



AGENDA

ROGERS ARENA COMMISSION

June 17, 2024 - 5:30 PM

To enrich the lives of community members by offering a safe, clean, fun, and efficient facility.

- 1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**
- 2. PRESENTATIONS**
- 3. APPROVE AGENDA**
- 4. CONSENT AGENDA**
 - 4.1 Approval of Meeting Minutes
- 5. GENERAL BUSINESS**
 - 5.1 Annual Review of the RAC Ice Allocation Policy
 - 5.2 Expansion Discussion
- 6. OTHER BUSINESS**
- 7. CORRESPONDENCE AND REPORTS**
 - 7.1 Partner Updates
- 8. ADJOURN**



**REQUEST FOR ACTION
ROGERS ARENA
COMMISSION**

Meeting Date: June 17, 2024

Agenda Item: No. 4.1

Subject: Approval of Meeting Minutes

Prepared By: Marcy Dalchow Administrative Assistant

Recommended City Council Action

Move to approve the October 2023 Meeting Minutes.

ATTACHMENTS:

Description

February 2024 Minutes

City of Rogers
Arena Commission Meeting Minutes
February 12, 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, February 12, 2024, at 5:32 pm at the Rogers Activity Center, 21080 141st Avenue, Rogers, MN 55374.

Roll Call

Bill Zacher	Rogers Youth Hockey Association
Mary Miller	Rogers Royals Face Off Booster Club/RHS
Kevin Jullie	Rogers City Council Liaison
Mark Eiden	Rogers City Council Liaison
Aric Dols	Resident
Mike Bauer	Parks and Recreation Director
Marcy Dalchow	Public Works Administrative Assistant

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

2. PRESENTATIONS None

3. APPROVE AGENDA As submitted.

4. CONSENT AGENDA

4.1 Approval of Meeting Minutes October 30, 2023 meeting minutes approved as submitted.

5. GENERAL BUSINESS

5.1 Center Ice Logo Discussion

In May the ice will be coming out for annual maintenance and repainting. This provides an opportunity to install a new center ice logo. The two logos we currently have, and the price for a new logo were reviewed. The existing logo of the cat was selected. The shield logo will eventually be phased out.

5.2 Expansion Discussion

A group has begun working with Fox Advancement on a feasibility study to gather insights into the viability, scope, and potential challenges regarding the ice expansion and new turf facility. They have met with several local businesses as potential partners, and it seems to be going very well.

Some of these potential partners are in the construction industry. They have suggestions and want to help in one way or another (in kind, referrals). Options were discussed as to how these in-kind offers could be handled and the bidding processes of the city.

The rfp sent out was for a standalone poly building with a common foyer to the existing Recreation Activity Center (RAC). The total turf/ice project is approximately \$30 million, the City of Rogers financial contribution is \$10 million (not to be used towards ice), and the RYHA's financial contribution is \$7 million. The goal is to collect \$13 million through fundraising efforts.

Other cost-saving ideas were discussed. The question was also asked if money raised by the RAC stays in the RAC. It does. Money raised by the RAC, ice time, concessions, etc. goes into the RAC Sinking Fund. These monies are used to pay for new rubber, roof units, floor scrubbers, Zamboni and other things needed for operation.

6. OTHER BUSINESS

RYHA would like to assume responsibility for the fall pre-season skate sessions and will be discussing this with the High School Hockey Coach who runs the Summer Hockey Program and currently has the fall pre-season skate sessions. This will take some of the paid summer ice time away from the RAC. After discussion, it was realized RYHA would need a few more hours of ice to accommodate these sessions and there have been some changes which will result in the girls' teams needing more ice too. Staff will determine how this will affect the RAC budget, but it may not be as bad as anticipated.

7. CORRESPONDENCE AND REPORTS

7.1 Partner Updates

Rogers Youth Hockey Association (RYHA):

The RYHA regular season is finishing up. Districts are next week and then depending how the teams do, there are regionals and state. This time of the year we are able to offer more practice to the teams. With the changes to the Co-Op, RYHA is taking on more responsibilities with the girls' teams.

Rogers Royals Face Off Booster Club:

The High School Girls teams are done for the year. The boys have one more away game and then sections. We plan to host the February 22nd game at the RAC.

Staff Correspondence

The City of Rogers subscribes to a solar garden program and has panels on the rooftop of the RAC. The Public Utility Commission's is recommending changes. We will not be saving as much money as we were. If these changes were implemented, we would save 1.5 million versus the 4 million currently. We had a 25-year contract with them and now in our 6th year, we are learning of these potential changes. Staff has submitted a letter in opposition to the changes and will examine how this will affect the 2025 budget.

Recently, for the first time in seventeen years, a re-surfacing was missed during a boy's high school game due to a malfunction of our new Zamboni. Staff immediately called and had another Zamboni delivered to ensure future resurfaces would not be missed. Another Zamboni can be delivered within two hours. There is no charge for the Zamboni, we just need to pay the transportation costs of \$600.

The Zamboni battery was not communicating with the machine. We found that the City of Rogers received one of the first Zambonis with a second-generation lithium-ion battery. Currently our Zamboni is operational, but a permanent solution has not been identified by the manufacturer.

8. ADJOURN: Meeting adjourned at 6:41 pm.



**REQUEST FOR ACTION
ROGERS ARENA
COMMISSION**

Meeting Date: June 17, 2024

Agenda Item: No. 5.1

Subject: Annual Review of the RAC Ice Allocation Policy

Prepared By: Mike Bauer Parks and Recreation Director

Recommended City Council Action

Move to approve the RAC Ice Allocation Policy.

Overview / Background

In 2007 the Arena Commission established the RAC Ice Allocation Policy, each year the commission will review the policy and if there are recommended changes the policy changes will be sent to the City Council to be adopted.

Attached is the current policy.

ATTACHMENTS:

Description

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 ICE ALLOCATION

The priority for ice allocation is:

First Priority Public Skating and Programs

Second Priority Rogers High School Games

Third Priority 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

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.

PROCESSING OF ICE ALLOCATIONS

Deadlines for Ice Requests

Fall/Winter Session:

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

Spring Session:

Requests for spring/summer ice must be received by December 1st of the previous year; the Rogers Activity Center Manager will allocate spring ice by December 31st.

Summer Session:

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



**REQUEST FOR ACTION
ROGERS ARENA
COMMISSION**

Meeting Date: June 17, 2024

Agenda Item: No. 5.2

Subject: Expansion Discussion

Prepared By: Mike Bauer Parks and Recreation Director

Recommended City Council Action

Pending Discussion.

Overview / Background

This is a standing item for discussion on the Arena Commission Agenda.

Review Term Sheet and next Steps
Review Current Site Plan
Review/Recommend Naming Rights RFP

ATTACHMENTS:

Description
Term Sheet
Naming Rights RFP

TERM SHEET

This Term Sheet is executed as of this 28th day of May, 2024, by and between the Rogers Youth Hockey Association (“RYHA”) and the City of Rogers (the “City”). It is intended to set forth the general terms upon which the parties hereto may be willing to enter into a Memorandum of Agreement to expand the current Rogers Activity Center (RAC) and construct a second sheet of ice (“RAC Expansion”). This Term Sheet shall not be deemed conclusive or legally binding upon either party, and neither party shall have any obligations regarding the property defined below unless and until a definitive Memorandum of Agreement is approved by the City and executed by both parties.

1. Property: 21080 141st Ave N, Rogers, MN 55374, PID 11-120-23-41-0004, Lot 2, Block 1, Rogers High School Addition, Hennepin County, Minnesota and 14160 James Road, PID 11-120-23-43-0007, Lot 2 Block 2, North Rogers Industrial Park, Hennepin County, Minnesota. The RAC Expansion site will generally be depicted in Exhibit A.
2. Recitals
 - The City and RHYA have established a positive relationship. The City constructed the RAC in 2006 for \$6 million in construction costs. RYHA provided the City with a 20-year commitment at \$65,000 per year, for a total contribution of \$1.3 million. RYHA finished their commitment early.
 - The City has taken steps to prepare for the RAC Expansion. The current RAC land was purchased for \$1.3 million, land for the anticipated RAC Expansion and turf facility was purchased for \$1.375 million, site preparation was completed for \$1.8 million, and the City will provide and maintain parking for the RAC Expansion.
 - The City and RYHA agree there is a need for the RAC Expansion. The City’s short-term financial plan does not contemplate this expansion; therefore, the City has limited resources to dedicate to the project.
 - A preliminary financial analysis for the project has been prepared and defined in Exhibit B. The financial analysis is based on several estimates, including the anticipated project cost of \$11 million, contributions from other organizations, and financing assumptions. Given the City’s limited resources available for this project, it is expected that RYHA would be responsible for funding any variances that result from refining Exhibit B assumptions.
3. City Obligations:
 - a. Provide the prepared land next to the existing ice arena to construct the RAC Expansion.
 - b. Contribute \$1,500,000 to an ice plant to service both ice sheets. The City will make this contribution upon commissioning of the ice plant.
 - c. Continue the current RAC levy at \$475,000 per year for the life of the bond, or as long as necessary, allowing the City to contribute \$120,000 per year towards capital debt (total of \$2,400,000 over the life of the debt) for the RAC Expansion.
 - d. Any RAC Expansion operational income exceeding the annual goal of \$120,000 and capital expenditures/reserves will be split 50/50 between the City and RYHA until the point where the debt is fully repaid. RYHA’s share will offset RYHA’s annual contributions for the RAC Expansion. The City’s share may be used to offset annual capital debt costs for the RAC Expansion or to reduce the RAC levy. Revenue sharing will commence following the City’s recuperation of any operating deficits incurred during the initial years of operation.

- e. Enter into a contract for naming rights for the entire facility, including the current RAC, the RAC Expansion, and the anticipated turf facility. The proportionate share of the naming rights for the RAC portion of the buildings will be contributed towards the project. The City reasonably anticipates this amount to be \$1,100,000; The City will contribute the actual amount received from naming rights at the start of the project.
- f. The City will be responsible for the construction of the “Wedge” connecting the RAC Expansion and the anticipated turf facility as depicted in Exhibit A.
- g. The City will own, operate, and maintain the second ice sheet.

4. RYHA Obligations:

- a. RYHA will provide funding for the RAC Expansion beyond what the City has agreed to contribute in Section 3. RYHA will be responsible for costs above the estimated \$11 million construction costs or shortfalls in other projected revenue sources.
- b. Provide the City with:
 - i. The final Fundraising Feasibility Report prepared by Fox Advancement.
 - ii. Financial statements and projections that support RYHA financial contributions as depicted in Exhibit B.
 - iii. Ongoing fundraising progress reports and contracts substantiating financial commitments and collections.
- c. Deposit an escrow with the City to pay for engineering and architectural design costs. RYHA will be responsible for the design engineering costs and agree to provide additional escrows as needed. Any unused escrow will be used for the project or returned to RYHA.
- d. A cash contribution of \$3,000,000 (less the escrowed amount) is due upon awarding the construction contract. Annual contributions of \$300,000 for 20 years will be due by December 31st of each year after contract acceptance.

5. RAC Expansion:

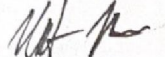
- a. The City and RYHA will form a committee to steer design activities and will jointly fund the feasibility and design phases as follows:
 - i. The RAC Expansion will be designed to a standard to match or exceed the operational efficiency and lifespan of the original building.
 - ii. RYHA will furnish the City with a roster of fundamental design requirements before soliciting engineering design firms. This list will be presented as Exhibit C. The City will review these requirements but ultimately reserves the right to determine their inclusion.
 - iii. RYHA will provide the City with the design cost through the design development phase.
 - iv. At the end of the design development phase the estimated project cost will be submitted to each party for review and approval. The City will make the determination, in its sole discretion, whether to proceed.
- b. The City will retain and contract with all consultants and contractors for the RAC Expansion, including but not limited to architects, engineers, construction manager, and construction contractor(s), in accordance with the requirements of the Minnesota Uniform Municipal Contracting Law, Minn. Stat. Â§ 471.345. The City and RYHA will have equal access and rights to any of the contracted consultant design information and/or data.

6. Miscellaneous

- a. The City will make every effort to design the anticipated turf facility to exist in unison with the RAC Expansion, including parking for the second sheet of ice.
- b. The City anticipates having the turf facility under construction by the end of 2024, and design development for the RAC Expansion must also be completed by this time.
- c. The City and RYHA will determine policies, fees, and scheduling during the times assigned to each of them under a separate agreement. The City anticipates the agreement to be consistent with the current ice allocation policy.

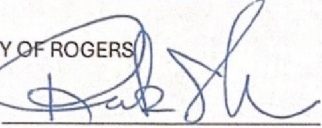
IN WITNESS WHEREOF, the parties have executed this Term Sheet as of the date first set forth above.

ROGERS YOUTH HOCKEY ASSOCIATION

By: 

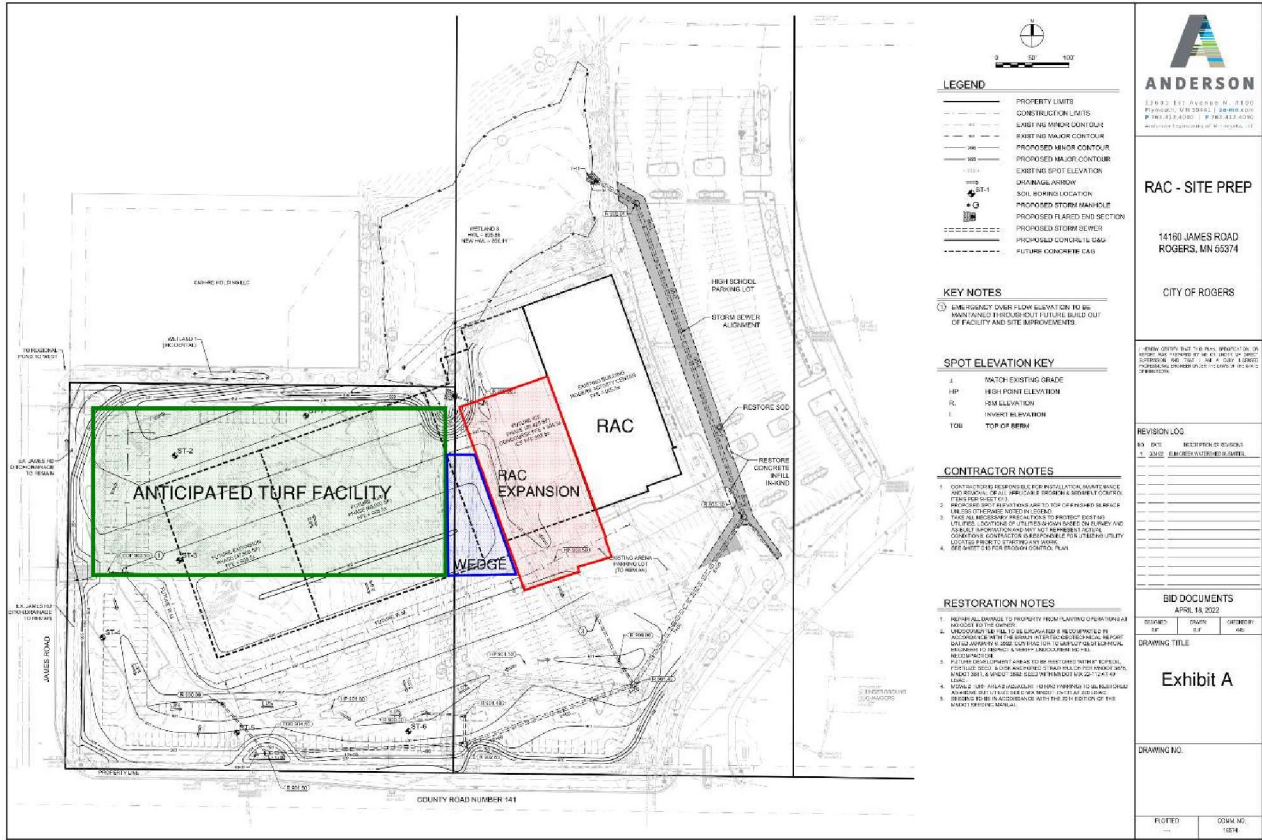
Its: President

CITY OF ROGERS

By: 

Its: Mayor

EXHIBIT A



LEGEND

---	PROPERTY LIMITS
---	CONCRETE CURB LIMITS
---	EXISTING MAJOR CONTOUR
---	PROPOSED MAJOR CONTOUR
---	EXISTING SPOT ELEVATION
---	SOIL BORING LOCATION
---	PROPOSED STORM MANHOLE
---	PROPOSED PLASTER END SECTION
---	PROPOSED STORM SEWER
---	PROPOSED CONCRETE SLOPE
---	FUTURE CONCRETE CURB

KEY NOTES

1. ELEVATIONS OVER FLOW ELEVATION TO BE MAINTAINED THROUGHOUT FUTURE BUILD OUT OF FACILITY AND SITE IMPROVEMENTS.

SPOT ELEVATION KEY

A	MATCH EXISTING GRADE
HP	HIGH POINT ELEVATION
SL	SOIL ELEVATION
I	INVERT ELEVATION
TD	TOP OF DRAIN

- CONTRACTOR NOTES**
1. CONTRACTOR RESPONSIBLE FOR PROTECTING EXISTING UTILITIES AND STRUCTURES. CONTRACTOR SHALL MAINTAIN RECORD OF ALL UTILITIES AND STRUCTURES. CONTRACTOR SHALL MAINTAIN RECORD OF ALL UTILITIES AND STRUCTURES. CONTRACTOR SHALL MAINTAIN RECORD OF ALL UTILITIES AND STRUCTURES.
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- RESTORATION NOTES**
1. RESTORATION SHALL BE TO PROPERTY FROM PLANNING OPERATIONS AS SHOWN ON THIS PLAN.
 2. CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE CITY OF ROGERS AND THE STATE OF MINNESOTA. CONTRACTOR SHALL MAINTAIN RECORD OF ALL PERMITS AND APPROVALS.
 3. CONTRACTOR SHALL MAINTAIN RECORD OF ALL PERMITS AND APPROVALS. CONTRACTOR SHALL MAINTAIN RECORD OF ALL PERMITS AND APPROVALS. CONTRACTOR SHALL MAINTAIN RECORD OF ALL PERMITS AND APPROVALS.
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ANDERSON
 2300 1st Avenue N. #100
 Minneapolis, MN 55412
 P: 612.437.4300 F: 612.437.4300
 anderson@andersoninc.com

RAC - SITE PREP

14190 JAMES ROAD
 ROGERS, MN 55274

CITY OF ROGERS

REVISION LOG

NO.	DATE	DESCRIPTION OF REVISION
1	04/18/2022	ISSUED FOR BIDDING

BID DOCUMENTS

APRIL 19, 2022

ISSUED	NO.	DATE	DESCRIPTION
1	04/18/2022	01	ISSUED FOR BIDDING

DRAWING TITLE

Exhibit A

DRAWING NO.

FIGURED 1001 1304 NO. 1874

EXHIBIT B

**City of Rogers
RAC Second Sheet of Ice**

	<u>4% Interest Rate</u>	<u>5% Interest Rate</u>	<u>6% Interest Rate</u>
Inputs			
Total Project Costs*			
Estimated Year of Build	2025	2025	2025
Annual Inflation Rate	5%	5%	5%
Estimated Cost	11,000,000	11,000,000	11,000,000
Financing Costs			
Bonding Amount	5,950,000	5,950,000	5,950,000
Bond Term	20	20	20
Financing Costs	2%	2%	2%
Interest Rate	4%	5%	6%
Annual Payment	446,568	486,992	529,123
Estimated Project Costs			
Construction Costs (Inflated)	11,550,000	11,550,000	11,550,000
Interest and Financing Costs	2,981,353	3,789,845	4,632,462
Total Estimated Project Costs	14,531,353	15,339,845	16,182,462
Projected Revenue Sources			
City Funding			
Ice Plant	1,500,000	1,500,000	1,500,000
Naming Rights	1,100,000	1,100,000	1,100,000
Operating Income (\$120,000/year)*	2,400,000	2,400,000	2,400,000
Rogers Youth Hockey Association			
Capital Contribution/Down Payment	3,000,000	3,000,000	3,000,000
Annual Contributions (20 Years @ \$300,000/yr)	6,000,000	6,000,000	6,000,000
Other Sources			
Hennepin County Youth Sports Equipment Grant	300,000	300,000	300,000
Total Projected Revenue Sources	14,300,000	14,300,000	14,300,000
Funding Gap - Total	231,353	1,039,845	1,882,462
Funding Gap - Annual	11,568	51,992	94,123
Cash on Hand Required to Fill Gap	154,126	635,234	1,058,416

* Project costs include architects, engineers, construction managers, construction contractors, etc.

Exhibit C

RYHA RAC Expansion Fundamental Design Requirements

- 4 locker rooms to be used for the RAC Expansion
- Off-ice/dryland space for RYHA for training, shooting and drills
- Seating for 200-300 people
- Possible inclusion of locker rooms for ISD 728

Naming Rights Consulting Services

Request for Proposal

The City of Rogers is seeking qualified and experienced parties to submit a proposal to provide the service and guidance necessary to acquire a naming rights agreement for its, ice arena, and future recreation facilities.

The ice arena, known as the Rogers Activity Center, houses a standard NHL-sized ice arena and a meeting room. Other current and future facilities that will be considered are the softball and multipurpose fields at North Community Park, the future athletic and outdoor sheets of ice at South Community Park, the grand hall at the Event Center at Lions Central Park, the indoor turf, and future recreation facilities being planned at the Rogers Activity Center.

The selected service provider will develop and implement a strategic plan to identify the number and market value of user/visitor impressions, develop pricing packages, marketing materials, and strategies, solicit potential naming rights clients, and assist in negotiating a naming client agreement. The services shall be provided by the terms, conditions, and specifications contained within this Consulting Services Request for Proposal.

Please submit your proposal by 4:00 p.m., Friday, XXXX, XXXX, to

Mike Bauer
Parks and Recreation Director
22350 South Diamond Lake Road
Rogers, MN 55374
mbauer@rogersmn.gov

Project Understanding and Scope

While sales tax revenue, park dedication funds, grants, and other partnerships will/ have been used to fund the construction of the facility, the city wishes to enhance revenue for additional value-added recreational services and opportunities and foster further community identity by offering sponsorship naming rights through the public-private partnership tool of offering sponsorship naming rights.

The selected service provider will work with city officials to identify the Parks and Recreation Department's sponsorship assets, evaluate those assets relative to their sales value, identify and evaluate packaging strategies, research prospects, construct a sponsor proposal format, and develop a communications strategy for naming sponsorship rights and advertising recognition.

The Consulting Service Request for Proposal is broken down into two phases. Sponsorship program development is Phase One—the sales and professional assessments of the sponsorship assets identified in Phase One in Phase Two. The consultant request must include phases one and two in one proposal.

Phase One

The following is a detailed description of the proposed work plan to accomplish **Phase One** of this project.

Task 1: Value of Assets

The successful consultant will review the assets and park amenities to estimate the value of naming rights. The primary assets to be evaluated include:

- Rogers Activity Center
 - Ice Arena (current)
 - Ice Arena Two (planned)
 - Indoor Turf Facility (planned)
 - Activity Room (current)
 - Teen Center and Indoor Playground (planned)
- Grand Hall and Stage at Lions Central Park (current)
- North Community Park (current)
 - 1, 2, 3 Ballfields
 - 4, 5 Multipurpose fields
- South Community Park (Under Construction)
 - Warming house/ Concessions Building
 - Ball Fields 1-4
 - Multipurpose Fields

- Outdoor Ice Rinks (2)

This task shall include the following:

- a. Participating in meetings and conference calls with city officials, responding to questions, preparing for the approach, and allocating resources for the project task, including determining the on-site impressions and sponsorship value of the identified assets.
- b. Document the methodology used to determine the facility assets' estimated value, including assessment factors unique to the Rogers region and market area.
- c. Comparing the on-site impressions and value of the assets of the Rogers facilities calculated to those of benchmark facilities around the region.
- d. Reviewing and analyzing similar government and private-sector naming rights initiatives and their transferability to Rogers.
- e. Recommending additional naming opportunities within projects, including pricing levels and terms above and beyond the overall naming rights for the future recreation facility.
- f. Documenting the potential challenges or issues for naming rights opportunities.

Task 2: Naming Rights Program Structure

The successful consultant will recommend a naming rights program structure that complements Rogers and the region. This task shall include the following:

- a. Recommending the best approach for maximizing revenues and other benefits. Specific recommendations should include the length of terms for naming rights, category exclusivity and compatibility guarantees, and a discussion of possible reciprocal business activities.
- b. Developing the advertising package by determining whether to sell each sponsor placement individually or bundle the assets into packages.
- c. Identifying any feasible alternative approaches.

Task 3: Strategic Plan Naming Proposal

The successful consultant will develop a naming rights proposal to identify and solicit potential clients. This task should include the following:

- a. Recommending a process for soliciting and selecting naming rights clients.
- b. Constructing a prospect list of organizations, businesses, individuals, and nonprofits.
- c. Research prospective companies in Rogers and the region that are

interested in namingsponsorship packages.

- d. Review community input from meeting requests made to city officials and from interviews withbusiness organizations to get leads of priority prospects.
- e. Implementing the timeline for marketing and negotiation of naming rights agreements with potentialclients.
- f. Constructing a preliminary proposal that highlights the naming sponsorship opportunities.
- g. Developing the required letters of intent and associated agreements to secure sponsors,naming rights organizations, and advertisers.

Phase One Duration

This contract shall remain in effect for six months.

DRAFT

Phase Two

The selected service provider will guide the sales of the sponsorship assets identified in Phase One of the sponsorship program development.

The following is a detailed description of the proposed work plan to accomplish **Phase Two** of this project.

1. Implementing the marketing plan and contacting potential clients. Provide scenario perspectives of the consultant making direct sales visits of priority prospects with some city official support. Also, provide scenario perspectives of city officials identifying the sales with minimal support from the consultant. Provide the professional consultant fee to fit these scenarios as a base fee amount and a graduated percentage level of sales.
2. Assist the City of Rogers in negotiating agreements with potential clients and making recommendations for adjusting new information to fit the marketplace as it evolves.
3. Assisting the City of Rogers in developing documents to implement individual naming rights agreements.
4. Continuing to review community input to assess sponsorship-related trends and requests made to city officials from interviews with businesses and organizations to gather leads for priority prospects.

Phase Two Duration

This contract shall begin six months from the start of Phase One and extend through December 31, 2025.

Consultant Submittal Requirements

Responses to this Request for Proposal must include the following information:

1. A cover letter indicating the consultant's interest in the project and highlighting its qualifications to perform the project.
2. A description of the firm's proposed methodology for completing the inventory and valuation of assets, approach to sponsorship packaging and sponsorship engagement; and **ROI**.
3. The consultant's capabilities and experience in sponsorship inventory and valuation include specific successful examples with municipalities, parks, and recreation programs. Provide a minimum of three references from within the past seven years. References should include the organization, contact person, email, and telephone number.
4. Provide at least two specific examples outlining the financial return on investment from previous parks and recreation departments/ municipalities you consulted.

5. List of sub-consultants and other outside associates to be used by your consulting firm.
6. The consultant cost shall be a Not to Exceed Fee. Reimbursable costs including details of service items and applicable charge per unit. All proposed expenses must be itemized with a total submitted.

DRAFT

City of Rogers Requirements

The City of Rogers shall provide information relevant to all the above-mentioned phases and tasks.

1. Providing insight into planning relative to using the multipurpose facility, Active Rogers, knowledge of the community, user groups, and stakeholders.
2. Provide the consultant office space when working on this project in the community.

Consultant Selection

Proposals will be reviewed and based on the following criteria:

1. Consulting firm and critical project staff experience
2. Proven track record in completing similar projects
3. Proposed approach to completing the project
4. Consultant's experience with municipal parks and recreation facility naming opportunities
5. Proposed project schedule
6. Proposed Consultant cost for phases one and two.

Following review of the proposals by the City, only selected Consultants may be asked to give oral presentations to City officials. Staff will select a Consultant to negotiate a contract as follows:

1. If a firm cannot commence the services in its proposal within 30 days of the award, the City reserves the right to contract with another qualified firm.
2. The City shall not be liable for any expenses incurred by the Consultant before the signing of a contract, including, but not limited to, the Proposal preparation, attendance at interviews, and final contract negotiations.
3. The Proposal must be signed in ink by an official authorized to bind the Consultant to its provisions that will be included in an eventual contract. The proposal must also include a statement on the period it remains valid.
4. The City reserves the right to reject any proposal or to request additional information from any or all of the proposing firms.

Contract Terms and Conditions

Upon selection of a Consultant, the city and the Consultant shall enter into an agreement or contract for services. It is expected that the contract will provide compensation for actual work completed on a not-to-exceed basis, with the following conditions:

1. Deletions of specific components, such as individual project meetings, will be at the city's discretion. Billing exceeding the not-to-exceed amount will only be compensated if the City Council approves a contract extension in

advance.

2. The city shall retain ownership of all documents, plans, maps, reports, and data prepared under this proposal, as well as hard copies and digital documents.
3. If, for any reason, the Consultant cannot fulfill the obligations under the contract in a timely and proper manner, the city reserves the right to terminate the contract by written notice. In this event, the firm shall be entitled to just and equitable compensation for any satisfactory work completed to that point at the discretion of the Parks and Recreation Director.

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4. The Consultant may not assign or transfer any interest in the contract without the city's written consent.
5. The Consultant shall maintain comprehensive general liability insurance by Section 466.04 of the Minnesota Statutes.
6. The Consultant shall defend, indemnify, and hold harmless the City of Rogers, its officials, employees, and agents from any claims, causes of action, lawsuits, damages, losses, or expenses, including attorney fees, arising out of or resulting from the Consultant's (including its officials, agents, sub-consultants or employees) performance of the duties required under the contract, provided that any such claim, damages, loss, or expense is attributable to bodily injury, sickness, diseases or death or injury to or destruction of property including the loss of use resulting from that place and is caused in whole or in part by any negligent act or omission or willful misconduct of Consultant.
7. The laws of the State of Minnesota shall govern the Consultant contract.
8. Project summaries shall be submitted with each invoice during the project. Each summary shall detail the amount billed to date, outstanding work items with completion costs, and timelines. Invoices submitted to the city shall include a detailed breakdown of all chargeable items for that period.

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Professional Fees

Professional fees related to the scope mentioned above include all expenses and will be billed as a lump sum commensurate with the work's completion.

Phase One Total Proposed Fee (not to exceed) \$ _____

\$ _____

Phase One Total Itemized Expenses

Phase Two Total Proposed Fee (not to exceed) \$ _____

Details or Explanations for Phase Two (a base flat fee, percentage of sales, etc.)

Phase Two Total Itemized Expenses \$ _____

Submitted By:

Name and Title

Date



**REQUEST FOR ACTION
ROGERS ARENA
COMMISSION**

Meeting Date: June 17, 2024

Agenda Item: No. 7.1

Subject: Partner Updates

Prepared By: Mike Bauer Parks and Recreation Director

Overview / Background

Updates are given by the partner organizations for the Arena Commission

RYHA

RRFOBC

Staff update attached.

ATTACHMENTS:

Description

Staff Update

STAFF REPORT

Learn to Skate

Spring Session beginning 3/9/24

Class	Number of Participants	Revenue
Basic Skills 1	14	\$ 966.00
Basic Skills 2	20	\$ 1,380.00
Basic Skills 3	9	\$ 621.00
Basic Skills 4	2	\$ 138.00
Hockey 1	11	\$ 759.00
Hockey 2	8	\$ 552.00
Hockey 3	7	\$ 623.00
Hockey 4	6	\$ 534.00
Snowplow Sam 1	22	\$ 1,518.00
Snowplow Sam 2	44	\$ 3,036.00
Snowplow Sam 3	15	\$ 1,035.00
Snowplow Sam 4	7	\$ 483.00
Total	165	\$ 11,645.00

After registration closed final numbers showed only 13 less participants than Spring Session in 2023.

MIAMA Spring Workshop

On Wednesday May 8, the full-time staff from the Activity Center, Parks and Recreation Director Bauer, Assistant Manager Goodrich, and Parks/RAC Maintenance II Tong attended the Minnesota Ice Arena Managers Association Spring Workshop. We are grateful for the support from the City Council and Administration that allows us this opportunity to learn and network with ice arena professionals from around the state.

The sessions included:

- Financing & Procurement Methodology for Ice Arena Upgrades
- Skills/Training/Maintenance & Maintenance Documentation
- Overview of OSHA and EPA regulations for Hockey Arenas
- Air Quality Testing
- Trade Show

Activity Center

- We have a AAA tournament this weekend, the last tournament of the spring before the ice comes out for maintenance.

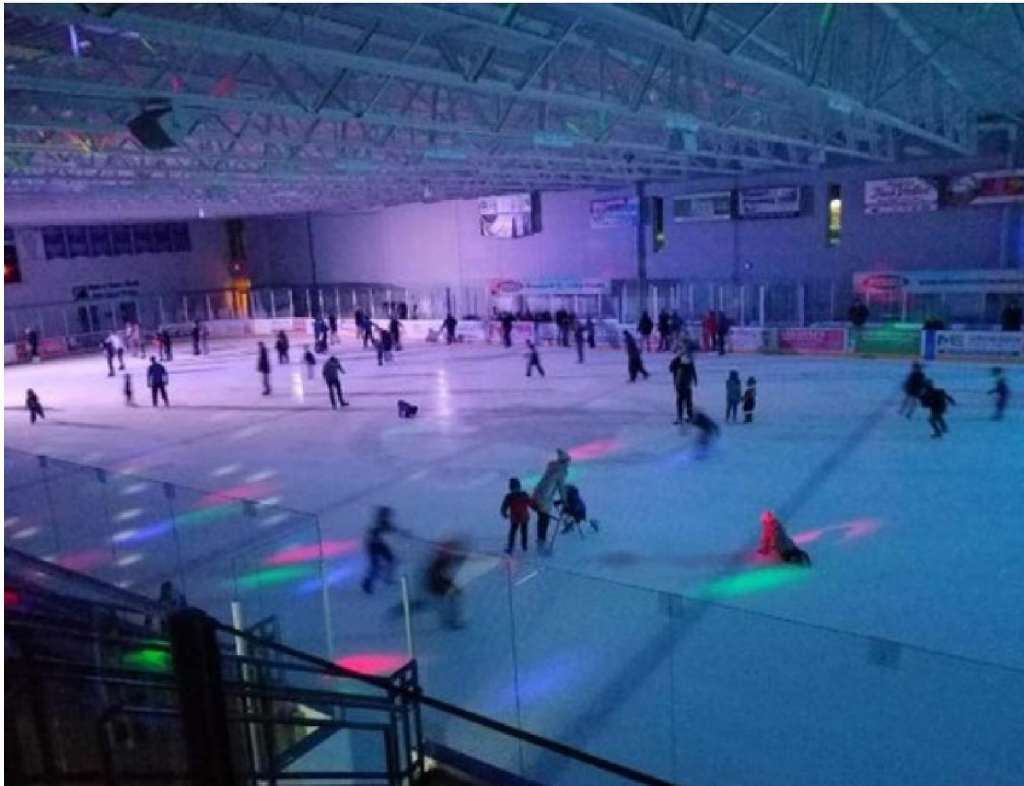
- While the ice is out for maintenance, all of the skate-resilient floorings will be replaced. Most of the flooring is original to the building and has out lasted the 12-15 year estimated lifespan.



City of Rogers, MN - Government

Published by Mike Bauer · 1h ·

If you are sticking around for spring break there are plenty of skating opportunities next week:
<https://www.rogersmn.gov/publicskating>



South Community Park

While construction has resumed at SCP, the rain hampered it this week. According to the general contractor, we are about one week behind schedule on the project. This week, Xcel Energy prepared the site for the transformer. The delivery of the transformer is a key component of the park's construction. Once the transformer is in place, the irrigation can be installed, and the fields can be seeded. A key date to watch for is the end of June, which is the end of the spring grass seeding window established by the field subcontractor. We are cautiously optimistic that we will have the fields seeded in time. However, it's crucial to note that missing the planting window could delay the ball field's opening by another season. The subcontractor is responsible for all turf care and maintenance until the fields are officially used.

RAC Ice Out

While the ice is out at the RAC there is plenty of activity:

There are 7,500 square feet of rubber flooring being installed, replacing and adding to the original 6,900 square feet of skate resilient flooring.

Fifteen gallons of paint have been applied to the building's doors, team rooms, and arena walls.

Our refrigeration contractor completed quarterly compressor maintenance, replaced a sensor in the concrete slab, and sealed the refrigeration condensation tower.

The last cabinets were installed in the Activity Room, so the Kitchenette project is complete.

We are deep cleaning all other building areas including the garbage cans!

The compressors will be turned back on today at noon. The floor was sealed after the first flood on Monday, and the ice pant installation will take place on Tuesday.

Ice Installation

The most trying ice installation in the history of the Activity Center took place this week. The usual preparations were set aside quickly, and the staff was extremely flexible in dealing with all the obstacles; we are still planning on opening at the scheduled 4 pm open skating session and evening ice rentals. Ice installation starts with turning the compressors on the Friday before the planned Tuesday ice making. The extended time is to bring the temperature down slowly and cool the entire building to maintain the ice more efficiently. On Monday staff sealed the floor and took care of the final preparations. The ice is painted with a ten-foot spray boom attached to a two hundred and fifty foot 1' hose. One person operates the boom, and two people move the hose. Three coats of 100 gallons of white paint are sprayed onto the ice surface, followed by three coats of clear water. After the clear water seal the lines and logos are installed and sealed with backpack pump sprays. It is not uncommon for staff to walk 20,000-30,000 steps during the ice painting day. Just after the second clear coat staff noticed that the arena



Ice surface after being painted and thawed out.

was too quiet, and an alarm was received that we had not experienced before. Quickly, it became apparent that there was an issue with the cooling system, and our maintenance contractor was called; while we waited for the technician, staff attempted to diagnose the issue. What was found was the chiller barrel, a large heat exchanger that had refrigerant and calcium chloride brine pumped through it and had frozen. The brine solution is tested annually, and in March, it was found that the solution would not freeze until -7.5 degrees had frozen either solid or in a slush that was not allowing the system to continue to cool. We found several issues that contributed to this; first, the ambient temperature outside the mid-eighties with high humidity, put an unusually large heat load on the ice requiring both compressors to run to maintain the temperature, a bad pump seal that was leaking slowing the brine circulation, and the degradation of the brine solution possibly from the leaking seal that caused the percentage of calcium chloride in the solution to fall to below 21% thus raising the freezing point to less than 5 degrees below zero and too close to the temperatures needed to make and maintain ice. Once it was determined the brine was frozen, staff and contractors had no choice but to turn off the system to thaw out the chiller barrel; as you can imagine, the chiller barrel is insulated by two inches of foam rubber, and thawing out could take some time. Staff used heat tape from the Public Works department to wrap two steel ports to transfer some heat to the chiller, fans blowing on the chiller barrel, and set the exhaust fans to use the heat from outside to thaw the barrel.



Ice painting is complete!

Staff began planning for the next steps; the contractor was scheduled for Wednesday morning, and new ice paint was picked up from the local distributor in Somerset, WI.

Management, in their proactive approach, immediately contacted colleagues in the ice arena industry to find additional equipment to facilitate a quick ice installation. On Wednesday morning, it was determined that the built-in safeties on the system protected the chiller barrel from a catastrophic failure of the system, and after the pump with the faulty seal was isolated, the system was started up again. After running

for about an hour the temperatures were dropped to attempt to make ice again. Understandably, staff monitored the equipment even more closely than usual. Assistant Manager Goodrich drove to Alexandria to get a rental self-propelled ice painting cart, and part-time staff worked late in the day to seal over the once-painted floor and prepare to paint on Thursday morning. On Thursday morning, parks, recreation, and Activity Center staff painted the floor; while not at the level due to the thawing that occurred, the painting went very well. Staff will be working around the clock, flooding the ice to meet our ice times on Sunday. Finance, Administration, and Parks and Recreation staff will submit a claim to cover the additional expenses to insurance.

Thumbs Up

- From Feb 7th-May 29th, we have had **420 teen visits in total!**
- We average about **21-40 teens each week**
- Over 50% of the teens that come to the afterschool program come more than once.
- **Teen visits per grade:**
 - 5th graders: 34%
 - 6th graders: 7%
 - 7th graders: 25%
 - 8th graders: 4%
 - 9th: 21%
 - 10th: 6%
 - 11th: 0%
 - 12th: 3%

We are so happy that this school year was so successful and we are excited to offer the program again next year!

PUC Decision

In January, the staff gave an update on the Public Utility Commission's Petition of Xcel Energy For Approval of its Proposed Community Solar Garden Program and the effects on the City's 2016 US Solar Fixed Rate Subscription Agreement.

The Commission just concluded the hearing and unanimously adopted the following decision:

In the Matter of the Petition of Xcel Energy for Approval of its Proposed Community Solar Garden Program

Docket E002/M-13-867

Commissioner Sullivan proposes the following new decision option:

Sullivan Decision Option: Approve Xcel’s September 25, 2023 compliance filing with the modification found in Xcel’s January 22, 2024 reply comments to implement the transition on April 1, 2025, with the following modifications:

- A) Approve a \$0.01/kWh adder from April 1, 2025 to January 1, 2026, for the large general service class.
- B) Approve a \$0.03/kWh adder for the residential and small general service classes.

- The bill credit methodology will remain unchanged until April 1, next year.
- No subscribers were called on, local government or otherwise, though the Chair indicated that all comments were read.
- The Commission directed questions to Xcel, Fresh Energy, representatives from Commerce and the Attorney General’s office, developers, and a union representative.
- Staff will examine at how this will affect the 2025 budget.

2024	Items Sold	Gross Sales	% Change	
Admission	1740	\$9,780.00	27%	
Concessions	19903	\$57,938.50	-12%	
Equipment Rental	574	\$1,083.00	-34%	
Gate	4462	\$27,571.00	6%	
Passes & Coupons	17	\$740.00	-25%	
Pro-Shop	369	\$2,210.00	-14%	
Grand Totals	27,065	\$99,322.50	-6%	
2023	Items Sold	Gross Sales		
Admission	1720	\$7,676.00		
Concessions	23155	\$66,195.50		
Equipment Rental	879	\$1,644.00		
Gate	4409	\$26,109.00		
Passes & Coupons	22	\$988.00		
Pro-Shop	420	\$2,556.00		
Grand Totals	30,605	\$105,168.50		
* YTD POS report is a measure of sales made from the Point of Sales device not balanced against GL.				
2024 Ice Rental	\$ 108,755	Through May 2024		
2023 Ice Rental	\$ 132,668	May/Summer invoices not processed		