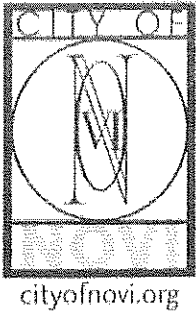


# MEMORANDUM



TO: CLAY PEARSON, CITY MANAGER  
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS *SW*  
RANDY AULER, DIRECTOR, PARKS, RECREATION & CULTURAL SERVICES *RAuler*  
SUBJECT: NOVI ICE ARENA – PROMOTION/PROGRAMS/HAPPENINGS  
DATE: AUGUST 26, 2008

*8/26/08*  
*To: Mayor (1/17)*  
*Council Members*  
*FR.*

The following is a preview of the programs, leagues and events planned for FY 2009/2010:

### Fall/Winter Adult Leagues

Registration is underway, with the league beginning September 9. The league will run through spring 2010, with play six nights a week.

### Learn to Skate

The next session of Learn to Skate starts September 15. Learn to Skate classes run throughout the year, divided into seven sessions. The program is promoted through flyers at elementary schools in Novi and Northville, Engage!, and Novi television. A Learn to Skate Open House is scheduled for this evening at the Ice Arena, including free open skating, lessons and registration for the upcoming class.

### Falling Leaves Classic Figure Skating Competition

The Skating Club of Novi (SCN) will again host this fall competition. Skaters from across Michigan come to the arena to compete. The SCN coordinates the marketing, registrations and promotions. The event is scheduled for October 10 from 7 a.m. to 7 p.m..

### NYHA Game Day

The Novi Youth Hockey Association (NYHA) will hold the annual Game Day on November 7. All NYHA teams will be playing games that day, along with other fun events. \*

### Manon Rheaume Invitational

Titan Sports (Suburban Sports Tournament Arm) and Manon Rheaume have partnered to host a high-level girls travel tournament on November 12-15 at Suburban Ice – Farmington Hills and the Novi Ice Arena. Promotions and registration for this first-ever event are being coordinated by Titan Sports. Teams will be represented from across the region and Canada.

### Metro Invitational

A premier event for high school hockey, the Metro will bring together 10 teams from across Michigan to compete in a two-game showcase event at the Novi Ice Arena on November 20 and 21. \*  
Advertisements will be secured with local papers, as well as Michigan Hockey, for event promotion.

### Hockey Day in Michigan

For the third consecutive year, the Novi Ice Arena along with other arenas across the state will celebrate the game of hockey on January 30. The event will include a "Have Fun, Play Hockey" clinic to introduce new players to the game along with a free skills competition for current players to enjoy. The event will be promoted through Engage!, websites, and invitations to players.

### **CCHA Kids College Classic**

The CCHA, in partnership with the Novi Ice Arena and Suburban Ice – Farmington Hills, will again host the Kids College Classic the weekend of the CCHA Playoff Finals, March 19 to 20. The Tournament is for Squirt and Pee wee house and travel teams from across the state and region.

### **Novi Showdown Spring Youth League**

The Novi Ice Arena staff will coordinate the team registered division of the Showdown Spring League. The league begins in mid-April after Spring Break. New this year will be the addition of a 3-on-3 league during the spring as well. The leagues are promoted through the NYHA, local newspapers and publications, websites and Novi television.

### **Spring Adult Leagues**

Spring Leagues will begin in mid-April. Planning and marketing begin in early March as this is a much shorter season than the fall/winter.

### **Skating Club of Novi Ice Show**

Each year, the SCN hosts an ice show for figure skaters and learn to skate participants. This year's event is scheduled for April 23-24. The event is showcased in its entirety on Novi television, with program production by SWOCC.

### **Open Skating**



Open skate is available daily. During busier fall/winter months, special theme skates are offered once a month and include raffles, prizes and discounts.

### **High School Hockey**

Novi and Northville begin their seasons in November. Each team plays approximately 10 home games throughout the season. The Novi Ice Arena will host the Regional and Quarter Finals for Division 2 (Novi) and the Regional Final for Division 1 (Northville).

If you have any questions, please let us know.