



ARENA LEGACY FUND



A Legacy Built
One Brick at a Time

HERMANTOWN
ARENA LEGACY FUND

WELCOME

TO THE HERMANTOWN ARENA LEGACY FUND

The Hermantown Arena Legacy Fund is a community based non-profit organization, created by Hermantown community members to provide financial support for the 2024 Hermantown Arena Facilities expansion.

The Hermantown Arena has been an area landmark and home to over 34 youth boys and girls Hermantown Amateur Hockey Association teams annually, the Hermantown Hawks Varsity & JV teams, and the Proctor-Hermantown Mirage Varsity & JV teams.

In addition to these teams, the arena has been a gathering place for hockey fans, community members, school district physical education classes, adult hockey leagues, broomball leagues, fitness organizations and hockey camps.

The demand for ice time has far exceeded the hours available in a day for some time. Community members and youth teams have frequently needed to seek out arena facilities in neighboring communities to keep local programs and activities running.

When a proposal came forth to expand the current Hermantown Arena to a facility with a second sheet of ice, Hermantown voters showed their support by electing to increase the city sales tax rate to contribute to the project.

The next step is bridging the remaining funding gap needed to construct and outfit the facility. The Arena Legacy Fund is working to raise the remaining capital needed through grant funding, corporate partnerships, and private donations.

Consider this an invitation to take part in creating one of our greatest community assets.

The Hermantown Arena Legacy Fund is committed to the development of our youth and community through financial support of the Hermantown Arena facilities construction.



An estimated 2.3 million is brought into the local economy by hockey families every year.



“There is no power for change greater than a community discovering what it cares about.”

-Margaret J. Wheatley



CORE VALUES

Core Values are defined as an organization's fundamental beliefs and highest priorities that drive behavior.

The Hermantown Arena Legacy Fund has adopted the following core values:

United Pursuit

Hard Work

Community

Perseverance

Tradition

Commitment

Integrity

Sportsmanship

Our core values stem from the hockey programs that built our community and the standards Hermantown coaches set for their players.

These values have been taught and engrained in both our youth and high school programs in order to set the tone and environment for everything we do. It's part of our culture.

To promote these values we are offering the opportunity to sponsor a core value. Sponsorships will be reflected on a plaque in the arena lobby.



In the 2022-2023 season, the Hermantown Arena was home to over 34 youth hockey teams.



UNITED PURSUIT



TRADITION



HARD WORK



COMMITMENT



COMMUNITY



INTEGRITY



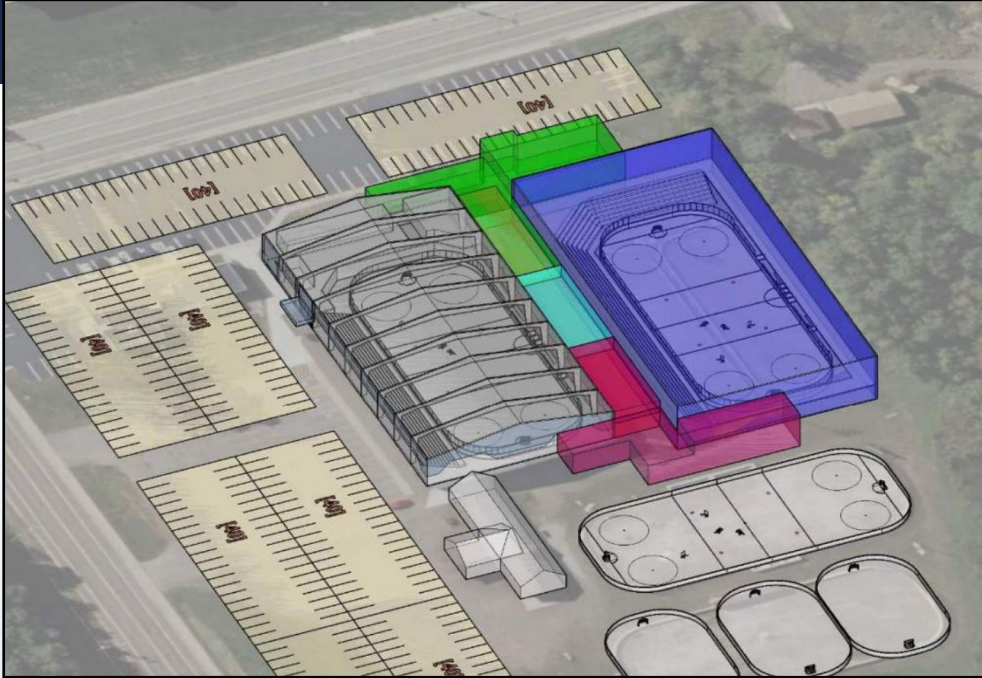
PERSEVERANCE



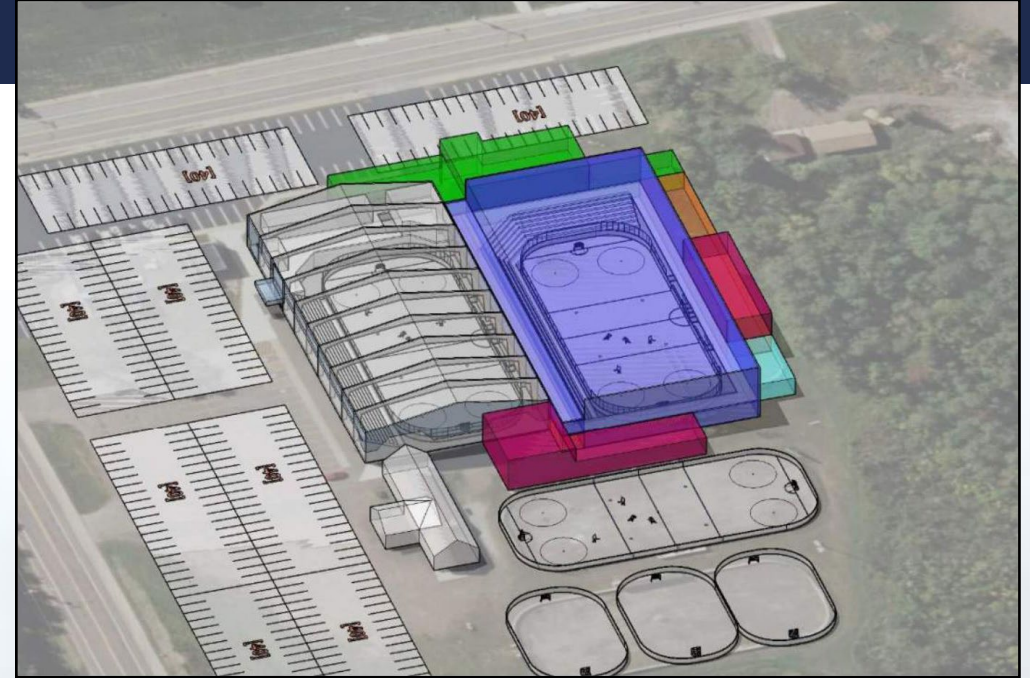
SPORTSMANSHIP

NORTHSTAR FORD ARENA

DESIGN PLANS 1 & 2



DESIGN 1



DESIGN 2



CORPORATE SPONSORSHIP OPPORTUNITIES



New Scoreboard
Zamboni – 1
Zamboni – 2
Concession
Weight Room
Press Box Existing
Hawks Boys Varsity Locker Room
Mirage Girls Varsity Locker Room
Existing Scoreboard – 1
Existing Scoreboard – 2
Alumni Wall
Youth Locker Rooms

ARENA SEAT & BRICK SPONSORSHIP

“Leave Your Legacy”

- CORE VALUE BANNERS
- LARGE COMPANY BRICK W/LOGO
- COMPANY BRICK
- INDIVIDUAL SEAT PLAQUES & BRICK
- INDIVIDUAL BRICK



COMMUNITY IMPACT



Over 700 current Hermantown Elementary students will have the opportunity to utilize arena facilities for their physical education classes.



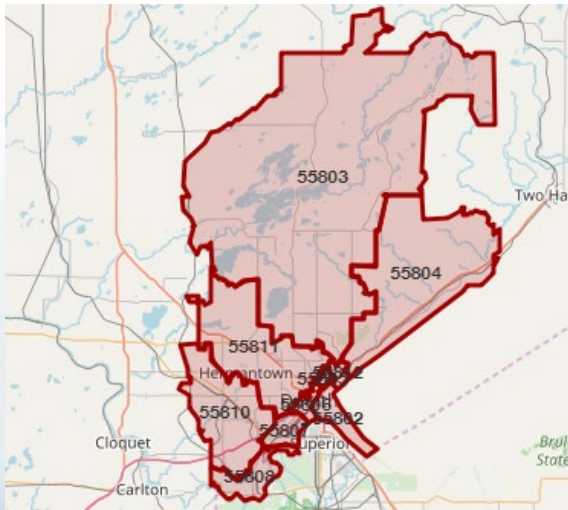


Figure 1. Study Area Zip Codes

The geographic scope for this economic impact analysis are the cities of Duluth, Hermantown, and Proctor. All estimates and figures shown in this report reflect the specified tri-city study area.



Creating Jobs and Stimulating Local Economy

Table 1 shows the current and projected economic impact of the standard arena operations. In 2019, the operations of the ice arena contributed over \$1.2 million in output, employed 20 people, and added more than \$450,000 in labor income to the study area's economy. If the expansion is built with a second rink, it is estimated that the economic impact of the ice arena's operations could increase to more than \$2.0 million in output and 28 employees.

Current and Projected Economic Impacts from Hermantown Hockey Operations (in millions)

Impact Type	Employment	Labor Income	Value Added	Output
Current	20	\$0.5	\$0.7	\$1.3
Projected	28	\$0.7	\$1.0	\$2.0

SOURCE: IMPLAN

Table 2 shows the current and projected impacts for Hermantown hockey games and tournaments played at either the Hermantown Arena or at other arenas within the study area. In 2018-2019, visitors coming to the study area for the purpose of Hermantown hockey games and tournaments supported 43 jobs in the study area, added \$1.1 million in labor income, nearly \$2.0 million in value added spending, and \$3.5 million in output. With the addition of a second rink, those numbers could potentially increase to 57 jobs, \$1.6 million in labor income, \$2.8 million in value added spending, and \$5.0 million in output.

Table 2. Current and Projected Economic Impacts from Games & Tournaments (in millions)

Impact Type	Employment	Labor Income	Value Added	Output
Current	43	\$1.1	\$1.9	\$3.5
Projected	57	\$1.6	\$2.8	\$5.0

SOURCE: IMPLAN

During the construction of the ice rink expansion, there will also be a temporary economic impact from the increased economic activity related to construction. The project is expected to create roughly 280 jobs per year for the two-year period. Over the two years, construction of the new arena will contribute \$13.3 million to the local GDP and \$25.1 million in output.

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