



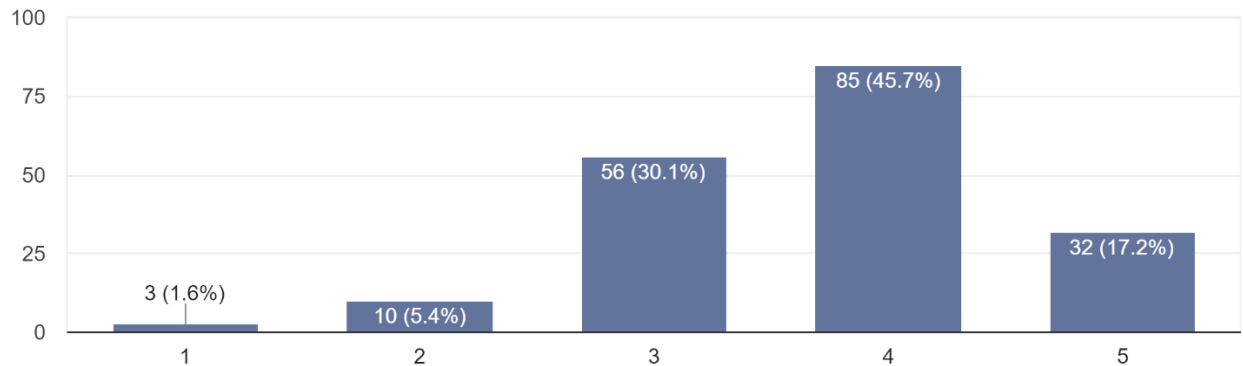
## **SBLA – Strategic Business Plan Survey Results**

The Association members have provided survey feedback to develop a Strategic Business Plan for the SBLA. The Association has committees established to guide and conduct business: Youth Hockey, Facilities, Figure Skating, Tournaments, Marketing and Fundraising.

### **Rink:**

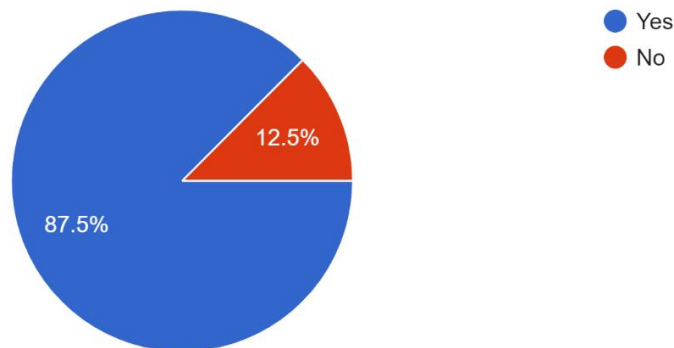
How would you rate our current level of service (skating programs, skating camps, public activities, etc.) for your family? 5 - High Service Level / 3 – Middle Service Level / 1 - Unsatisfactory

186 responses



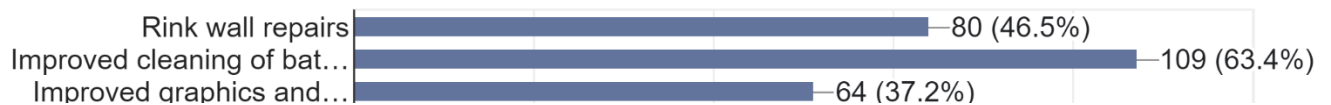
Does the rink facility display a positive environment?

184 responses



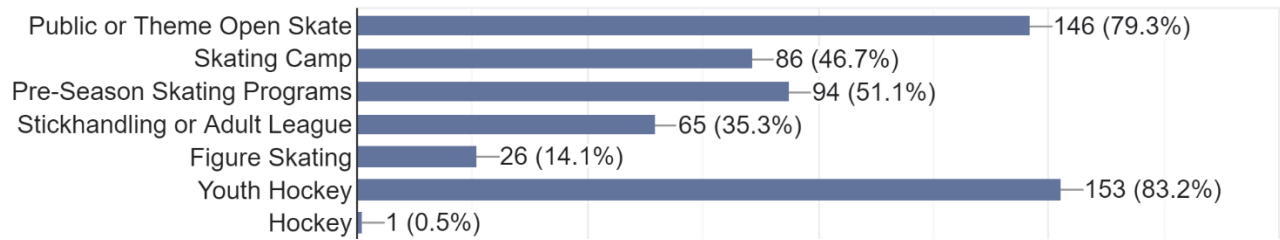
What Facility improvements would you like to see in the next coming year?

172 responses



Please list all the Sheboygan Lakers Ice Center (SLIC) activities your family participates in.

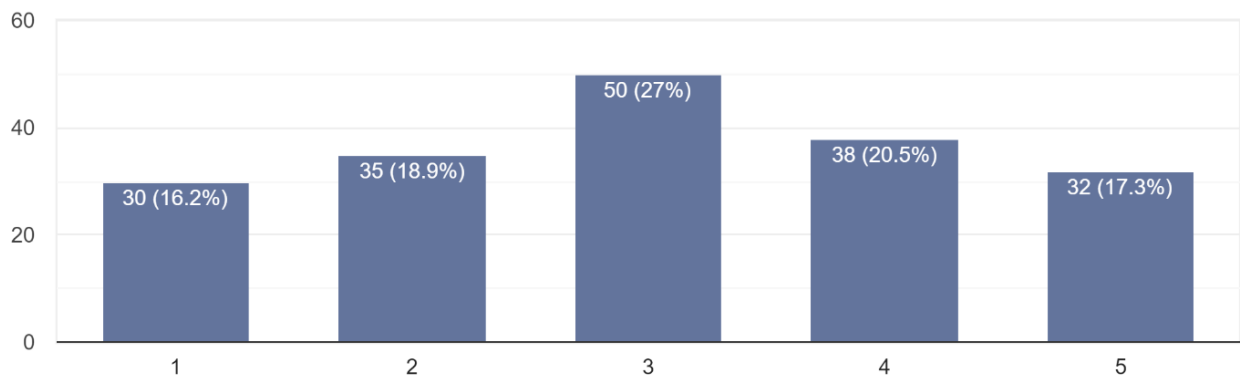
184 responses



### **Youth Hockey:**

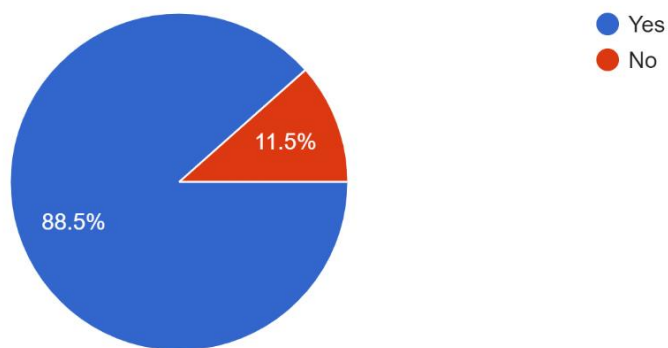
How would you rate your concern with the growing number of skaters joining the Association, and amount of future ice time? 5 – Highly Concern / 3 – Moderately Concern / 1- Low Concern

185 responses

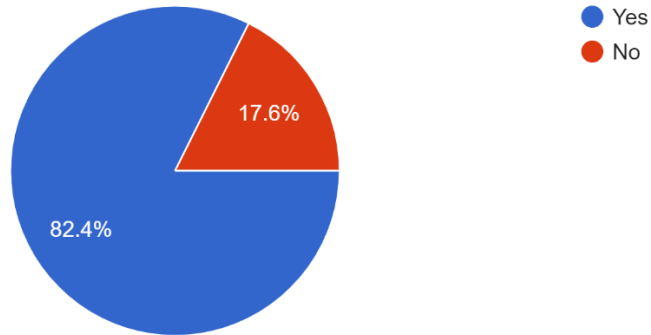


Would you like to see more focus on development of the Hockey programs?

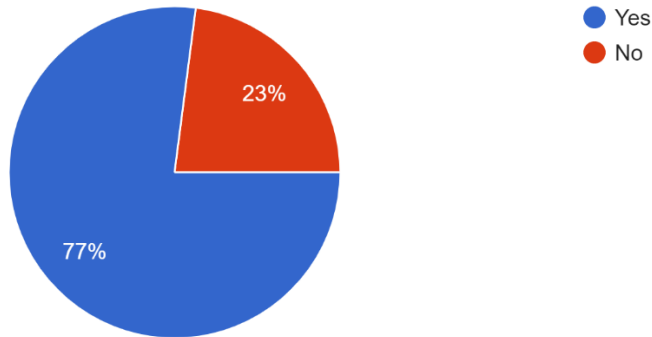
182 responses



A Director of Hockey position would focus on Skater and Coaching Development, promotion of camps, clinics at our rink and provide input for g...Hockey position would benefit our Hockey program?  
176 responses

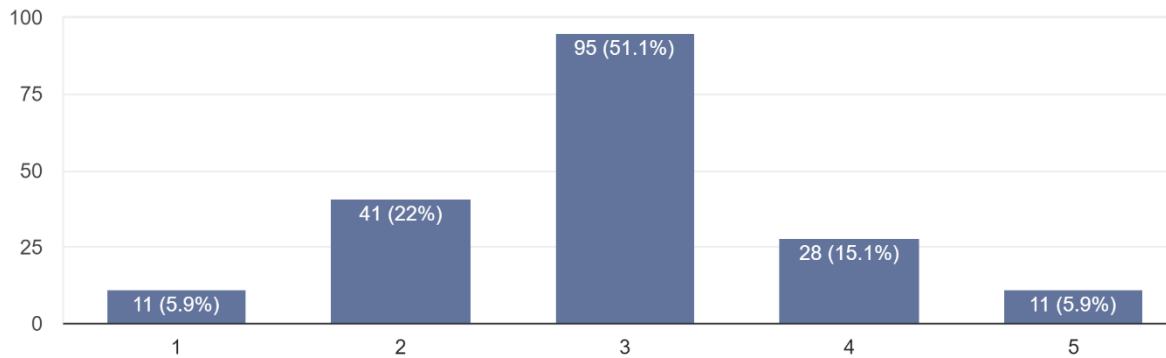


Would you consider your skater participating in Spring Hockey Programs at our rink, if offered?  
183 responses



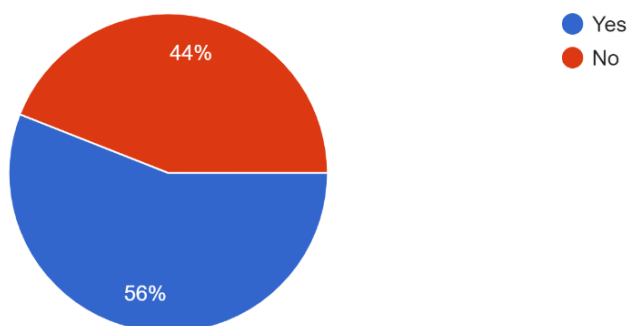
### Marketing:

How would you rate the current Community Awareness of the Sheboygan Lakers Ice Center and the Sheboygan Lakers Hockey programs? 5 - High Awareness / 3 - Somewhat Aware / 1 – Unaware  
186 responses



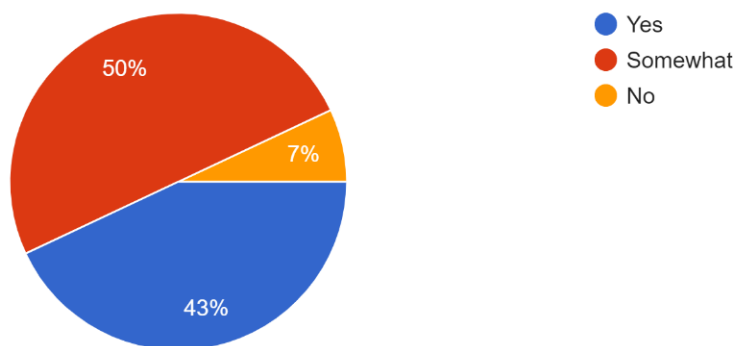
If you want to get more involved beyond DIBS in the Association (examples, be on a committee or become a board member), do you know where you can find this information?

184 responses



Is there effective communication about events and camps at SLIC? (Website, Facebook Parent Page, Emails, Signs at the rink)

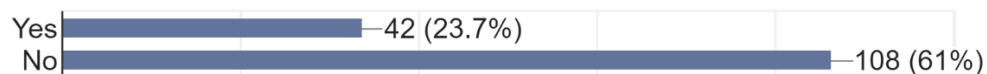
186 responses



## Fundraising:

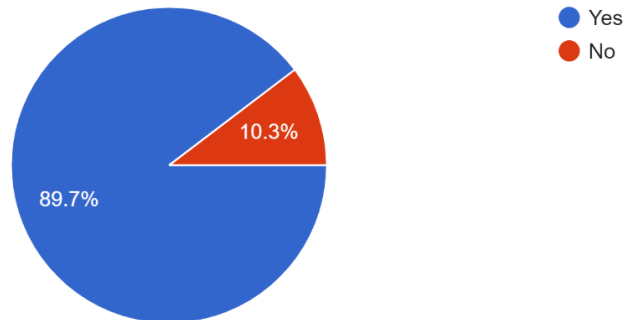
Is there a specific fundraising goal that you would like to see in the next 5 years? If yes, please provide goal below in the "other" line. Example: New Scoreboard

177 responses



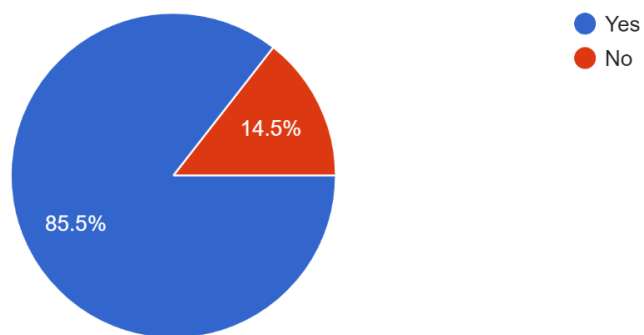
Would you like to know what the money from fundraiser are being raised for and report the amount raised each year?

184 responses



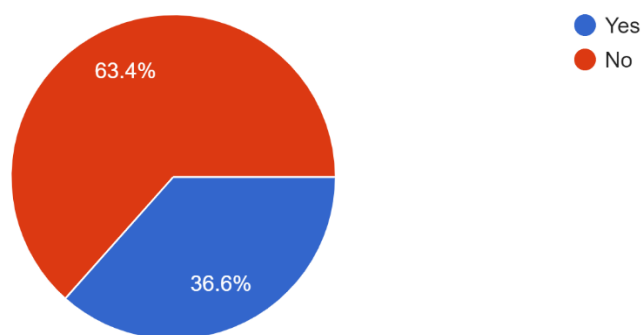
Do you feel the Laker Association could do more fundraising from local businesses?

173 responses



Do you know there is a Sheboygan Lakers Charitable Foundation (SLCF) that leads fundraising efforts for SBLA?

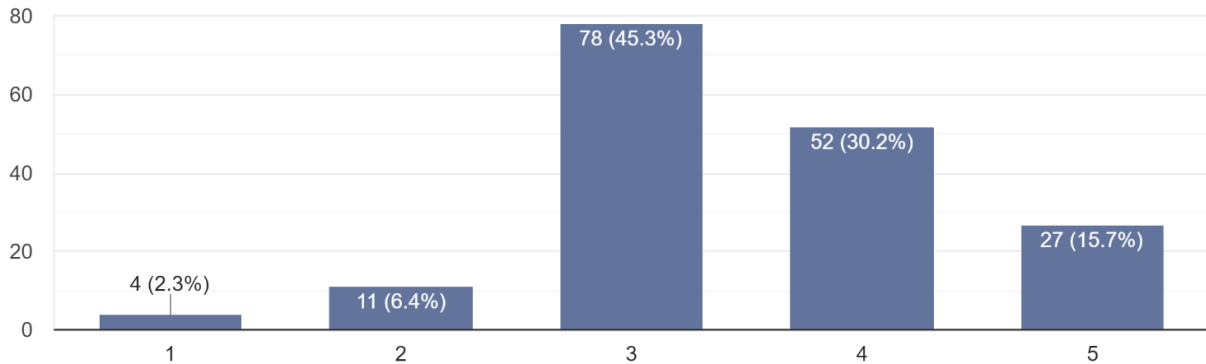
186 responses



## Tournaments:

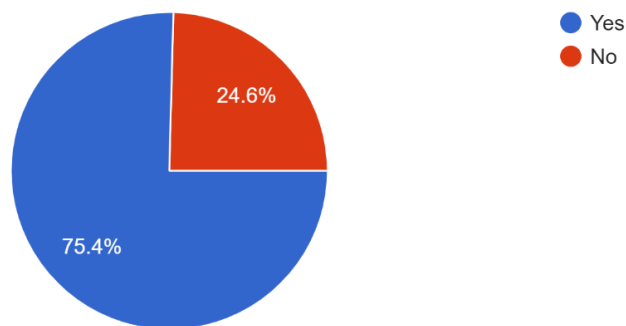
How would you rate our home Tournaments? 1 - not a good as other away Tournaments / 3 – same / 5 – better than away Tournaments

172 responses



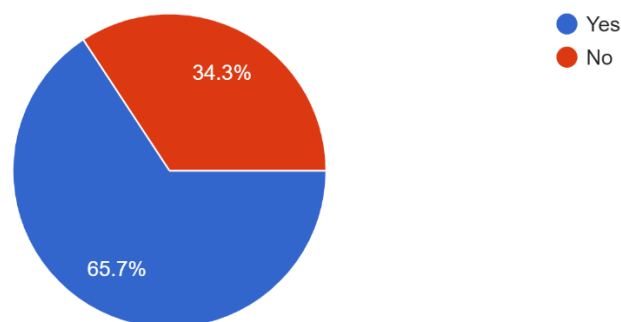
Would you like to see more Tournaments at our rink during the off-seasons (August – October)?

179 responses



Would you like another style of Tournament (example 3-on-3) at our rink?

175 responses



The SBLA Board of Directors wants to thank all who provided feedback!