



**WEBER COUNTY ICE SHEET '22
ANNUAL REPORT
& ONGOING STRATEGIC PLAN**





HOCKEY



NEW LOGO COLORS & THEIR VALUES

GREEN Represents the agricultural resources in Weber County and the farms, gardens and ranches that feed our community.

CREAM Represents the majesty of our mountains and the economic impact area visitors and tourists provide us.

DARK BLUE Represents the clean drinking water sources, transportation routes and world-class recreation water ways in Weber County.

MEDIUM BLUE Represents the water we use to make ice and the sustainability practices we follow as we make responsible decisions with that precious resource.

ICE BLUE Represents our amazing staff. Those that come here depend on us to be leaders in our industry and community. Our staff strive to exceed your expectations every day. Let them know how amazing they are!

LIGHT BLUE Represents current and future generations of ice sport participants. We are reminded to make accessibility decisions that include current and future generations of every background, color, race, ethnicity, identity and adaptability challenge.

RED ROCK Represents the unique ecological systems in Weber County and the beauty of nature all around us.

DARK RED ROCK Represents every member of our community, every visitor, fan and participant. You are the foundation of what we do and you are represented in our mission and considered in every decision we make.



FIGURE SKATING

WHAT IS THE WEBER COUNTY ICE SHEET?

We are a double-sheet Ice Arena complex, site of the 2002 Winter Olympic Curling Games and projected site of the future Winter Olympics when they return again to Utah.

We were built in 1994 and improvements were made for the 2002 Winter Olympic Curling Games. We have a 2,300 seat Olympic-size Arena and a 100 seat NHL-size Practice Rink opened in 2012 with an indoor turfed field house as part of Weber State University's Athletic facilities.

We are owned and operated by Weber County and are a world-class training center for national and international athletes including Weber State University's Men's Ice Hockey ACHA Division II and the Ogden Mustangs Junior Hockey teams, the Jr Mustangs youth organization, the Wasatch Figure Skating Club and the Ogden Curling Club.

Our parking lot is shared by the 15,000-seat Dee Events Center basketball arena & state of the art softball complex housing Weber State University's Division I Big Sky Women's Softball and Men's and Women's Basketball teams.

MISSION STATEMENT:

The Mission of the Weber County Ice Sheet is to provide a world-class experience to staff, athletes and visitors seeking developmental opportunities as beginners and advanced athletes in the sports of figure skating, ice hockey and curling while supporting community initiatives that coincide with these goals.

VISION STATEMENT:

Our vision is to maintain our status as the first choice in the Intermountain West for hockey players and figure skaters seeking national and international competition and to provide access to curling experiences that memorialize our participation as the 2002 Winter Olympic Games Curling venue.

THE STRATEGIC PILLARS FOR THIS FACILITY ARE TO:

PROVIDE developmental opportunities that take cost of resources and personal development into account. When resources are fairly priced everyone benefits. Our pricing is reviewed annually to give daily and annual visitors fair market value for services they are paying for and to pay staff what their services are worth.

CREATE programs and support clubs by scheduling daily ice usage based on local economic initiatives that consider that figure skating and hockey coach's source of income is made by teaching lessons and we celebrate their contribution to the ongoing success of local athletes and our programs.

GENERATE Tourism Recreation and Convention Center (TRCC) Taxes by booking and supporting events that supplement our budget with Weber County's TRCC Tax. Every restaurant visit, hotel stay and vehicle lease within Weber County contributes to our budget, keeping the cost of programs and ice sports affordable for all visitors. So next time you schedule a weekend of round robins or ask us to book your tournament, remember to eat and stay in Weber County! We have partner hotels and restaurants through Visit Ogden.

SUPPORT an environment where staff and participants of every background, color, race, ethnicity, identity and adaptability challenge does so with the best of intentions which creates a supportive and worthwhile ice-sport community for everyone.

WELCOME fans and visitors into our clean, well-maintained facility. Preventative maintenance and safety and security initiatives give our staff, athletes and visitors the confidence to make this facility their second home.

GIVE all visitors the best ice-sport experience available anywhere on earth. World-class customer service has become the hallmark for our facility and is something we strive for every day. Building confidence in ourselves and others is our secret to excellent customer service.

For more information about how tourism benefits our community please visit Weber County Culture, Parks & Recreation's tourism partner Visit Ogden, visitogden.com.

CURLING





WHAT ALLOWS THE SUBSIDY WE DRAW TO SHRINK?

We have implemented affective growth, retention, and marketing and scheduling strategies that have allowed us to steadily reduce the annual subsidy we draw from the Weber County TRCC Tax fund to cover the operating budget. We will continue to employ innovative ways to make programs more user-friendly and profitable. Having a balanced schedule where the general Public can come to Open Skate, filling the ice with Ice Hockey and Figure Skate group classes and reserving time for Curling experiences are all ways we keep our Clubs and Programs strong while engaging with the community around us.

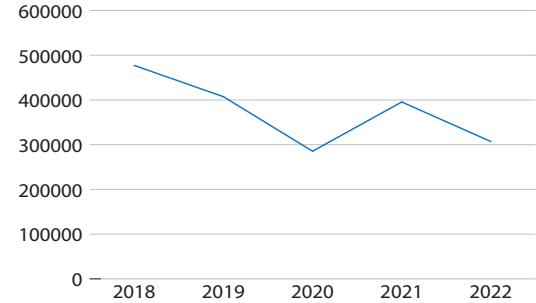
WHAT'S IN STORE FOR 2023 AND BEYOND:

We have incorporated more Weber County and locally owned businesses than ever before as service providers, donors and sponsors. If you have an idea on how we can integrate a locally owned business into the Ice Sheet family, please reach out to discuss!

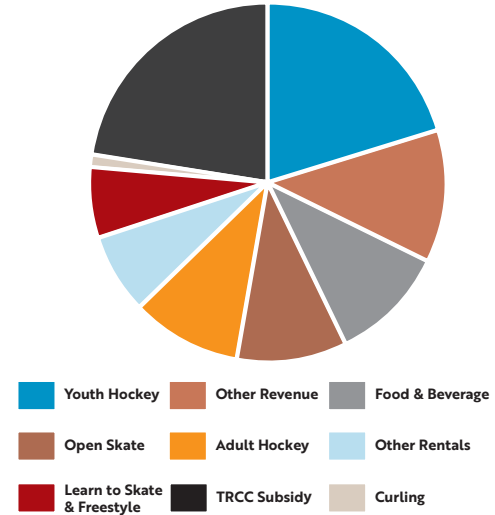
AMBASSADOR PROGRAM:

Our programs and clubs rely on many volunteers for their growth and retention initiatives to carry on the traditions of ice sports. Each program and club has different needs and standard operating procedures. Information about how you can get involved as an Ice Sheet Ambassador for your ice-sport can be found on our website; (<https://www.icesheetwsc.com/>)

BUDGET SUBSIDY FROM TRCC: \$307,038



2022 OPERATING BUDGET: \$1,381,296





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