

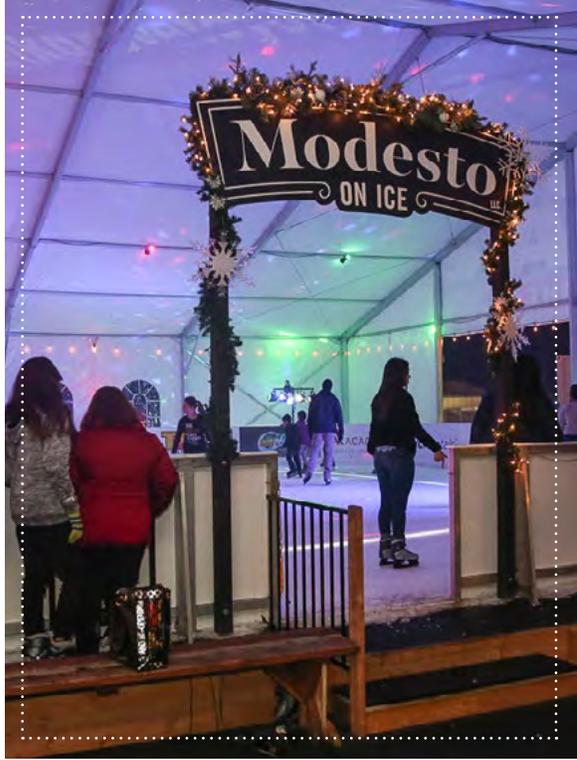


The Possible Home
of Salem's Seasonal
Ice Rink!

SALEM ON ICE.



A peek
at Our Rink
in Modesto,
California



MODESTO ON ICE

brought to **LIFE**

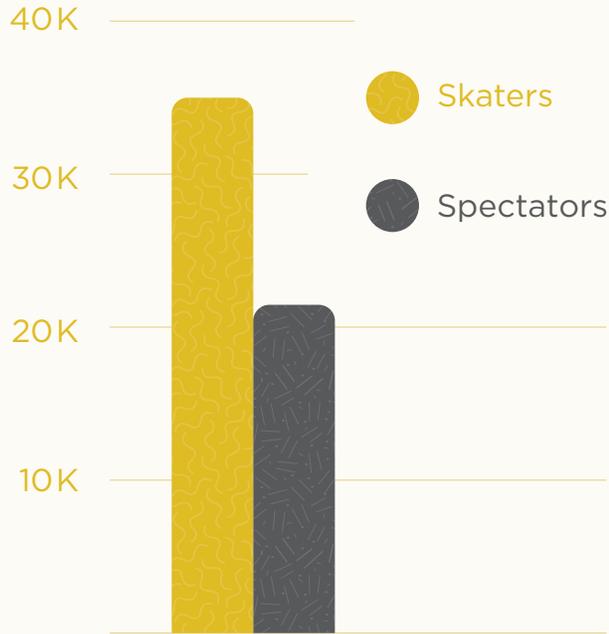


It was early in 2015 when Troy Acor, along with Andrea and Jerome Murray, conceived the idea of building an ice skating rink in Modesto. The concept of ice skating was not new to Modesto, but it had been two generations since it existed, and the current generation only experienced it locally on a small block of plastic at the mall – hardly ice skating. This was something so new in fact that it took months and months for the City of Modesto to approve the plan to put it in the heart of Downtown Modesto, creating a much smaller window in which to create this seasonal winter wonderland. It was nothing short of a minor miracle to make the inaugural season happen on time, but through diligent teamwork, a dedicated partner in the City, and droves of excited community members who couldn't wait to experience true ice skating for the first time in their lives in their hometown, the idea came to life.



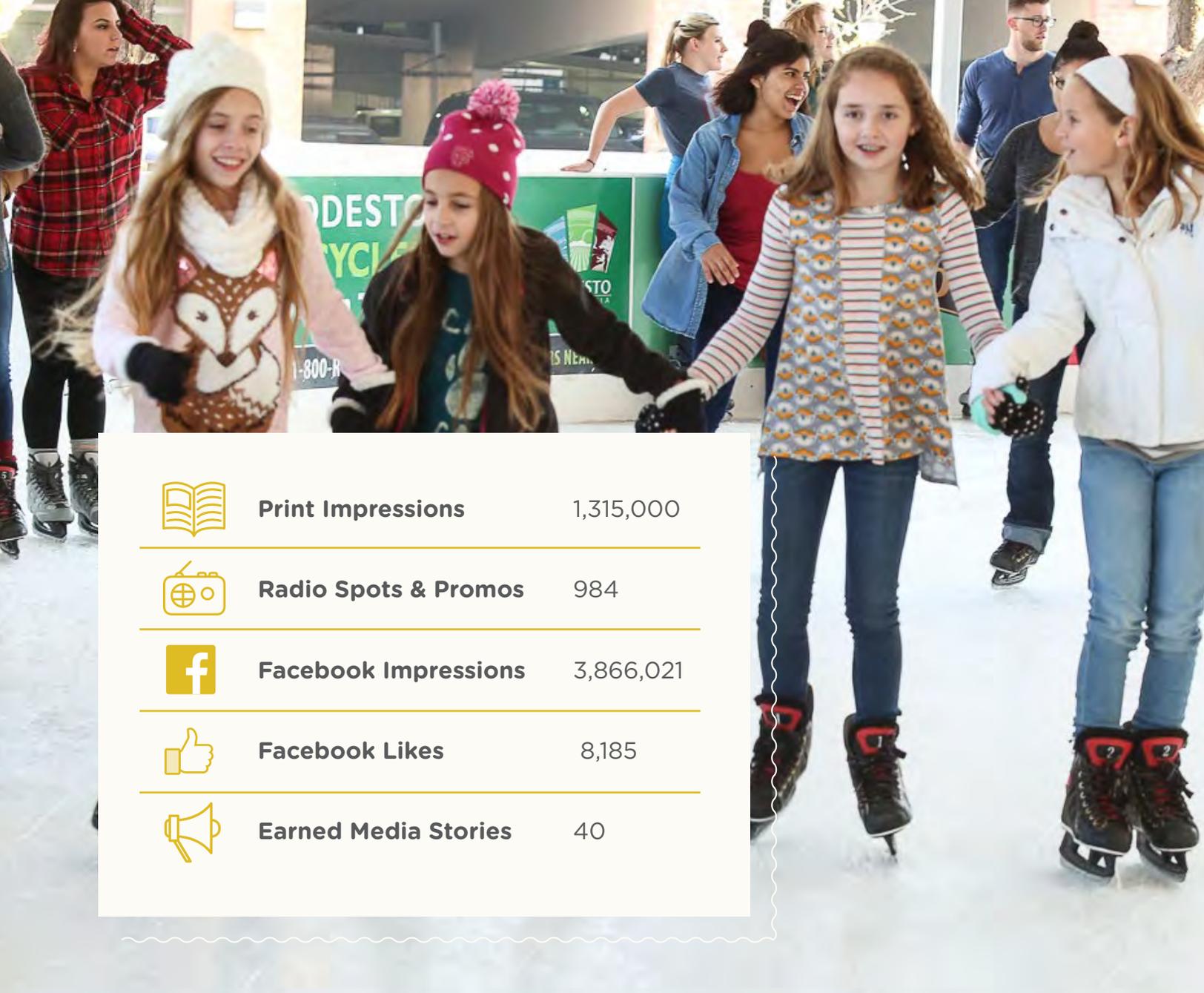
A *year* IN REVIEW AT MODESTO ON ICE

2015-16 Attendance



Modesto	58%
< 10 Miles	26%
11-50 Mile	8%
50-100 Miles	1%>
100 Miles in State	1%
Out-of-state	1%
Unknown	5%

 131 PARTIES	 2 MARRIAGE PROPOSALS	 7 VISITS BY SANTA CLAUS
 6,164 CUPS OF HOT CHOCOLATE	 1 VISIT FROM MINNIE AND MICKEY MOUSE	 1 VISIT FROM THE GRINCH
 56 GROUP AND PRIVATE SKATING LESSONS	 12 SCHOOL AND COMMUNITY FUNDRAISER SESSIONS	 3 VISITS BY DISNEY PRINCESSES ON SKATES



Print Impressions

1,315,000



Radio Spots & Promos

984



Facebook Impressions

3,866,021



Facebook Likes

8,185



Earned Media Stories

40

What a Ride! Season one of Modesto On Ice was full of twists and turns, glides and slides, but when it was all said and done, our inaugural season was an unequivocal success by all measures. The numbers outlined in the previous stats section do not even begin to tell the story, as the smiles, falls, laughs, selfies, and hugs were too numerous to

count. The number of fathers holding the hands of their daughters, and adults who put on skates and got on ice for the first time in their lives... These are the moments we've continued to create every day as we've moved through our second season.



In our second season, we were intent on doing more with this wonderful venue anchored into Modesto's downtown for two months, and boy have we. A sampling of our calendar has included:

DoMo discount day A collaboration with the Downtown Modesto Partnership to promote Tuesdays in Downtown Modesto with restaurants, Brenden Theaters, and even a hair salon providing discounts as incentives to spend Tuesdays in Downtown Modesto!

Hockey games! On multiple occasions we have turned the rink into a venue for stick and puck action for the hockey players in the community, and it has been a great event each time.

Modesto on Ice's
New Years Eve
Celebration



#GivingTuesday free skate We joined forces with the Society for Disabilities on November 29th to provide free skating for the beautiful kids in their program able to enjoy the rink.

Wednesday theme nights We've generated excitement around theme nights such as an Ugly Christmas sweater party, Princess Party, Mascots on Ice, and more!

NYE skate to midnight A special late night skate from 10pm through midnight for New Year's Eve to create a magically memorable New Year's Eve complete with balloon drop and a complimentary cider toast at midnight, music and games.

[Click to View Links](#)



Princesses on Ice

Modesto On Ice Presented by Modesto Subaru added 3 new photos.
 Published by Reggie Rucker | 7 | · November 21, 2016 · 🌐

Tuesday's the new Friday in Downtown Modesto. It's DoMo Discount Day with discounts sprinkled throughout downtown. We have \$8 skates until 5:30pm (use the promo code DOMO when you buy online, or get discount at the door) and Brenden Theatres Modesto 18 has \$5.00 movies all day. Fuzio Universal Bistro, Skewers, Ralston's Goat, Subway, Commonwealth, Loards ice cream and sandwich shop and Jamba Juice are all offering 20% off signature items, and even Erin Milan Salon And Spa is doing 20% off cuts, colors, balayages, and facials. Come downtown Tuesdays to get over your Mondays and have some mid-week fun!



13,233 people reached

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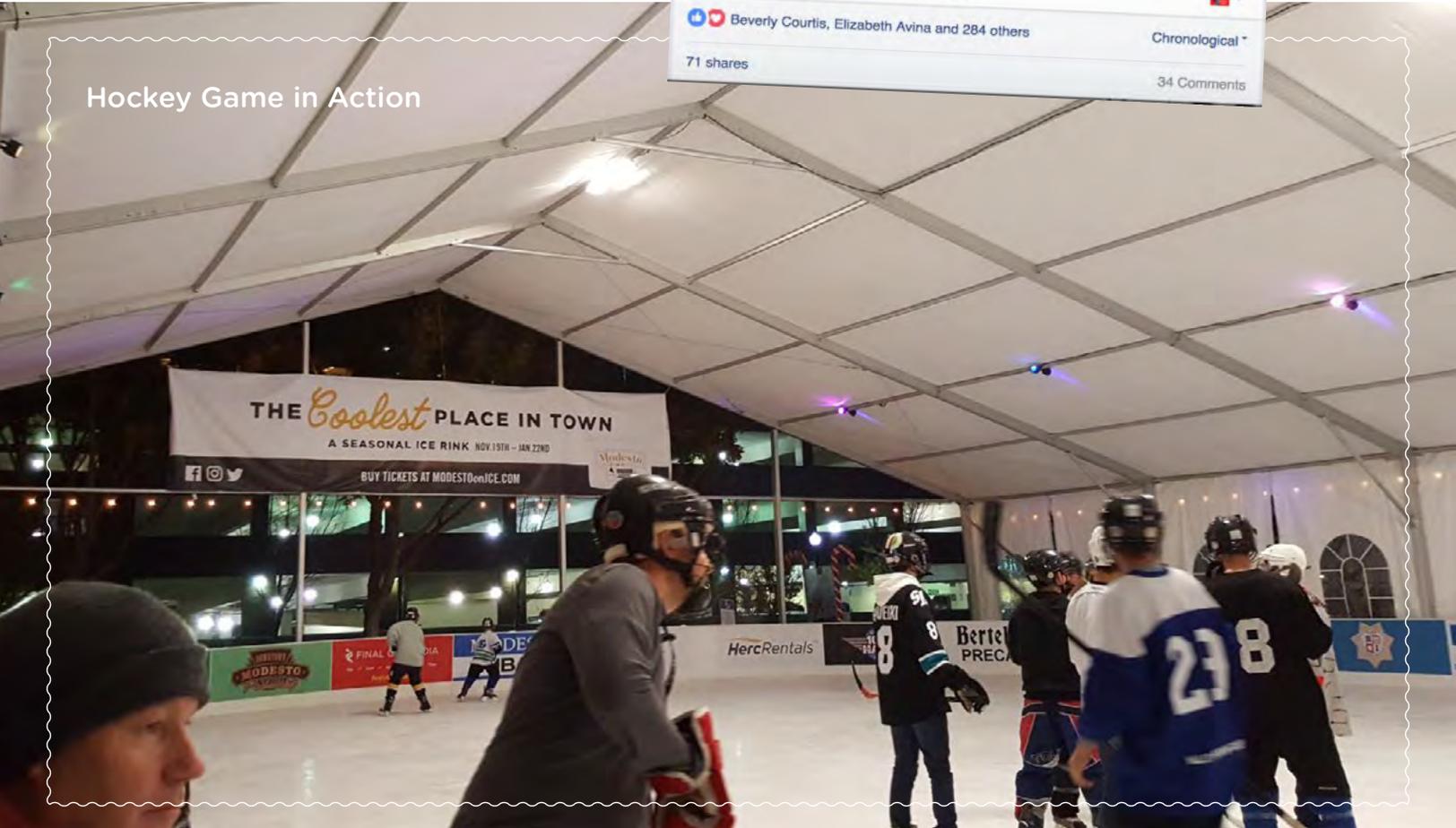
Beverly Curtis, Elizabeth Avina and 284 others

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Chronological

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Hockey Game in Action



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2016-17 SEASON SPONSORS

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Brenden Theaters • City of Modesto • **City of Modesto Recycling Division** • City Signs
Commonwealth • Cumulus Media • **DoubleTree by Hilton** • Downtown Modesto Partnership
Final Cut Media • **Fiscalini Cheese** • Fit Body Bootcamp • **Fresh Ideas Flower Company**
Gallo Center for the Arts • **Get Fit Modesto** • Herc Rentals • **Modesto Subaru** • ModestoView
Noah's Spring Water • Rank Investigation Protection • **Stockton Heat Hockey**
Studio V Pilates & Fitness • **The Modesto Bee** • Titan Crane & Rigging, Inc. • **TSM Insurance**
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Rodin Ranch Farmers Market • SaveMart Supermarkets • **Solid Networks** • United Rentals
Village Baking Company



IMAGINE *the*
POSSIBILITIES



Estimated Total by Population

Age 0-4	7.31%	7.22%
Age 5-9	6.95%	6.67%
Age 10-14	6.51%	7.54%
Age 15-17	4.02%	4.64%
Age 18-20	4.47%	4.32%
Age 21-24	5.92%	6.11%
Age 25-34	14.86%	14.15%
Age 35- 44	12.58%	12.30%
Age 45-54	12.77%	13.26%
Age 55-59	6.12%	6.40%
Age 60-64	5.71%	5.13%
Age 65-74	7.05%	6.55%
Age 75-84	3.73%	3.86%
Age 85 + Over	2.00%	1.87%

Economy

Unemployment Rate	5.60%	9.00%
Recent Job Growth	3.49%	2.16%
Future Job Growth	41.38%	35.32%
Sales Taxes	0.00%	7.63%
Income Taxes	9.00%	8.00%
Income Per Cap.	\$23,201	\$23,034
Household Income	\$46,273	\$47,607
Family Median Income	\$55,665	\$55,289

Climate

Rainfall	54.6"	15.2"
Snowfall	6.2"	0"

Key  Salem  Modesto

We're excited about the possibilities of bringing this winter experience to your Riverfront Park.

The setting would be ideal in your beautiful park, and the degree to which the economics of Salem mirrors Modesto, with the biggest difference being Salem's higher rates of employment, makes for a promising match. It doesn't hurt that Salem is comfortable with real winters, so weather won't be the same deterrent that it can be in Modesto when there's even a hint of rain!

Salem's population also makes it a good fit based on the success of Modesto On Ice. While Salem is slightly older than Modesto with the median age being 0.6 years older, Salem actually has a higher percentage of 18-20 year olds in its population, which is a key demographic for us. This is particularly significant during the holiday period when students are home for winter break. The two nearest state universities within 50 miles of Modesto On Ice don't account for half of the students that attend OSU alone.