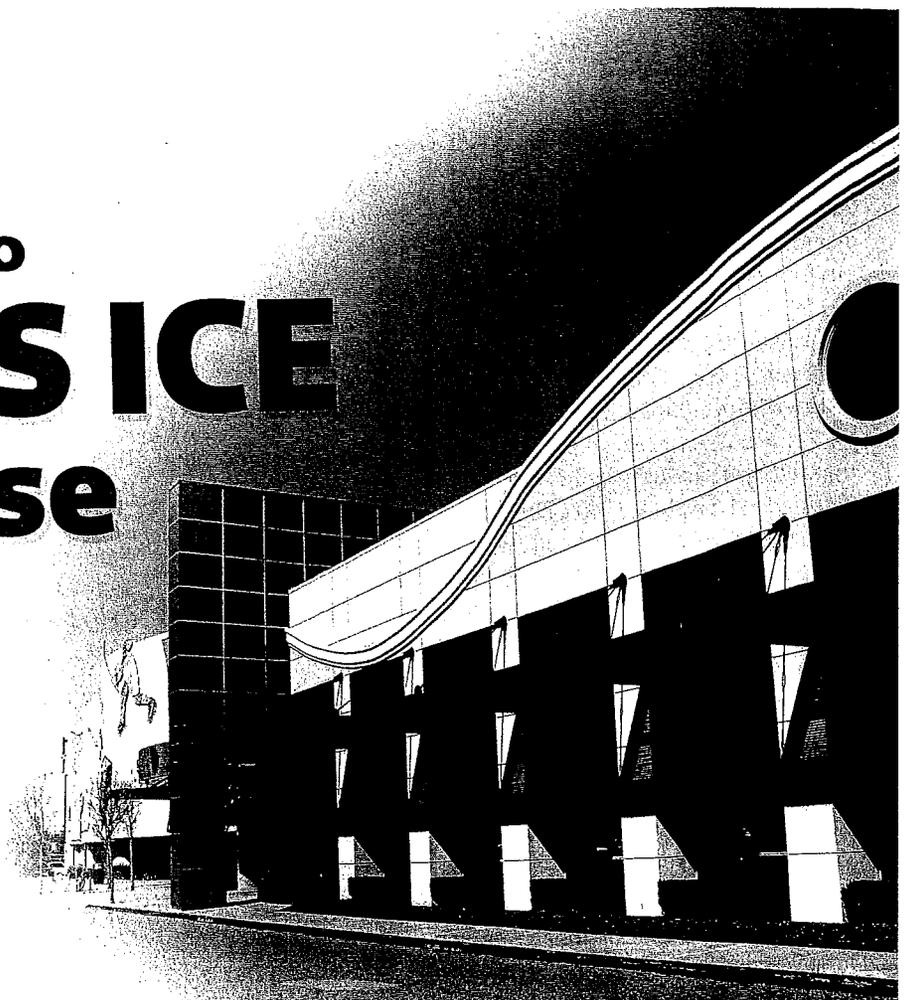
"We are completely self-sufficient and not subsidized by the city of San Jose," Gustafson says. ♦

## AT-A-GLANCE

**SHARKS ICE SAN JOSE**  
 Year built: 1993  
 Building square footage: 188,000  
 Ice square footage: 170,000  
 Number of ice rinks: four  
 Annual visitors: 1.5 million  
 Annual revenue: \$8 million  
 Employees: 220  
 Additional locations: Fremont and Oakland, with plans for a site in Pleasanton  
 Web site: www.sharksice.com

# ISI Worlds Knows the Way to **SHARKS ICE** at San Jose

by Dianne Powell



Sharks Ice at San Jose, the official training facility of the NHL's San Jose Sharks, is a 188,000-square-foot arena on a 7.5-acre campus.

Photography by Marjorie Taylor/Sharks Ice

**T**he ISI World Recreational Team Championships is on its way back to San Jose this year, a decade after its last visit. Sharks Ice at San Jose, the two-time Worlds host site, is well suited for world-class competitions, with its expansive 7.5-acre campus and four sheets of ice.

The facility, originally the two-sheet Ice Centre of San Jose, was built by the city of San Jose in conjunction with the nonprofit Griffin Sports organization. In 1999, San Jose Arena Management (SJAM) assumed management of the city-owned facility and added 66,000 square feet, including a third ice rink and a weight room/training center for the NHL San Jose Sharks, who use the arena as their official training facility.

SJAM is a component of Silicon Valley Sports and Entertainment, owner of the San Jose Sharks. SJAM operates Sharks Ice at San Jose and Sharks Ice at Oakland, and owns and operates Sharks Ice at Fremont.

In 2001, Logitech purchased naming rights to the facility but opted out of the contract in 2005, when it was renamed Sharks Ice at San Jose. A fourth sheet of ice was added in 2005, along with a sports bar/restaurant. The search is on for a new, synergistic naming partnership, says Jon Gustafson, the general manager for all three of the Sharks Ice facilities.

## One of nation's busiest arenas

Today, at 188,000 square feet, Sharks Ice at San Jose is one of the busiest ice arenas in the country. With four ice sheets, it is the largest ice skating facility west of the Mississippi River, and rinks five and six could become a reality in the near future.

A staff of 250 and an array of state-of-the-art amenities keep the facility running smoothly and the patrons comfortably and conveniently accommodated. Real-time scoring systems interface with score clocks and the arena's Web site. High-efficiency fluorescent lighting allows for instantaneous lighting level changes in all four rinks.

In addition to the 24,000-square-foot Sharks training center, the facility features a workout/training room for customers. High-definition TVs throughout the facility provide assignment notification for the 17 dressing rooms.

Additional Sharks Ice amenities include a full-service pro shop, the popular Stanley's Sports Bar and a snack bar/coffee shop.

Among the programs and services offered at Sharks Ice are: freestyle skating; youth, high school and adult hockey; ice dance; speed skating; curling, special needs classes; public sessions; and birthday parties. The arena's skating school enrolls 1,600 participants per season, and more than 1,000 take part in



The popular Stanley's Sports Bar is a full-service restaurant overlooking the ice.

the youth hockey programs. Sharks Ice at San Jose boasts the nation's largest adult hockey program.

Gustafson says Sharks Ice at San Jose has seen significant success in the last 10 years, including increased demand for ice time. "Even now, with the current economy, we are still seeing very good numbers," he notes, thanks to "competitively priced programs; a safe, clean facility; comfortable surroundings; and providing something everyone."

San Jose's demographics as the third-largest city in California and the 10th-largest in the U.S. plus the popularity of the Sharks hockey team contribute to the arena's success. San Jose is located at the southern end of the San Francisco Bay Area, the heart of Silicon Valley. Income levels are high and a large portion of the population is well educated, tech savvy and recreation minded. Gustafson says the average Sharks Ice customer spends a minimum of 2.5 hours in the facility on each visit.



Having a proven, successful program, however, does not diminish the need for effective marketing. "With so many entities fighting for disposable income, you have to actively market your facility and its programs," Gustafson points out. "We're fortunate to have the mediums we have through the Sharks and team broadcasts to promote our programs via television, print, radio and the Internet."

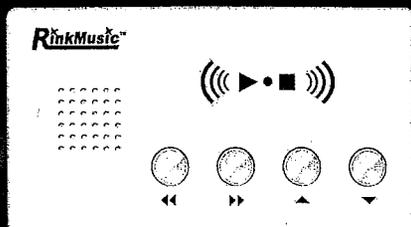
### ISI membership and events

An ISI Administrative member since 1993, Sharks Ice at San Jose uses all aspects of the ISI program. "We believe ISI's recreational skating program encourages participation at all levels," says



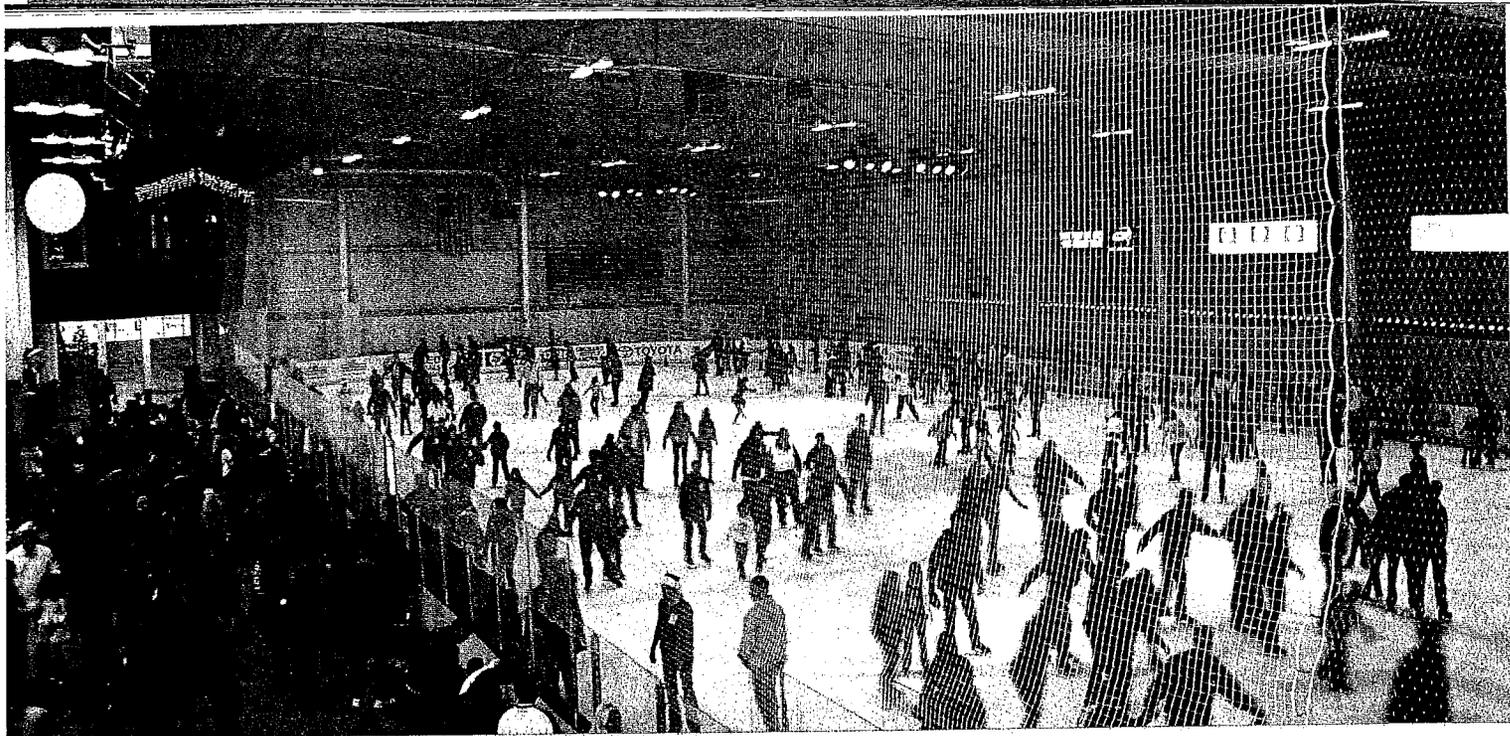
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Sharks Ice skating director and former ISI board member Candy Goodson. “Our facilities host four to six ISI-endorsed events per year, and we encourage all of our coaches to participate in and attend seminars and conferences provided by ISI.” Gustafson and Goodson are both familiar faces at the annual ISI Conference and Trade Show.

Goodson has chaired the Worlds host committee in both 1999 and 2009. “We have a much larger staff this time, and an operations manager,” she notes. “That will help me tremendously with building issues.”

Goodson says the support of the facility’s professional staff will enhance the experience of all the skaters, coaches and families who attend Worlds. “We’re working hard to make this event enjoyable for all. We have the unique ability to keep everything in one location, with all practice ice and events held on our four ice surfaces.”

In addition to Gustafson and Goodson, the Sharks Ice at San Jose management team includes: Richard Rocha, operations manager; Lynn Wolfe, office manager; Robert Savoie, hockey director; Ron Glasow, pro shop manager; and Marjorie Taylor, group sales.



Sharks Ice at San Jose boasts the largest adult hockey program in the country.



**“ We love the excitement of hosting a large event. It creates purpose and camaraderie – a real team spirit. ” – Candy Goodson**

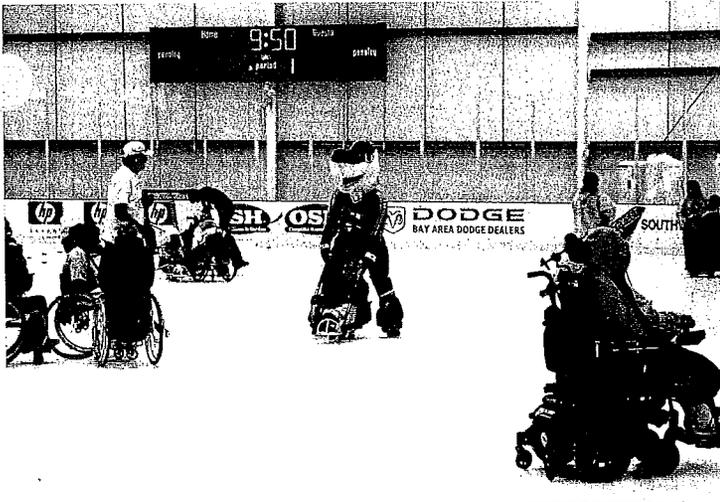
“We love the excitement of hosting a large event,” she adds. “It creates purpose and camaraderie — a real team spirit — for management, coaches, customers and local arenas. We’ve hosted many major hockey tournaments, skating competitions and events, including the 2001 ISI Winter Classic, and we



An ISI Administrative member since 1993, Sharks Ice at San Jose uses all aspects of the ISI program and is the host facility for this year's ISI Worlds competition.

were the practice facility for the 1996 U.S. Figure Skating Championships."

To build enthusiasm for this year's Worlds and prepare for the event, Goodson scheduled a "Worlds Fair" in April for local skaters, parents and volunteers. Coaches were available to answer questions and help fill out event entry forms, and they provided sign-up sheets for skaters seeking partners for couples, ensemble, jump and spin or group events.



Special needs classes are among the many diverse programs offered at Sharks Ice at San Jose.

"Our participation numbers for Worlds look really good, and the local facilities are really pushing it," Goodson says. "Our coaches are extremely excited, and we have a lot of new coaches who are very enthusiastic about the event.

"It's beneficial to all of the kids to be involved," she says. "It adds so much to our program for all of the skaters to participate. It completes everything we do. We offer classes for the very youngest skater and classes for the more mature skater, and for us to be able to get them involved in an event that has people coming from all over the world is a fabulous thing." ☺

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