



MADISON ICE ARENAS

BACKGROUND AND INFORMATION



RECOMMENDATION FROM OSCAR MAYER AREA PLAN

“Explore growing a sports and wellness sub-district with new facilities building off the Hartmeyer Ice Area that caters to a diverse array of markets and destination activities.”

HISTORY

- Prior to 2004, the City owned both indoor ice arenas and the annual subsidizes approaching **\$250,000** annually.
- The nonprofit Madison Ice Inc. purchased the ice arenas in 2004 for **\$1.09 million** via a land contract.
- Madison Ice Inc. has paid about \$446,000 toward the contract while investing **\$5 million** in capital expenses.
- In 2024, Madison Ice Inc. had approximately **\$178,000** cash on-hand after operating with a deficit for two years.
- The annual operating cost for the ice arenas is **\$1.4 million**.

The Madison Common Council votes on January 14

COMMUNITY ASSETS

- Youth, high school, and adult hockey teams
- Figure skating clubs
- Only adaptive hockey and skating programs in the Madison area
- Only indoor public skating rink in Madison
- **16,000** annual users, **400,000** annual visits
- These are beloved and deeply valued facilities that have served Madison families for decades.

KEY FACTS

- The City doesn't own the ice arenas and currently there are no deed restrictions on the land contract.
- The Hartmeyer Ice Arena requires **\$3 million** in capital improvements over the next few years including a new roof and other essential equipment.
- The proposal has **no impact** on the City's operating budget.

PROPOSAL DETAILS

- Madison Ice Inc. will continue to operate the Madison Ice Arena. A new nonprofit, parent group — East Madison Ice Collective (EMIC) — will operate Hartmeyer Ice Arena if it's able to raise **\$3 million**, within three years, to make overdue repairs and improvements.
- If conditions are met, the existing **\$1.6 million** still owed by Madison Ice Inc. will be restructured as a forgivable loan.
- There will be **no reduction in the debt for five years**. After that, 10 percent of the debt will be forgiven annually.
- If EMIC is unable to raise \$3 million, the City can **take back** the properties.
- The agreement also contains deed restrictions which require **nonprofit ownership** and the land be used for **sports and recreation in perpetuity**.
- Additionally, both organizations keep a **25 percent reserve** of their annual expenses to cover unforeseen capital repairs and operations.