



About Rink Engineering

Rink Engineering is generally described as the engineering for everything that turns a building into a rink.

I.B. Storey is the industry's leading independent business & rink engineering firm designing innovative and reliable systems allowing clients to excel at all levels. With over 20 years experience in the Rink Engineering specialty, I.B. Storey has successfully executed projects both across North America and around the world.

Our corporate mission is to facilitate decision-making information allowing clients to make informed choices about the direction of their organization. I.B. Storey is a results-oriented client-first services firm customizing our solution deliveries allowing clients to excel with fiscally responsible and environmentally advanced system design.

As one of the largest rink engineering firms on the continent, I.B. Storey's reputation for finding innovative yet practical designs has become the hallmark of the firm's industry presence. Careful planning and working within our client's budgets has Results Delivered ranging from lifecycle renewals to efficiency and operating costs reductions without compromise to performance.

In 2020, the National Hockey League, the world's premier hockey organization, announced a formal partnership with I.B. Storey Inc designating the firm the Official Rink Engineering Consultant of the NHL. I.B. Storey's technical expertise in advanced rink engineering and innovation supports the NHL's interest in helping community rinks address challenges such as aging infrastructures and increasing operating costs. We want community ice hockey to thrive for generations to come.

Our Valued Clients

Single-pad community-operated facilities to semi-professional and professional event venue facilities.

Examples of I.B. Storey Engagement Projects

- Renovations
- Sustainability Upgrades
- Cost Mitigation Projects
- New Construction

Our range of specialty engineering services

- Conceptual Planning, budgeting and Feasibility
- Detailed System Engineering
- Contract Administration
- Performance Commissioning

I.B. Storey Inc
Charlottetown PE ♦ Vaughan ON ♦ Redington Shores FL ♦ Plano TX
902-367-3545 ♦ 416-800-1482 ♦ 813-333-7684
info@ibstorey.com



**Official Rink
Engineering Consultant
of the NHL®**



About Rink Business Engineering

Business engineering combines business administration and technology, applying engineering principles to optimize business processes, develop innovative strategies, and create value-driven solutions

Our rink business experts provide solutions to declining participation, escalating costs, and operational inefficiencies. In lockstep with our corporate mission to facilitate decision-making information, I.B. Storey's expert experience in Rink Business enhancements is leveraged providing owners and stakeholders with invaluable insights allowing these organizations to make informed choices.

With decades of industry expertise, we deliver customized solutions grounded in real-world success. Our one-on-one consulting addresses your rink's unique challenges, driving participation, efficiency, and profitability.

I.B. Storey's Rink Business strategies **deliver results** for:

- ◆ Facility Growth
- ◆ Participation & Usage
- ◆ Community Visibility

Through specialized one-on-one consulting, I.B. Storey provides tailored strategies that address the unique challenges ice rink facilities. With deep industry expertise, I.B. Storey helps rinks increase participation, streamline operations, and build sustainable profitability based on proven applied practices.

Our range of Rink Business Engineering Services;

Business Condition Assessments: A series of assessment options to deliver results across a spectrum of needs

Operational Audits: Identify inefficiencies & implement high-impact improvements.

Program Development: Launch scalable, community-focused initiatives to boost engagement.

Marketing Strategies: Attract new skaters and retain loyal customers with proven tactics.

Financial Optimization: Maximize revenue & ensure sustainable growth.

Custom Engagements: As each business is unique, our skilled professionals lend their expertise to empower clients to thrive.

Some of our teams direct **Expert Rink Business Skills & Accomplishments**

- ◆ Expertise in professional sports management, operations, and financial strategy
- ◆ Strategic forward-thinking planning to improve profitability
- ◆ Aligning operational goals with strategic objectives
- ◆ Fostered sustainable growth and implementation of scalable, profitable programs
- ◆ Developed and launched a nationally acclaimed program, resulting in record-breaking growth of new ice hockey participants.
- ◆ Evaluated economic impacts of facility renovations, identifying strategies to maximize revenue

◆ *The content of this document is the sole responsibility of I.B. Storey Inc.*

◆ *The information is intended for use by persons having technical skill, at their own risk. Because conditions of use are outside our control, I.B. Storey Inc. makes no warranties, expressed or implied, and assumes no liability in connection with any use of this information or applicability to other rinks. Nothing herein is to be taken as a license to operate under, or a recommendation to infringe, any patents or patent applications.*

NHL and the NHL Shield are registered trademarks of the National Hockey League. © NHL 2025 All Rights Reserved.