ARENA ADVISORY MEETING MINUTES

Thursday October 22, 2026 Everett Arena 8:00 AM

Roll Call

Present: Mike Gfroerer; Councilor Stacey Brown; Dan Arndt; Tom Champagne; Joe Farrelly; Jed Merrow; Claire Gruenfelder; Councilor Kris Schultz; General Services Director Jeff Hoadley; Public Properties Superintendent Jay Burgess; Arena & Properties Manager Jeff Bardwell; Arena Supervisor John Andersch

Absent: Nick Wallner

Guest: Concord Youth Hockey Treasurer Wes Riley

Meeting called to order at 8:02 AM

FY2026 Budget Recap

The Arena Manager briefed the committee on the FY2026 Budget. The city auditors have not completed the review for the city so the numbers discussed are an unaudited version.

Estimated Pro Shop revenue is $45,553, $4,447 less than budgeted. This is attributed to less fall youth hockey games and an aggressive budget number for FY2026. Estimated Concession revenue is $105,371, $10,371 more than budgeted. This is attributed to additional games with a newly created JV High School League and increases in item pricing. Estimated Ice Rentals and Public Sessions revenues is $494,549, $9,711 less than budgeted. This is attributed to less fall rentals and only 1 of 4 high schools advancing to playoffs. The arena has been working with Concord Youth Hockey Association in reprogramming some of their ice allocation creating a JV High School League and is still working on backfilling hours for the fall.

Estimated Facility Rentals (events) is $78,220, $4,480 less than budgeted. This is attributed to one less spring show.

Councilor Brown asked if the Concession income was gross or net income. Arena Manager Jeff Bardwell explained that it was gross revenue and that the net was approximately $30,000. Discussion took place on Snack Bar and Pro Shop revenue. Private vendors use to run both. The last Concession vendor paid approximately $10,000 per year and last Pro Shop vendor paid approximately $5,000 per year. Superintendent Jay Burgess explained that by taking both operations in house the arena not only increased revenue but customer service as well.

Councilor Brown asked how much the arena advertising revenue was for FY2026. Arena Manager Jeff Bardwell explained that it was $31,000. Discussion took place on advertising, the arena is currently partnered with Black Ice Pond Hockey who sell the ads, coordinate production and delivery. The arena removes and installs the ads. Councilor Brown asked if there was an MOU with Black Ice Pond Hockey. Arena Manager Jeff Bardwell explained that yes there is an MOU managed through Purchasing. Discussion took place regarding advertising prior to partnering with Black Ice Pond Hockey where the advertising revenue was approximately $7,000.

Arena operational expenses were close to budgeted amounts except for electricity and natural gas which combined were over by 13,859. The arena kilowatt usage for FY26 was 1,060 Kw less than FY2025, the Arena Manager will follow up with the Finance Department and report back at the December meeting on the utility usage. Arena debt service is $97,847 and overhead is $93,256. The Arena Proforma for FY2026 is estimating a total revenue of $756,593 and a total expense of $899,243 for a projected net of ($142,650). Most of the shortfall will be covered by the arena reserve fund.

FY2027 Budget

For FY2027 sales and operations revenue is projected at $785,218 with approved fee increases. Revenue from the transfer in line item is $170,000 for a total projected revenue of $955,218. FY2027 expenses are projected at $943,440. In 2018 the Arena, Golf and Solid Waste funds were transferred from enterprise funds to special revenue funds to allow for assistance from the general fund if needed. FY2027 is the first year that the arena is budgeted for a transfer in from the general fund.

Mike Gfroerer commented that the proforma's are hard to read. Arena Manager Jeff Bardwell explained that the proforma is only a means of projecting funds forward and that the estimate column for FY2026 are not the final numbers for that fiscal year as the proformas are prepared in the spring budget season. Discussion took place on the proforma and the committee reviewed arena actual revenue and expense summaries for FY2015 to FY2025. From 2015 to 2019 revenues kept pace or were better than expenses. The arena has struggled starting with COVID impact in 2020-21 for both revenue and expenses. In 2024-25 revenue was again impacted with youth hockey not purchasing as many rental hours. Equipment and project costs continue to be high which continue to impact the expense side of the budget.

General Services Director Jeff Hoadley commented that the arena is near the top of the market for fees and that the prime hours for ice are mostly rented so additional revenue will need to come from other sources. Discussion took place on other revenue sources such as concerts, outside lot food vendors, kayak rentals, etc.

Arena Manager Jeff Bardwell commented that the arena also brings in less tangible income to the city with the games, tournaments and events it hosts. Since the start of the spring show season the arena has been tracking attendance with the help of the event promotors. For the spring and summer events the arena had over 20,000 attendees, also promotors reported booking 480 hotel rooms in the Concord area. In the spring, the arena received an email from the regional manager for Buffalo Wild Wings across the street from the arena. He requested a comprehensive schedule of tournaments and events as they significantly impact their business. Superintendent Jay Burgess added that he contacted both Plymouth State and UNH cooperative extension to see if they could assist with an impact study to show the effect the arena has on the community.

Refrigeration Project
Superintendent Jay Burgess briefed the committee on the project status. Milestone Construction will be handling the new building that will house the refrigeration package and the RFP for the refrigeration package is in final review and will be awarded within two weeks. Councilor Brown asked if there was an RFP for the construction of the new building. Superintendent Jay Burgess explained that this was under the City's Construction Management RFQ with Milestone Construction and PC Construction. Councilor Brown asked when the Construction Management RFQ was established, Superintendent Jay Burgess explained that it has been in place for several years. Councilor Brown commented that she did not support the bonding for the refrigeration project.

Tom Champagne asked what impact the Loudon Bridge project will have on the arena and if there was a timeline when the project would start. Superintendent Jay Burgess explained that the project is being run by the City Engineer and that we do not have a start date. The project will have a significant impact as the road will only have two lanes to handle east and west traffic in that area.

Mike Gfroerer made a motion to adjourn, Joe Farrelly seconded the motion, there was no further discussion, motion passed unanimously.

Meeting adjourned 9:10 AM.

Respectfully Submitted,

Jeffrey R. Bardwell
Arena & Properties Manager