

## **Should your community consider an outdoor skating rink? The answer is YES!**

The skating industry has seen tremendous growth and increased popularity for people of all ages, all over the country. Millions of skaters head out to a rink in a given year and communities and neighborhoods are taking advantage of this opportunity. Rink Systems has been proud to partner with many cities, neighborhoods and even private residents to bring outdoor rinks right outside the backdoor. From the simplest to the most detailed dasher board designs, RSI can help you with your ideas and budget. We will see your project all the way through from planning, building, installing, and finally to opening day. Why is our answer YES to building an outdoor rink? Your community will see endless possibilities; here are just a few reasons and tips to get started!

### **Connecting Communities**

More community partnerships will increase success and commitment. The process for investing and planning for an outdoor dasher board system may require the collaboration of many community members. From gathering ideas, preparing, volunteering, and even raising funds, it can bring adults and kids together to see this project through from start to finish. Belonging and giving back will go beyond the planning stages and pride in the accomplishments will keep people involved in the long-term.

### **Increasing Jobs**

Outdoor rinks create economic growth and thus create new jobs for many different people of all ages and abilities. From volunteers, instructors, retired individuals, teenagers, and full-time staff, community members can join your team and make a difference.

### **Boosting Revenue**

You can offer more than just public skating at your outdoor rink. Market your rink with specific ages in mind to increase profitability. Skaters of all abilities will take advantage of your sheet of ice in more ways throughout the season.

- Offer rental skates and sell skates
- Teach private and group lessons
- Bring in amateur adult and children leagues
- Offer exercise classes incorporating skating
- Focus on special groups like hockey teams
- Sell food and beverages
- Warm up with arcade games
- Provide rental space for hosting parties
- Offer local advertising and sponsorships
- Bring in special events



### **Increasing Physical Fitness/Decreasing Stress Relief**

Skating on a regular basis improves your health and overall fitness levels; endurance, balance, flexibility, and it's an excellent cardio workout that will build strength and muscle tone. Spending

time outside is also known to reduce tension and lower stress levels. Whether your skaters are hockey fans, skate competitively or just enjoy an afternoon on the ice, it's a perfect way to improve health and relieve daily stress of school and work. Socially, it gives many the opportunities to connect with their community and friends in a fun, outdoor environment.

### **Keep Skaters Coming Back**

- Keeping the area around your rink clean and attractive is important. Generally rinks are used by younger people but parents are those investing in your business. First impressions are long lasting.
- Stock for enough rental skates and in a variety of sizes based on your market demographics. Plus, don't forget your adult and child skate trainers.
- Plan to spend adequate hours weekly on preventive maintenance and checking the condition of your ice routinely.
- Plan to spend time daily cleaning high usage areas.
- Post rules and enforce them for safety.

### **Building It to Last**

Rink Systems has been building outdoor rinks since 1995. We bring our signature, quality dasher board systems to cities, neighborhoods, local parks, private backyards, shopping centers, and open community spaces during the holiday seasons. We offer several portable or permanent systems that are all customizable:

- Glass Rail – ideal for outdoor recreational skating rinks
- Ice Lock – designed with more portability in mind
- Extreme Pro – suited for community inline/ice rink
- Legacy Pro - ultimate dasher board system for backyard and community rinks

***Let's get started! Skating, playing, and enjoying the ice outdoors.***

