

Grow Your Game

Maximize Participation & Drive Facility Growth



Ice rinks face mounting challenges: declining participation, escalating costs, and operational inefficiencies. These issues erode revenue and threaten long-term viability.

Without action, growth stalls, and sustainability falters in a rapidly evolving market where customers demand exceptional experiences.

Acting now ensures your facility remains competitive, attracts more skaters, and seizes growth opportunities.

Maximize Participation, Optimize Operations, and Drive Revenue



Leverage expert guidance to unlock sustainable growth and improve how your facility operates.

Our tailored strategies focus on:

- **Facility Growth** - Strengthen operations and plan for long-term success.
- **Participation & Usage** - Attract more skaters and maximize ice time.
- **Community Visibility** - Increase awareness through targeted outreach.

Invest Today, Thrive Tomorrow

Expert guidance delivers lasting value. By increasing participation, optimizing operations, and improving financial performance, our services generate measurable returns that far outweigh the initial investment.

Partner with **I.B. Storey Inc.**, the **Official Rink Engineering Consultant of the NHL®**, for tailored, data-driven strategies that deliver measurable results, empowering your rink to:

Transform Your Ice Rink Unlock Growth and Sustainability

Boost Facility Growth	Increase Participation	Enhance Community Presence
Streamline operations and build a foundation for long-term success.	Attract and retain skaters with engaging programs and optimized ice time.	Amplify visibility through targeted marketing and outreach.

Our comprehensive services include:



Each solution is practical, actionable, and designed for your facility's specific needs.



Why Choose I.B. Storey Inc.?

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

Your rink's growth starts here. Let's build a stronger future together.

Take the first step toward a thriving, sustainable ice rink. Contact I.B. Storey Inc. today.

I.B. Storey Inc
Charlottetown PE ♦ Halifax NS ♦ Vaughan ON ♦ Redington Shores FL ♦ Plano TX
902-367-3545 ♦ 902-367-3220 ♦ 416-800-1482 ♦ 813-333-7684 ♦ 469-666-1094
info@ibstorey.com



**Fiscally Responsible
Environmentally Advanced
Results Delivered**