

## MEMORANDUM

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

**FROM:** Jon Gustafson

**DATE:** February 3, 2011

**RE:** 2009-2010 Annual Sharks Ice at San Jose Report

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 2009/2010 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(4000 + members). We also increased our High School hockey program to 25 teams. Sharks Ice continues to draw major events consisting from high level skating competitions to hockey tournaments to curling bonspiels.

### Programming

For the 2009-2010 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 26 teams (435 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.

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Adult in-house hockey – Sharks Ice currently has the largest adult hockey program in the country boasting 144 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.

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 Squirt (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 100 girls in the program and growing. In 2009-2010 the program offered 6 teams, an 8 and under team, a 10 and under team, 12 and under team, 14 and under, 16 under, 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 2009-2010 season, the high school league grew to 25 teams (300 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. In 2012 the US Figure Skating Championships will be held in San Jose. Sharks Ice will play a vital roll in this event providing participants, volunteers and practice ice for the competitors.

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 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, Fremont and Oakland. With the popularity of curling during the Olympics in 2010, 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 – 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 2009-2010, we had a total of 4256 kids participated in this program, which translates to \$56,272.00 in donation. **Since the building has opened, we have provided \$1,175,557.00 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 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.

- **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 2009-2010 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 2009/2010 Sharks Ice spent the following dollars on the Facility:

a. Labor	\$ 894,000 (custodians, maintenance, ice techs, cashiers)
Labor --Engineers	\$ 22,300
b. Build Ground/Maint.	\$ 66,340 (landscape, parking lot, trash, fire etc.)
c. Zamboni Operation	\$ 71,624 (propane, maintenance)
d. HVAC	\$ 10,938 (maintenance and repair)
e. Electrical	\$ 18,655 (maintenance and repair)
f. Water Treatment	\$ 14,973
g. Plumbing	\$ 5,110 (material)
h. Ice Plant	\$ 63,293 (material/labor, includes cooling towers)

Mechanical/Capital Improvements approved for 2010

1.	Audio Visual	\$15,000	completed
2.	Dasher boards	\$50,000	not completed
3.	Trash/Ash receptacles	\$6,000	completed
4.	Chairs	\$5,000	completed
5.	Tables	\$5,000	completed
6.	Glazing	\$8,000	completed
7.	Graphics	\$35000	completed
8.	Mechanical/Plumbing	\$51,000	completed
9.	Boiler Repair	\$22,000	completed
10.	Cooling Tower	\$10,000	not completed
11.	Ice Chiller Plant	\$25,000	completed
12.	Hot Water Pump	\$5,000	completed
13.	Drinking fountain	\$5,000	completed
14.	South Zamboni Room	\$50,000	completed
15.	Painting	\$25,000	completed
16.	Security	\$30,000	completed
17.	Skate Racks	\$20,000	completed
18.	Goal Frames	\$10,000	completed
19..	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. Freeway/10<sup>th</sup> St signage
3. Corner signage
4. Add additional rinks and parking

5. 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
6. Cheaper source of energy –Bloom Energy coming

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.

Respectfully submitted,



Jon Gustafson  
General Manager  
Sharks Ice at San Jose

JG: JG  
Free Usage Program  
Calendar of Events

cc: Rich Sotelo

**2009-10 FREE USE PROGRAM  
SHARKS ICE AT SAN JOSE**

City #	Agency	Contact Person	Day	Date	Group#	Total Discount
	<b>Donations to Schools</b>				<b>350</b>	<b>\$ 4,200.00</b>
953816	Northside Community Center	Rachel Reyes	Wed	7/1/2009	59	\$ 649.00
953815	Northside Community Center	Rachel Reyes	Thurs	7/2/2009	16	\$ 176.00
	Franklin Class Lessons	Nan Caldwell		Summer Classes	12	\$ 2,496.00
953819	Hank Lopez Center Del Sol	Tina Grijalva	Thurs	7/16/2009	88	\$ 748.00
953820	Eastside Union	Brian Ward	Wed	7/22/2009	125	\$ 1,375.00
953794	Southside Comm. Ctr/Sunshine	Monica Aguila	Thurs	7/23/2009	67	\$ 737.00
953822	Coral After School Prog	Rocio Ruano	Thurs	10/8/2009	22	\$ 242.00
953824	Coral After School Prog	Rocio Ruano	Thurs	10/15/2009	22	\$ 242.00
953823	Coral After School Prog	Rocio Ruano	Thurs	10/22/2009	22	\$ 242.00
953825	Coral After School Prog	Rocio Ruano	Thurs	10/29/2009	22	\$ 242.00
	Franklin Class Lessons	Nan Caldwell		Fall Classes	12	\$ 2,496.00
953826	Coral After School Prog	Rocio Ruano	Thurs	11/5/2009	22	\$ 242.00
953831	Coral After School Prog	Amanda Sandoval	Tue	11/10/2009	22	\$ 242.00
953828	Coral After School Prog	Rocio Ruano	Thurs	11/12/2009	22	\$ 242.00
953837	Coral After School Prog	Dan Fukuyama	Mon	11/16/2009	30	\$ 330.00
953838	Coral After School Prog	Dan Fukuyama	Tue	11/17/2009	30	\$ 330.00
953839	Coral After School Prog	Dan Fukuyama	Wed	11/18/2009	30	\$ 330.00
953827	Coral After School Prog	Rocio Ruano	Thurs	11/19/2009	22	\$ 242.00
953832	Coral After School Prog	Amanda Sandoval	Wed	11/12/2009	22	\$ 242.00
953843	Eastside Union	Brian Ward	Friday	12/4/2009	125	\$ 1,375.00
953850	Coral After School Prog	Raul Tornel	Wed	12/9/2009	125	\$ 1,375.00
953836	Edenvale School	Christian Padilla	Thurs	12/10/2009	83	\$ 913.00
953842	Northside Community Center	Rachel Reyes	Thurs	12/10/2009	54	\$ 594.00
953840	Coral After School Prog	Rocio Ruano	Thurs	12/10/2009	22	\$ 242.00
953849	Coral After School Prog	Daniel Vasquez	Friday	12/11/2009	22	\$ 242.00
953833	Edenvale School	Christian Padilla	Friday	12/11/2009	82	\$ 902.00
953853	Coral After School Prog	Raul Tornel	Tues	12/15/2009	125	\$ 1,375.00
953852	Coral After School Prog	Raul Tornel	Wed	12/16/2009	125	\$ 1,375.00
953847	Coral After School Prog	Rocio Ruano	Thurs	12/17/2009	22	\$ 242.00
953851	Coral After School Prog	Raul Tornel	Friday	12/18/2009	125	\$ 1,375.00
	Franklin Class Lessons	Nan Caldwell		Winter Classes	12	\$ 2,496.00
953855	McKinley Teen Center	Rosa Oseguera	Friday	1/8/2010	17	\$ 187.00
953862	Mayfair Community Center	Marco Hernandez	Wed	1/13/2010	23	\$ 253.00
953857	Coral After School Prog	Rocio Ruano	Friday	1/15/2010	22	\$ 242.00
953863	Booksin Elementary	Cheryl Markham	Friday	1/15/2010	125	\$ 1,375.00
953865	After School All Stars-Ida Jew	Miguel Meza	Wed	1/20/2010	125	\$ 1,375.00
953864	Garder Community Center	Edwin Cortez	Thurs	1/21/2010	25	\$ 275.00
953845	Edenvale School	Sharon Hart	Friday	1/22/2010	104	\$ 1,144.00
953853	San Antonio Elem	Soledad Vega	Tues	1/28/2010	40	\$ 440.00
953854	San Antonio Elem	Lupe Cruz	Tues	1/26/2010	105	\$ 1,155.00
953856	Coral After School Prog	Rocio Ruano	Thurs	1/28/2010	22	\$ 242.00
953866	Los Arboles Elem	Pat Roach	Friday	1/29/2010	40	\$ 440.00
953868	Hacienda Elementary	Heidi Ravizza	Friday	3/12/2010	108	\$ 1,188.00
953829	Los Arboles Elem	Sue Field	Thurs	2/4/2010	62	\$ 682.00
953869	Catholic Charities	Lorena Solorio	Thurs	2/11/2010	54	\$ 594.00
953841	Almaden Comm Center	Brandon Kwock	Thurs	2/18/2010	60	\$ 660.00
953872	Catholic Charities	Annette Glemen	Friday	2/19/2010	22	\$ 242.00
953870	Catholic Charities	Lorena Solorio	Thurs	2/25/2010	79	\$ 869.00
953874	Catholic Charities/Franklin	Rocio Ruano	Thurs	3/4/2010	17	\$ 187.00
953871	Catholic Charities	loreana Solorio	Thurs	3/4/2010	103	\$ 1,133.00
953876	Roosevelt Community Center	Andrew Judge	Thurs	3/11/2010	15	\$ 165.00

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953873	Catholic Charities	Kristin Schooley	Thurs	3/25/2010	25	\$ 275.00
	Franklin Class Lessons	Nan Caldwell		Spring Classes	12	\$ 2,496.00
953880	Coral After School/Franklin	Rocio Ruano	Thurs	4/1/2010	22	\$ 242.00
not issued	Safe School Campus	Mona Martinez	Thurs	4/8/2010	18	\$ 198.00
953878	Almaden Comm Center	Brandon Kwock	Tues	4/13/2010	15	\$ 165.00
953883	Chaboya Middle School	LeCherly Law	Monday	4/19/2010	19	\$ 209.00
953887	After School All Stars	Lam Cao	Wed	4/21/2010	125	\$ 1,375.00
953879	Catholic Charities	Rocio Ruano	Thurs	4/22/2010	22	\$ 242.00
953877	Rogers Elementary	Mr. Urias	Friday	4/23/2010	102	\$ 1,122.00
953886	Catholic Charities	Rocio Ruano	Thurs	4/29/2010	25	\$ 275.00
953885	After School All Stars	Natasha Jaramillo	Friday	5/7/2010	115	\$ 1,265.00
953890	Los Arboles Elem	Barbara Yang	Tues	5/11/2010	26	\$ 286.00
953875	Arbuckle Elementary	Jillian Cintas	Friday	5/21/2010	100	\$ 1,100.00
953884	Graystone Elementary	Kathy Pabilona	Mon	5/24/2010	125	\$ 1,375.00
953830	Meadow Elementary	Jeanette Kaliska	Mon	5/24/2010	125	\$ 1,375.00
953867	Terrell Elementary School	Nancy Bautista	Wed	5/26/2010	125	\$ 1,375.00
953893	Bay Area All Stars	Arcella Valencia	Thurs	5/27/2010	85	\$ 935.00
953891	Dahl Elementary School	Karen Lepe	Friday	6/4/2010	125	\$ 1,375.00
953893	After School All Stars	Daniel Vasque	Mon	6/7/2010	67	\$ 737.00
963895	After School All Stars	Amanda Sandoval	Tues	6/8/2010	44	\$ 484.00
953894	Shirakawa Middle School	Pat Irwin	Tue	6/8/2010	55	\$ 605.00
953897	Emma Prusch Park	Patricia Rivera	Thurs	6/17/2010	36	\$ 396.00
953898	Willow Glen Comm. Center	Jennifer Metzger-Schultz	Tues	6/22/2010	18	\$ 198.00
953882	Camp San Jose At Berryessa	Angela Williams	Thurs	6/23/2010	88	\$ 968.00
					4256	\$ 56,272.00
				2008/2009	6490	\$ 78,027.00
				2007/2008	6623	\$ 87,987.00
				2006/2007	3859	\$ 45,102.00
				2005/2006	5016	\$ 51,935.00
				2005	6769	\$ 63,338.90
				2004	6769	\$ 67,762.00
				2003	7694	\$ 78,878.00
				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