

ICE RINK/Arena/Recreation Center BUILDERS

Expand the Rink's User-Base

How many times have potential clients dropped their proposed plans to build a rink, to expand to an additional ice sheet or to include a rink in a new facility because they determined usage would not bring in the revenue needed to justify the expenditure/investment?

This is especially true both in Southern states where ice sports are not compatible with the climate and thus are not too popular and in Northern communities that want new or need more ice but have fiscal challenges. The non-skater is the neglected potential client for an ice rink's future, and changing demographics in the USA suggests people with no ice sports in their cultural background will likely be interested in this one - ICE SOCCER is a sport they can play.

Use ICE SOCCER as a way to get the fence-sitter client to say "YES, let's do the rink".

LEARN MORE by clicking on each of the following links:

- **read** "Business/Facility Considerations"
=> <http://icesoccer.com/pdf/business-considerations.pdf>
- **read** "ICE SOCCER Can Expand Your Business"
=> <http://icesoccer.com/pdf/contractors.pdf>
- **read** "ICE SOCCER is here – 10 reasons to introduce this exciting all-American new sport"
=> <http://icesoccer.com/pdf/10-reasons.pdf>
- **read** "Who is in the Win-Win Scenario for ICE SOCCER"
=> <http://icesoccer.com/pdf/win-win.pdf>

ACTION you can take:

- **Tell** your potential client about ICE SOCCER and its ability to bring in the non-skater
- **Expect** naysayers who haven't taken time to understand the sport
- **Remember** that a new sport on an unlikely surface may at first be met with skepticism – remind the client that snow-boarding was so regarded by ski resort owners/operators just a few years ago
- **Calculate** ice time usage differences between skaters only and skaters/non-skaters
- **Buy** a Boot'r and make it available for your client(s) to try ICE SOCCER for him/herself
=> <http://icesoccer.com/bootr.html>
- **Invite** other local business people/organizations to help determine potential non-skater usage