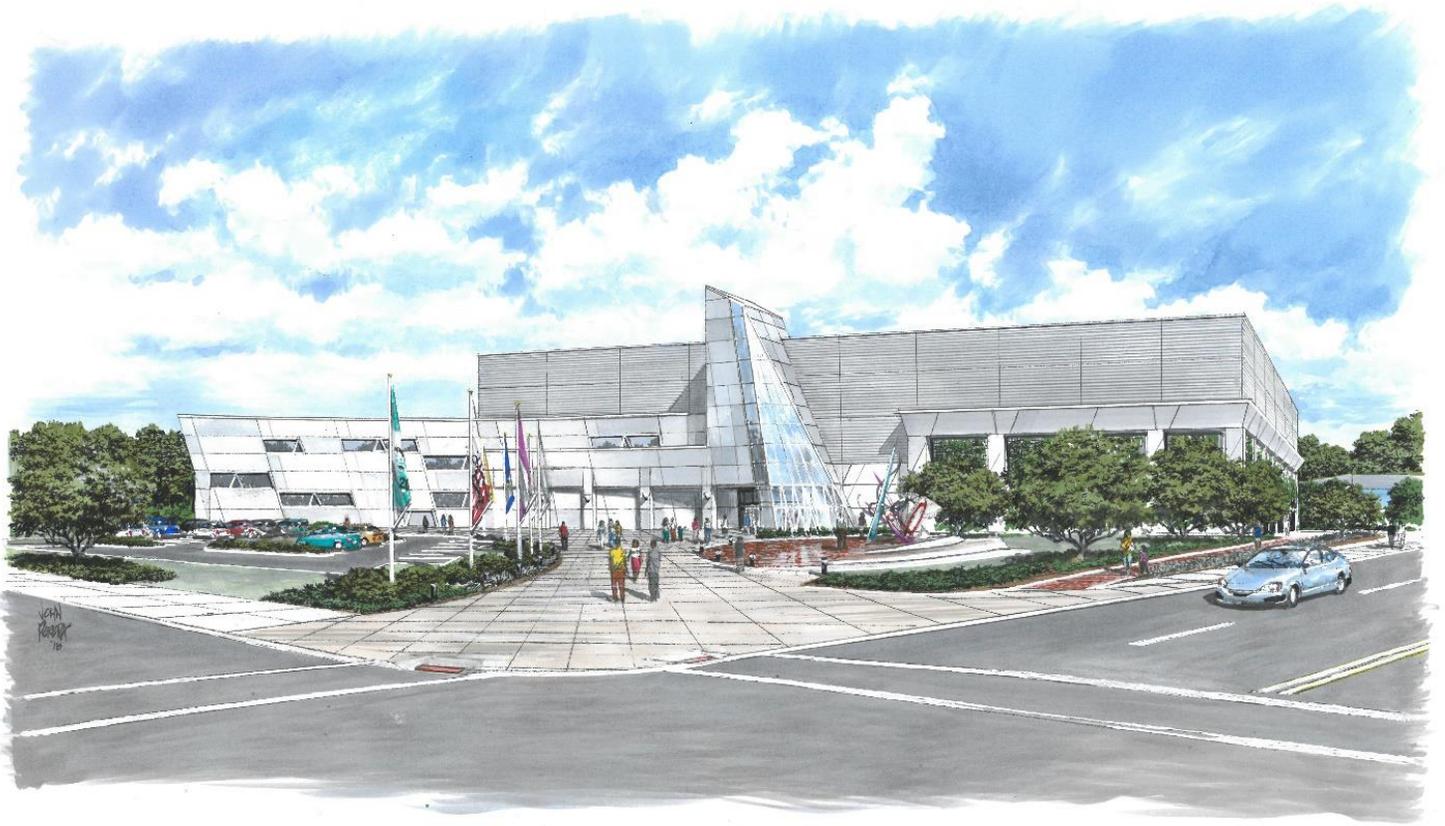


August 26th, 2019



The Warrior Ice Center Virginia Beach

PRESENTED BY WARRIOR FOR LIFE FUND

Executive Summary

On June 18th 2019 The Warrior For Life Fund (WFLF) with the assistance of the Navy SEAL Foundation, the Boston Bruins Alumni, and the Hampton Roads Youth Hockey Association, submitted an offer of a Public Private Partnership (PPV) to the City of Virginia Beach for the purpose of developing and constructing the Warrior Ice Center. Ice sports steadily increased in participation for the past 15 years locally, nationally, and internationally. These ice sports are significantly underserved in the coastal Virginia region, while enjoying great success in the Raleigh-Durham and Northern Virginia economies. As of 2018 there were 2,035 operating ice rinks in the US, roughly one rink for every 147,000 in population. There are 25 indoor ice rinks within a three-hour drive from Virginia Beach. Richmond, with a population of 227K has two indoor rinks.

This indoor facility will provide two National Hockey League (NHL) regulation sized ice rinks under one roof. WFLF's concept is to provide year-round amusement, recreation, and sport as it pertains to ice skating, competitive youth and adult hockey, junior hockey, college hockey, competitive figure skating, travel hockey tournament play, and a practice venue for off season NHL teams. WFLF's approach is to construct the ice center on property acquired from the City of Virginia Beach through a multi-year land lease, plus additional city participation to include incentives associated with the Economic Development Incentive Program (EDIP).

Virginia Beach's only ice rink is a renovated grocery store which became a roller-skating rink and has been a hockey rink for 32 years. Rink deficiencies include:

- Limited capacity/Unable to meet demand. Iceland's single ice sheet severely limits participation youth and adult hockey, recreational and competitive figure skating, and public skating
- The ice surface is smaller than NHL regulation size
- Facility is not compatible for disabled activities such as sled hockey, the most popular paralympic sport. Our sled hockey program is robust but has no room for growth, and is difficult to administer
- The technology to maintain the ice is old and not nearly as energy efficient as modern systems
- No predesigned spectator seating.

The ice sports industry is on the rise in the US. Though there has been a reduction in participation numbers in most youth sports in America, according to USA Hockey, growth in youth and adult hockey participants has increased yearly over the last nineteen years. Hockey is one of only a small number of sports that has consistently grown in recent years. It is still projecting upwards, especially in non-traditional areas such as Coastal Virginia. USA Hockey had 653,474 active members as of 2019.

Warrior For Life Fund [WFLF](#)

From active service to retirement, the WFLF will support our warriors by providing programs and infrastructure that help military families from all service branches cope with the unique challenges of combat, extended deployments, disabilities and the long-lasting effects of war through the game of hockey while ensuring the bond of their service remains unbroken. The

WFLF will memorialize the history and heritage of military service and honor those who have unselfishly given the ultimate sacrifice.

All existing programming at Iceland will align under the WFLF and move to the new facility. Ultimately the WFLF will be the sole entity to own the Warrior Ice Center and facilitate all programming. The entire operation will be foundation based, just as our current organization is.

Our Military

Our military residents participate in ice sports with notably high numbers, especially within the Naval Special Warfare, Navy Explosive Ordnance Disposal, and Navy Diver communities as hockey in particular is helping our community cope with the unique challenges of combat, extended deployments, disabilities and long-lasting effects of service. Participation includes active duty service members from all branches, veterans, and in most cases their children. 60% of our youth and adult hockey players, sled hockey players, and figure skaters are affiliated with the military. A separate executive summary regarding the military is attached.

Design-Greener Rinks

Technique and technology are reshaping the way we think about rink efficiency. Ice rinks across North America are the social and cultural hubs of their communities. The 90,000 sqft facility will incorporate NHL lead green initiatives that were not possible five years ago, and will be built to house two NHL regulation size ice sheets (200'x85') one with a concrete floor that can be covered to be used for non-ice events. One rink will be a showcase arena with approximately 4,000 seats, the other will have seating for 100-200 spectators. A center-hung video scoreboard would be used on the showcase rink and wall-mounted score boards on the second rink. The facility will be built to Paralympic Training Center standards to accommodate the sled hockey community. Other features of the facility would include eight locker rooms (with two larger ones designated for semi-pro/college teams), two referee dressing rooms, a pro-shop/equipment rental stand, restaurant-style concession area, four meeting/party rooms, STEM lab for community and after school programs, a box office and office space. The facility will also serve as an authorized STEM field trip for Virginia public schools.



Figure 1
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Location

The WFLF proposes two potential locations on city held real estate, however, other locations proposed by the city will be given careful consideration. The current proposed locations are:

- Adjacent to the SportsCenter currently under construction at the ocean front
- Immediately next to the Field House at the Princess Anne Athletic Complex

The National Hockey League

The NHL's community based, "Hockey is for Everyone" program provides programming and incentives to communities developing or expanding hockey programs. "The NHL supports any teammate, coach or fan who brings heart, energy and passion to the rink. We believe all hockey programs - from professionals to youth organizations - should provide a safe, positive and inclusive environment for players and families regardless of race, color, religion, national origin, gender, disability, sexual orientation and socio-economic status." The NHL's support of STEM initiatives alone will provide a year-round process to help students become college ready, career ready, and life ready.

The Warrior Ice Center project will also create a pathway for semi-professional and perhaps professional hockey in Virginia Beach. A junior team franchise has already been purchased. Previous efforts at securing minor league, semi-professional, and professional sports teams have not produced a team that represents the city that our citizens have supported. Upon completion of the Warrior Ice Center letters will be sent to NHL teams inviting them to have their Training Camp in Virginia Beach. Hockey has had great impact in locations such as Nashville and Raleigh-Durham, cities that were previously thought of as non-hockey southern locations.

Community Asset

We want our youth to play hockey no matter what neighborhood they live in, what school they go to, and especially if mom or dad are away on deployment or have made the ultimate sacrifice. This project will enable more of our youth to participate in ice sports. Programing for those less fortunate will be incorporated into the business plan. WFLF already has commitments from several charitable organizations and will seek to partner with the public-school system to encourage sport, STEM, and community presence. Summer camps will also provide another activity for our youth and gives parents an activity that keeps kids moving. There is no doubt that future professional and Olympic athletes will be inspired within the Warrior Ice Center.

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