



St. Louis Rockets

Hockey Club



Exploration of Development
of a New Home for the
St. Louis Rockets Hockey Organization

"It's more than Hockey, It's our Home"

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Project Summary

The St. Louis Rocket Ice Complex, a state-of-the-art ice and multi-sport facility, is being developed in the City of Overland. The Complex will provide much needed ice time and recreational facilities for St. Louis youth and adults and attract local and regional sporting events and tournaments, generating jobs and tourism dollars for local businesses. It will also help St. Louis maintain and build upon its reputation as a first-tier hockey and sports town. The new complex is a public-private partnership and will be owned and operated by the St. Louis Rockets Hockey Club, a non-profit organization.



Rockets Vision | St. Louis

The St. Louis Rockets Hockey Club purchases ice through Government municipalities in our district (Webster Groves, Brentwood, and Creve Coeur) for our ice needs. "Districts" for youth hockey clubs are defined by zip codes. As our club has grown, we have had to expand our Government partnerships to additional facilities outside of our District such as Kennedy Ice Rink in South County and James J. Eagan in Florissant. These partnerships, while beneficial and cost effective, have hampered the club in its growth potential as we have had to work within the constraints these municipal and county rinks impose on us. This includes limited ice scheduling due to competing with other hockey programs and other programs that the municipalities have to provide to their communities. They are also in inconvenient locations for our membership located outside of our District, which result in poor attendance at practices. Additionally, many of these rinks shut down for long stretches of time during the summer months, which are prime months for youth hockey clubs to provide development camps and out of town tournaments.

In the last 10 years, and especially after the St. Louis Blues Stanley Cup victory in 2019, the St. Louis region has experienced accelerated growth in youth hockey. In the last two seasons the Rockets have witnessed on average, 8% YoY growth. That amounts to about 41 new skaters each year. This is enough for 3.4 teams! In the 2022/23 season, the Rockets iced 44 teams from the 6U division to 18U - our largest total ever. With our focus on fostering a great Learn to Play program and our partnership with the Little Blues program, we expect our growth trajectory to remain in the 7 - 10% range.

"We are thrilled to partner with the City of Overland to bring a new 2-sheet ice facility to the St. Louis area. The rink will allow us to draw down ice we currently purchase at out of district ice rinks. This will shorten drive times for our families so they can spend more time at the rink and less time in the car. The rink also provides the Rockets the ability to host in-town tournaments for our teams, a feature we do not have available today. This will reduce out of town travel costs for our teams that play tournaments in other states. Additionally, the ability to host regional tournaments and showcases reinforces the message that St. Louis is the Heartland of Hockey."

Drew Acree
President - St. Louis Rockets



The Rockets are not alone in seeing this growth. This has created a demand for more ice time across all of the youth hockey clubs in the St. Louis area. And has put a constraint on The Rockets to schedule practices and games. Because of this, we have seen one minor and two major facilities built adding 7 sheets of ice (Centene, Pacific, and Maryville). However, in that time frame, the area has lost 4 sheets (Hardy's and Clayton) leaving a net growth of 3 sheets. Those 3 sheets have barely been able to keep up with the growth rate as the numbers of new hockey players has outpaced the supply of ice. This, along with the ability to provide a modern approach to player development and opportunities to our members, the Rockets began to seriously consider investing in our own rink. Beginning in late 2022, the Rockets Board of Directors created an initiative to explore building our own rink, with the Maryville facility being our model. This rink will not lessen our partnerships with municipalities, but it will actually double down on those partnerships, allowing us greater flexibility to provide more robust programs and opportunities for our club and community.

Project Value

This rink will bring value to the Rockets organization and the greater St. Louis region by allowing our club to do the following:

- Present more in-depth player development camps and provide our teams with additional access to convenient practice times during the season (insert data)
- Develop a single base of operations for our hockey development, director staff, and off-ice facility which gives greater access for teams before and after practices
- Grant our organization the opportunity to host out of town tournaments. Tournaments drive revenue that will allow our club to continue to invest in programming and staffing
- Increase our 18U and 16U AA programs which traditionally have had limited ice availability elevating the Rockets to a premiere Tier II destination club.
- Determine if the Rockets want to develop a 10U - 14U independent AA program, allowing us to market our club and facilities as the premier youth hockey program in Missouri Hockey
- Partner with local high school and middle school programs, where many of our kids attend
- Partner with a local AAA program with 9U – 18U ice hockey teams that currently purchases ice at 3 different rinks
- Partner with local Universities with Tier III ice hockey teams that currently purchase ice at different rinks
- Drive an intermediate or house hockey program for players ages and 14 years and older who want to begin or continue to play hockey on a more recreational basis. Most kids “age out” of hockey at age 14 and we would like to provide a destination program for those kids
- Explore the possibility for all girls teams at various age levels.
- Reach into underserved communities and amplify the NHL’s **“Hockey is for Everyone”** initiative.



Why Hockey?

From finding a rink near you to selecting the first set of skates and stepping on the ice, getting into the game is an exciting adventure. Here's everything you need to get your family started in hockey. **IT'S MORE THAN A GAME.** Hockey develops life skills that build a foundation for a child's confidence, pride, focus and responsibility.

LIFE-LONG FRIENDSHIPS

Starting with the bonds created in the locker room to the relationships formed on the ice, hockey creates friendships that last a lifetime.

SET UP FOR SUCCESS

Hockey's unique structure ensures that your child learns to love the game while promoting a healthy lifestyle, social wellness and mental well-being.

HOCKEY IS FUN

The encouraging environment hockey provides helps kids grow as both hockey players and people.



"We couldn't be more excited about bringing a rink to Overland. The vision of the Rockets rink aligns with our vision of providing more opportunities and bringing more resources to the community, especially our kids. This project would also strengthen the development of Page Avenue and the continued economic growth of the central corridor."

Marty Little
Mayor of the City of Overland



Project Financials

The total project costs are projected to be approximately \$33,000,000. The project team anticipates that the funding sources for the development will come from 3 primary funding sources. Those funding sources are:

\$15,000,000 – Public Private Partnership (P3) funding vehicle
\$10,000,000 – Senior Bank Debt
\$8,000,000 – Private Donations to the 501c3 Non-Profit Entity

The P3 concept will be to work closely with the local and state government officials to capitalize on the overall financial impact the facility will have on the region and put in place a financing vehicle that can be utilized to benefit the development. These vehicles take many different forms, and the team will progress a number of concepts at the local and state level.

We are happy to report that the project team has already commenced conversations with local banking partners. We have in fact secured a letter of support from Hawthorn Bank which is attached. We appreciate the support that Hawthorn Bank has demonstrated, and we look forward to working through the necessary process to ultimately secure the senior debt financing required for this project.

Project Timeline

The project team has established a 3-year overall timeline to execute our vision starting in July 2023. Our goal will be to deliver the complex in operational form (ice sheets up and running) by August 2026. The project vision once fully financed and fully designed will take approximately 12 months to build.

We will generally establish a milestone schedule as outlined below:

- **Year 1 – Site Selection / Project Approvals**
 - Secure Site and complete site-specific due diligence efforts
 - Progress Site through the necessary zoning and site planning efforts through the city processes
 - Finalize Overall Capital Budget, Project Proforma and Operational Budget
 - Kick off Fundraising Campaign and build community support (local and state)
- **Year 2 – Financing / Design**
 - Finalize Financing – P3, Bank Debt and Fundraising
 - Finalize Design – Civil, Architectural, MEP&FP and Ice Design
 - Finalize Construction Executional Strategy
 - Sign Construction Contracts to execute the Development Vision
- **Year 3 – Construction Execution**
 - Execute Construction Tasks
 - Hire Operational Staff
 - Startup of Facility
 - **Grand Opening (July 2026)**



Fundraising | Naming Opportunities

The Fundraising process is being developed by the project team and will be rolled out during year. This process will consist of donations, pledged donations over time, donations in kind, naming rights of various components of the development, other local partnerships with other organizations, etc.

Naming

St. Louis Rockets Ice Complex	\$3,000,000+
Competition Rink	\$2,000,000+
Practice Rink	\$1,000,000+

Recognition Areas

Lobby	\$500,000+
Competition Seating Area	\$500,000+
Competition Viewing Area	\$500,000+
Dedicated Locker Rooms (2)	\$250,000+
Locker Rooms (8)	\$100,000+
Designated Women's Locker Room	\$100,000+
Referee Locker Room	\$100,000+
Meeting Rooms (2)	\$150,000+
Concession Area	\$150,000+
Party Rooms (2)	\$100,000+
Dedicated Lockers (40)	\$10,000+
Seat Sections (TBD)	\$5,000+

Donor Recognition Wall in Lobby \$25,000+

Sponsorship Opportunities are also available.



Partnerships and Municipal Footprint

We are pleased to share, our group has had several face to face meetings, with the City of Overland, to explore partnership opportunities with the City and its elected officials. Meetings with the City have not only been productive, we are developing what all parties involved would consider a true partnership. Serendipitously, the timing of our development is impeccable, as the City of Overland was merely weeks away from trying to solve for the lot, as this was the next initiative in their vision to continue improving Overland West of Overland Plaza. A few key points we have recently discussed are:

- Opportunity Zones and what this means for outside partnerships (our site is the last piece of Green Space in the same Qualified Opportunity Zone as the Costco on Olive)
- Front 2-3 acres on Page Ave. (Potentially a great asset for our Club)
- We are viewing this particular part of development as an asset that carries substantial intrinsic value to the development. Once we are further into the due diligence process for the site, we will begin strategizing on how we plan to monetize this asset.
- Providing access to the City, for Summer programs
- Enhancing and complementing, the City's investment in Overland Plaza
- Mayor Marty Little, has been extremely receptive to all our ideas and goals, for this development and bringing a marquee/anchor asset to his City.
- The local businesses that will benefit from having this type of attraction in their City.
- Public Finance; we have started conversations with a local firm, to assist the City and our club with a potential incentive package for our facility.
- Partnerships with the NHL to complement their initiative in making hockey available to more urban communities.
- We have expressed our interest in housing 2 of the premier high school hockey programs in St. Louis. We are planning to fully engage, once we are further along in our due diligence process of the site.
- We have also gathered interest from the area's top skill development trainers and strength and conditioning trainers, to utilize our facility to train their clients.

Conclusion

A new Ice Rink Facility in the City of Overland provides an exciting opportunity to help grow youth hockey in the area. Development of the new complex will allow more young people and others to be involved in ice sports and provide important economic benefits to the City of Overland and the region, a fully ramped 2 ice sheet facility should draw upwards of 1M new visitors per year to the Overland area. Support of this project is an investment in a new regional asset that will add to St. Louis' reputation as a sports town. Along with public support, significant charitable contributions from individuals, corporations and foundations are critical to securing the funding needed to make this project a reality.



(Source: West Newsmagazine/Lou Countryman photo)



"It's more than Hockey, it's our Home"



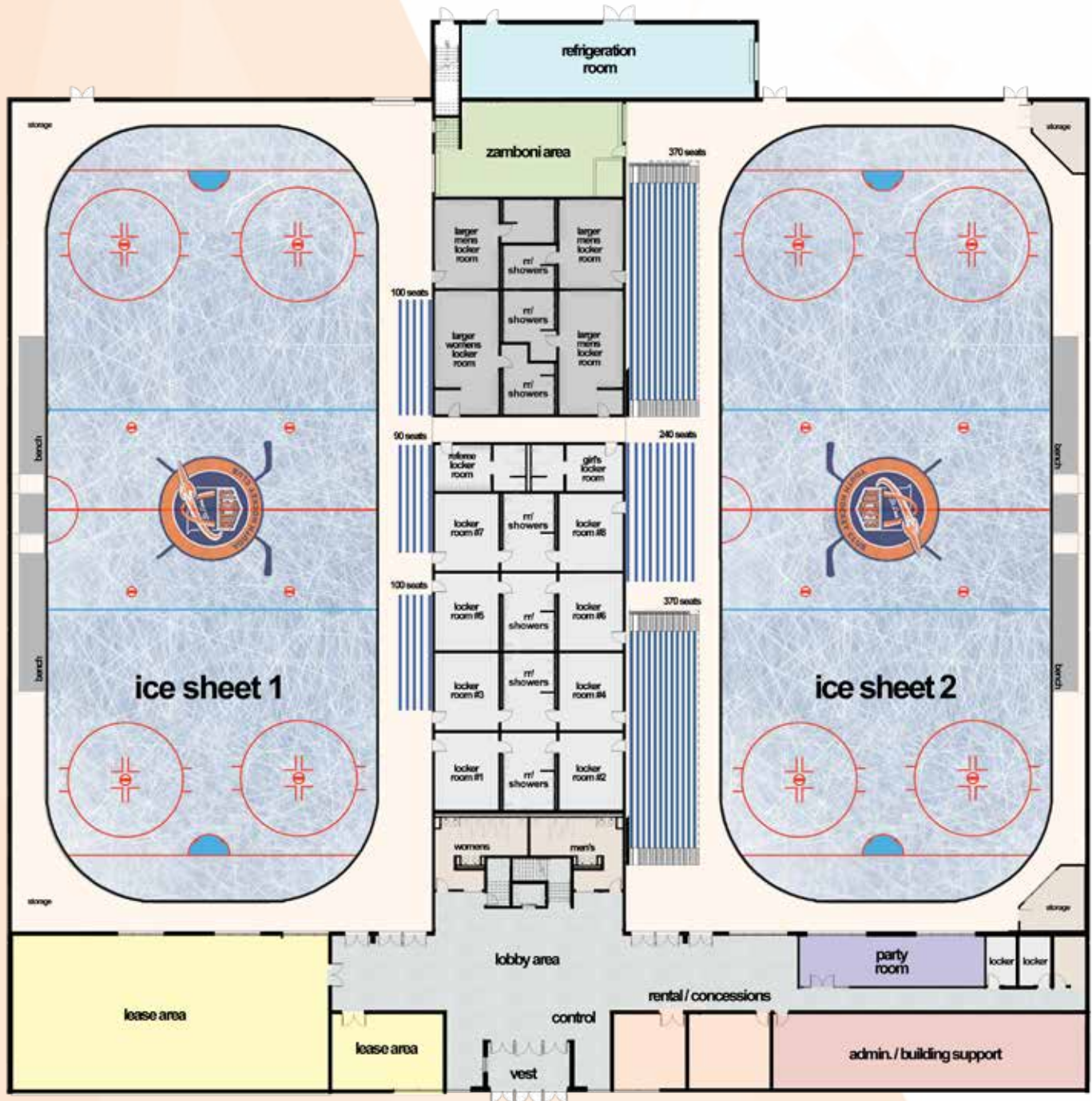
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siteplan



"It's more than Hockey, it's our Home"

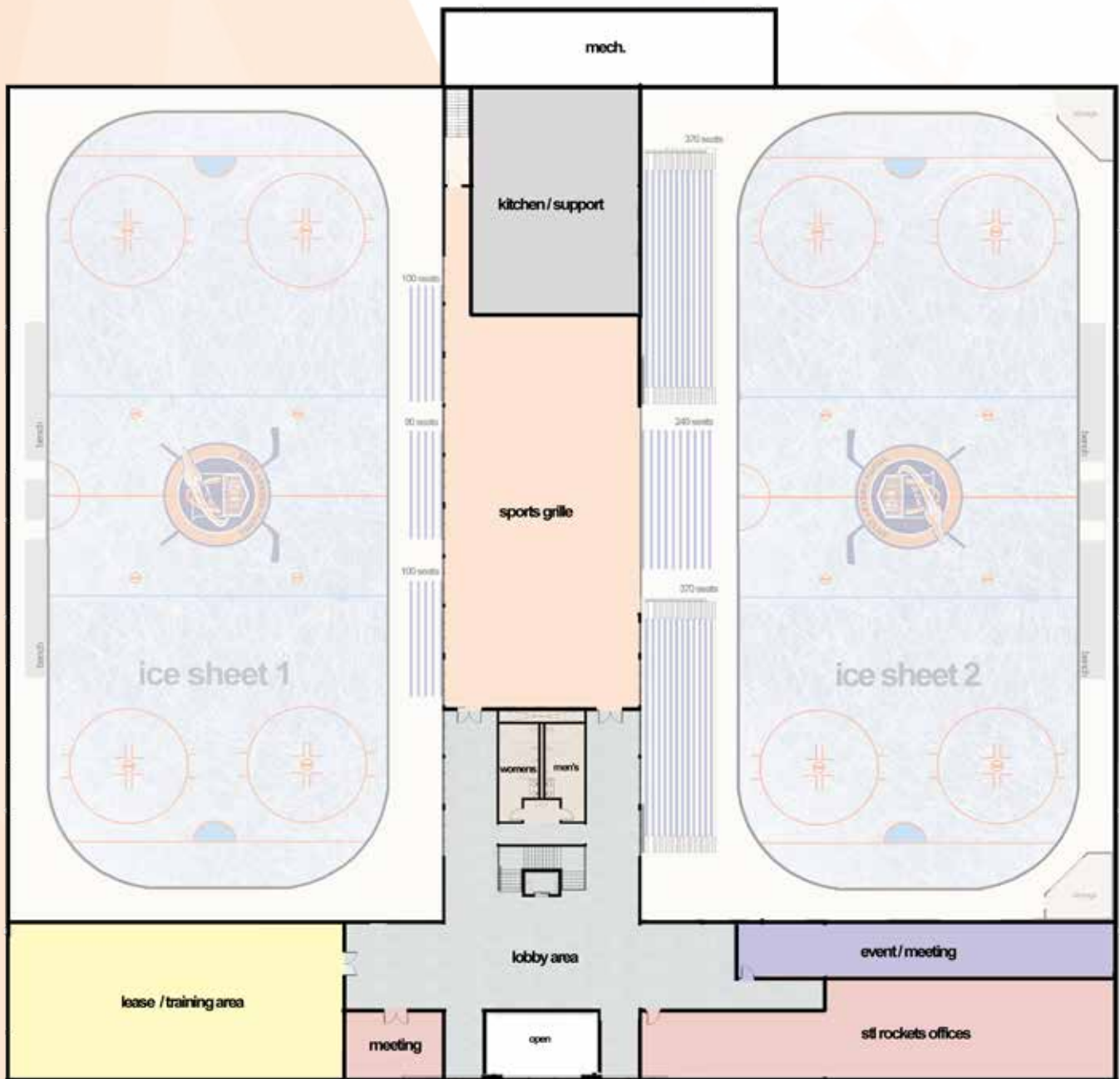


Christine
ARCHITECTS

mainlevel



"It's more than Hockey, it's our Home"



Christine
ARCHITECTS

upperlevel



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"It's more than Hockey, it's our Home"



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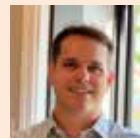
St. Louis Rockets Executive Board of Directors



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Tom Kaiman

Owner of Mia Rose Holdings

Kevin Griesemer

Mechanical, Electrical and Plumbing Engineer

George Stock

Civil Engineer

Scott Ward

Refrigeration Engineer and Ice Consultant





Capital Campaign Gift Commitment

Commitment

For the construction of the St. Louis Rockets Ice Complex and in consideration of the gifts of others, I/we _____ pledge a total of \$_____ to St. Louis Rockets Ice Complex.

Signature

Date

Pledge Schedule

Once we have the commitments we need to begin construction, we will contact you regarding a pledge payment schedule. Pledges may be paid over a period of up to three (3) years, beginning in 2023.

Recognition

Recognition and naming opportunities may be selected at the level of your pledge commitment, based on availability, when this pledge commitment is received. Signage may be installed when 70% of the pledge is received.

Preferred recognition opportunity: _____

____ I wish to select a recognition opportunity at a later time.

Acknowledgement Information

Please use the following name(s) in all acknowledgements:

____ I wish to have my gift remain anonymous.

Address

City, State, Zip

email

Phone Number





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