



Westchester County

Board of Legislators

Government Operations Committee

Playland Ice Casino
January 29, 2013

ASEC Credentials

- ASEC is the leading independent owner/operator of ice skating facilities in the United States.
- ASEC owns and/or manages 14 facilities including 2 of the most successful in the country – WSA and TSC
- Experienced Management Team and Board of Directors
- Financial Strength – strong operating/financial track record and conservative balance sheet
- Customer Service – ASEC serves over 1 million hockey players and skaters annually
- Program Development – Largest Learn-to-Skate and Learn-to-Play Hockey schools in the U.S.

Credentials: ASEC Facilities

<u>Facility</u>	<u>Location</u>	<u>Description</u>
Westchester Skating Academy	Westchester County, NY	2 NHL Rinks
Ice at the Galleria	Houston, TX	1 public/figure skating rink
Polar Ice House - Grapevine	Grapevine, TX	2 NHL Rinks
Polar Ice House - Wake Forest	Wake Forest, NC	2 NHL Rinks
MVP Sports at the Factory	Wake Forest, NC	Indoor soccer, basketball, etc.
Polar Ice House - Cary	Cary, NC	1 NHL Rink
Polar Ice House - Garner	Garner, NC	1 NHL Rink
Raleigh Winterfest	Raleigh, NC	Seasonal Outdoor Rink
Toyota Sports Center	El Segundo, CA	3 NHL Rinks (LA Kings/ Lakers)
LA Galaxy Soccer Center	Torrance, CA	Indoor Soccer and Volleyball
Holiday Ice at LA Live	Los Angeles, CA	Seasonal Outdoor Rink
Gaylord National Hotel ICE!	National Harbor, MD	Seasonal Outdoor Rink
The Rink at Skyline Park	Denver, CO	Seasonal Outdoor Rink
The Rink at CityScape	Phoenix, AZ	Seasonal Outdoor Rink
Ice Rink at Embarcadero	San Francisco, CA	Seasonal Outdoor Rink

Credentials: Human Capital

- Experienced management team has a solid track record of acquiring, building, and operating successful businesses in the ice skating and entertainment industries.
- With 600 employees (over 100 in Westchester County), ASEC recruits, trains, and retains the best operating personnel in the industry.
- “Our most important assets go home at night.”

Playland Ice Casino: The Opportunity

- Transform an Iconic Landmark into a World Class Ice Skating Facility
- Enhance the Customer/Resident Experience
- Develop Economically Viable Business Model
- Provide Long Term Sustainability
- Accelerate the Growth of Ice Skating and Hockey in Westchester County
- Create Year-round Participation-Camps/Programs

Playland Ice Casino: County Benefits

- **Economic Benefit:** Westchester County will receive guaranteed annual payments from ASEC generating positive net income for the County.
- **Capital Investment:** ASEC will make significant investments to upgrade the Ice Casino's infrastructure, improve customer experience, and maintain PIC as a world-class facility.
- **Superior Management:** ASEC will professionally manage all aspects of PIC's operations, and significantly improve customer service and resident perception of the Ice Casino.
- **Risk Management:** ASEC will be responsible for all operational and financial risk associated with the Playland Ice Casino.

Playland Ice Casino: County Benefits

- **Insurance:** ASEC will maintain all required levels of property, general liability, and umbrella insurance naming Westchester County as additional insured.
- **Marketing and Customer Service:** ASEC will expand program offerings, improve the customer experience, and initiate marketing/community outreach plans.
- **Westchester County Resident Discounts:** All County residents will receive discounts on public skating, learn-to-skate, figure skating, and hockey programs.
- **Economic Activity:** ASEC's superior management will attract new customers from the tri-state area who will patronize other local County businesses.