



MEMO

To: Budget Standing Committee
From: Jeff Dixon, General Manager, Meridian Centre
Subject: Ice Rentals
Date: November 1, 2019
c.c.:

BSC Question

"Can you provide the numbers specific for the Meridian Centre and their prime-time usage within their available hours, discounting Thursday and Saturday as they are traditional home game nights for the Ice Dogs."

Background

Primary user (tenant) of the Meridian Centre from September to April (hockey season, ice in) is the Niagara IceDogs. Using the ice to practice Monday to Friday (9am to 11am and 2pm to 5pm) and Saturday and Sunday (10am to 12pm). IceDogs as play 34 home games between mid-September and mid-March. One or two home games a week are played on either Thursday, Friday, or Saturday evenings or Sunday afternoons.

ASM Global works around the IceDogs usage to schedule additional events, such as concerts, multi-day events, single day events and hourly ice rental. Over the past two hockey seasons, ASM Global has focused on increasing the usage of available ice time working with adult hockey leisure, youth hockey associations and youth skating clubs.

Answer

Meridian Centre's Prime-Time Ice Rentals are Monday to Friday 5pm to 11pm and anytime on the weekends. During the ice periods of January 1 to April 20 and September 1 to December 31, 2019 we have 970 hours confirmed or the 1,296 prime time hours available for ice rental. A utilization rate of 75%.

Sunday to Wednesday, 5pm to 11pm utilization is over 95%.

Thursday 5-11pm, Friday 5-11pm, Saturday 5-11pm are the least utilized prime-time's due to the inconsistency of availability throughout the season as these are the dates of IceDogs games and concerts.

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