






CITY COUNCIL INFORMATIONAL MEMORANDUM

IM No. 13-06: The Menard Center Projected Income Plan for Fiscal 2014.

Originator: John Combs, Director of Recreation and Cultural Services

Date: Today's Date: 5/29/2013 Agenda of: 5/29/2013 Meeting Date: 6/10/2013

Route to:	Department Head	Signature	Date
	Chief of Police		
	Public Works Director		
	Recreation & Cultural Services Director		5/29/2013
X	Finance Director <i>To Form only</i>		6-7-13
X	Deputy Administrator		6/3/13
X	City Clerk		6/4/13

Reviewed by Mayor Verne E. Rupright: 

Fiscal Impact: yes or no

Funds Available: yes or no

Account name: Advertising & Promotion and Facility Rental Fees.

Attachments:

Attachment A: Narrative (2 Pages)

Attachment B: 2012 List of Events (2 Pages)

Attachment C: Current and Former Advertisers (1 Page)

Summary Statement: The Wasilla City Council has asked for a projection of income for the Menard Center for Fiscal 2014. Included in this report is an outline of a projected income plan and anticipated implementation thereof.



THE MENARD CENTER

JOHN COMBS

DIRECTOR

RECREATIONAL AND CULTURAL SERVICES

Attachment A

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May 28, 2013

2014 Menard Center Income Strategy Report to Wasilla City Council

• Let's Hold on to What We've Got.

It is very important to keep the events and advertisers we currently have (Attachment B). We will not have the State Jamboree here this year, but will in 2015. Also, the State Volley Ball Tournament is going to hold their meets at another location as far as we know. Negotiations are still underway with AK Entertainment as to whether or not they will put on fights at The Menard Center.

We are giving back Tuesday nights to the Men's Soccer Club which has been with us since 2004. This will leave Saturdays and Sundays open for Saturday Night Fights and other events that would do well on Fridays and Saturdays or even Sundays.

• Hosting Events of Our Own.

Friday, May 24, 2013 the Menard Center hosted an End of School Dance for all of the high schools in the Valley. We grossed \$1170.00 with a total of 117 teens attending. This was a good first run for what is needed to host our own events. In addition to inside of The Menard Center, we have plenty of outside area for monster truck rallies, tractor pulls, and, with the addition of fencing, rodeos. We also have a railroad flat-car that can be converted into a stage for concerts and other shows.

• Selling the Under Ice Logo.

We estimate we could command \$5000.00 to place a company logo under the ice for the hockey season. Our ice is much clearer now with the addition of the water softener unit installed throughout the Menard Center. In the past, we have placed the seal for the City of Wasilla under center ice which could barely be seen due to the cloudiness of the ice.

• **Increase Sales of Banner and Dasher Board Ads.**

Enclosed is a list of former advertisers who left the Menard Center following the departure of the Avalanche Hockey Team. Our first effort will be to coax these businesses and other entities back into the fold. The enclosed exhibit shows the list of previous advertisers (Attachment C). The ones with an * are still with us. As you can see, only 7 out of 52 are currently advertising at the Menard Center. We have added or continuing an additional 9 ad exhibits, not found on this list.

• **Event Branding.**

This program is promoting our area, and out of area, markets to adopt an event in exchange for in-house advertising. Kendall Ford Auto Group is already doing this to some extent; although it is for their Kendall Ford Fun Days. We are after others to brand an event that does not have a formal sponsor. A good example is the Men's Soccer Club which runs all Winter but is not sponsored by anyone.

• **Large Corporation Branding.**

We plan to sign a contract with a large corporation in exchange for placing their logo on the outside of The Menard Center. Other advertising inside the building would also be offered. The cost to the corporation will be in the six figure area.

• **Grants.**

There are a number of local, Borough-wide, State, and Federal grants to investigate and for which to apply. I will now have the time to investigate these and make the necessary applications.

END OF REPORT

John Combs

Attachment B
IM 13-06

January 1, 2012-December 31, 2012 Facility events at the Menard Sports Center

1/5/2012 Houston High School Hockey game 7-9pm
1/6/2012 Colony High School Hockey game 7-9pm
1/10/2012 Colony High School Hockey game 7-9pm
1/17/2012 Tuesday Night Fights 7pm-12am
1/17/2012 Houston High School Hockey game 7-9pm
1/19/2012 Wasilla High School Hockey game 7-9pm
1/20/2012 Colony High School Hockey game 7-9pm
1/21/2012 Colony High School Hockey game 3:30-5:30pm
1/21/2012 Valley Legends Concert evening
1/24/2012 Houston High School Hockey game 7-9pm
1/27/2012 Colony High School Hockey game 7-9pm
2/4/2012 Denali Destroyer Dolls Roller Derby – no longer an event here.
2/9, 10, 11/ 2012 State High School Hockey Tournament all day event (8am till 9:30pm)
2/14/2012 Tuesday Night Fights 7pm-12am
2/21/2012 Kendall Ford Family Fun Day 1-4pm
3/6/2012 Tuesday Night Fights 7pm-12am
3/9, 10, 11/ 2012 Youth State Hockey Tournament all day event (8am till 9pm)
3/13/2012 Tuesday Night Fights 7pm-12am
3/15/2012 Kendall Ford Family Fun Day 12-4pm
3/20/2012 Tuesday Night Fights 7pm-12am
3/23, 24, 25/ 2012 Outdoorsman Show Fri 12-7pm, Sat 10-6pm, Sun 10-5pm
3/27/2012 Tuesday Night Fights 7pm-12am
4/3/2012 Tuesday Night Fights 7pm-12am
4/10/2012 Tuesday Night Fights 7pm-12am
4/14/2012 Denali Destroyer Dolls Roller Derby- no longer event here.
4/17/2012 Tuesday Night Fights 7pm-12am
4/20, 21, 22/ 2012 Today's Women Show Fri 2-7pm, Sat 11-6pm, Sun 11-5pm
4/24/2012 Tuesday Night Fights 7pm-12am
4/27, 28, 29 Mat-Su Home Builders Show Fri 12-8pm, Sat 10-6pm, Sun 11-4pm
5/3, 4, 5/ 2012 USA Wrestling Tournament All Day event
5/15-18/2012 High School Graduations 1-4pm, 7-10pm
10/2/2012 Tuesday Night Fights 7pm-12am
10/ 5, 6, 7/2012 Fall Home Show Fri 2-7pm, Sat 11-6pm, Sun 11-5pm
10/9/2012 Tuesday Night Fights 7pm-12am
10/16/2012 Tuesday Night Fights 7pm-12am
10/23/2012 Tuesday Night Fights 7pm-12am
10/25/2012 Kendall Ford Family Fun Days 10am-2pm
10/30/2012 Tuesday Night Fights 7pm-12am
11/3, 4/ 2012 Mat-Su Market Place Craft Fair Sat 10-6pm, Sun 11-5pm
11/8, 9, 10/2012 State Volley Ball Tournament 8am-9pm- no longer have this event.
11/13/2012 Tuesday Night Fights 7pm-12am

11/15, 16, 17/2012 Menard Invite Hockey Tournament 12:30-9:15pm daily
11/20/2012 Tuesday Night Fights 7pm-12am
11/21/2012 Houston High School Hockey game 7-9pm
11/ 23, 24, 25/2012 Adult Hockey Tournament Fri 5pm-9:45pm, Sat 8am-9:45pm, Sun
8am-12:45pm
11/23, 24, 25 Youth Soccer Tournament Fri 8am-10pm, Sat 8am-10pm, Sun 8am-7pm
11/27/2012 Tuesday Night Fights 7pm-12am
12/4/2012 Tuesday Night Fights 7pm-12am
12/4/2012 Houston High School Hockey game 7-9pm
12/6/2012 Colony High School Hockey game 7-9pm
12/7/2012 Colony High School Hockey game 7-9pm
12/8/2012 Colony High School Hockey game 3:30-5:30pm
12/8, 9/2012 Grouse Ridge Rangers Gun Show Sat 10-6, Sun 10-5pm
12/11/2012 Tuesday Night Fights 7pm-12am
12/18/2012 Tuesday Night Fights 7pm-12am
12/27/2012 Kendall Ford Family Fun Days 12-4pm

****High School Hockey games change every year- these are the games we had for 2012.**

Attachment C
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Business Name	Banner/Dasher	Amt paid	Notes
ASAA	Banner		
A&W	Dasher	700.00	
AK Waste	Banner	850.00	
Alaska Indoor Sports	Banner	850.00	
All About Herbs	Banner	722.50	
Anchorage Daily News	In Ice Logo	4,320.00	pd credit to spirit
Brown's Electric	Dasher	700.00	
Carpenters Union *	Dasher	700.00	
Cederholm Insurance *	Dasher	700.00	
Cellular one	Banner	1,500.00	Owe spirit credit 750.00
CottonWood Creek Mall	Dasher	700.00	
Curtis Green-State Farm	Dasher	700.00	
Dave Tuttle Insurance *	Dasher		
Denali Fitness	Banner		
Diversified Tire	Dasher	700.00	
Dr. Martin	Dasher		
Elks	Dasher		
Frontiersman	Dasher		
Geneva Woods	Dasher	1,400.00	pd credit to spirit- says banner on ck stub
Grandview Inn	Dasher	700.00	
Great AK Pizza Co.	Banner	850.00	
H&K Sheet Metal Fabricators	Dasher		
Iditarod Masonry	Banner	850.00	
Jack Duclos	Banner	850.00	
Jolt Const.	Banner	750.00	
Kentucky Fried Chicken	Dasher	630.00	
Larson Chiropractic	Banner	850.00	
Lee Mitchell	Banner	850.00	
Lee Realty	Dasher	700.00	
Linda Brandon-State Farm *	Banner	637.50	
Manny Escabedo	Banner		
Matsu College	Dasher		
MatValley Federal Credit Union*	Banners	2,800.00	pd credit to spirit- says 2 dasher/banner on ck
Mr. Lube *	Dasher		
MTA *	Dasher		
National Guard	Banner		
Postnet	Dasher	700.00	
Q99.7	Dasher/Banner		
Robinson Millwork	Dasher		
Sign King	Dasher		
Spnard Builders Supply	Banner		
Subway	Dasher-2	1,400.00	
T&J Gravel	Banner	700.00	
The Carpetmen	Banner		
The Great Bear Brewing Co.	Banner	850.00	
Tru Built Const.	Dasher	700.00	
Valley Car Rental	Banner		
Valley Refuse	Banner	541.64	
Valley RV Center	Dasher	700.00	
Valley Urology	Dasher	700.00	
W. Fernandez	Banner	408.33	
Wilder Const.	Dasher	700.00	