



## **AGENDA**

**Rogers Arena Commission**

**December 9, 2024 - 4:30 PM**

**1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

**2. PRESENTATIONS**

**3. APPROVE AGENDA**

Council members may add items to the agenda for discussion purposes or staff direction only. The Council will not normally take official action on items added to the agenda.

**4. CONSENT AGENDA**

These items are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless a Councilmember so requests, in which event the item will be removed from the Consent Agenda and placed elsewhere on the agenda.

4.1 Approval of the September 30, 2024 Arena Commission Minutes

**5. GENERAL BUSINESS**

5.1 RAC Ice Allocation Policy

5.2 Player Recognition Nominations

5.3 Expansion Discussion

**6. OTHER BUSINESS**

**7. CORRESPONDENCE AND REPORTS**

7.1 Partner Reports

**8. ADJOURN**



**STAFF REPORT**

**Meeting Date:** December 9, 2024

**ROGERS ARENA  
COMMISSION**

**Agenda Item:** 4.1

**Subject:** Approval of the September 30, 2024 Arena Commission Minutes

**Prepared By:** Marcy Dalchow, Public Works Administrative Assistant

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**Recommended Council Action**

**Overview / Background / Analysis**

**Staff Recommendation**

Move to approve the Arena Commission Minutes for Monday, September 30, 2024.

**Financial Impact:**

**Source Fund:**

**Budgeted?** N/A

**Supporting Documentation**

A. September 30 2024 Arena Commission Minutes

**City of Rogers**  
**Arena Commission Meeting Minutes**  
**September 30, 2024**

The regular meeting of the Arena Commission of the City of Rogers was called to order by Parks and Recreation Director, Mike Bauer on Monday, September 30, 2024, at 5:40 pm at the 21<sup>st</sup> Century Bank Event Center, 12716 Main Street, Rogers, MN 55374.

**Roll Call**

Bill Zacher	Rogers Youth Hockey Association
Sara Weis	Rogers Royals Face Off Booster Club/RHS
Mark Eiden	Rogers City Council Liaison
Aric Dols	Resident
Mike Bauer	Parks and Recreation Director
Marcy Dalchow	Public Works Administrative Assistant
Chris Potenza	Front Burner Sports and Entertainment

**1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

**2. PRESENTATIONS**

Although a formal presentation wasn't given, Chris Potenza, Front Burner Sports & Entertainment, provided some information about himself, his company and how they could help us with naming rights for the new turf facility and future second sheet of ice. Item 5.2 was moved to the beginning of this meeting. Below are some highlights from this discussion.

- Chris Potenza has worked as a sports sponsorship guy for over 30 years. He is a vendor of the Minnesota Ice Arena Managers Association and founder of Front Burner Sports & Entertainment. He has worked with minor league hockey, the NFL, and later found there was a need to help local rinks and has worked with several large arenas within the state to obtain naming rights and sponsorships.
- Members of the Arena Commission shared where we currently are in the process of thinking about naming rights and sponsorships and Chris shared his thoughts and ideas as to how he could help.
- Chris suggested we do not refer to these monies as gifts. The donor gets benefit back.
- There are three phases to obtain naming rights. 1) understand the facility and its assets and their value, 8 -12 weeks 2) selling the value, 6-12 months, 3) activation, as quickly as possible. There is an extraordinary amount of work in phase one and important work in phase three to activate and to fulfill the agreement.
- Using another party to negotiate naming rights allows the owner to keep relationships whole.

**3. APPROVE AGENDA**

It was requested discussion of Paetyn Levis jersey be added to the agenda. This topic was added as item 5.3 and discussed during this portion of the meeting. The question is who pays for the framing of the jersey. Sara will talk with the Booster Club; they could possibly split it with the RYHA. Mike will also look back through the payables and see who paid for this in the past.

The Booster Club feels there is a lot more they could do to promote people on this wall at the RAC. They would like to enhance this wall to possibly include the featured player's high school story.

**4. CONSENT AGENDA**

**4.1 Approval of Meeting Minutes** February 12, 2024 meeting minutes approved as submitted.

## **5. GENERAL BUSINESS**

### **5.1 Expansion Discussion**

The City Engineer and Finance Director have confirmed that the Rogers Youth Hockey Association is to pay for the design through the design development phase of the ice arena expansion. When the project comes in at an agreeable rate and we move to the bidding and construction management phase the City would then take over the payment of the design as part of the construction project. There was also discussion about how much money was available for the Coaches, Varsity and Junior Varsity Locker Rooms. The RRFOBS wants more firm construction numbers so ISD 728 can decide on if they can contribute. Director Bauer reported we should have pricing in approximately four months, early in 2025.

There will be a groundbreaking ceremony for the multi-purpose turf facility in November.

### **5.2 Naming Rights Discussion**

See Presentations No. 2

### **5.3 Paetyn Levis Jersey**

See Consent Agenda Item No. 4.1

## **6. OTHER BUSINESS**

## **7. CORRESPONDENCE AND REPORTS**

### **7.1 Partner Updates**

Rogers Youth Hockey Association (RYHA):

Tryouts are going well and RYHA is glad the ice survived the transformer outage on 144.

Rogers Royals Face Off Booster Club (RRFOBC):

RRFOBC is holding parents' meetings to kick off the season. High School Kids are helping with tryouts. Captains' practices began two weeks ago.

### **Staff Correspondence**

See meeting packet.

**8. ADJOURN:** Meeting adjourned at 7:12 pm.



**STAFF REPORT**

**Meeting Date:** December 9, 2024

**ROGERS ARENA  
COMMISSION**

**Agenda Item:** 5.1

**Subject:** RAC Ice Allocation Policy

**Prepared By:** Mike Bauer, Parks & Recreation Director

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**Recommended Council Action**

**Overview / Background / Analysis**

In 2007, the Arena Commission established the RAC Ice Allocation Policy. Each year, the commission reviews the policy, and if changes are recommended, they are sent to the City Council to be adopted. At the May 2024 meeting, the policy was discussed, and staff was asked to present some revisions. You will find the current version and the revised version attached.

**Staff Recommendation**

**Financial Impact:**

**Source Fund:**

**Budgeted?** N/A

**Supporting Documentation**

- A. RAC\_Ice\_Allocation\_Policy 2025 Draft
- B. RAC\_Ice\_Allocation\_Policy

## **Rogers Activity Center Ice Allocation Policy**

The objectives for the Rogers Activity Center's Ice Allocation Policy are:

- to operate the ice services and facilities in an equitable, cost-effective and fiscally sustainable manner;
- to balance local services and needs with those of the City as a whole;
- to provide rink users and stakeholders the opportunity to influence policy implementation;
- to meet current and future demands for both organized and casual participants.

### GUIDING PRINCIPLES

The following principles served as the framework for developing the Allocation Policy and should continue to be considered when implementing and/or interpreting the various policy statements:

**Access and Equity:** policy to ensure fair and equitable access to ice in terms of allocation as well as in the application of fees and charges.

**Efficiency:** given the limited supply of ice, policy to ensure the effective and efficient use of facilities, both in terms of time and space.

**Diversity:** policy to provide for a wide range of opportunities (balanced program).

**Youth Sport Development:** in recognition of the role municipal ice arenas play in the development of minor sport, special consideration to be given to accommodating youth activities.

**Partnership:** policy to recognize the importance of partnerships in the delivery of rink based activities (minor sport and community associations).

**Financial Sustainability:** fee and charges structure must be within the financial limitations of the Rogers Activity Center.

It is recognized that resident and user group ice "needs" and/or "demands" may change over time, thus the Ice Allocation Policy requires periodic review and updating.

### PRIORITY FOR **FALL AND WINTER** ICE ALLOCATION

The priority for ice allocation is:

First Priority Public Skating and **Recreation** Programs

- Second Priority Rogers Youth Hockey Association Tournaments Rogers High School Games
- Third Priority Rogers High School Games  
Rogers Youth Hockey Association Tournaments
- Fourth Priority Rogers High School Practices Prior to 6 pm
- Fifth Priority Rogers Youth Hockey Games and Practices
- Sixth Priority Non-profit groups & organizations
- Seventh Priority for profit groups & organizations

**Commented [MB1]:** RYHA has to clear tournament dates with the district and there often is no flexibility with dates.

Allocated ice can only be used for intended purpose – i.e., ice allocated for youth hockey can only be used for youth hockey games or practices.

PRIORITY FOR SPRING AND SUMMER ICE ALLOCATION

The priority for ice allocation is:

- First Priority Public Skating and Recreation Programs
- Second Priority Tournaments
- Third Priority Spring programs that run two or more tournaments a year
- Fourth Priority Summer (June-August) training programs, camps, and clinics open to all Rogers Youth Hockey Association members and current or incoming Rogers High School Hockey Players conducted by Rogers High School varsity coaches
- Fifth Priority Non-profit groups & organizations
- Sixth Priority for profit groups & organizations

Allocated ice can only be used for its intended purpose—i.e., ice allocated for youth hockey can only be used for youth hockey games or practices. Summer allocations will be revisited whenever there is a head coaching change at Rogers High School, provided ice has not been allocated for the summer; otherwise, it will be reallocated for the following summer.

PROCESSING OF ICE ALLOCATIONS

Deadlines for Ice Requests

Fall/Winter Session:

Requests for fall/winter ice must be received by June 1<sup>st</sup> of the current year; the Rogers Activity Center Manager will allocate fall/winter ice by July 1<sup>st</sup> of the current year.

Spring Session:

Requests for spring/~~summer~~ ice (End of youth state tournament/Mid March-End of May) must be received by December 1<sup>st</sup> of the previous

year; the Rogers Activity Center Manager will allocate spring ice by December 31<sup>st</sup>.

#### Summer Session:

Requests for ~~spring~~/summer ice (~~June-August~~) must be received by January 15<sup>th</sup> (~~Beginning in 2008~~) of the current year; the Rogers Activity Center Manager will allocate spring/summer ice by February 15<sup>th</sup> of the current year.

Applications received after these deadlines will be processed on a first-come first served basis.

These applications will only be considered after those applications received prior to the deadline have been allocated ice time as per their entitlement.

#### Processing Priority

The priority for processing ice time requests is:

1st Renewal: existing user requests are reviewed and approved annually.

2nd Increased Ice: existing users request for increased ice time will be considered only if ice is available and demand can be demonstrated.

3rd New: Requests are only considered if ice is available, ~~and demand can be demonstrated.~~

#### Tournaments and Special Events

##### Cancellations and Refunds

If ice being returned is sold by the Rogers Activity Center to another user group a credit will be issued minus \$20.00 per hour rescheduling fee. Rental groups are required to give two weeks written notice in order for the Rogers Activity Center to attempt to sell the ice if ice is unsold the group will not receive a credit. No groups are permitted to sublease their ice time (violates insurance coverage) and unused ice reverts back to the Rogers Activity Center.

The Rogers Activity Center reserves the right to cancel programs of user groups for special citywide events and/or building maintenance. When this occurs, the Rogers Activity Center will attempt to provide alternate accommodation.

#### ALLOCATION OF FREE ICE TIME

The allocation of free ice time is granted under the following criteria:

- economic need;

- community benefit;
- fund-raising opportunities.

The granting of free ice is subject to the Rogers Activity Center Manager's approval.

#### ~~SPRING AND SUMMER ICE ALLOCATION~~

~~Priority for ice allocation during the spring and summer months will follow the fall/winter criteria.~~

The Rogers Activity Center will annually conduct a cost/benefit analysis for the provision of ice facilities during the spring-summer months. The amount of ice time provided will reflect demand, revenue generation and cost of operation during this period.

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Seventh Priority for profit groups & organizations

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**STAFF REPORT**

**ROGERS ARENA  
COMMISSION**

**Meeting Date:** December 9, 2024

**Agenda Item:** 5.2

**Subject:** Player Recognition Nominations

**Prepared By:** Mike Bauer, Parks & Recreation Director

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**Recommended Council Action**

**Overview / Background / Analysis**

Players being considered for nomination are attached along with a list of players on the wall.

**Staff Recommendation**

Pending Discussion

**Financial Impact:**

**Source Fund:**

**Budgeted?** N/A

**Supporting Documentation**

- A. RAC\_Player Recognition Policy
- B. Alumni Wall of Fame List



# Player Recognition Policy

Effective 11-10-2015

Modified X-X-XX

Purpose: As part of the efforts of the Rogers Activity Center to market and grow the activities that take place herein; to instill community pride, garner hopes and aspirations of those who skate at the Rogers Activity Center and to honor those who have gone on to play at higher levels of hockey.

Whereas: each Year a team picture of the Boys and Girls Varsity team will be provided for displayed on the west wall of the arena; and

Whereas: individual players may be recognized via an 8"x10" picture on the west wall of the arena, as space allows; and

Whereas: players are nominated by either the Rogers Royals Faceoff Booster Club (RRFOBC) or Rogers Youth Hockey Association (RYHA); and

Whereas: the player his or her family the RRFOBC or RYHA shall supply the picture in uniform to the Rogers Activity Center; and

Whereas: the Rogers Activity Center shall provide a frame and mounting hardware, and will coordinate the mounting of the picture; and

Whereas: all nominations will be considered by these general guidelines, hockey players that letter for Rogers High School for at least 1 season and go on to play College Hockey, or Professional Hockey, or play on the US National Team or played Tier II Juniors or higher shall be eligible for recognition; and

Whereas: the Arena Commission will approve or deny recognitions prior to installation annually; and

Whereas: the Arena Commission has the right to remove recognition for cause.

## ALUMNI WALL OF FAME (RAC)

Process for Approval: Nominations should be sent to the Arena Commission for review/approval based on qualifications. Once approved their pictures and/or jersey will be requested for display.  
 Qualifications: Letter winner for at least one season for Rogers High School Program  
 Picture Display Guidelines: College Hockey (D1 or D3), US Development Team, Juniors Tier 2 or higher (1 full season minimum)  
 Jersey Display Guidelines: NHL or PWHL (1 full season minimum)

RHS Team	First Name	Last Name	Graduation Year	Juniors Team	Junior Level	College Team	College Level	Professional Team	Approved	College Display	Professional Display
Girls	Paetyn	Levis	2017	n/a	n/a	Ohio State	D1	PWHL New York	Yes	Picture	Jersey - in progress
Boys	Nick	Jensen			USHL	SCSU	D1	NHL Detroit/Washington	Yes	Picture	Jersey
Boys	Kressi	Lehn		n/a	n/a	Augsburg	D3	n/a	Yes	Picture	n/a
Boys	Joel	Scatterelli			NAHL	Hamline	D3	n/a	Yes	Picture	n/a
Boys	Jesse	Ramsey			NAHL	Air Force	D1	n/a	Yes	Picture	n/a
Boys	Brandon	Bistodeau			NAHL	Hobart	D3	n/a	Yes	Picture	n/a
Girls	Courtney	Johnston	2018	n/a	n/a	Bethel	D3	n/a	Yes	Picture	n/a
Boys	Jackson	Nelson			NAHL	Hamline/Concordia	D3	n/a	Yes	Picture	n/a
Boys	Vinny	Billing		n/a	n/a	St. Scholastica	D3	n/a	Yes	Picture	n/a
Girls	Lauren	Mumm	2010	n/a	n/a	University of St. Thomas	D3	n/a	Yes	Picture	n/a
Girls	Sami	Scherling	2019	n/a	n/a	UW Eau Claire	D3	n/a	Yes	Picture	n/a
Girls	Andrea	Bishop	2010	n/a	n/a	University of St. Thomas	D3	n/a	Yes	Picture	n/a
Girls	Marie	Reimer	2019	n/a	n/a	St. Catherine's University	D3	n/a	Yes	Picture	n/a
Boys	Mitchell	Becker		New Mexico	NAHL	UMASS Lowell	D1	n/a	Yes	Picture	n/a
Girls	Sara	Parent	2020	n/a	n/a	St. Scholastica	D3	n/a	Yes	Picture	n/a
Girls	Kelsey	Johnston	2012	n/a	n/a	Bethel	D3	n/a	Yes	Picture	n/a
Boys	Neal	Smith		n/a	n/a	Saint John's University	D3	n/a	Yes	Picture	n/a
Girls	Emily	Antony	2014*	n/a	n/a	MSU Mankato	D1	n/a	Yes	Picture	n/a
Boys	Travis	Brown			NAHL	Saint John's University	D3	n/a	Yes	Picture	n/a
Boys	Matt	Hellickson			USHL	Notre Dame	D1	n/a	Yes	Picture	n/a
Girls	Madi	Chapman	2017	n/a	n/a	Concordia University WI	D3	n/a	Yes	Picture	n/a
Girls	Kaitlyn	Lloyd	2017	n/a	n/a	Concordia University WI	D3	n/a	Yes	Picture	n/a
Boys	Cal	Levis	2020	Northern Iowa	NA3HL/USPHL	Dubuque/Hamline	D3				
Girls	Avery	Achterkirch	2024	n/a	n/a	Bemidji State	D1				
Girls	Avery	Farrell	2022	n/a	n/a	Franklin Pierce/SCSU	D1				
Girls	Paige	Vreeman	2022	n/a	n/a	Long Island	D1				
Girls	Lauren	Larson	2023	n/a	n/a	Sacred Heart	D1				
Girls	Leah	Hatcher	2022	n/a	n/a	Arcadia	D3				
Girls	Emma	Rooks	2021	n/a	n/a	Saint Benedicts	D3				
Girls	Justyce	Ohlgren	2024	n/a	n/a	Saint Anselm	D1				
Girls	Alexa	Backman	2023	n/a	n/a	Eau Claire	D3				
Girls	Ava	Johannson	2023	n/a	n/a	Eau Claire	D3				
Girls	McKenna	Sandberg	2023	n/a	n/a	Eau Claire	D3				
Girls	Anna	Scherling	2022	n/a	n/a	UW Superior	D3				
Boys	Sam	Ranallo	2023	Youngstown	USHL	St. Thomas University (commit	D1				
Boys	Chase	Cheslock	2023	Omaha	USHL	St. Thomas University	D1	New Jersey (drafted)			
Boys	Payton	Struck	2023	Ogden/Vernon/Wilderness	NAHL	tbd					
Boys	Carson	Melquist	2023	Ogden	Other Tier 2	n/a					
Boys	Cade	Chapman	2023	Boston Rangers	Other Tier 2	tbd					
Boys	Hogan	Sinjem	2022	St. Cloud	NAHL	n/a					
Boys	Coleman	Bumgamer	2026	Fargo (year 1)	USHL	tbd					
Boys	Mason	Jenson	2025	Tri City (drafted)	USHL	Ohio State (Committed)	D1				
Boys	Nolen	Geerdes	2025	Madison (drafted)	USHL	Western Michigan (Committed)	D1				
Boys	Parker	Deschene	2025	Fargo (drafted)	USHL	Lindenwood (Committed)	D1				
Boys	Jackson	Smithknecht	2025	Mallards	NAHL	Colorado College (Committed)	D1				
Boys	Blake	Sinclair	2026	Sioux City (drafted)	USHL	tbd					
Girls	Sydney	Bailey	2025	n/a	n/a	UofM (Committed)	D1				



## STAFF REPORT

### ROGERS ARENA COMMISSION

**Meeting Date:** December 9, 2024

**Agenda Item:** 5.3

**Subject:** Expansion Discussion

**Prepared By:** Mike Bauer, Parks & Recreation Director

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### Recommended Council Action

#### Overview / Background / Analysis

This is a standing item for discussion on the Arena Commission Agenda. Staff and leadership from RYHA have been meeting with HTG Architects and IMEG engineers on the RAC expansion designs. The design that was agreed upon for a pricing exercise is attached. HTG has sent the plans to three construction management firms for pricing: Terra Construction, RJM, and Apex.

Revised copies of the Facility Valuation Report(attached), the FAQs, and the Elevator Pitch were given to staff and forwarded to communications for review. However, most of these documents are intended for public distribution; they are meant solely for internal purposes to foster a unified understanding of the project. A designer has begun work on bringing the presentation to life this week. Subsequently, the second half of the proposal, which will detail the benefits a partner would receive, will be developed.

An initial list of 25 companies has been created as potential targets for naming rights. These companies are primarily local and regional, with a notes column explaining the selection rationale. This list is a starting point and will evolve over time, with some companies being replaced or added. Eric in Business Development has been consulted to provide additional suggestions.

Progress is on track, shifting the focus to developing asset packages for the naming rights deals next week. The team anticipates finalizing all sales materials by late December, enabling active outreach to begin by January 1.

#### Staff Recommendation

**Financial Impact:**

**Source Fund:**

**Budgeted?** N/A

#### Supporting Documentation

- A. Current Design
- B. Project Summary and Valuation Report - Rogers



PROJECT

**ROGERS ACTIVITY  
 CENTER ADDITION**



ISSUED SET	11-20-24 CONCEPT SET
REVISIONS	
DATE	NO.

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION, AND THAT I AM A DULY LICENSED ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA

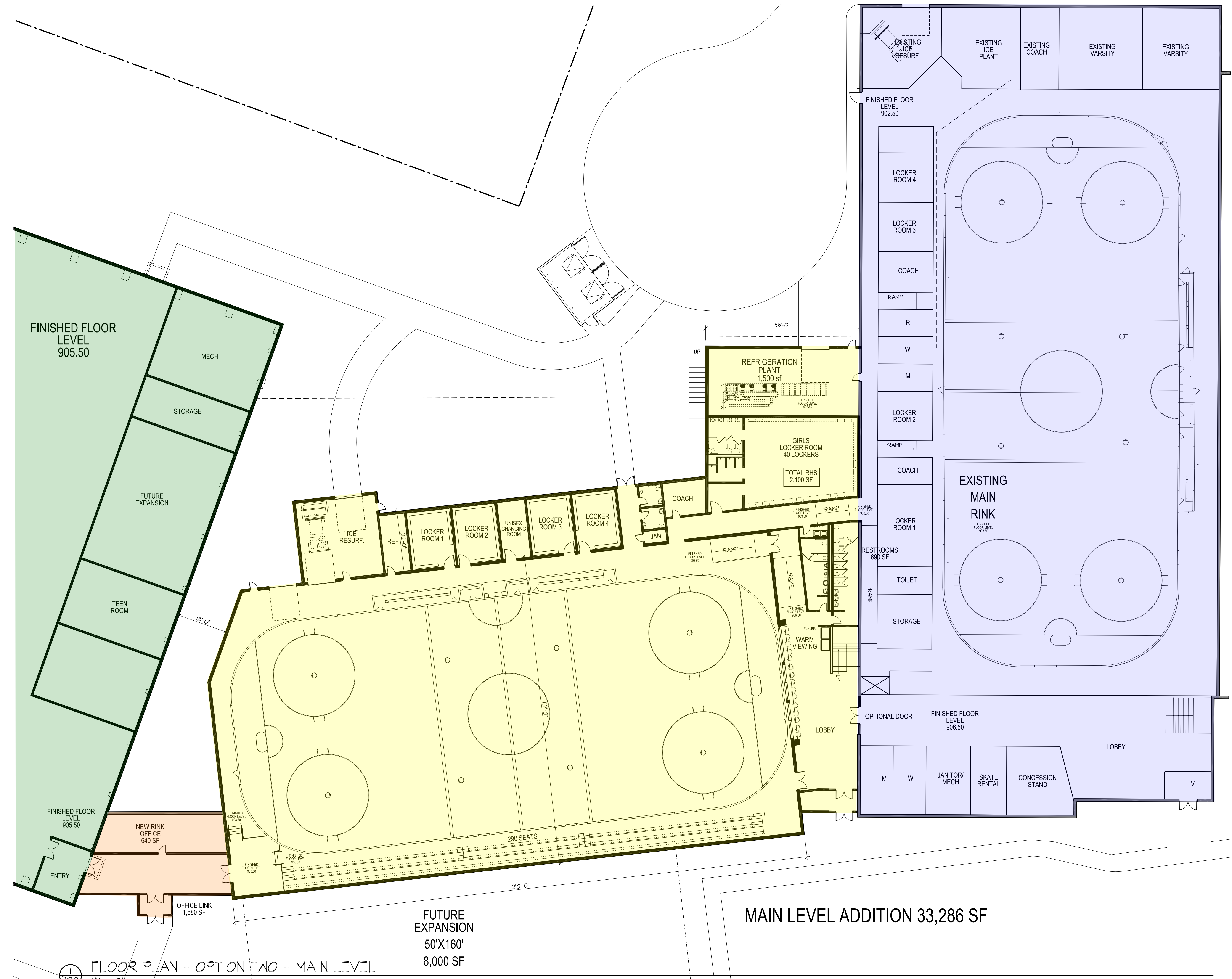
# REG. NO. DATE



OPTION TWO  
 FLOOR PLAN  
 MAIN LEVEL

DRAWN BY: AAT CHECKED BY: TRM

## A2.2



1 FLOOR PLAN - OPTION TWO - MAIN LEVEL  
 A2.2 1/16" = 1'-0"





**Project Summary and Valuation Recommendation Report**  
**Rogers Activity Center**

**Overview:**

The City of Rogers is a vibrant and growing city on the edge of the Twin Cities Metropolitan area. Commonly referred to as the areas “last suburb”, Rogers delivers the best combination of “big-city” access and amenities along with small-town character and wide-open spaces. Residents and visitors enjoy a unique mix of urban and rural residential neighborhoods, commercial shopping opportunities, and an important industrial employment center.

Rogers has seen rapid growth over the past two decades and continues to thrive. With approximately 13,500 residents, Rogers is also a center of employment and commerce, boasting more than 10,000 jobs and a citywide median household income toward the top of the metro area. Add to this, the fact that the High School also serves a large portion of the neighboring community of Otsego and this becomes an even more attractive region of the Twin Cities.

The growth that the area has experienced is projected to continue for the foreseeable future with the population of the city of Rogers estimated to grow to close to 20,000 by 2030. Currently the median age of residents is 36.8 and families enjoy an average household income of more than \$135,000. Rogers’ sizable commercial core offers a wide variety of necessity and convenience products as well as destination-oriented shopping. In particular, the well-known Cabela’s retail store remains the largest outdoor/sporting goods store in the state, offering a unique shopping experience that is unmatched in the metro area for outdoor-oriented sportspersons and families.

The Rogers Activity Center plays a key role in the lives of residents throughout the region. The facility, which is located adjacent to Rogers High School, currently features an Ice Arena and a community meeting space. The Ice Arena plays host to the much-celebrated Rogers Royals Boys and Girls High School Hockey teams and the Rogers Youth Hockey Association which is one of the fastest growing youth hockey programs in the metro. A construction project is currently underway which will see a state-of-the art Turf Fieldhouse erected on the property next to the Activity Center and future plans call for a second ice rink being constructed which will connect the two facilities. Once complete, the transformed Rogers Activity Center will be one of the top youth sports complexes in Minnesota and the facility should see annual foot traffic surpass 800,000 visitors.

As part of the transformation of the property, the City of Rogers is actively looking to secure several forward-thinking companies to partner with on naming rights agreements for the entire facility as well as each of its major components. These agreements would offer partners unsurpassed exposure while giving them access to interact regularly with users in order to form strong relationships.

### **Current and Projected Usage:**

The Rogers Activity Center is one of the most highly trafficked locations in the region. In 2024, the facility will host a total of 2,672 events totaling more than 3,700 rental hours. These events include High School and Youth Hockey games and practices, adult hockey, open skates and community meetings. The facility currently sees annual foot traffic in excess of 700,000 and this number will increase exponentially with the addition of the Turf Facility and a second Ice Arena.

### **Vehicular Traffic:**

In addition to those people who enter the front doors of the facility, the Rogers Activity Center is well positioned to offer exposure to passing vehicular traffic. Located adjacent to Rogers High School on the corner of 141<sup>st</sup> Street and James Road, the current combined daily vehicular traffic count stands at 14,305 (9,794 on 141<sup>st</sup> St. and 4,511 on James Road). The under construction Turf Fieldhouse will be 75' high which will make it clearly visible to 101N which sees daily vehicular traffic of 51,273. Once the current construction is completed the facility will be visible to 65,578 passing vehicles daily.

### **Suggested Sales Story:**

Based on Front Burner Sports & Entertainment's experience with similar projects, naming rights partners are attracted to projects like the Rogers Activity Center based on a compelling story that is created to properly showcase the positive attributes and attractiveness project and the market.

The sales story for this project will lean heavily on the meteoric growth that the city of Rogers has experienced in the last decade as well as the forecast for this growth to continue well into the future. This is an area that young families are looking at as "the place" to put down roots and raise their families. The success of the High School and youth sports programs is quickly making the city a household name and this will only continue with the school's potential addition to the 6A conference for HS Football.

Combining the growth story of the city with the excitement of a new construction project that will greatly expand the capacity of the Rogers Activity Center is seen as the successful formula for a winning sales story. The facility already sees very solid foot traffic numbers and these numbers will expand significantly with the addition of the Fieldhouse and a possible doubling of available ice time. While exposure to street traffic is never the primary reason why a partner chooses to execute a naming rights program it is a factor and it adds to the overall attractiveness of the property. While today the Rogers Activity Center sees an average level of passing vehicular traffic this will increase substantially when a completed 75' high Fieldhouse can be seen from Highway 101.

### **Suggested Valuations:**

The act of putting a value on any naming rights opportunity is part art and part science. When potential partners evaluate these opportunities they look at several factors including annual foot traffic, relevance of the events that take place at the facility, the exposure a facility receives from passing traffic, what other similar opportunities have sold for in the region and of course the value of the elements that they would receive in an agreement. Front Burner Sports & Entertainment suggests that this project initially goes to market with a total of four primary naming rights opportunities. These opportunities would include #1 – Naming Rights to the entire facility/complex, #2 Naming Rights to the current Ice Rink, #3 – Naming Rights to the Turf Fieldhouse and #4 – Naming Rights to the still to be approved second Ice Rink. It is suggested that all potential partners are first presented with the opportunity to be recognized as the Naming rights partner for the entire facility/complex and should the partner not be a viable candidate for that opportunity due to budget or needs then be presented with the other opportunities. Should a partner still not have the wherewithal to take on naming rights of any of the three other opportunities they could then be presented with opportunities for naming rights in other less impactful areas such as the community meeting space, lobby, concession stand, etc.

### **Facility/Complex Naming Rights:**

While assets that a Facility/Complex Naming Rights deal would include still have to be finalized, the package is sure to include integration into the naming convention and substantial branding on the exterior of the facility as well as in all current and future areas of the interior. For valuation purposes we have used four other facilities that have executed naming rights deals:

*TCO Sports Garden* – Sold in late 2019, this deal is for \$130,000 per year for 15 years. The agreement includes the rights to brand both of the rinks at the facility which skews the value a bit as it is not a stand-alone agreement for the facility. When evaluating the opportunity, TCO saw the value of the two rinks as \$45,000 and the facility itself as \$85,000. The facility sees more foot traffic than the current Rogers Activity Center and sees almost two times the daily vehicular traffic.

*Furniture and Things Community Events Center* – Sold in 2020, this deal is for \$65,000 per year for 15 years. The agreement is only for Naming Rights for the facility as each of its amenities are available to non-competitive brands for naming rights. Located in close proximity to Rogers this facility will likely be used as a frequent comp by potential partners. The facility has similar amenities to what the vision for the Rogers Activity Center in that it has two ice rinks and a fieldhouse but also includes a senior center and more community meeting space. The fieldhouse at this facility is a conversion of the former ice arena and will not draw nearly the foot traffic that the Rogers Turf Fieldhouse will attract. While foot traffic numbers project to be similar Rogers will offer access to far more vehicular traffic.

*PrimeWest Health Runestone Community Center* – Sold in 2024, this deal is for \$99,500 per year for 15 years. The agreement is only for naming rights as each of its amenities are available to non-competitive brands for naming rights. Much like the project in Rogers, this facility is currently undergoing a large-scale renovation which may include the addition of a new Ice Arena but the phase that includes this is dependent on receiving additional funding. The PrimeWest Health deal does not adjust up if the 3<sup>rd</sup> Arena is built but also does not adjust down if it never happens. Located in Alexandria, MN this facility is located in the out-state region. Alexandria is an interesting market as its population swells in the summer months. The facility itself has similar foot traffic to the Rogers Facility does today (pre-Fieldhouse and 2<sup>nd</sup> Rink) but sees far less vehicular traffic. One point of note is that because facilities tend to be a bit more spread out in the out-state areas, these facilities tend to be able to charge a little more for advertising.

*M Health Fairview Sports Center* – Sold in 2017. Originally sold to Health East, this deal is for \$126,785 for 14 years. The agreement encompasses the entire facility and all of its parts and no other naming rights can be sold for it's amenities including its two ice rinks, the Turf Fieldhouse or any other public spaces. The agreement goes on to limit other advertising that can be sold in the building including the removal of all dasherboard signage and Zamboni branding. If one was to back out the value of these other areas this deal is probably closer to a \$60,000 per year deal for the facility itself. This facility is one of the top venues in the region in terms of foot traffic with well over 1,300,000 visitors per year and sits in a complex that includes a high school and an expansive youth sports complex with multiple outdoor fields.

Turning our attention back to the Rogers Activity Center and the value of naming rights for the overall facility/complex, the RAC sees less foot traffic than other named facilities than the TCO Sports Garden and M Sports Fairview Sports Center but projects to have slightly more than the Alexandria and Elk River Facilities. Current Vehicular traffic falls somewhere in the middle of these four complexes but could surpass all of them once the Fieldhouse is complete. The relevance of it's user groups is very similar to most of the other facilities but it is worth noting that the TCO Sports Garden plays host to three different HS programs. Ultimately the market is going to dictate where the value of this opportunity lands but Front Burner Sports and Entertainment suggests that the initial naming rights proposals offers rights to the overall facility/complex at a price between \$80,000 to \$90,000 which would put it about 20% higher than the agreement that was done in Elk River.

### **Rink One Naming Rights Valuation:**

Since 2019, Front Burner Sports & Entertainment has completed a total of seven (7) naming rights deals on Ice Arenas inside youth sports facilities. The value of these agreements have ranged from \$19,500 to \$32,500 per year for terms of up to ten (10) years. In most facilities, we have seen the rinks that host high school hockey games to be valued a bit more and those primary rinks have sold for between \$28,500 and \$32,500. With this being a high profile project in a fast growing community, we suggest going to market with a proposal priced \$37,500 per year for naming rights to the existing rink. Aside from integration into the naming convention,

this proposal will include several branding elements inside the rink itself including but not limited to dashboards, ice logos, entryway signage and wall signage.

### **Rink Two Naming Rights Valuation:**

The naming rights for Rink Two will be a case of selling a deal to an asset that does not yet have a construction date which can be tricky. The fact that the reality of this rink being built could hinge on it having a naming rights deal could position a potential partner with the opportunity to be recognized as the ultimate community champion. Thus far it has communicated that this rink would not host High School Hockey so in the minds of potential partners it may be looked at as a "secondary rink" which in our experience have sold for between \$19,500 and \$25,000 per year. Front Burner Sports & Entertainment sees this opportunity as being similar to the still to be built third rink in Alexandria, MN and suggests that we leverage the community champion angle and go to market with a naming rights package valued at \$30,000 per year.

### **Turf Fieldhouse Valuation:**

While there are several turf fieldhouses or domed turf fields in the Twin Cities, very few of them have attracted a naming rights sponsor. Traditionally domed facilities are difficult to execute any branding in because in most cases signage would need to be retrofitted and the costs of doing this can be cumbersome. As for the permanent structures, the Woodbury facility is can not be named as part of the M Health Fairview Sports Center deal, the Elk River Turf Fieldhouse is a smaller facility that attracts a limited audience and other facilities have not tried to market their rights. Earlier this year, Front Burner Sports and Entertainment successfully negotiated a naming rights deal with City & County Credit Union for naming rights of the Turf Fieldhouse at the TCO Sports Garden. This deal is for a \$25,000 annual investment for ten (10) years. The facility itself is similar to what is being built in Rogers with less amenities inside it. While the TCO Sports Garden as a whole sees more foot traffic than the current Rogers Activity Center, The Rogers Fieldhouse should see slightly higher foot traffic than the CCCU Fieldhouse. In addition, while the TCO Sports Garden sits on at the corner of two streets that see higher vehicular traffic than the Rogers Activity Center (37,000 daily vs. 14,305), the new Rogers Activity Center Fieldhouse will also be visible to cars traveling on Highway 101 which sees more than 50,000 vehicles daily. With all of this in mind, Front Burner Sports & Entertainment suggests that the naming rights package for the Turf Fieldhouse be priced at \$37,500 per year which would put it at the same price as the existing Ice Rink at the facility. While we considered whether this should be priced higher or lower than the existing ice rink good cases can be made for either side (Ice rink sees more traffic and hosts HS games vs, Fieldhouse being brand new and being highway visible), it will alleviate the need for the unnecessary debate as to which is more important to the community and has more marketing value.

### **Other Opportunities:**

The Rogers Activity Center has several other areas that could have naming rights deals. These include the upstairs viewing area, the Community Meeting Room, the downstairs lobby, select areas of the fieldhouse and the concession areas. While each of these areas have value, it is suggested that they are sold as secondary opportunities to partners that want to be involved in the facility but can not make the investment necessary for one of the other four major naming rights opportunities.

### **Potential Challenges:**

While the selling of naming rights agreements at the Rogers Activity Center is an attractive opportunity there are a few challenges that should be addressed up front. None of these challenges are insurmountable in any way but they are worth noting:

*Challenge #1* – The uncertainty of a second Ice Rink. This is a classic chicken or the egg dilemma as having a second ice rink will greatly increase the foot traffic to the complex but building this portion of the facility is contingent on raising additional funds. If a second rink is built it does increase the value of all parts of the complex. In the short term we suggest that we position this second rink as a phase that will happen at some point and our goal is to shorten the wait by selling these naming rights deals. The values that we have put toward each portion of the facility reflect that second phase happening and we believe that we just sell each deal with the assumption (but not the promise) that this phase will happen at some point during the term of these naming rights agreements.

*Challenge #2* – Is it a complex or a facility? Today the Turf Fieldhouse is being constructed on a plot of land next to but not attached to the current Rogers Activity Center. When a second Ice Rink is constructed it will be built so as to connect these two facilities and form one continuous facility but until then the Rogers Activity Center will really be comprised of two side by side buildings. While the sales of naming rights of either of these two buildings should be an easy concept for a partner to grasp, sponsorship of the grounds the two buildings sit on as an overarching complex may take some deft shaping. This is very doable but we may have to account for the fact that this will not be a continuous building in our activation plans and communicate to a partner as to how they will be properly recognized.

*Challenge #3* – The current Prime Advertising & Design relationship. Today the City of Rogers works with a third party vendor, Prime Advertising & Design, as it's advertising sales representative at the Ice Rink. Prime has sold space to several advertisers and has created a bit of a cluttered look inside the arena which may be a concern to a potential naming rights partner as to how they can have their messaging rise above the sheer volume of what is currently in the venue. This is a delicate situation but Front Burner Sports & Entertainment strongly suggests to the City of Rogers that it works with prime on transitioning the advertisers that are currently on wall banners to dashboard positions. This would greatly declutter the rink and not force a

naming rights partner to compete for share of voice in the arenas. This existing wall space could be dedicated in the future to large signs that recognize the Facility Naming Rights Partner, The Individual Rink Partner and other major partners in the facility that hold naming rights to other key areas.

**Summary:** The Rogers Activity Center is an attractive project with a great story to tell. Front Burner Sports & Entertainment believes that the pricing that goes to market should represent a reasonable premium over other recently executed deals which should allow it room for potential negotiations while still offering the ability to generate \$175,000 - \$225,000 annually from sponsorships.



**STAFF REPORT**  
**ROGERS ARENA**  
**COMMISSION**

**Meeting Date:** December 9, 2024

**Agenda Item:** 7.1

**Subject:** Partner Reports

**Prepared By:**

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**Recommended Council Action**

**Overview / Background / Analysis**

Updates are given by the partner organizations for the Arena Commission

RYHA

RRFOBC

Staff update attached.

**Staff Recommendation**

**Financial Impact:**

**Source Fund:**

**Budgeted?**

**Supporting Documentation**

A. Staff Report December2024

## **Power Outage**

As reported in September, on Saturday, September 21, the Activity Center, along with most of the north side of Rogers, lost power for a few hours from 3:45-6:30 pm. Due to the power going out, a vital controller and 4.25 hours of ice rental were lost. Staff was notified that the insurance claim would be paid out through our boilers insurance.

## **Brine Failure**

As reported in the summer, the brine in the system froze during the ice installation, and a seal was broken on the main recirculation pump. Since that time, we learned that you could no longer get the parts needed to rebuild the recirculation pump, so we had to buy a new pump; calcium chloride was added to the brine, and all of the insulation around the repaired pumps had to be removed and replaced to make the repairs. The staff has initiated a claim with our boilers insurance to recoup some of these unforeseen losses.

## **Compressor Seal Failure**

Just two weeks after our quarterly maintenance on the ice system, staff arrived in the morning to oil covering the compressor room floor. A chunk of the compressor shaft seal came fell apart; usually, the seals are replaced during periodic maintenance, and they will leak a little oil as they age; this one did not show signs of needing replacement when inspected two weeks earlier. The League of Minnesota Cities Insurance Trust is also evaluating this claim.



**Halloween Carnival and Skate**

Halloween Carnival and Skate was held at the RAC on 10/27/24.

- Participation for the carnival portion of the event has gone down, roughly 60 adults and children combined. In 2023 there were about 90 participants for the carnival.
- Open skate portion of the event was much more popular with many great costumes on the ice.
- Community Ed provides the games and prizes for the event.



### Learn to Skate

Fall 1 Session started 9/7/24. Numbers for this session are much lower than previous years, roughly half as many participants. However, numbers for the Fall 2 Sessions starting 10/26/24 are good and are on par with previous years.

Class	Participants	Revenue
Adult/Teen Class	4	\$276.00
Basic Skills 1	3	\$207.00
Basic Skills 2	0	\$-
Basic Skills 3	2	\$138.00
Basic Skills 4	0	\$-
Hockey 1	1	\$69.00
Hockey 2	4	\$276.00
Hockey 3	1	\$69.00
Hockey 4	2	\$138.00
Hockey Edge	3	\$207.00
Snowplow Sam 1	14	\$966.00
Snowplow Sam 2	12	\$828.00
Snowplow Sam 3	6	\$414.00
Snowplow Sam 4	0	\$-
<b>Total</b>	<b>52</b>	<b>\$3,588.00</b>

### Fall 2 Session

<b>Class</b>	<b>Participants</b>	<b>Revenue</b>
Adult/Teen Class	3	\$207.00
Basic Skills 1	12	\$828.00
Basic Skills 2	6	\$414.00
Basic Skills 3	7	\$483.00
Basic Skills 4	2	\$138.00
Hockey 1	6	\$414.00
Hockey 2	5	\$345.00
Hockey 3	0	\$-
Hockey 4	3	\$207.00
Hockey Edge	2	\$138.00
Snowplow Sam 1	49	\$3,381.00
Snowplow Sam 2	25	\$1,725.00
Snowplow Sam 3	7	\$483.00
Snowplow Sam 4	3	\$207.00
<b>Total</b>	<b>130</b>	<b>\$8,970.00</b>

Registration numbers for the Fall 2 class were low until mid-October, but final numbers were on par with previous years. Fall 2 had 137 registered in 2023.

#### 2024 Total Numbers

<b>Class</b>	<b>Participants</b>	<b>Revenue</b>
Adult/Teen Class	12	\$828.00
Basic Skills 1	85	\$5,865.00
Basic Skills 2	57	\$3,933.00
Basic Skills 3	31	\$2,139.00
Basic Skills 4	8	\$552.00
Hockey 1	45	\$3,105.00
Hockey 2	43	\$2,967.00
Hockey 3	20	\$1,380.00
Hockey 4	10	\$690.00
Hockey Edge	11	\$759.00
Snowplow Sam 1	186	\$12,834.00
Snowplow Sam 2	136	\$9,384.00
Snowplow Sam 3	52	\$3,588.00
Snowplow Sam 4	15	\$1,035.00
<b>Total</b>	<b>711</b>	<b>\$49,059.00</b>

Apart from the Adult/Teen Class, the average age of a skater in Learn to Skate is 6.

Majority of skaters in Adult/Teen Class are 13/14 with 4 being over 30.

Look into raising registration fee.

- Registration price has been \$69 for over 5 years.
- We should raise registration fee to \$72 or \$75.
- This is only a \$0.50-\$1 increase per week for the family while bringing in \$2k-\$4k in additional revenue.
- We can also look into donating \$1 of each registraion to a scholarship fund.

Class Fee (6 weeks)	Price Per Week	Yearly Revenue*	Generated Revenue*
\$69.00	\$11.50	\$49,059.00	\$-
\$70.00	\$11.67	\$49,770.00	\$711.00
\$71.00	\$11.83	\$50,481.00	\$1,422.00
<b>\$72.00</b>	<b>\$12.00</b>	<b>\$51,192.00</b>	<b>\$2,133.00</b>
\$73.00	\$12.17	\$51,903.00	\$2,844.00
\$74.00	\$12.33	\$52,614.00	\$3,555.00
<b>\$75.00</b>	<b>\$12.50</b>	<b>\$53,325.00</b>	<b>\$4,266.00</b>

\*Based of off 2024 total registration numbers (711).



<b>2024</b>	<b>Items Sold</b>	<b>Gross Sales</b>	<b>% Change</b>
Admission	3800	\$21,252.00	52%
Concessions	31745	\$92,212.75	-15%
Equipment Rental	1221	\$2,311.00	-21%
Gate	6977	\$39,225.50	14%
Passes & Coupons	46	\$2,020.00	80%
Pro-Shop	644	\$3,698.00	-13%
<b>Grand Totals</b>	<b>44,433</b>	<b>\$160,719.25</b>	<b>-3%</b>
<b>2023</b>	<b>Items Sold</b>	<b>Gross Sales</b>	
Admission	3128	\$14,017.00	
Concessions	37574	\$108,481.25	
Equipment Rental	1570	\$2,914.00	
Gate	5817	\$34,461.00	
Passes & Coupons	26	\$1,124.00	
Pro-Shop	674	\$4,245.00	
<b>Grand Totals</b>	<b>48,789</b>	<b>\$165,242.25</b>	
<b>* YTD POS report is a measure of sales made from the Point of Sales device not balanced against GL.</b>			
<b>2024 Ice Rental</b>	\$ 246,880	Through October	
<b>2023 Ice Rental</b>	\$ 221,641		