



COTTAGE GROVE CITY COUNCIL  
12800 RAVINE PARKWAY SOUTH  
COTTAGE GROVE, MINNESOTA 55016  
ST CROIX ROOM - 6:00 PM

October 1, 2025

- 1 Call to Order
- 2 Agenda
  - A Ice Arena Naming Rights Agreement  
*Staff Recommendation: Receive information on the Ice Arena Naming Rights Agreement with Front Burner Sports and Entertainment and provide feedback.*
  - B Ice Arena Remodel Concept Plan Review  
*Staff Recommendation: Receive a presentation on the Ice Arena Remodel Concept Plan and provide feedback.*
- 3 Adjournment



# City Council Action Request

## 2.A.

<b>Meeting Date</b>	10/1/2025		
<b>Department</b>	Parks and Recreation		
<b>Agenda Category</b>	Presentation		
<b>Title</b>	Ice Arena Naming Rights Agreement		
<b>Staff Recommendation</b>	Receive information on the Ice Arena Naming Rights Agreement with Front Burner Sports and Entertainment and provide feedback.		
<b>Budget Implication</b>	N/A		
<b>Attachments</b>	<table border="1"><tr><td>1.</td><td>Naming Rights Representation Proposal - Cottage Grove - 6.24.25 1</td></tr></table>	1.	Naming Rights Representation Proposal - Cottage Grove - 6.24.25 1
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**FRONTBURNER**  
SPORTS AND ENTERTAINMENT

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Naming Rights Sales Representation Proposal  
City of Cottage Grove

# **Section I: Company Overview**



# Company Overview



Front Burner Sports and Entertainment is a full-service sponsorship representation agency based out of Victoria, MN. The company was started in late 2016 with the vision of being the premiere sales representation firm for properties and venues faced with the challenge of securing naming rights partnerships and driving sponsorship revenue. At Front Burner Sports, we believe that aside from the major sports properties which capture the majority of sponsorship revenue, a second tier of properties exist. These properties provide outstanding but overlooked sponsorable opportunities that touch on consumer passion points.

These properties and venues typically lack the resources and/or the expertise to properly uncover prospects, connect with decision makers, and ultimately create sponsorship programs. As a result, they miss out on critical revenue that could be contributing to their bottom line.

Along with its subsidiary Rinkside Advertising Network, which currently represents more than eighty-one (81) community Ice Arenas across Minnesota, Front Burner Sports has the contacts, the experience, and the 'know-how' to efficiently create a sales program that produces results for these properties and venues. The company works with its partners to create and deploy on a sales strategy that produces results.

The driving force behind Front Burner Sports and Rinkside Advertising Network is Chris Potenza. Mr. Potenza is a seasoned sponsorship sales executive with more than 30 years experience in the industry including time leading sales teams in the NFL, NBA, NHL as well as countless other properties and venues.

# Company Overview

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Since launching in 2016, Front Burner Sports and Entertainment and its subsidiary Rinkside Advertising Network have been contracted by multiple properties to plan and execute sponsorship and naming rights campaigns.

Partners have included, but are not limited to, the following entities:



# Campaigns

## **01. Ramsey County Parks & Recreation**

Enlisted by the Ramsey County Parks and Recreation to secure a naming rights partner for the Vadnais Sports Center, a youth sports facility featuring two (2) ice rinks and one (1) indoor turf facility. In early 2020, a fifteen-year naming rights partnership was secured with Twin Cities Orthopedics worth \$1,950,000 over the term of the agreement.

## **02. City of Elk River, MN**

Retained by the City of Elk River to secure a naming rights partner for its Community Events Center, a new facility featuring two (2) ice rinks, one (1) indoor turf facility, one (1) senior center and an event space that includes a restaurant. In December 2020, a fifteen-year naming rights partnership was secured with Furniture and Things worth \$975,000 over the term of the agreement. In addition to the naming rights of the facility, Front Burner was also able to secure naming rights partners for both ice rinks, the restaurant, and several lesser partners. In total, more than \$1,800,000 was secured in sponsorship agreements for this community.

## **03. Olmsted County/Graham Park**

Currently under contract with Olmsted County to secure sponsors at Graham Park. Responsibilities include creating and marketing programs that leverage foot traffic to the Graham Arenas Complex, the Rochester Farmers Market, and the Olmsted County Free Fair. Thus far, Front Burner Sports and Entertainment has secured naming rights for two of the ice arenas inside the Graham Arenas Complex, generating more than \$600,000 in contractually obligated income for the County.

## **04. City of Alexandria, MN**

Front Burner Sports was retained in December of 2021 as the official 'Sponsorship and Naming Rights' agent for the Runestone Community Center Renovation project. This project will add a third arena to this existing two-arena complex. In just three months, Front Burner has been able to secure commitments from major partners for the naming rights of this facility as well as all three of the arenas inside the building. These agreements are currently in final contractual stages. The city expects to begin making announcements in the coming months regarding these partnerships – which will net \$2,350,000 to the city.

# Types of Properties

*State of Hockey Properties*



*Active Lifestyle Properties*



*Entertainment Properties*



*Arena Entitlement Properties*

# Rinkside Advertising Network

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A Front Burner Sports and Entertainment subsidiary, Rinkside Advertising Network, was created specifically to assist community ice rink's efforts to drive revenue through the sale of advertising opportunities to regional brands. In its sixth year, Rinkside has generated more than \$1,500,000 in incremental revenue for the following facilities:



# Rinkside Facilities

Aldrich Arena	Hastings Civic Arena	Shoreview Arena	Essentia Heritage Center (Duluth)
Andover Ice Arena	Highland Arena North	St. Croix Recreation Center	Fairbault Ice Arena (Fairbault)
Apple Valley Hayes Arena	Highland Arena South	St. Louis Park Comm. Center	Hermantown Ice Arena (Hermantown)
Apple Valley Sports Arena	Lakeville Ames Arena	St. Thomas Academy	Isanti Community Arena (Isanti)
Bloomington Ice Garden	Lakeville Hasse Arena	Tartan Ice Arena	John Spalj Arena (Isanti)
Braemar Arena	Minnesota Made Ice Arena	Vadnais Sports Center	Lee Community Center (Morris)
Burnsville Ice Center	National Sports Center	Velocity Hockey Center	Litchfield Civic Arena (Litchfield)
Centennial Ice Arena	New Hope Ice Arena	Veterans Memorial Comm. Ctr.	MAC Arena (St. Cloud)
Chaska Community Center	Northeast Ice Arena	Victoria Ice Arena	Miners Memorial Arena (Virginia)
Coon Rapids Ice Center	Orono Ice Arena	Waconia Ice Arena	Moorhead Sports Center (Moorhead)
Cottage Grove Ice Arena	Oscar Johnson Arena	Wakota Ice Arena	Moose Sherritt Arena (Monticello)
Delano Sports Center	Parade Arena	West Side Arena	Mora Civic Center (Mora)
Eagan Civic Center	Pleasant Arena	White Bear Arena	Cottage Grove Civic Center (Cottage Grove)
Eden Prairie Community Center	Plymouth Ice Center	White Bear Lake Sports Center	Northfield Ice Arena (Northfield)
Furniture & Things Comm. Ctr.	Polar Ice Arena	All Seasons Arena (Mankato)	Prairie Island Center (Red Wing)
Fogerty Arena	Princeton Ice Arena	Bernick's Arena (Sartell)	Red Baron Arena (Marshall)
Forest Lake Sports Arena	Richfield Ice Arena	Breezy Point Hockey Center (Pequot Lakes)	Sauk Center Civic Arena (Sauk Center)
Gustafson-Phelan Arena	Rosemount Community Center	Buffalo Civic Center (Buffalo)	Wilmar Civic Arena (Wilmar)
Harding Arena	Roseville Skating Center	Chisago Lakes Ice Arena (Chisago)	
	Schmitz-Maki Ice Arena	Ely Ice Arena (Ely)	

# Company Leadership

## Chris Potenza



Chris Potenza serves as the President and Founder of Front Burner Sports. Mr. Potenza's vast experience in the sponsorship industry spans nearly 30 years and includes time spent leading staffs and selling sponsorship programs in the NFL (Minnesota Vikings), NBA (Minnesota Timberwolves) and NHL (New Jersey Devils and Tampa Bay Lightning). Aside from his experience at the major professional level, he has also served in a sponsorship capacity for minor league teams (Cincinnati Cyclones (IHL), Atlanta Knights (IHL), Utah Grizzlies (IHL), sports leagues, governing bodies (Western Pro Hockey League and IRONMAN Triathlon), and venues (Amalie Arena).

During his time in the industry, Mr. Potenza has played a role in contracting more than \$100,000,000 in sponsorship agreements and has negotiated naming rights programs, practice facility entitlements, event and game sponsorships, vendor programs and pouring rights agreements.

A regular speaker at industry events, Mr. Potenza has been hired as a consultant on numerous projects – providing services that range from sales strategy, sponsorship sales instruction, price modeling and sales outreach. Should Front Burner Sports and Entertainment be awarded the contract to represent the naming rights interests of this project, Mr. Potenza will serve as the main point person and will be intimately involved with all areas of the project.

# Our Approach & Philosophy

Front Burner Sports and Entertainment is the leader in generating revenue and securing naming rights agreements for municipal properties in the sports, entertainment and arts industries. Leveraging the experience of its President Chris Potenza, the company takes an aggressive yet systemized approach to generating revenue for its partners.

The sales approach it deploys concentrates on key categories that, over time, have shown the best results in producing partners for similar projects. Once a preliminary target list of possible partners has been determined, Front Burner follows a plan that relies on three simple but powerful goals:



# Our Approach & Philosophy



## Be Prepared

Front Burner invests considerable time and energy to learn the intricacies and nuances of every project. Once we are well versed in a project, the company takes time to create a compelling sales story that not only details the differentiating characteristics of an opportunity, but also clearly and concisely outlines the benefits the partner will receive.



## Be First

Many great sales campaigns fail due to lack of outbound effort. Front Burner prides itself in taking an aggressive outbound approach that quickly and efficiently canvasses the markets to bring potential partners to the forefront.



## Be Creative

Recognizing that every deal is different and that every partner has different goals and motivations, Front Burner works to create cutting-edge solutions that are new and innovative in both their approach and implementation.



# **Section II: Project Overview**



# Project Overview

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The City of Cottage Grove, MN has desire to explore naming rights partnerships at the Cottage Grove Ice Arena which features three ice rinks and is currently the home facility for Park High School Hockey, Cottage Grove Hockey Association and Cottage Grove Figure Skating Club

To date the City has a naming rights agreement in place for the North Rink at the facility and while this is a very profitable agreement, the city has expressed an interest in exploring additional opportunities for sponsorships of the other two rinks, and potentially naming rights for the entire facility with forward thinking brands that can generate additional revenue while adhering to the City's stated values and mission.



# The Naming Rights Landscape

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Similar projects have occurred across the region in recent years with a number of Municipalities generating significant revenue for their local communities. These include but are not limited to:

Woodbury (Health East): Community Center Naming Rights. 14-year agreement, \$126,785 per year. Includes naming of all areas of facility including two ice rinks and fieldhouse.

Vadnais Heights (TCO): Youth Sports Facility Naming Rights. 15-year agreement, \$130,000 per year. Includes naming of two ice rinks BUT does not include naming of fieldhouse which can be sold to additional sponsors.

Elk River (Furniture and Things): Community Center Naming Rights. 15-year agreement, \$65,000 per year. This agreement is only for the name of the facility and does not include entitlement rights to any of the facilities amenities which include two ice rinks, a fieldhouse, a senior center and a community gathering area.

Alexandria (PrimeWest Health): Community Center Naming Rights. 15-year agreement, \$95,000 per year. This agreement is only for the name of the facility and does not include entitlement rights to any of the renovated facilities amenities which will include three ice rinks and a community gathering areas.



# **Section III: Phase I Plan**



# Phase I - Stage One

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Should Front Burner be awarded the opportunity to represent the City of Cottage Grove on this project, the work on Phase I, would begin immediately. This Phase would include several initiatives including but not limited to the following:



# Phase I – Stage One

## Execution Plan

### **Comprehensive Inventory Audit & Site Visit**

Within days of beginning work on this project, Front Burner will tour the project site for the purpose of gaining a deeper understanding of the available marketing assets that could be utilized in sponsorship and/or naming rights agreements. Front Burner will also look to uncover previously underutilized assets that can be created to make any program more attractive to potential advertisers.

### **Kick-Off Meeting**

Front Burner Sports & Entertainment will conduct a kick-off meeting with the City of Cottage Grove early in 'Phase I - Stage One' to discuss the project background, define roles and responsibilities, and clearly define the goals for the project.

### **Key Stakeholder Interviews**

Front Burner will build on its kick-off meeting and conduct formal one-on-one interviews with project stakeholders including, but not limited to City Staff, Key User Groups, Facility Staff, City Council Members, Park Board Members, any relevant Third-Party Vendors (Web-Site Vendor, etc.) and other regular building users. The purpose of these meetings will be to fully understand the goals and objectives of each group and gather accurate data on site traffic, local road traffic patterns and website activity; this will serve as a way to begin building the value proposition presented to potential sponsors and to uncover opportunities in order to partner with outside groups.

# Phase I – Stage One

## Execution Plan (continued)

### **Research**

Front Burner will research and review naming rights and advertising rights at other facilities across the region.

### **Development of Target Prospect List**

In the initial weeks of this project, Front Burner will conduct a 'Market Prospect Audit' in order to develop a preliminary target list of possible partners for the facilities. This list will be created with input from the city and will include company names, industry descriptions, and marketing contact information. This document will be reviewed by Front Burner Sports and City Officials to eliminate partners in categories that the city would prefer not to approach.

### **Projected Time Necessary to Complete Phase I – Stage One**

Six weeks (1.5 months)

# Phase I – Stage One

## Deliverables

### **Comprehensive Facility Rate Card**

This document will outline all identified-assets available for use in a partnership proposal and will include valuations and proposed rates for each element.

### **Project Summary Document**

This deliverable will outline the goals for the project, as stated in interviews conducted by Front Burner, and will make recommendations on the best path for success and on how to approach additional sales opportunities that could be capitalized by the city. This document will outline any possible challenges that Front Burner sees as potential impediments to success and strategies to overcome these obstacles.

### **Like Facility Research**

This document shall provide a summary of other facilities located locally, regionally and nationally specific to current naming rights and valuations on available advertising assets.

### **Partner Prospect List**

Document will include names and contacts of the companies that Front Burner initially plans to contact about this unique opportunity.

### **Suggested Naming Rights Evaluation, Package Outline and Additional Opportunity Assessment**

This document will provide an initial assessment of the value of a naming rights program at the facilities as well as a suggested list of assets that should be included in any naming rights or sponsorship proposals. This document will be used later in phase two to create attractive sales materials.

# Phase I - Stage Two

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As stage one of this phase draws to a close, the information gathered will be used to develop a story that resonates with potential partners as well as documents that can be used to make presentations during Phase II. Activities in this phase will include but not be limited to:



# Phase I – Stage Two

## Execution Plan

### **Sales Story Development**

The foundation of any successful sponsorship sales campaign is built on a great and powerful story. Front Burner will utilize the information gathered in stage one and work with local officials to build a powerful elevator pitch and an FAQ document that can be used as the basis for any discussion with interested parties about this project. These materials will be utilized as the basis for any sales presentations or solicitations made to potential advertisers.

### **Development of Sales Materials for Active Outbound Sales Approach**

Front Burner will create a comprehensive sales proposal that outlines this opportunity to potential partners. This document will include not only information about the facilities but will also provide potential partners with compelling reasons why this opportunity is impactful and unique. In addition to a naming rights proposal, secondary proposals will be created for additional sales opportunities (i.e. cornerstone partnerships and general signage opportunities) that can be presented to possible partners to maximize sponsorship yield for the facility.

### **Review of All Materials with Key Officials**

Front Burner Sports will work with City Officials and Key Stake Holders throughout the development of any promotional and sales materials. This will include the sharing of draft versions of all documents so as to receive feedback and make critical adjustments before finalizing any packages that may be shared with potential partners.

### **Projected Time Necessary to Complete Phase I: Stage Two**

Six weeks (1.5 months)

# Phase I – Stage Two

## Deliverables

### **Elevator Pitch**

This short document will outline a sixty second pitch that outlines the opportunities available as well as the benefits that a partner can expect to receive by taking advantage of the offering.

### **FAQ Document**

This Frequently Asked Questions document will serve as an overview to specific information about the facilities including but not limited to: number of events hosted per year, traffic numbers all the facilities, street exposure figures for exterior signage, demographics of participants and spectators and how dollars realized from these naming rights efforts will be utilized by the City.

### **Naming Rights Proposal**

This document will be a comprehensive sales piece that introduces the opportunity available at the facilities, outlines the assets that a partner would receive in a naming rights agreement, describes the benefit they would receive from participating and clearly outlines the financial commitment necessary from a partner.

### **Master Proposal Document**

In addition to the Naming Rights Proposal Document, Front Burner will also create a more generic version that can be modified and presented to other possible partners for investment at lesser but acceptable levels for partnerships that would supplement Naming Rights partnership revenue.

# **Section IV: Phase II Plan**



# Phase II - Stage One

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Phase II of this project is straight forward and will focus on successfully securing a naming rights partner for the facilities. A targeted and aggressive sales outreach will begin within days of the conclusion of Phase I. This phase would include several projects including but not limited to the following:



# Phase II – Stage One

## Execution Plan

### **Active Presentation of Opportunity**

- **Outreach**

- Front Burner Sports and Entertainment has a deep pool of regional and national contacts at the executive level and has proven to be more than capable of connecting quickly to the local business community in the markets where our projects are located. This network will be tapped into to begin discussions about the value that the City of Cottage Grove's facilities bring to the community and its residents and the benefits a partner will receive from integrating into these venues.

- **Presentation**

- This outreach will inevitably lead to a number of client meetings and ultimately a pool of interested parties which will result in a limited number of quality finalists for Naming Rights and other opportunities. Where applicable, city officials will be asked to participate in meetings where opportunities are presented, and activation concepts are discussed.

- **Reporting**

- To ensure that city officials are fully aware of progress being made on the sales of sponsorship programs, Front Burner will provide a comprehensive sales report on a bi-weekly basis. This report will include prospect name, contact information and brief status updates summarizing potential investment, assets pitched and likelihood to close. As deals get closer to completion, formal recommendations will be made in writing by Front Burner Sports suggesting the best course of action with individual partners so as to keep City officials in control of all final sponsorship decisions.

### **Projected Time Necessary to Complete Phase II: Stage One**

Nine Months to ongoing

# Phase II – Stage One

## Deliverables

### **Bi-Weekly Sales Reports**

This bi-weekly report will be a financial recap of all presentations that have been made to potential partners and will include total dollars pitched, likelihood to close and other agreed upon metrics.

### **Monthly Activity Summaries**

This more detailed report will be submitted to City Officials and will include recaps of all active prospects including contact information and a brief summation as to where they currently sit in the process, detailed information on feedback we have received and next steps in the sales process.

### **Individual Opportunity Briefs**

Created as discussions approach the decision-making stage, these opportunity briefs will be specific to individual partnership targets and will outline the status of discussions, describe all potential deal points in detail and make suggestions as to potential courses of action. Ultimately these opportunity briefs will be used by City Officials to make final decisions on potential sponsorship agreements prior to moving to any formal contracting.

# Phase II – Stage Two

## Execution Plan

### **Negotiation and Contracting**

- **Negotiation**

- As the outreach process narrows, the field of potential partners that will invest in the facilities as sponsors, Front Burner Sports and Entertainment will assume a lead role in the negotiating of all agreements. Front Burner will rely on its vast experience in past projects to maximize revenue for the Facility while creating long-lasting agreements.

- **Contracting**

- Once a partner has been selected and verbally agrees to a deal, Front Burner Sports and Entertainment will work closely with the City of Cottage Grove's legal team to craft agreements that properly captures the spirit of the partnership while protecting the city's interests from a legal perspective.

### **Projected Time Necessary to Complete Phase II: Stage Two**

Two months

# Phase II – Stage Two

## Deliverables

### **Executed Naming Rights/Sponsorship Agreements**

By the end of this stage, the City of Cottage Grove can expect to have several fully executed sponsorship agreements in place that capture the spirit of each partnership and address all necessary details of the long-term deals.

### **Summary of Additional Sales Opportunities**

With the naming rights and major agreements firmly in place, attention will shift back to the sale of additional assets to ensure maximum sponsorship yield for the City of Cottage Grove. Front Burner will share detailed reports with the city which summarize all existing opportunities and share a plan of how these opportunities will be sold.

# Phase III - Stage One

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Once legal agreements are in place, focus will shift to the execution and activation of all assets. Front Burner will dedicate resources to assist in the process of executing each deliverable outlined in the Naming Rights Agreements while also working to maximize revenue through the sale of additional assets within these facilities. This phase would include several projects including but not limited to the following:



# Phase III – Stage One

## Execution Plan

### **Activation and Sale of Additional Assets**

- **Activation**

- Front Burner Sports and Entertainment will work closely with the City of Cottage Grove to execute all assets as outlined in the Naming Rights Agreements as well as any other sponsorship agreements. Working within the city's procurement process, Front Burner will assist in selecting vendors, review signage plans and manage the installation of all branding. Front Burner will oversee all activation and fulfillment of sponsorship agreements and will work with all internal and external vendors to ensure uniformity of execution. A Front Burner representative will be present at any installation activations that need to be supervised (city to provide proper building access to Front Burner Sports).

- **Presenting Partnership and Sale of Additional Assets**

- Throughout the outreach process, Front Burner will make contact with several potential partners that show interest in the project but ultimately are unable to successfully execute a naming rights agreement. Rather than leave potential dollars unrealized by the city, Front Burner will re-approach these prospects with new proposals for assets not included in the naming rights agreement. Front Burner anticipates that several of these partners can be secured as sponsors of these assets in a manner that co-exists with the naming rights agreement thus increasing the total revenue yield for the City.

### **Projected Time Necessary to Complete Phase II: Stage Two**

Four months

# Phase III – Stage One

## Deliverables

### **Weekly Activation Report**

Front Burner will provide a weekly report detailing the progress of all activation of partnerships so as to maintain a schedule of delivery.

### **Bi-Weekly Sales Reports**

This bi-weekly report will be a financial recap of all presentations that have been made to potential partners for non-naming rights assets, and will include total dollars pitched, likelihood to close and other agreed upon metrics.

### **Delivery Report**

At the conclusion of this phase, the City of Cottage Grove will receive a final delivery report summarizing all delivered assets, contact information for any vendors used for production and/or installation and instructions for activation of the agreement for future years.

# Project Timeline

\*Please note that based on previous experience in these projects, timelines are not always linear in how they unfold. Phases and Stages may overlap as it is not rare for an agreement to be in a contracting stage while other opportunities are being pitched or activated.

1.5 Months



## Phase I - Stage One

Discovery & Evaluation

1.5 Months



## Phase I - Stage Two

Story & Document Developments

9 Months



## Phase II - Stage One

Active Outreach

2 Months



## Phase II - Stage Two

Negotiation & Contracting

4 Months



## Phase III - Stage One

Activation/Sale of Additional Assets

# **Section V: Other Information**



# Our Method, Approach and Process

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Utilizing its years of experience and vast pool of contacts within the industry, Front Burner Sports and Entertainment has built a systematic process that serves as a guide throughout any and all projects that we are involved in. This includes but is not limited to the following areas:



# Our Method, Approach and Process

## **Property Evaluation**

Front Burner Sports and Entertainment utilizes a methodology that takes into account three main components when establishing values for a project. These areas include Quantitative Factors (Media Value on a CPM basis, Signage Benefits, Marketing Value, etc), Qualitative Factors (Prestige, Market Demand, Activation, Reach, Community Factors) and Comparable Venue Analysis. By analyzing several data points within each of these components Front Burner is able to assign values to individual assets within a project and then combine those assets into programs that define overall value.

## **Packaging**

Drawing on years of experience creating sophisticated sponsorship programs for professional sports teams, Front Burner Sports and Entertainment analyzes each individual asset of a property to understand value, activation costs and demand. Once this analysis is complete, Front Burner systematically constructs programs that not only make sense financially for the property but also effectively and efficiently satisfy the business objectives of partners. When constructing these programs Front Burner is careful to put the Naming Rights program first while constructing additional sponsor entitlement programs that complement rather than detract from the primary partner investment.

# Commitment to the Cooperative Process



In no situation does a naming rights campaign succeed without a strong cooperative and collaborative relationship between the Naming Rights/Sponsorship group and the city. Front Burner Sports and Entertainment understands this fact and has been successful in its past projects because of its willingness to act as an extension of the city and its local government officials. It is our belief that while we would be responsible for selling the naming rights for these facilities that ultimately, it would be the city and the Youth Hockey program that is in charge of the process itself.

At no time should a city, or in this case a youth hockey program, feel as though they do not have a firm handle on the work that is being done, the discussions that are taking place or the decisions that are being made. It is for this purpose that Front Burner always establishes a transparent communications process that includes formal bi-weekly reports and monthly meetings. In addition to these reports and meetings, local officials can expect regular communications by phone, email and text that consistently keep them up to date on all work being done.

# Prior Examples of Success and References

Ramsey  
County  
Parks & Rec.

City of Elk  
River

Rinkside  
Advertising  
Network

City of  
Alexandria, MN –  
Runestone  
Comm. Center

# Ramsey County

Front Burner Sports & Entertainment's Rinkside Advertising Network was retained by the Ramsey County Parks & Recreation Department in mid-2019 to assist with the campaign to secure a naming rights partner for the Vadnais Sports Center. As well documented in local media, this multi-sport facility saw its soccer dome collapse during an unexpected late spring snowfall in 2018. In analyzing the financial repercussions of the dome's collapse, it became obvious to the Ramsey County Parks & Recreation department that without significant outside investment it would be a burden to the county to rebuild that portion of the facility.

Front Burner Sports and Entertainment took on this project in June of 2019. As part of the project, Front Burner redeveloped the story of the facility effectively rewriting its troubled past and replacing it with a compelling vision for the future. After an intense outreach effort, Front Burner was able to secure a naming rights agreement with Twin Cities Orthopedics which resulted in the facility being rebranded as the TCO Sports Garden. This agreement includes an annual spend of \$135,000 for a 15-year term totaling just over \$2,000,000 in incremental revenue for Ramsey County.

**Reference:**

Mark McCabe

Director of Parks & Recreation

Phone: 651.363.3777; Email: [mark.mccabe@co.ramsey.mn.us](mailto:mark.mccabe@co.ramsey.mn.us)





# Elk River

Early in 2020, Front Burner Sports and Entertainment was named as the official representation agency for the City of Elk River with the responsibility of maximizing revenues for its Active Elk River initiative. The centerpiece of this project is a newly constructed community event center that features two ice rinks, an indoor turf fieldhouse, a senior activity space and rentable event space.

Early in this project Elk River officials expressed a desire to have a locally based naming rights partner as well as a strategy that would give multiple local businesses the opportunity to integrate into the project. With this in mind, Front Burner deployed an aggressive local campaign that ultimately saw Furniture and Things, a thirty-year member of the local business community, secure the naming rights to this facility on a fifteen-year term worth \$975,000. In order to maximize revenue to the project, Front Burner has also initiated a strategy designed to secure partners for each of the individual amenities found in the facility. This strategy has resulted in the recent announcement of Cornerstone Automotive securing the naming rights of the main arena (seven-year term worth \$199,500), Kiser Construction securing the naming Rights to Rink Two (seven-year term worth \$136,500) Serrano Brothers catering being named the facility's official catering partner (seven-year term worth approx. \$95,000 plus revenue sharing opportunities forecasted to be \$200,000 over the life of the agreement) and several other partnerships were secured that will showcase other members of the business community.

#### Reference:

Cal Portner

City Administrator

Phone: 763.635.1001; Email: [cportner@elkrivermn.gov](mailto:cportner@elkrivermn.gov)

# Alexandria, MN

In late 2021, the City of Alexandria retained Front Burner Sports and Entertainment to oversee all Naming Rights and Sponsorships at the Runestone Community Center. This facility which currently features two ice arenas and has broken ground on a renovation project that will see a third arena added to the facility. The scope of the work included the creation of a sponsorship sales strategy, the valuation of naming rights across the entire facility and its individual parts and the outreach, negotiation of all partner agreements.

Front Burner has secured an agreement with a naming rights partner (PrimeWest Health) for the entire facility as well as agreements with naming rights partners for each of the three arenas (Aagard Companies, Bremer Bank & Hilltop Lumber). These agreements, which are still in the legal process, will generate more than \$2,350,000 in incremental revenue for the city.

**Reference:**

Marty Schultz

City Administrator of Alexandria

Phone: 320.759.3629; Email: [mschultz@alexandriamn.city](mailto:mschultz@alexandriamn.city)



# Rinkside Advertising Network

As frequently mentioned throughout this document, Front Burner Sports and Entertainment owns and operates Rinkside Advertising Network. Rinkside Advertising Network was started in 2016 with the express purpose of assisting local community ice rinks in the monetization of their marketing assets. Today, Rinkside works with close to seventy facilities, many of which are owned by their local municipalities, and has driven more than \$1,500,000 in revenue to these facilities primarily through the sale of in-arena signage.

Rinkside Advertising Network supplements these facilities sales efforts by combining opportunities across multiple sites into a singular advertising platform that can be easily accessed by brands looking to make an impact within the state of hockey. Advertisers include but are not limited to The NHL, Blaze Credit Union, Associated Bank, The Minnesota National Guard, Raising Cane's, Comcast, Kwik Trip, T-Mobile, Fastenal, Tria, HealthPartners, HealthPartners Dental, Warner Brothers, Cub Foods, West Bend Insurance, Factory Motor Parts, Blue Cross Blue Shield and countless others.

**Reference (Venues):**

Dean Mulso (also serves as Treasurer of MIAMA)  
Facilities Manager  
City of Burnsville  
Phone: 952.895.4653; Email: dean.mulso@burnsville.gov

**Reference (Advertiser):**

Max Paulsen  
Sr. Director of Business Development  
National Hockey League  
Phone: 203.249.3619; Email: mpaulsen@NHL.com

# Company Address and Contact Information

Physical Address: 1750 Clocktower Blvd, Suite #200, Victoria, MN 55386

Mailing Address: P.O. Box 273, Victoria, MN 55386

Phone Number: 612.368.0652

Email: [chris@frontburnersports.com](mailto:chris@frontburnersports.com)

Website: [www.frontburnersports.com](http://www.frontburnersports.com)

# **Section VI: Sponsorship Services - Price Proposal**



# Professional Fees

## Phase I

During Phase One of this project Front Burner Sports and Entertainment will be compensated at a monthly rate of \$3,000 for up to a period of three months for a total Phase One sum not to exceed \$9,000. Should work on this phase be completed early and to the satisfaction of both parties, compensation will move immediately to the Phase Two compensation plan as detailed below.

## Phase II

During Phase Two of this project Front Burner Sports and Entertainment will be compensated at a monthly rate of \$2,500 for up to a total of eleven months for a total sum not to exceed \$27,500. Should work on this phase be completed early and to the satisfaction of both parties, compensation will move immediately to the Phase Two compensation plan as detailed below.

## Phase III

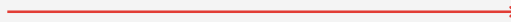
During Phase Three of this project Front Burner Sports and Entertainment will be compensated at a monthly rate of \$2,500 for up to a total of four months for a total sum not to exceed \$10,000. Should work on this phase be completed early and to the satisfaction of both parties, compensation will move immediately to the Phase Two compensation plan as detailed below.

## Commission Payments

In addition to this monthly rate, Front Burner Sports and Entertainment will also receive a 12.5% commission on the lifetime value of sold sponsorship programs. Lifetime value shall be calculated as sum of total annual payments by sponsor during the term of agreement.

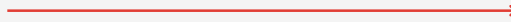
# Fee Summary

Phase I



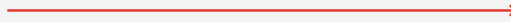
**\$3,000 per month**  
(not to exceed \$9,000)

Phase II



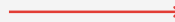
**\$2,500 per month**  
(not to exceed \$27,500)

Phase III



**\$2,500 per month**  
(not to exceed \$10,000)

Commission Payments



**12.5% commission on lifetime value of sold sponsorships\***

\* Commissions to be paid annually when funds collected from Naming Rights Partner. Should the partner wish to pay all commissions over a three year period this commission rate shall be lowered to 11% of the lifetime value of the agreement. Should the partner wish to pay all the commissions in full in the first year this commission rate shall be lowered to 9.5% of the lifetime value of the agreement.

# Success Rate

Front Burner Sports Entertainment is proud of the fact that 100% of our naming rights projects have resulted in successfully securing a partner or partners for our clients. At the same time, we always want our clients to be satisfied with our relationship at every stage. With this in mind, all of our agreements include a 60-day out clause which allows our client to dissolve our relationship if they feel the need to go in a different direction. To date no client has ever opted to exercise this option.



# City Council Action Request

## 2.B.

<b>Meeting Date</b>	10/1/2025		
<b>Department</b>	Parks and Recreation		
<b>Agenda Category</b>	Presentation		
<b>Title</b>	Ice Arena Remodel Concept Plan Review		
<b>Staff Recommendation</b>	Receive a presentation on the Ice Arena Remodel Concept Plan and provide feedback.		
<b>Budget Implication</b>	N/A		
<b>Attachments</b>	<table border="1"><tr><td>1.</td><td>2025.09.19_CGIA Concept Packet_Deliverable</td></tr></table>	1.	2025.09.19_CGIA Concept Packet_Deliverable
1.	2025.09.19_CGIA Concept Packet_Deliverable		

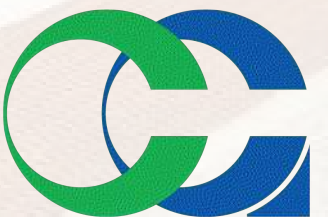


# Cottage Grove Ice Arena

## Concept Design

Visitor Experience Renovation

September 19, 2025



**COVER PAGE**

**TABLE OF CONTENTS**

**GENERAL PROJECT NARRATIVE**

GENERAL PROJECT INTRODUCTION AND DESCRIPTION,

**PROGRAMMING AND INITIAL IDEA**

INITIAL PROGRAMMING ANALYSIS

EXISTING CONDITIONS ANALYSIS

PROGRAMMING CONCEPT

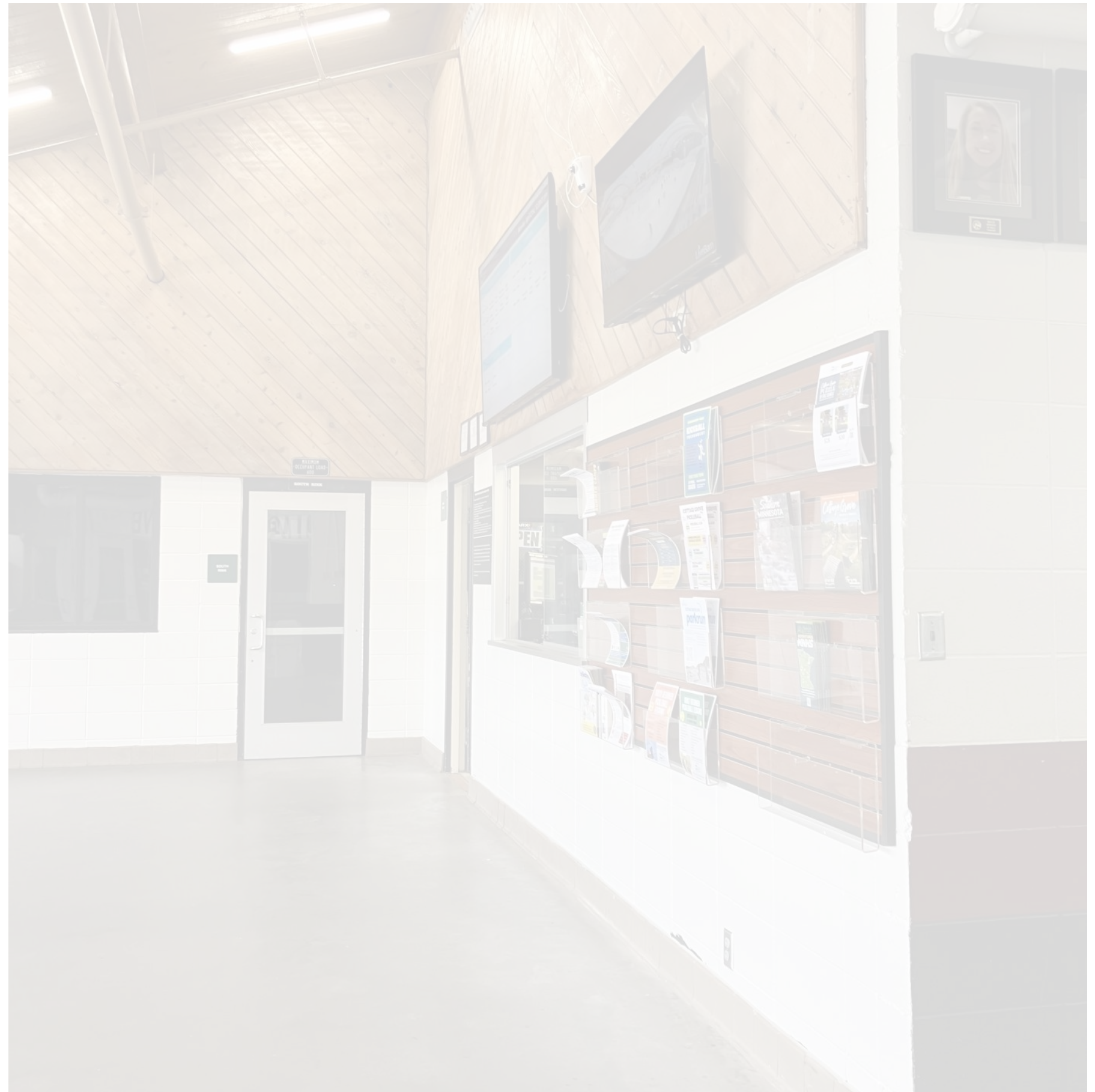
**DESIGN CONCEPT**

ARCHITECTURAL FLOOR PLAN

FURNITURE DESIGN - PROVIDED BY HENRICKSEN

PROJECT RENDERINGS

CONCEPTUAL COST ESTIMATE





Cottage Grove Ice Arena hosts thousands of visitors every year to play and watch hockey, ice skate and gather as a community. There are three sheets of ice at the ice arena, served by a main entrance and central corridor that connects the main North Rink, a studio sized South Rink, and an addition to the rink complex in the 2000's, the West Rink.

The main lobby receives nearly all the visitors to the arena, whether it is a weekday summer training skating for one of the two high school programs that play here or the youth program that calls this place home, or people renting a gathering room for a birthday party. The lobby has two main entry points. The southern entry vestibule is the primary entrance and feeds to the main lobby. The northern entry vestibule feed directly to the North rink spectator area. From the main lobby, visitors can access the North Rink through a pair of doors, or observe from a viewing area of glass that allows full view of the playing surface and stands. Visitors can access the South Rink through a door near the office entry. Further west, visitors will find the concession window, more gathering and seating areas, the restrooms which were part of the West Rink addition, and the West Rink itself. Players of all ages access the lower level locker rooms via the lobby to each rink, and get to locker rooms via stairways within the rink areas.

Off of the main lobby, is the primary office area for the rink and the City of Cottage Groves Parks and Recreation Staff. This office area has a ticketing / transaction window serving the lobby. The space houses workstation cubicles for five staff members, skate sharpening area, and rental skate storage. There are two enclosed office areas. One office houses programming and rink management, while the other houses recreation programming staff, as well as serves as the staff break room, and houses the facility primary electrical panel.

Concession sales at Cottage Grove Ice Arena, is extremely successful and an attraction during any rink events. There is a large transaction window, and the set-up within the concession area has been finely tuned to allow as quick a service for patrons as possible, with a varied and successful menu of concession choices.

The purpose of this project is to help staff visualize how the lobby and visitor experience could be improved while further enhancing the image of Cottage Grove Ice Arena within the region. Improvements that were identified as critical included how to address space inadequacies within the office area, address visibility of the concession stand from all visitors, improve concession queuing to assist in service, provide more viewing space for the South Rink, and improve the image and initial experience of any visitor to the main lobby. Other areas of enhancement that were identified as potentially beneficial adds included the enhancement of the stair in the North Rink, and increasing in-rink viewing space in the North Rink.

The results of this project, were arrived at through a collaborative and interactive process between Oertel designers and Cottage Grove staff. Various iterations were reviewed, tested and even mapped out on the floor of the lobby to help increase understanding of space and influence decisions on scope. This project scope is conceptual, and there are many details left to determine to make this a reality and opportunity for stakeholders to offer their ideas for inclusion of signage, features and color opportunities. In the meantime, the concept included within this document is tremendous first step that will create excitement for what can happen within Cottage Grove Ice Arena.

# Cottage Grove Ice Arena

Lobby - Office - Concessions Operations Building Program and Priority

## Existing Conditions - Lobby Level

Space Name	Existing Size	Existing SF	Existing Quantity	Existing Subtotal	Appropriation
Lobby and Gathering + Circulation	Varies	2286	1	2,286	Remodel
Open Office + Circulation	19'8 x 22'10	460	1	460	Remodel
Enclosed Office	11'10 x 13'10	163	1	163	Remodel
Enclosed Office + Breakroom	10'8 x 13'10	148	1	148	Remodel
Concession + Concession Storage	13'4 x 33'4	584	1	584	Remodel
Concession Waiting / Queue [Circulation]	25'+ x 10'	240	1	240	Remodel
Viewing Area [Not dedicated circulation]	Varies	355	1	355	Reconfigure
Seating Area [Not viewing to ice or dedicated circulation]	Varies	614	1	614	Retain
Association Storage [Former Restrooms]		449	1	449	Retain / Reappropriate
Family Restroom	8'7 x 6'2	62	1	62	Retain
Women's Restroom	12' x 44'8	538	1	538	Retain
Men's Restroom	11' x 44'8	495	1	495	Retain
Janitor Closet	5 x 6'4	31	1	31	Retain
Dedicated Circulation	Varies	3260	1	3,260	Reconfigure / Reappropriate
Mechanical Room and Storage	Varies	558	1	558	Retain
				0	
			<b>Available Area</b>	<b>10,243</b>	

## Design Additions Goal

**Available Area** 10,243  
**Design Goal Area** 10,304  
 Net Usage (61)

*Net area to be added through space expansion and reconfiguration*

Space Name	New Size	New SF	New Quantity	New Subtotal	Priority	Notes
Enclosed Office	10' x 10'	100	2	200	High	
Open Office Cube	6' x 6'	36	6	216	High	7 total FTE and PTE staff, 6 new accommodates 1 growth
Staff Break Area	8' x 8'	64	1	64	Low	
Rental Skate Carts and Skate Sharpening	8'+ x 9'+	74	1	74	Medium	Acoustical Control in separate / closeable room.
Office Area Circulation	Varies	277	1	277	High	Circulation within an Office Area
Concessions and Storage	13'4 min x _'	588	1	588	High	[1] POS Main Rink; [1] Pick-up Main Rink; [1] POS&PU Studio Rink
Concessions Waiting and Queue	Varies	393	1	393	High	
Viewing Area [Not Circulation]	Varies	675	1	675	Medium	Multiple smaller areas. Space goal = 30 people @ 15SF per + Circulation
Ticketing Area + Queue	7' w x ~12' l	80	2	160	Medium	4' x 8' sales table + 4' x 12' long queue area
Player / Parent Gathering Area	Varies	577.5	2	1,155	High	"Identified" congregation area for 50 people, standing
Trophy / Display Area	Varies	24	2	48	Medium	
Vending	Varies	27	2	54	Medium	Floor Area for [3] 3' x 3' vending machines
General Storage (Association)	15' x 20'	300	1	300	Medium	

## Retained Functions

Family Restroom	8'7 x 6'2	62	1	62	Retained
Women's Restroom	12' x 44'8	538	1	538	Retained
Men's Restroom	11' x 44'8	495	1	495	Retained
Janitor Closet	5 x 6'4	31	1	31	Retained
Mechanical Room and Storage	Varies	558	1	558	Retained
Dedicated Circulation Goal	Varies	4416	1	4,416	High

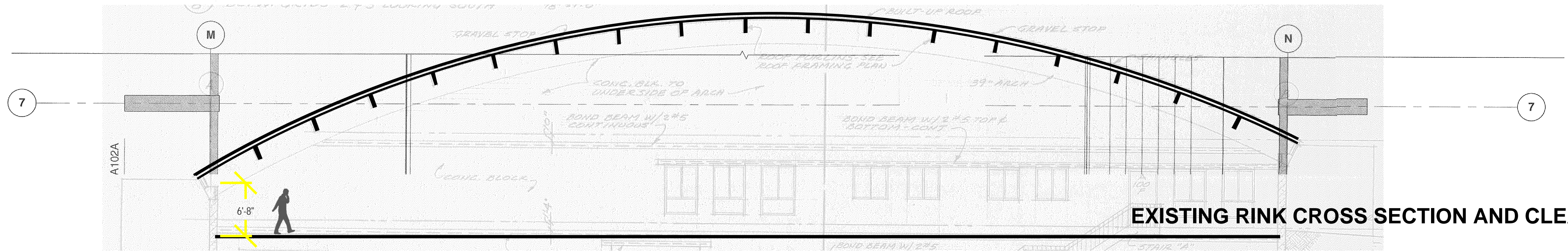
## COTTAGE GROVE LOBBY PROGRAM

### EXISTING TO DESIGN GOAL EVALUATION

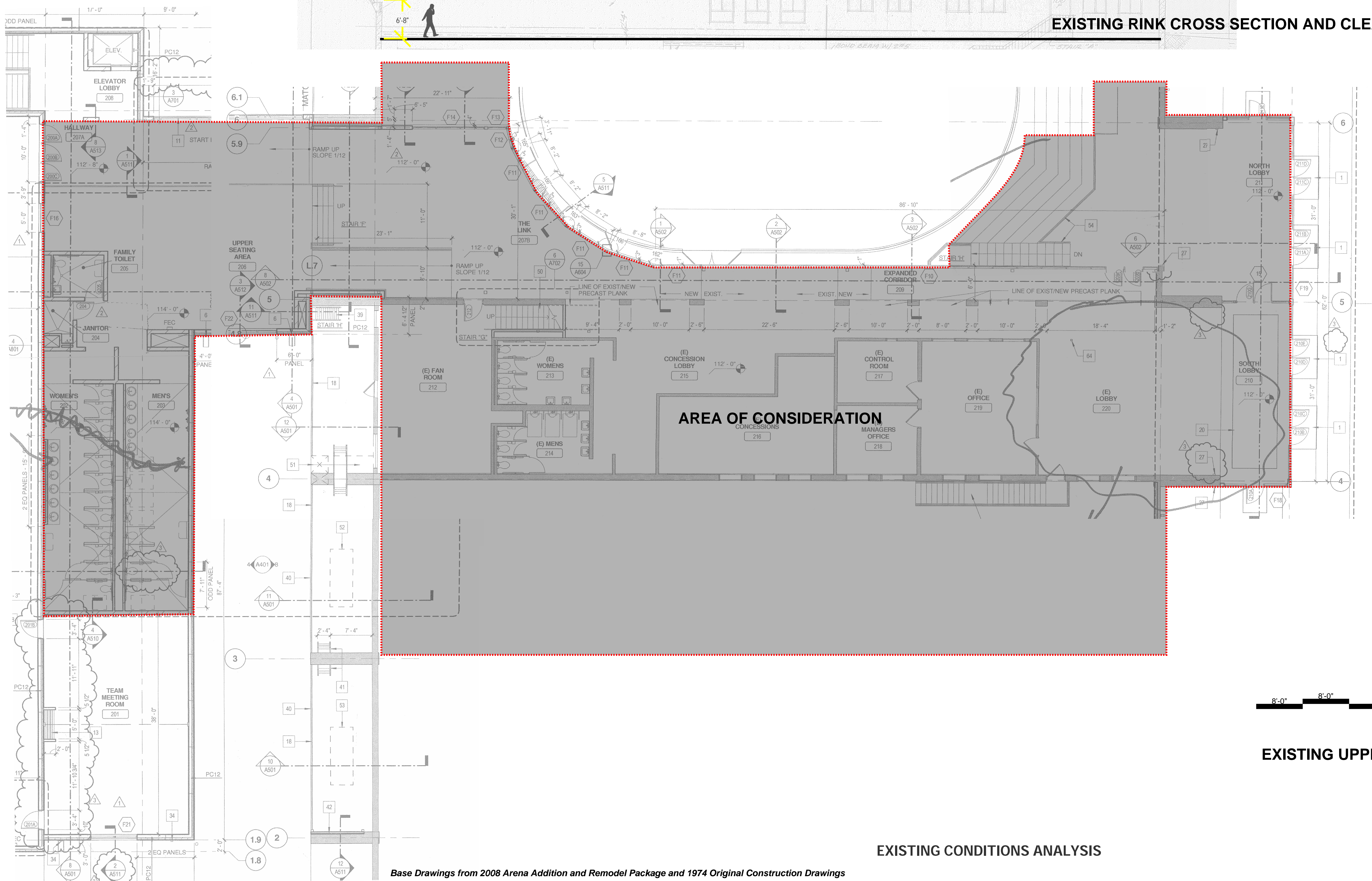
Oertel Architects and Cottage Grove staff developed an initial building program that evaluated existing conditions and anticipated future needs.

The analysis of want vs. needs, remodel vs. retain analysis, best practices for space size and space design, helped determine staff priority for space need within the existing rink structure, and how this space analysis informed the space design.





**EXISTING RINK CROSS SECTION AND CLEARANCE**

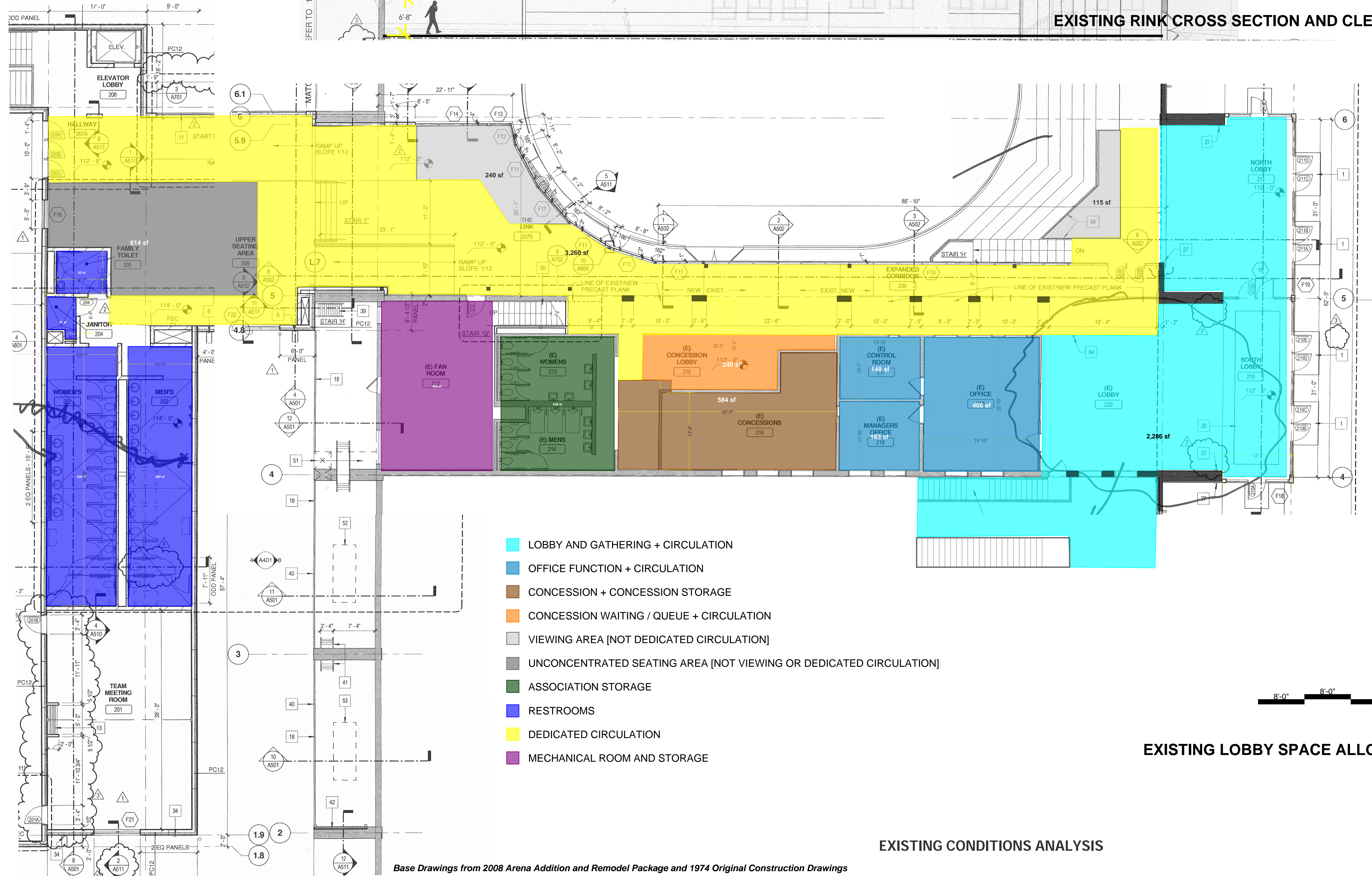
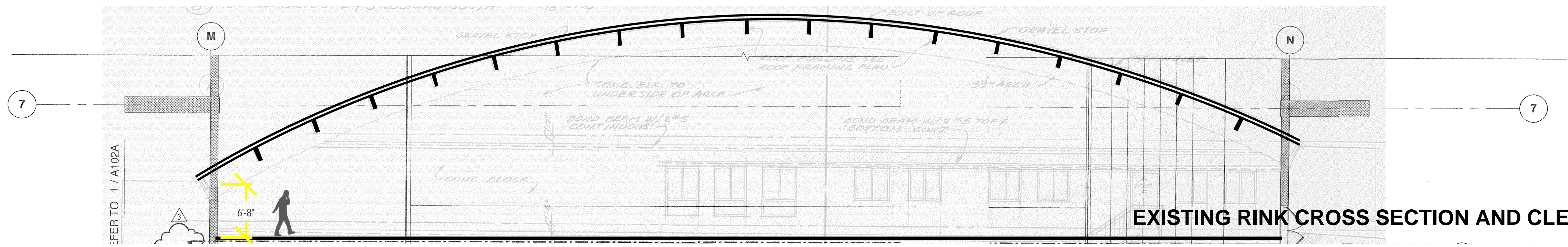


**EXISTING UPPER LEVEL**

**EXISTING CONDITIONS ANALYSIS**

Base Drawings from 2008 Arena Addition and Remodel Package and 1974 Original Construction Drawings

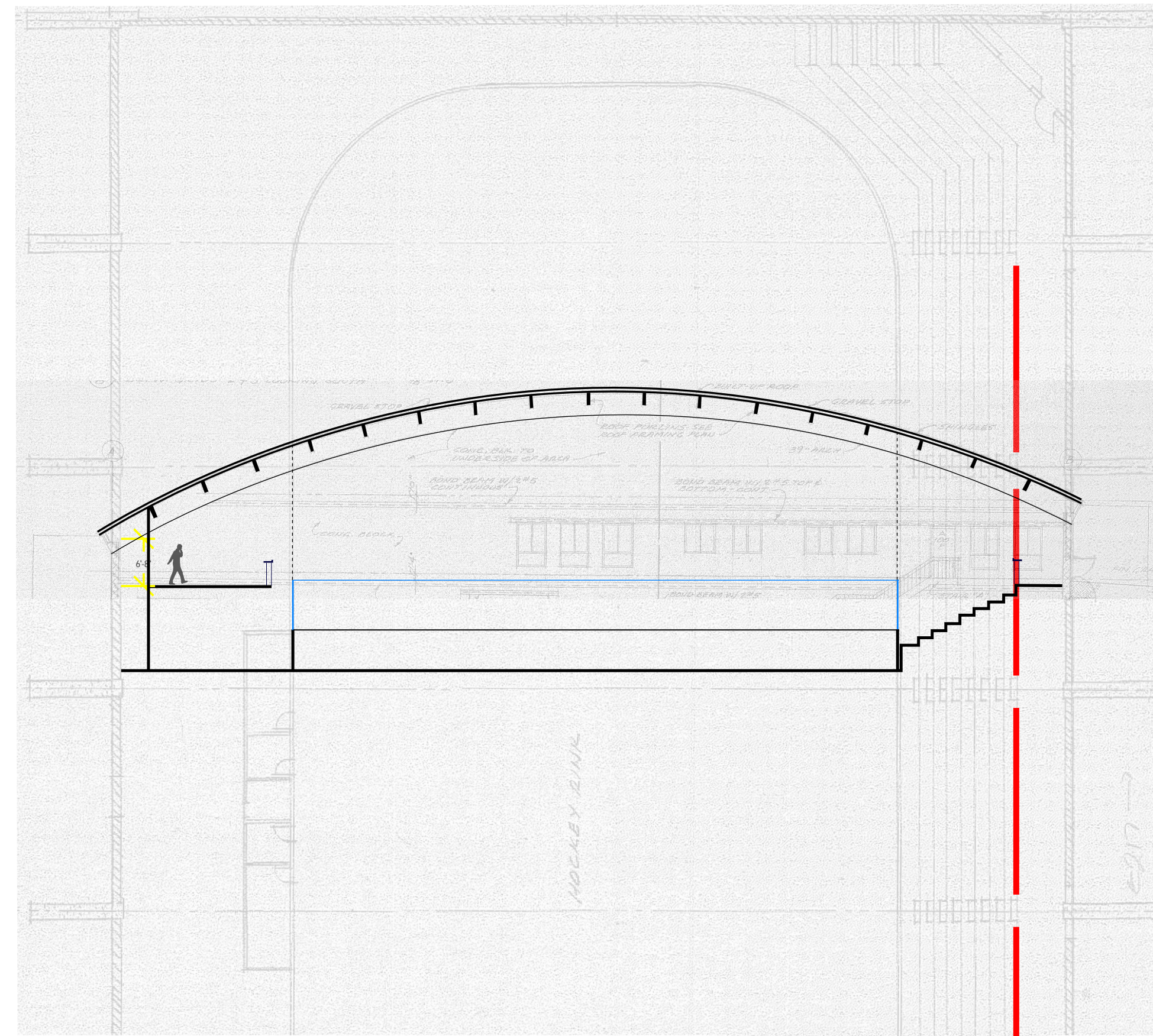




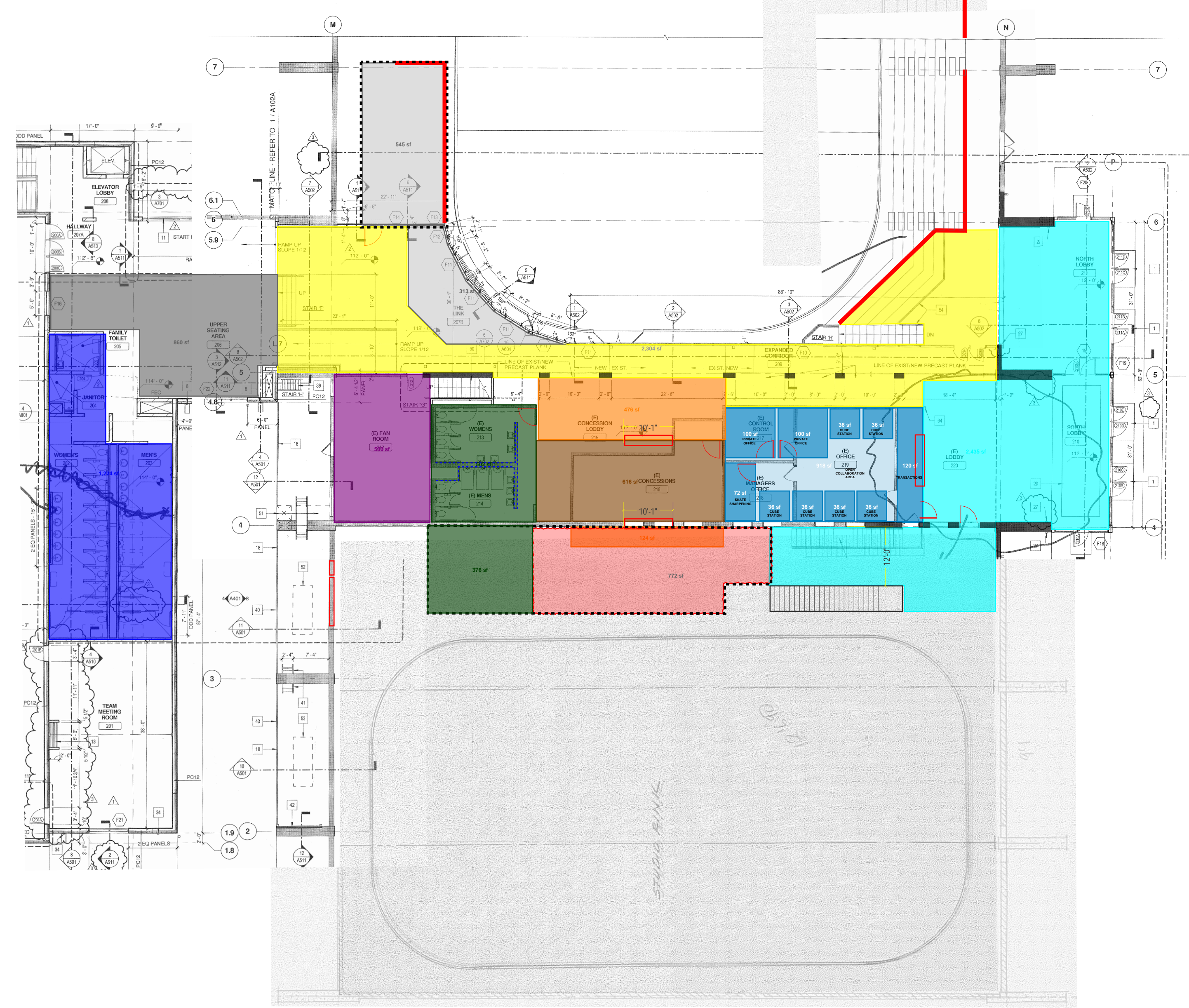
Base Drawings from 2008 Arena Addition and Remodel Package and 1974 Original Construction Drawings

EXISTING CONDITIONS ANALYSIS

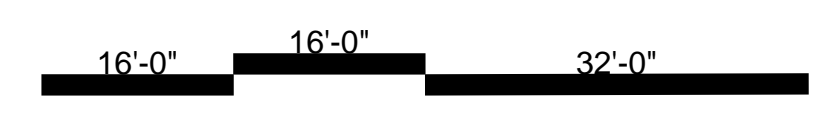




EXISTING RINK CROSS SECTION AND CLEARANCE



EXISTING SF	PROGRAM SF	CONCEPT SF	
2,286 SF	1,155 SF	2,435 SF	LOBBY AND GATHERING + CIRCULATION
771 SF	831 SF	918 SF	OFFICE FUNCTION + CIRCULATION
584 SF	588 SF	616 SF	CONCESSION + CONCESSION STORAGE
240 SF	393 SF	476 SF	CONCESSION WAITING / QUEUE + CIRCULATION
355 SF	675 SF	857 SF	VIEWING AREA [NOT DEDICATED CIRCULATION]
614 SF EXISTING REMAINS AS-IS			UNCONCENTRATED SEATING AREA [NOT VIEWING OR DEDICATED CIRCULATION]
449 SF	300 SF	878 SF	ASSOCIATION / GENERAL STORAGE
1,224 SF EXISTING REMAINS AS-IS			RESTROOMS
3,260 SF	4,416 SF	2,304 SF	DEDICATED CIRCULATION
558 SF EXISTING REMAINS AS-IS			MECHANICAL ROOM AND STORAGE
		3,424 SF	POTENTIAL LOCKER ROOM EXPANSION
		772 SF	WARM VIEWING AREA
1,742 SF [INCLUDED IN SF ABOVE]			NEW CONSTRUCTION



LOBBY PROGRAM DIAGRAM - CONCEPT PROGRAM

PROGRAMMING DIAGRAM

Base Drawings from 2008 Arena Addition and Remodel Package and 1974 Original Construction Drawings





DESIGN CONCEPT



CLIENT:



OERTEL ARCHITECTS

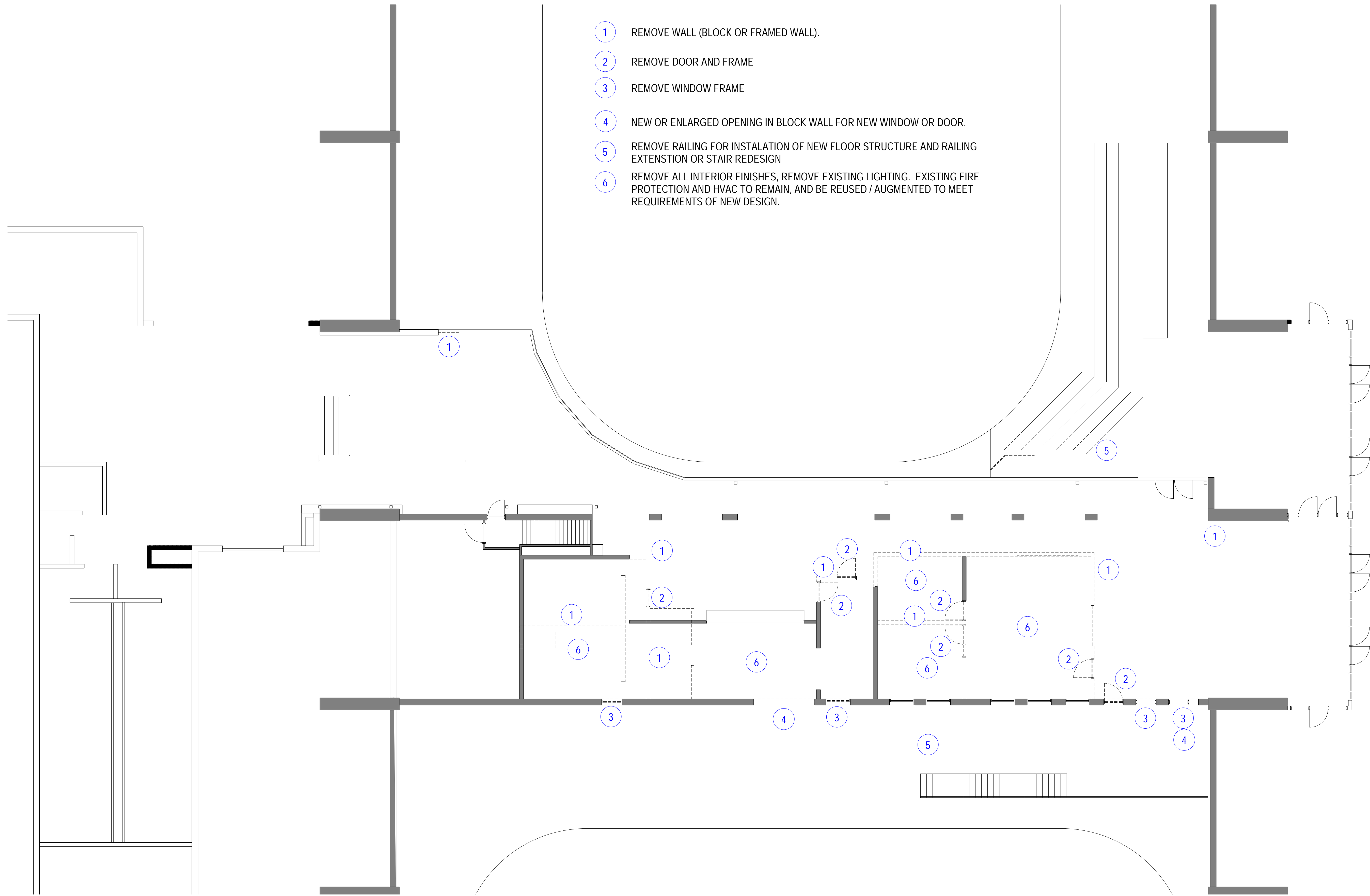
1795 Saint Clair Avenue St. Paul, Minnesota 55105  
phone: (651) 496-5186 www.oertelarchitects.com

CONSULTANT:

NOTES:

Not for Construction

- 1 REMOVE WALL (BLOCK OR FRAMED WALL).
- 2 REMOVE DOOR AND FRAME
- 3 REMOVE WINDOW FRAME
- 4 NEW OR ENLARGED OPENING IN BLOCK WALL FOR NEW WINDOW OR DOOR.
- 5 REMOVE RAILING FOR INSTALATION OF NEW FLOOR STRUCTURE AND RAILING EXTENSTION OR STAIR REDESIGN
- 6 REMOVE ALL INTERIOR FINISHES, REMOVE EXISTING LIGHTING. EXISTING FIRE PROTECTION AND HVAC TO REMAIN, AND BE REUSED / AUGMENTED TO MEET REQUIREMENTS OF NEW DESIGN.



1 FLOOR PLAN  
 1/8" = 1'-0"  
 North

PROJECT NAME:  
**COTTAGE GROVE  
 ICE ARENA**  
 8020 80TH ST S, COTTAGE GROVE,  
 MN 55016

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA.

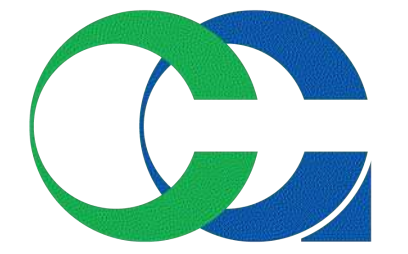
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 LICENSE # \_\_\_\_\_ DATE \_\_\_\_\_  
 SHEET NAME:

DEMOLITION PLAN

REVISIONS:

25-03  
 PROJECT NUMBER \_\_\_\_\_ DATE \_\_\_\_\_  
 DRAWN BY \_\_\_\_\_ CHECKED BY \_\_\_\_\_  
 SHEET NO:

CLIENT:



OERTEL ARCHITECTS

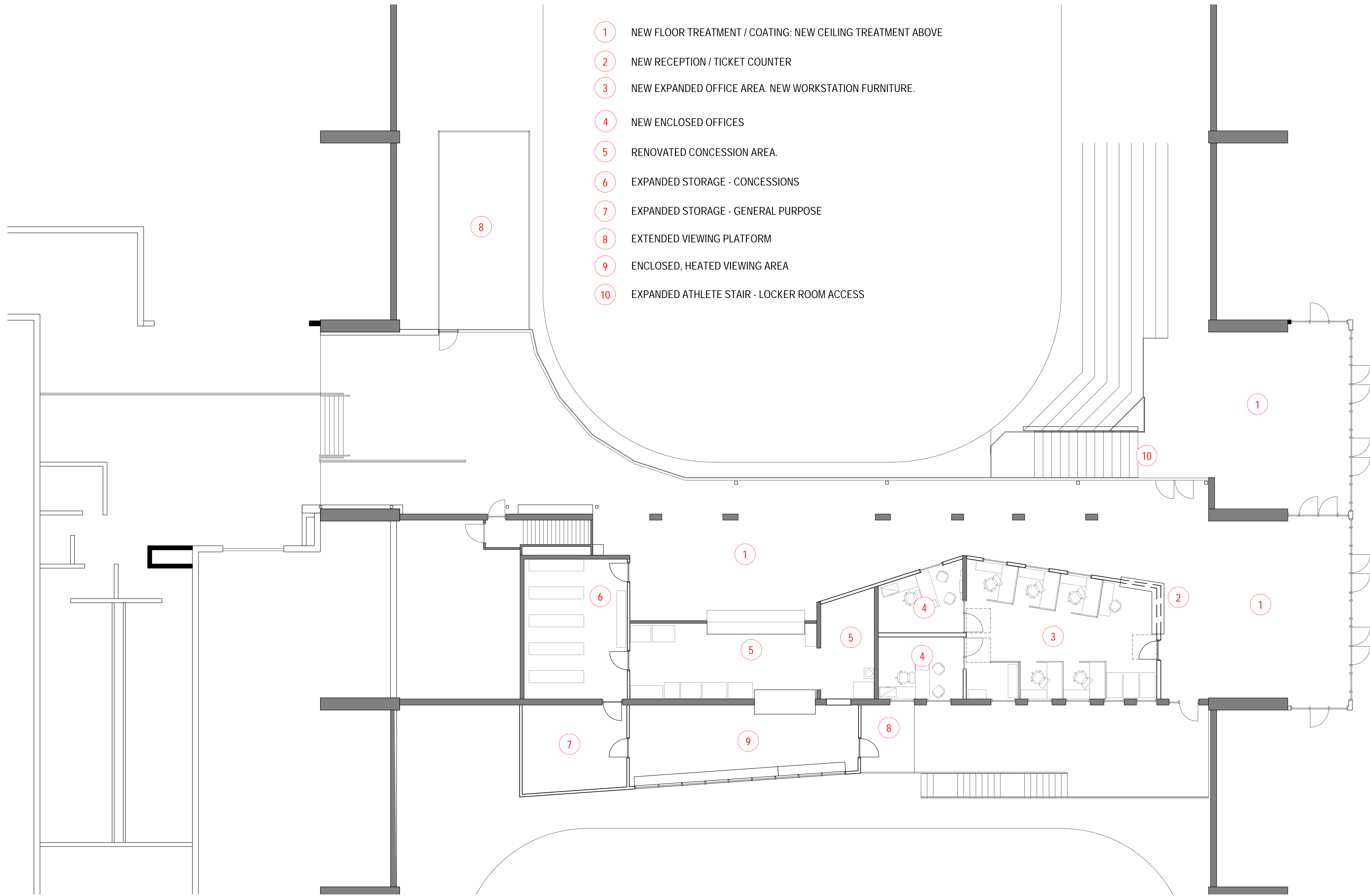
1795 Saint Clair Avenue St. Paul, Minnesota 55105  
phone: (651) 496-5186 www.oertelarchitects.com

CONSULTANT:

NOTES:

Not for Construction

- 1 NEW FLOOR TREATMENT / COATING; NEW CEILING TREATMENT ABOVE
- 2 NEW RECEPTION / TICKET COUNTER
- 3 NEW EXPANDED OFFICE AREA. NEW WORKSTATION FURNITURE.
- 4 NEW ENCLOSED OFFICES
- 5 RENOVATED CONCESSION AREA.
- 6 EXPANDED STORAGE - CONCESSIONS
- 7 EXPANDED STORAGE - GENERAL PURPOSE
- 8 EXTENDED VIEWING PLATFORM
- 9 ENCLOSED, HEATED VIEWING AREA
- 10 EXPANDED ATHLETE STAIR - LOCKER ROOM ACCESS



1 FLOOR PLAN  
 1/8" = 1'-0"  
 North

PROJECT NAME:  
**COTTAGE GROVE  
 ICE ARENA**  
 8020 80TH ST S, COTTAGE GROVE,  
 MN 55016

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA.

SIGNATURE: \_\_\_\_\_

LICENSE # \_\_\_\_\_ DATE \_\_\_\_\_

SHEET NAME:

RENOVATION FLOOR PLAN

REVISIONS:

25-03 PROJECT NUMBER DATE

DRAWN BY CHECKED BY

SHEET NO:

**A101**

CLIENT:



OERTEL ARCHITECTS

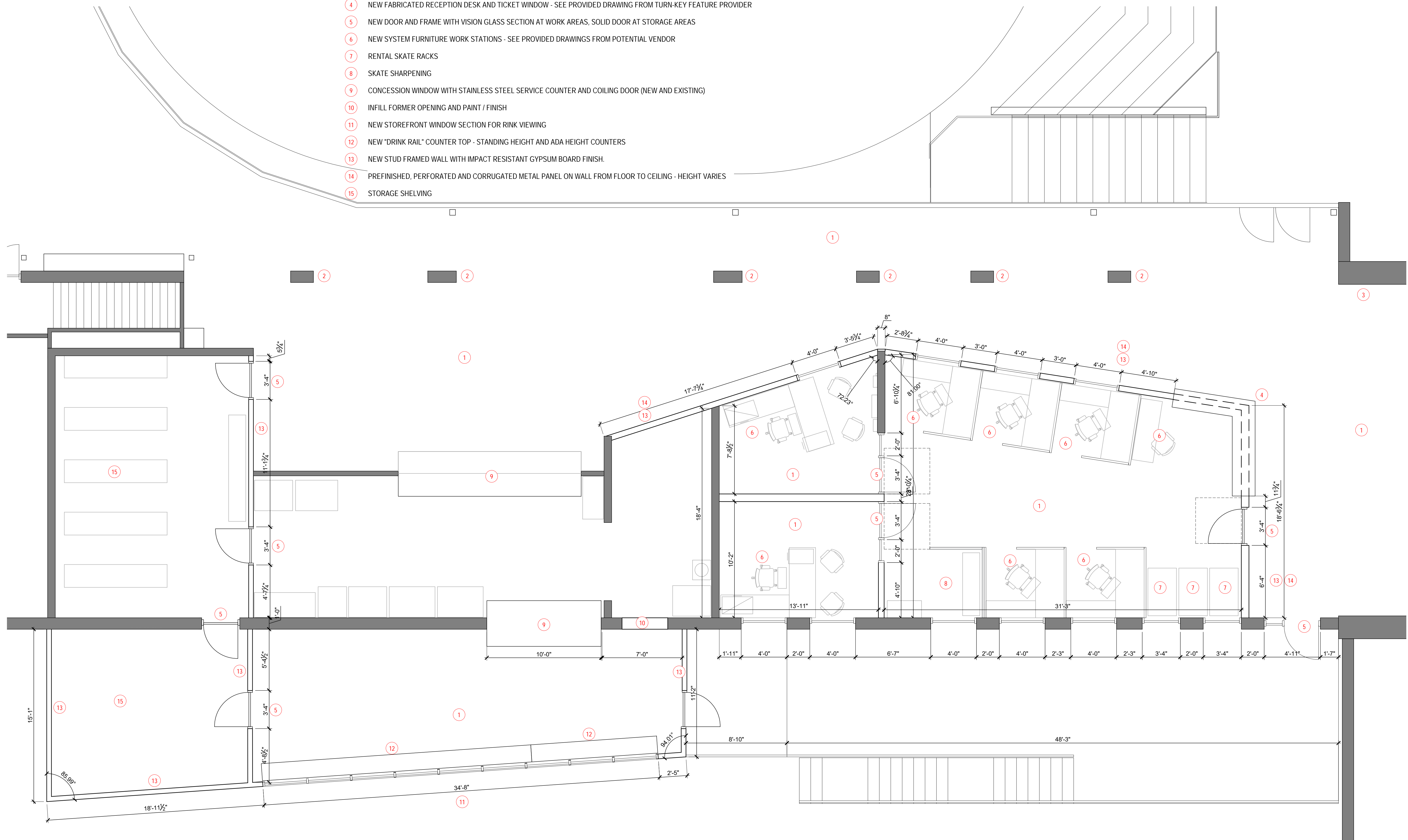
1795 Saint Clair Avenue St. Paul, Minnesota 55105  
Phone: (651) 496-5186 www.oertelarchitects.com

CONSULTANT:

NOTES:

Not for Construction

- 1 NEW FLOOR TREATMENT / COATING; NEW CEILING TREATMENT ABOVE
- 2 EXISTING BLOCK OR CONCRETE PIER TO REMAIN - NEW PAINT AND CLADDING AT "FRAMED OPENING"
- 3 EXPOSE CONCRETE PIER - REFINISH TO CONCRETE AESTHETIC. INSTALL NEW LOGO SIGNAGE
- 4 NEW FABRICATED RECEPTION DESK AND TICKET WINDOW - SEE PROVIDED DRAWING FROM TURN-KEY FEATURE PROVIDER
- 5 NEW DOOR AND FRAME WITH VISION GLASS SECTION AT WORK AREAS, SOLID DOOR AT STORAGE AREAS
- 6 NEW SYSTEM FURNITURE WORK STATIONS - SEE PROVIDED DRAWINGS FROM POTENTIAL VENDOR
- 7 RENTAL SKATE RACKS
- 8 SKATE SHARPENING
- 9 CONCESSION WINDOW WITH STAINLESS STEEL SERVICE COUNTER AND COILING DOOR (NEW AND EXISTING)
- 10 INFILL FORMER OPENING AND PAINT / FINISH
- 11 NEW STOREFRONT WINDOW SECTION FOR RINK VIEWING
- 12 NEW "DRINK RAIL" COUNTER TOP - STANDING HEIGHT AND ADA HEIGHT COUNTERS
- 13 NEW STUD FRAMED WALL WITH IMPACT RESISTANT GYPSUM BOARD FINISH.
- 14 PREFINISHED, PERFORATED AND CORRUGATED METAL PANEL ON WALL FROM FLOOR TO CEILING - HEIGHT VARIES
- 15 STORAGE SHELVING



1 FLOOR PLAN  
 1/4" = 1'-0"  
 North

PROJECT NAME:  
**COTTAGE GROVE  
 ICE ARENA**  
 8020 80TH ST S, COTTAGE GROVE,  
 MN 55016

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA.

SIGNATURE: \_\_\_\_\_

LICENSE # \_\_\_\_\_ DATE \_\_\_\_\_

SHEET NAME:  
**ENLARGED RENOVATION  
 PLAN**

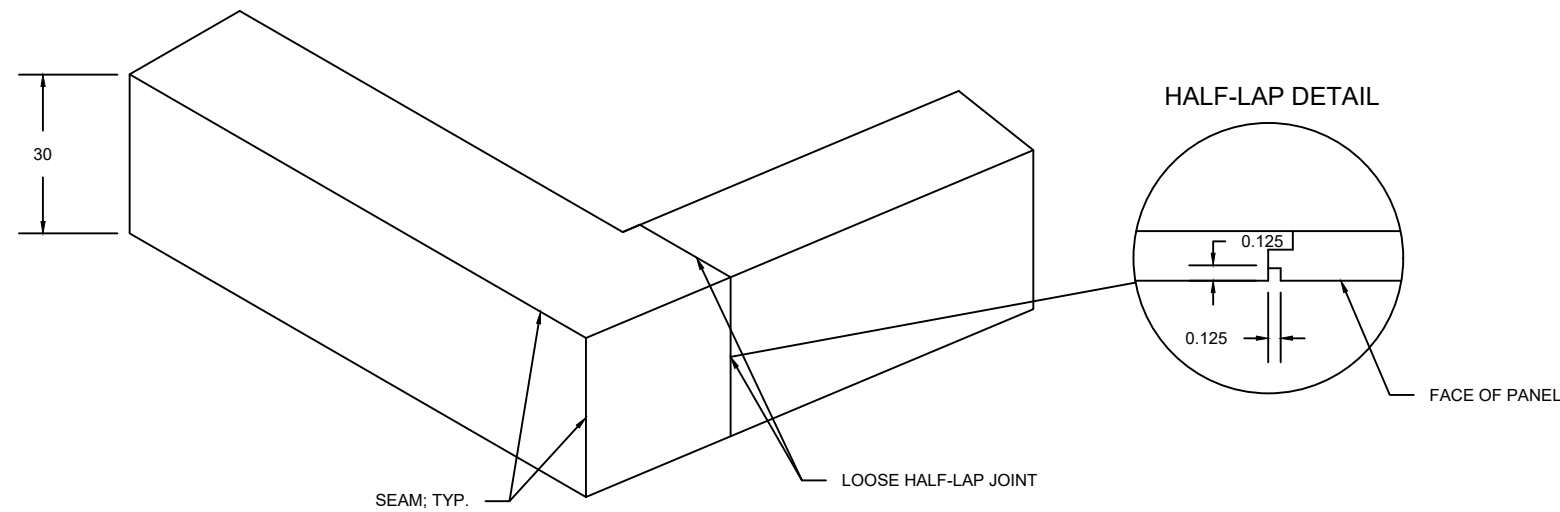
REVISIONS:

25-03  
 PROJECT NUMBER \_\_\_\_\_ DATE \_\_\_\_\_

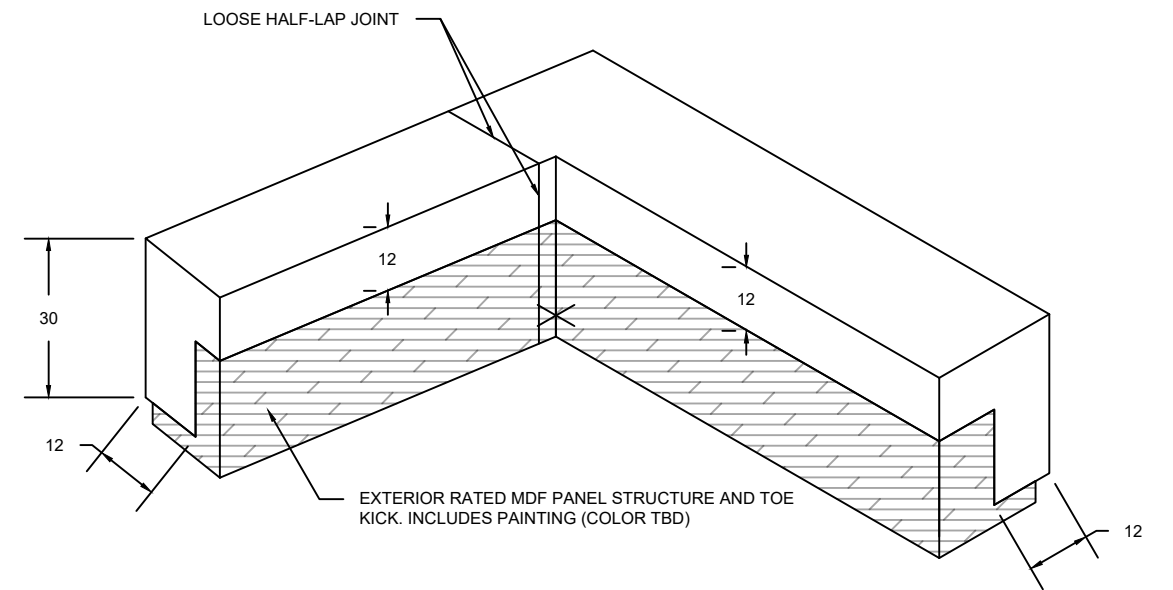
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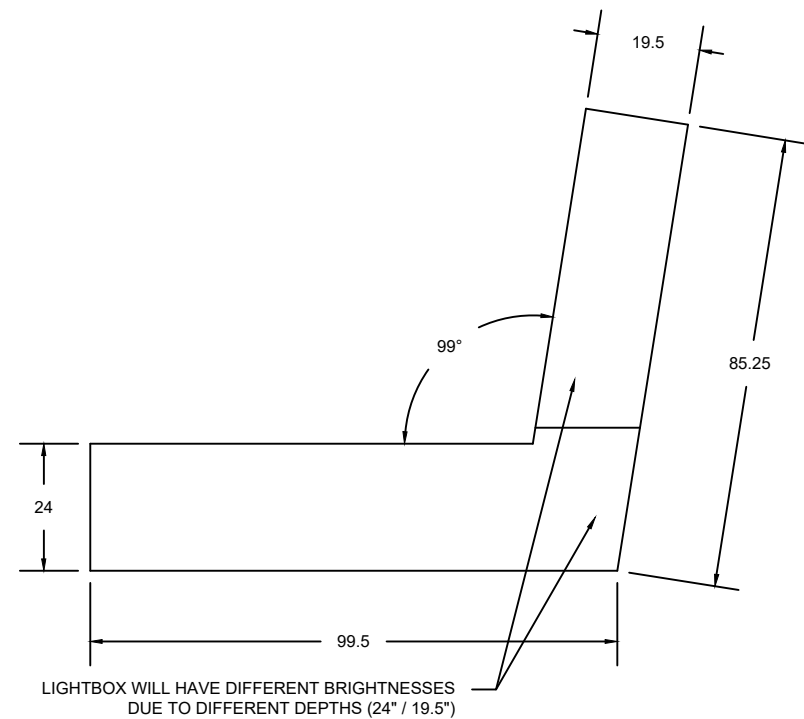
**A102**



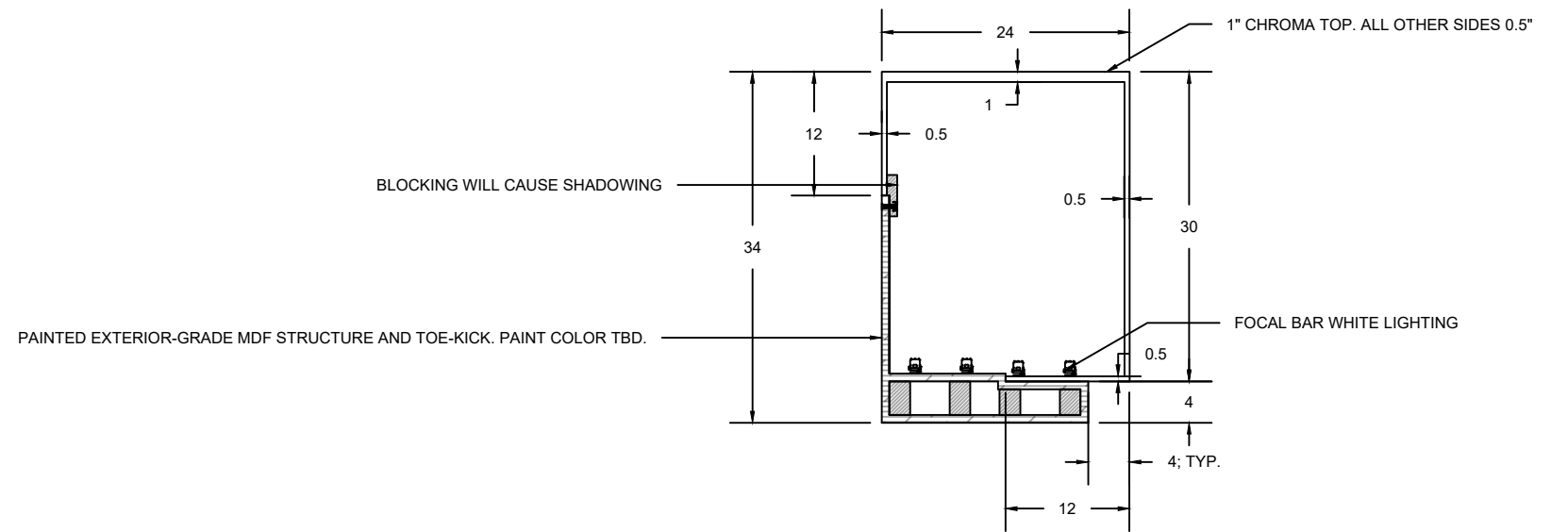
1 FRONT - ISOMETRIC  
SCALE: NTS



2 REAR - ISOMETRIC  
SCALE: NTS



3 PLAN  
SCALE: NTS



A SECTION  
SCALE: NTS

THESE ARE NOT FABRICATION DRAWINGS. THESE ARE TO CONFIRM THE SCOPE OF WORK. IF THIS DOES NOT MATCH THE SCOPE OF THE PROJECT PLEASE CONTACT YOUR PROJECT MANAGER.

**3form**  
2300 S 2300 W  
Salt Lake City, UT  
84119  
801 649 2500

PROJECT NAME:  
**COTTAGE GROVE ICE ARENA**

MATERIAL: CHROMA + BLISS B49 + POWDER D03  
GAUGE: 1/2" TYP; 1" TOP  
SHEET: 1 OF 1  
DATE: 9/5/25  
DRAWN BY: SG

NOT FOR CONSTRUCTION

# PRIVATE OFFICE

\*Preliminary Plan\*  
Not for  
Furniture Order

**NOTES**

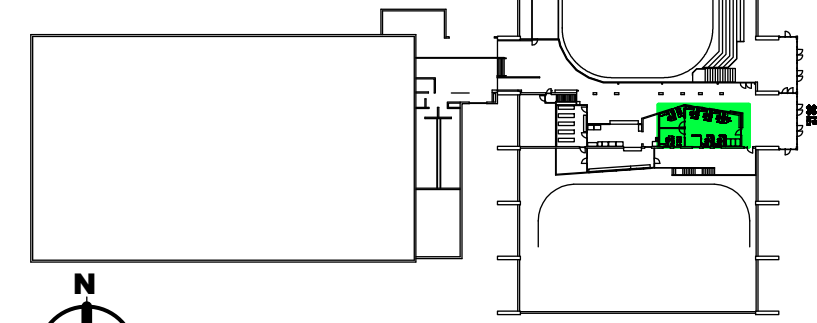
**Drawing Review**

These drawings must be reviewed by the Owner/Architect/Contractor, or other appropriate representative prior to furniture order. If these drawings are correct, mark the appropriate box below. If incorrect, note corrections to be made and return to Henricksen for corrections.

<input type="checkbox"/> Approved	Signature _____
<input type="checkbox"/> Approved as Noted	Print _____
<input type="checkbox"/> Revise and Resubmit	Date _____

Drawings and specifications provide interior designs and layouts in sufficient detail for the installation of projects. The designs represented are the property of Henricksen and shall not be shared, used by, or disclosed to any persons or firm outside the scope of this project without written consent of Henricksen. Architects and contractors shall be responsible for all dimensions and conditions on the job and shall notify Henricksen of any variations from the dimensions and conditions shown. Written dimensions take precedence over scaled dimensions.

**AREA OF WORK**



REV	REVISION	DESCRIPTION	DWN	DATE

**CITY OF COTTAGE GROVE**

8020 8TH ST SOUTH  
COTTAGE GROVE, MN 55016

ICE ARENA

FURNITURE PLAN  
PRIVATE OFFICES

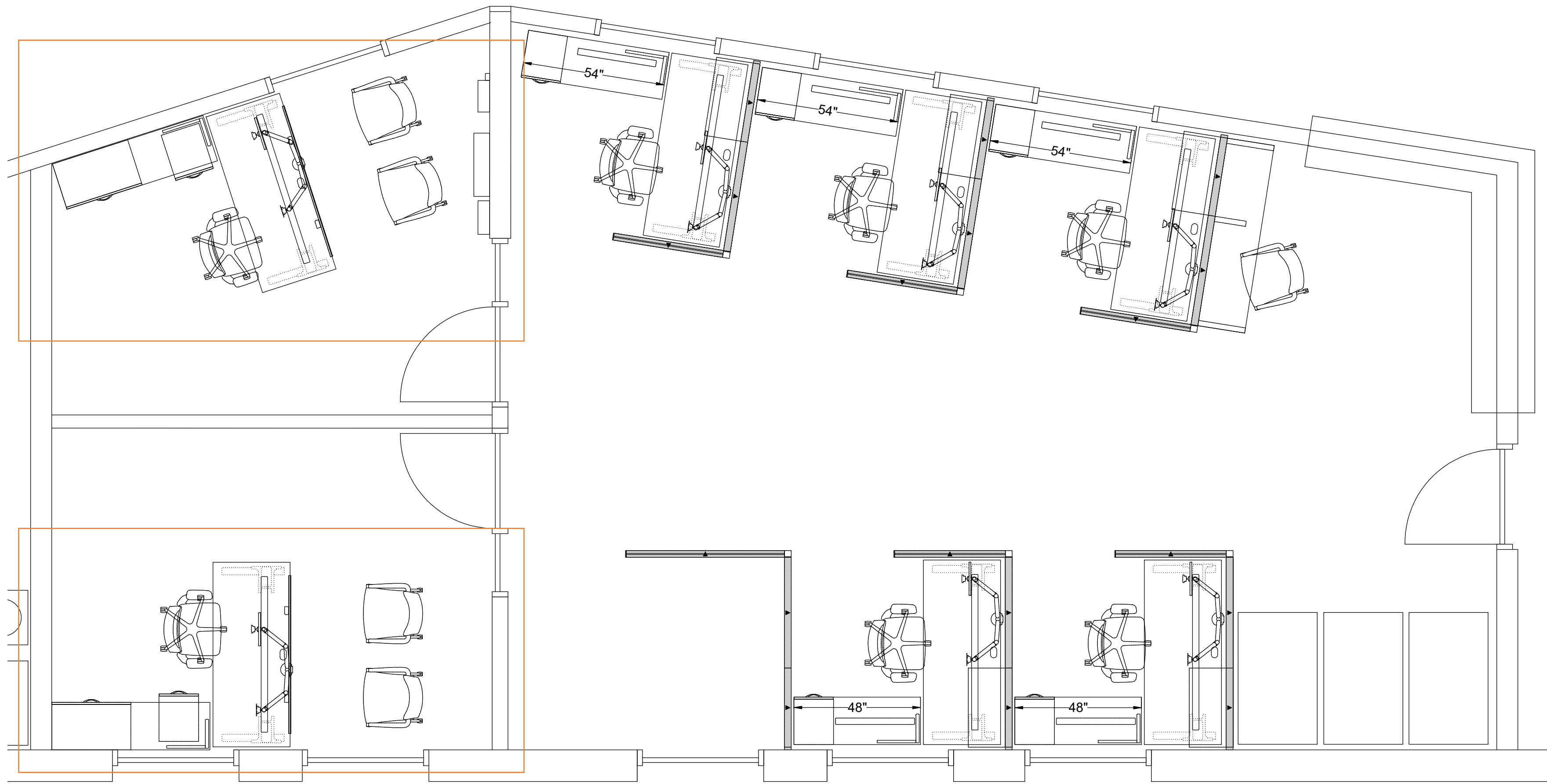
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<b>Project #:</b>	25090450	
<b>Scale:</b>	3/5"=1'-0"	
<b>Org. Date:</b>	9/10/2025	

- (1) Height Adjustable Desk
- (1) Box/Box Mobile Pedestal
- (1) Lateral File
- (1) Under-Mount Modesty Panel
- (1) Dual Monitor Arm
- (1) Task Chair

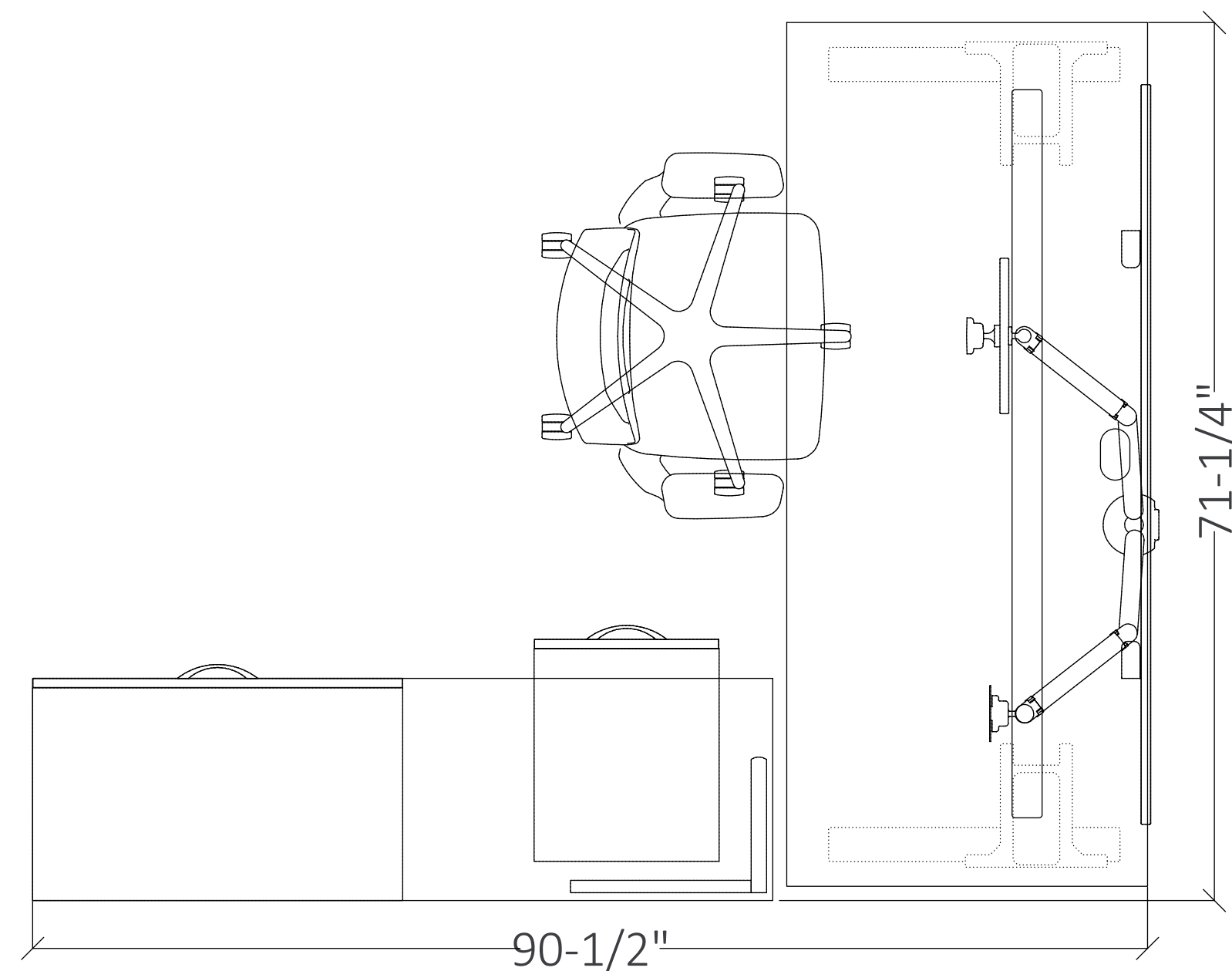
**INCLUDES**

- WORKSURFACE LAMINATE: Portico Teak
- WORKSURFACE EDGE: Portico Teak
- DESK BASE: Flint
- MODESTY PANEL: Portico Teak
- SUPPORTS FINISH: Flint
- STORAGE FINISH: Flint
- STORAGE PULL: Arch, Matte Silver
- TASK CHAIR MESH: Dusk
- TASK CHAIR BASE/FRAME: Black
- TASK CHAIR SEAT UPHOLSTERY: Noble, Darkness
- GUEST CHAIR MESH: Carbon
- GUEST CHAIR FRAME: Charblack
- GUEST CHAIR SEAT UPHOLSTERY: Noble, Darkness

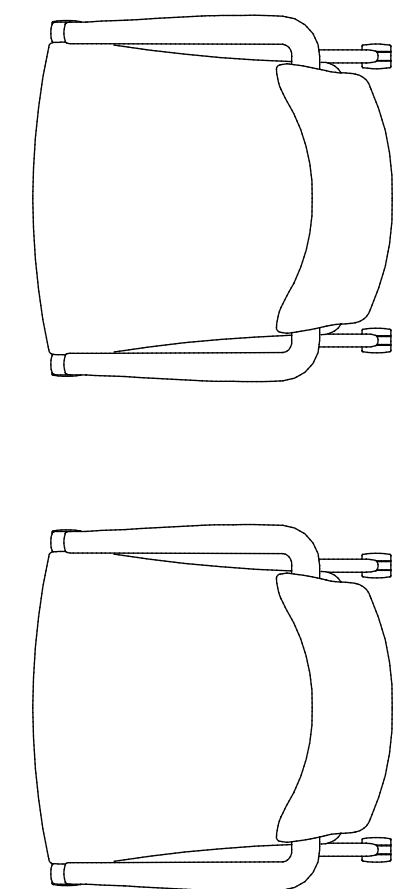
**PRIVATE OFFICE FINISHES**



**PLAN**



**TYPICAL PLAN**



**TYPICAL 3D VIEW**

# WORKSTATIONS

\*Preliminary Plan\*  
Not for  
Furniture Order

**NOTES**

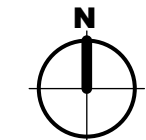
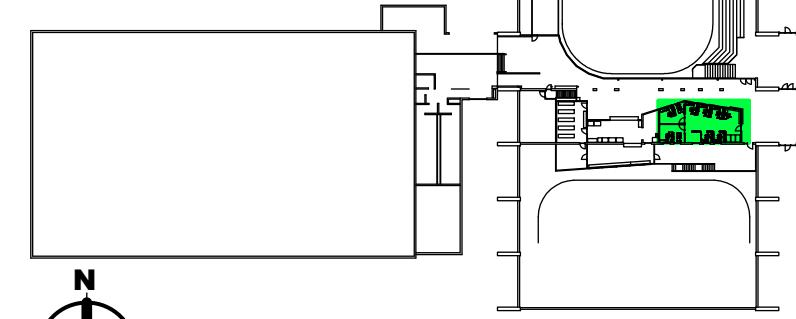
**Drawing Review**

These drawings must be reviewed by the Owner/Architect/Contractor, or other appropriate representative prior to furniture order. If these drawings are correct, mark the appropriate box below. If incorrect, note corrections to be made and return to Henricksen for corrections.

<input type="checkbox"/> Approved	Signature _____
<input type="checkbox"/> Approved as Noted	Print _____
<input type="checkbox"/> Revise and Resubmit	Date _____

Drawings and specifications provide interior designs and layouts in sufficient detail for the installation of projects. The designs represented are the property of Henricksen and shall not be shared, used by, or disclosed to any persons or firm outside the scope of this project without written consent of Henricksen. Architects and contractors shall be responsible for all dimensions and conditions on the job and shall notify Henricksen of any variations from the dimensions and conditions shown. Written dimensions take precedence over scaled dimensions.

**AREA OF WORK**



REV	REVISION DESCRIPTION	DWN	DATE

**CITY OF COTTAGE GROVE**

8020 8TH ST SOUTH  
COTTAGE GROVE, MN 55016

ICE ARENA

FURNITURE PLAN  
WORKSTATIONS

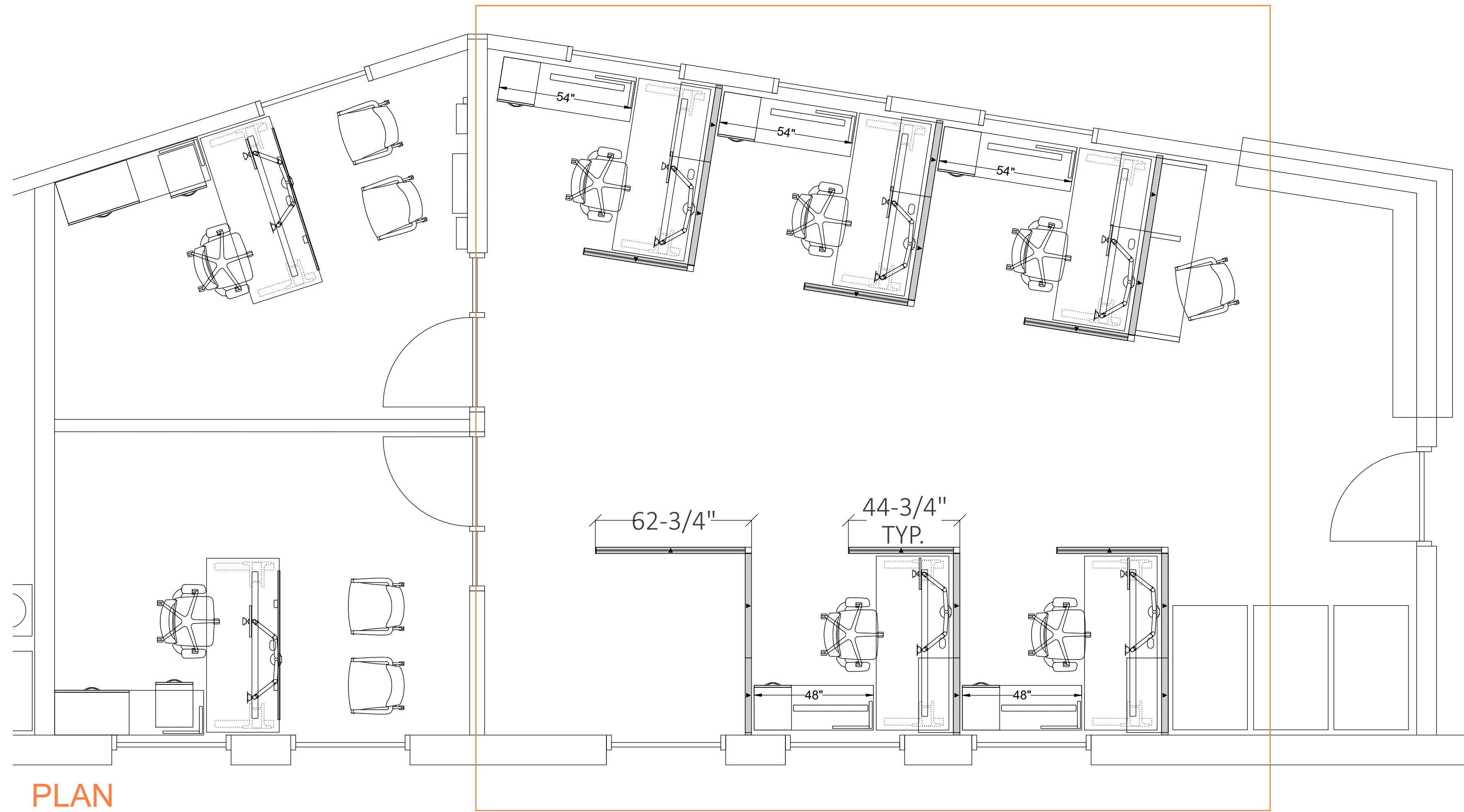
Drawn By:	ELP	Sheet Number:	F. 2
Acct Exec:	PSGM		
Project #:	25090450		
Scale:	3/8"=1'-0"		
Org. Date:	9/10/2025		

- (1) Height Adjustable Desk
- (1) Return Surface
- (1) Box/Box Support Pedestal
- (1) Overhead
- (1) Dual Monitor Arm
- (1) Task Chair

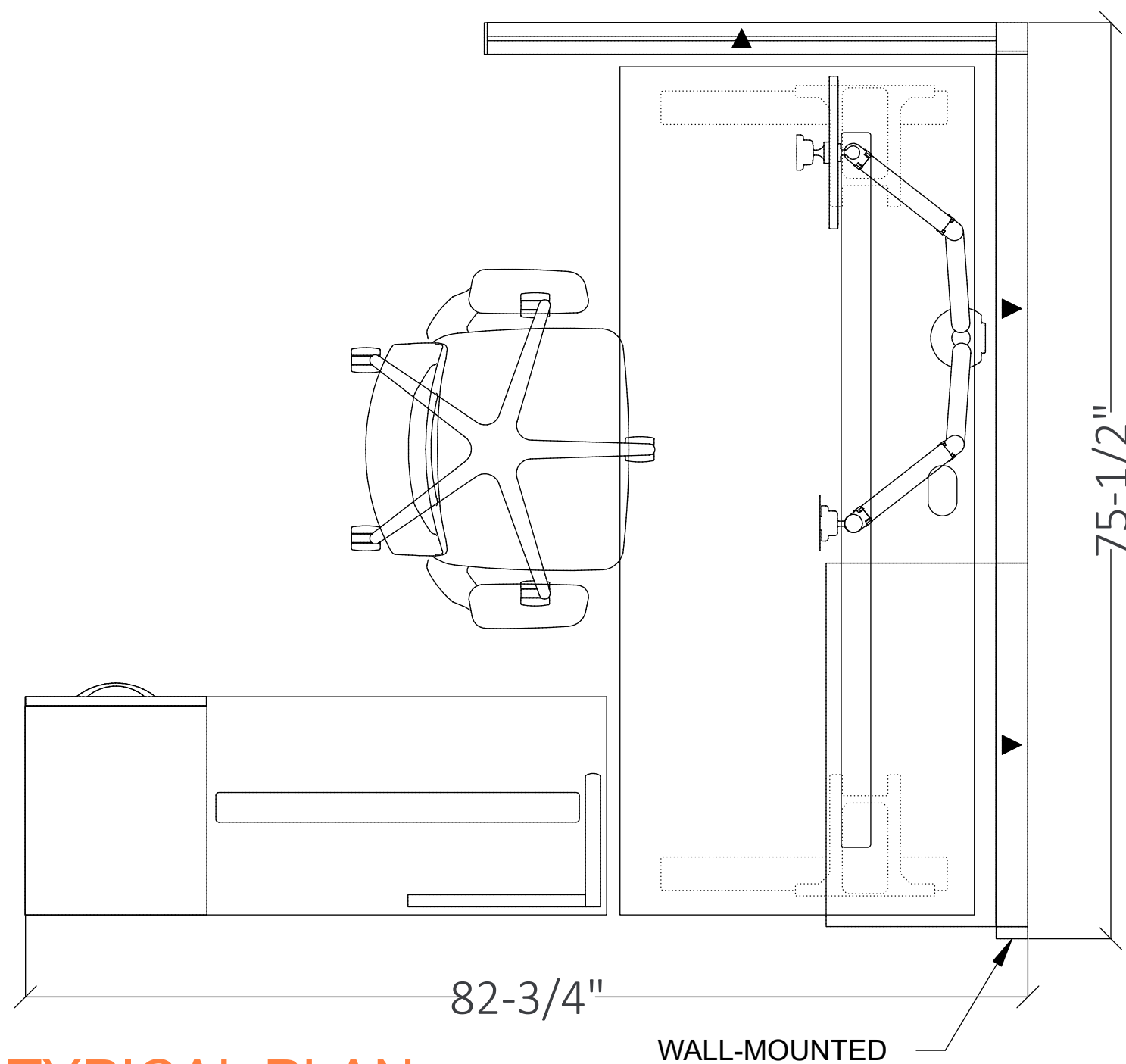
**WORKSTATION INCLUDES**

- PANEL FABRIC: Flint
- PANEL PAINT: Flint
- PANEL GLASS: Clear
- WORKSURFACE LAMINATE: Portico Teak
- WORKSURFACE EDGE: Portico Teak
- DESK BASE: Flint
- SUPPORTS FINISH: Flint
- STORAGE FINISH: Flint
- STORAGE PULL: Arch, Matte Silver
- TASK CHAIR MESH: Dusk
- TASK CHAIR BASE/FRAME: Black
- TASK CHAIR SEAT UPHOLSTERY: Noble, Darkness
- TABLE LAMINATE: Portico Teak
- TABLE EDGE: Portico Teak
- TABLE BASE: Flint
- GUEST CHAIR MESH: Carbon
- GUEST CHAIR FRAME: Charblack
- GUEST CHAIR SEAT UPHOLSTERY: Noble, Darkness

**WORKSTATION FINISHES**



PLAN



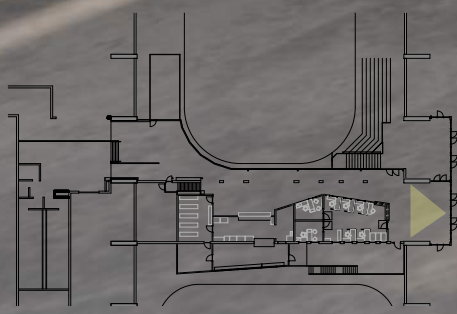
TYPICAL PLAN



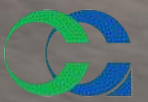
TYPICAL WORKSTATION 3D VIEW

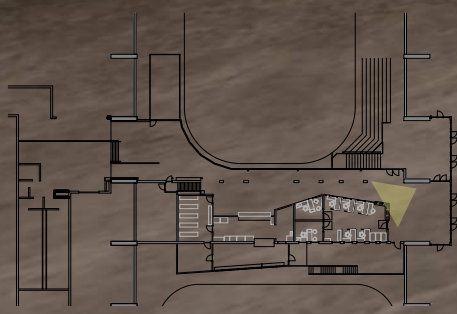


ADDITIONAL WORKSURFACE



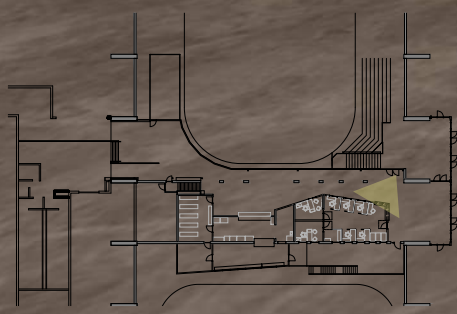
LOBBY AT SOUTH ENTRY



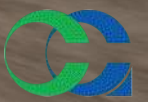


RECEPTION AND TICKETING





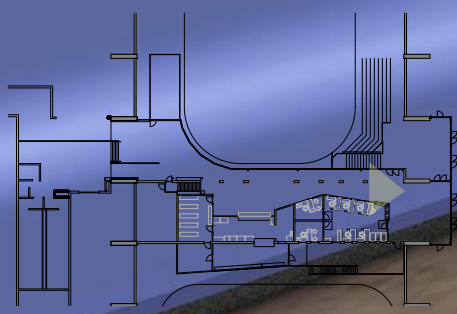
OFFICE AREA AND WALKWAY ENHANCEMENTS





TICKETING - OFFICE AND CEILING TREATMENT



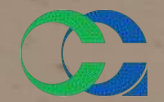


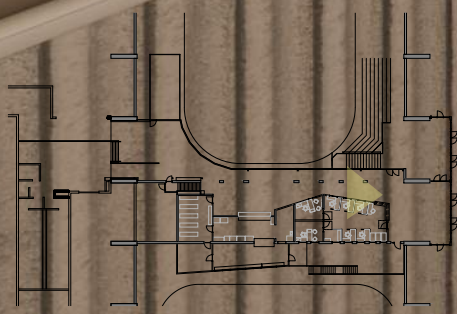
NORTH RINK ENTRY



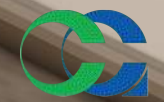


SOUTH LOBBY AND LOGO SIGNAGE





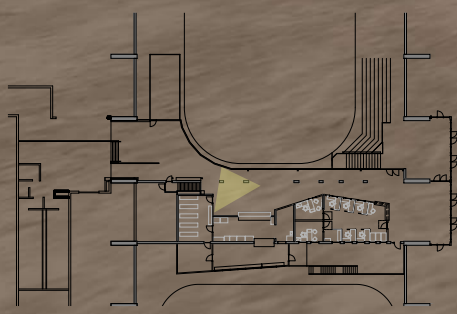
WALKWAY AND NORTH RINK VIEWING CORRIDOR



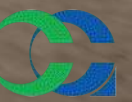


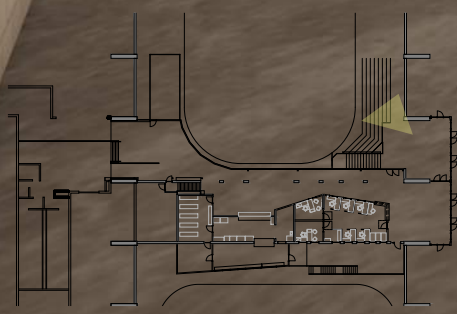
MAIN CONCESSIONS WINDOW AND MURAL CONCEPT





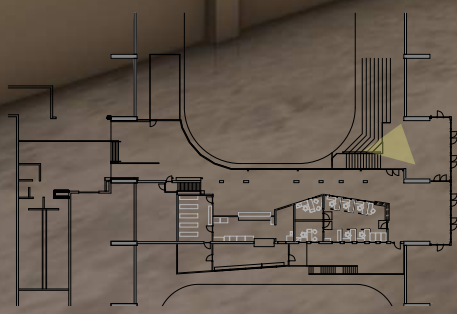
MAIN CONCESSIONS WINDOW AND MURAL CONCEPT





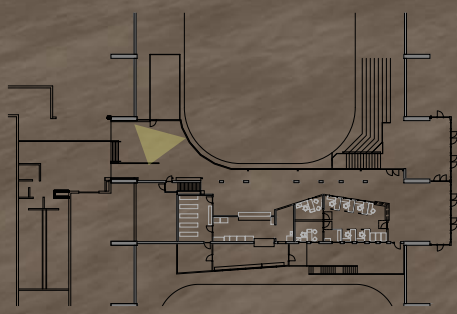
NORTH RINK VIEWING - NEW RAILING



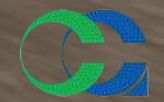


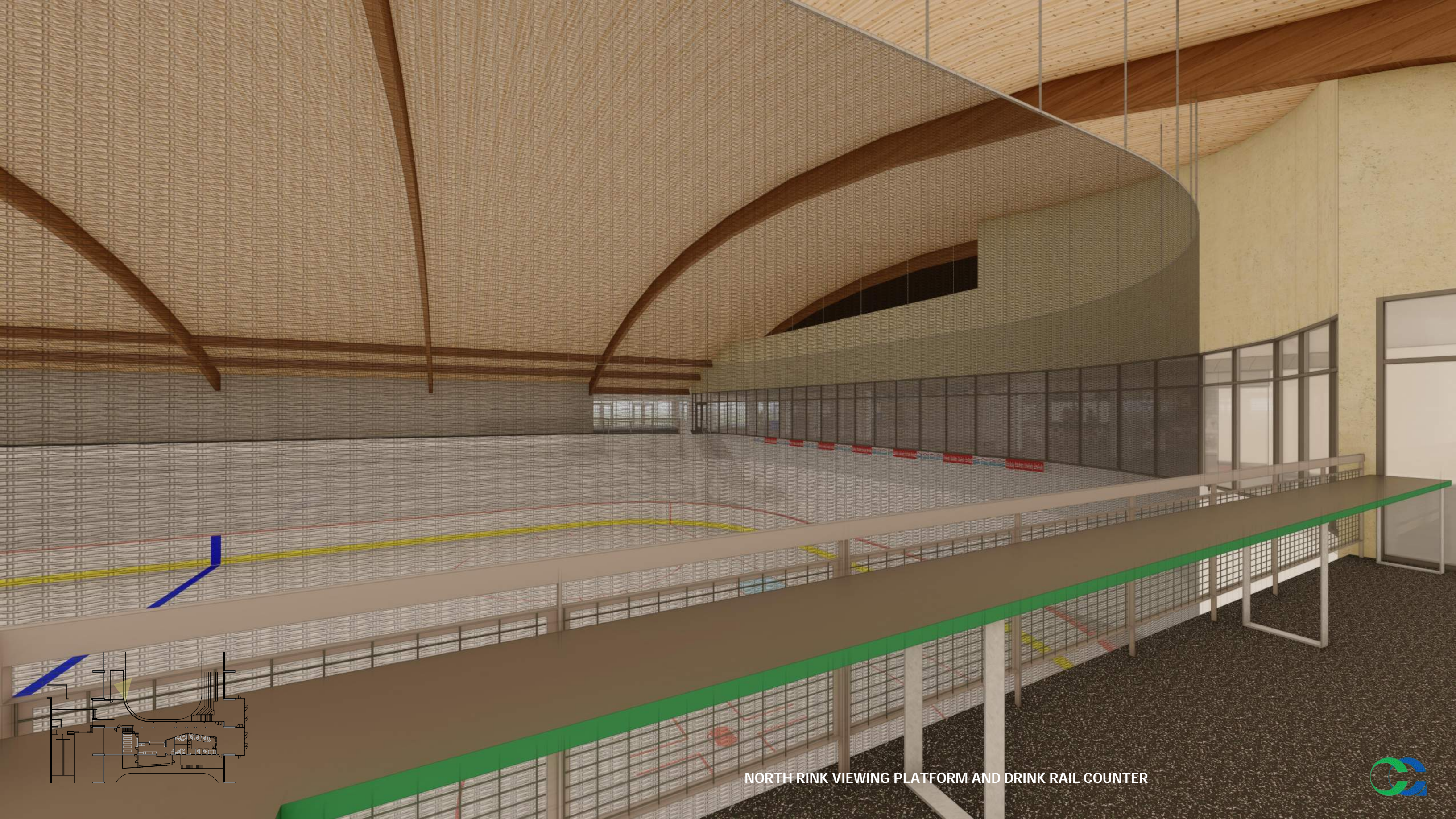
NORTH RINK PLAYER STAIR RENOVATION





NORTH RINK VIEWING PLATFORM ACCESS





NORTH RINK VIEWING PLATFORM AND DRINK RAIL COUNTER





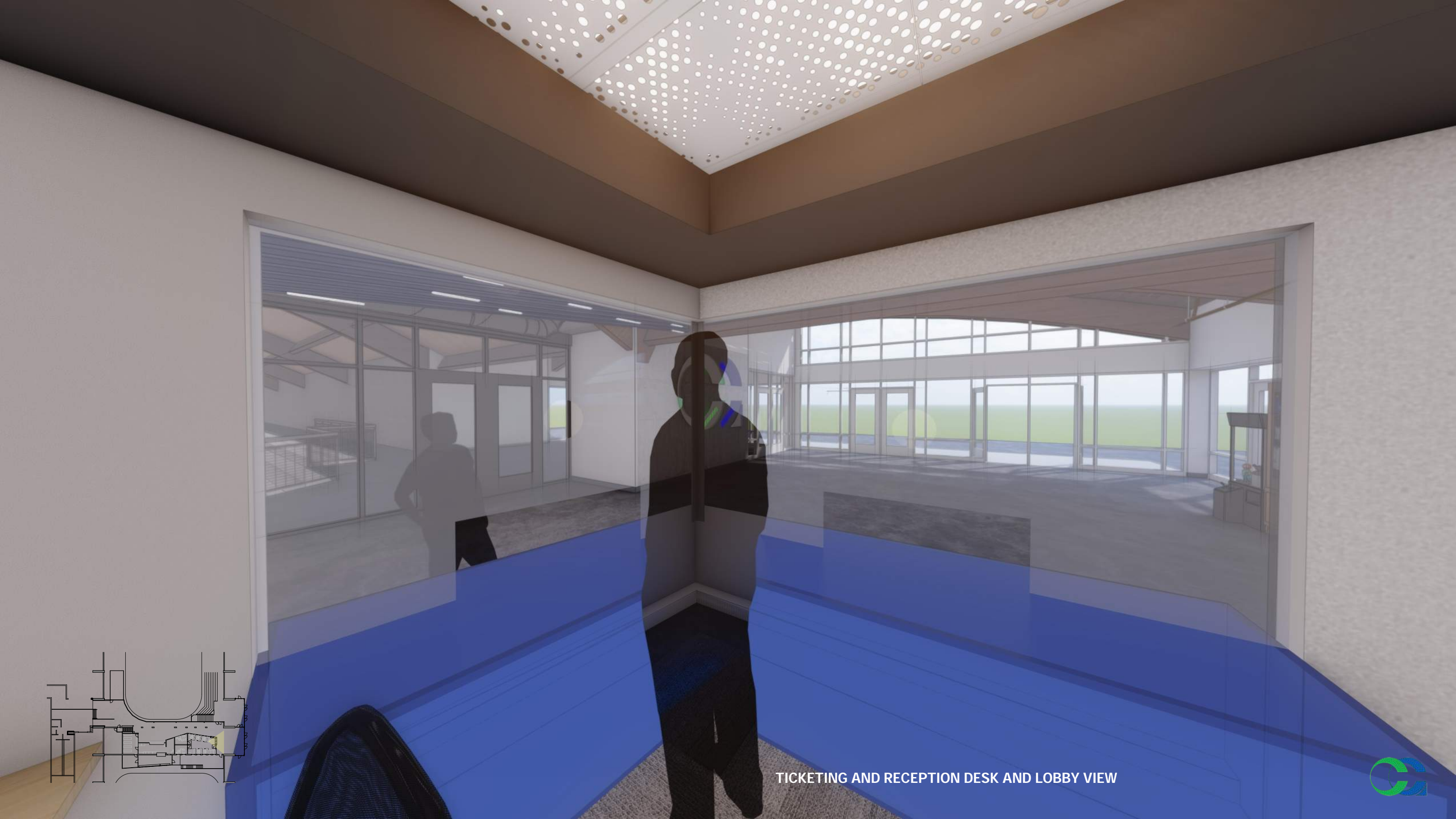
SOUTH RINK VIEWING PLATFORM AND NEW ENCLOSED VIEWING AREA





SOUTH RINK ENCLOSED VIEWING AREA



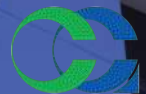


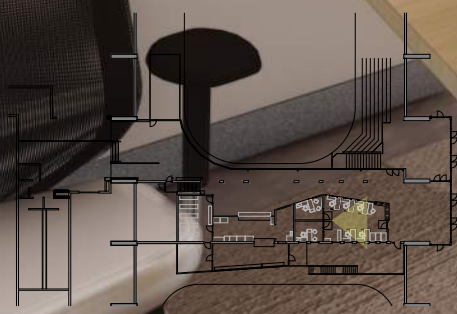
TICKETING AND RECEPTION DESK AND LOBBY VIEW





RENOVATED AND EXPANDED OFFICE AREA





RENOVATED AND EXPANDED OFFICE AREA





RENOVATED AND EXPANDED OFFICE AREA



**Cottage Grove Ice Arena Renovation**

Component Costs

**Program**

**Component / Feature**

**Demolition**

Component / Feature	Quantity	Cost per Unit	Unit	Cost	Notes
Floor	639	\$ 8.00	SF	\$ 5,112.00	Finish removal, and existing condition repair for new finish - SF
Walls	128.5	\$ 30.00	LF	\$ 3,855.00	Saw cut, demo, disposal, shoring where necessary
	105	\$ 3.00	LF	\$ 315.00	Cut, demo, disposal, temporary conditions
Openings	11	\$ 250.00	per		Removal and Temp enclosure as needed
Ceiling	1813	\$ 1.25	SF	\$ 2,266.25	Remove and Dispose
Systems	1813	\$ 3.00	SF	\$ 5,439.00	Allowance per SF of work area

**New Construction - Finishes**

Component / Feature	Quantity	Cost per Unit	Unit	Cost	Notes
Structure	1343	\$ 35.00	SF	\$ 47,005.00	
	1343	\$ 20.00	SF	\$ 26,860.00	
	3	\$ 750.00	per	\$ 2,250.00	Average for block or steel lintel
Enclosure & Thermal	80	\$ 85.00	SF	\$ 6,800.00	New Entry to North Rink Platform
	276	\$ 105.00	SF	\$ 28,980.00	
	80	\$ 65.00	SF	\$ 5,200.00	
	9	\$ 2,475.00	Per	\$ 22,275.00	Interior Door Unit cost
	2686	\$ 13.75	SF	\$ 36,932.50	4" Insulation @ \$3 per 1" + Vapor/Air transmission layers
	2	\$ 12,000.00	per	\$ 24,000.00	Allowance Cost
	39.375	\$ 45.00	SF	\$ 1,771.88	
	1343	\$ 16.00	SF	\$ 21,488.00	

**New Construction - Finishes**

Component / Feature	Quantity	Cost per Unit	Unit	Cost	Notes
Flooring	4575	\$ 32.00	SF	\$ 146,400.00	Floor Prep, new durable decorative coating, finishing.
	1831	\$ 9.50	SF	\$ 17,394.50	Floor Prep, Grind, Stain and seal coating
	534	\$ 25.00	SF	\$ 13,350.00	
	1397	\$ 30.00	SF	\$ 41,910.00	
Ceiling	1228	\$ 12.19	SF	\$ 14,966.25	Standard ACT
	944	\$ 35.00	SF	\$ 33,040.00	
	903	\$ 41.33	LF	\$ 37,324.00	
	0	\$ 25.00	SF	\$ -	
Walls	2977	\$ 17.19	SFWA	\$ 51,167.19	Stud Frame, Insulated, Gyp and Finish, High-Impact Increase
	2977	\$ 25.00	SF	\$ 74,425.00	
	191.25	\$ 55.00	SF	\$ 10,518.75	
				\$ -	
Finish	6698.25	\$ 1.75	SFWA	\$ 11,800.00	
				\$ -	
	59	\$ 65.00	LF	\$ 3,835.00	Concession Counter Tops / Drink Rail

**New Construction - Features / Furniture**

Component / Feature	Quantity	Cost per Unit	Unit	Cost	Notes
North Rink Stair Augmentation	1	\$ 35,000.00	Allowance	\$ 35,000.00	Demo, new concrete, new railings
Reception Desk - Light Box Design	1	\$ 51,000.00	Quote Allowance	\$ 51,000.00	\$36,500 Material + \$14,500 Install
Office Furniture	1	\$ 49,200.00	Quote Allowance	\$ 49,200.00	\$41,000 + 10% Quote escalation per year (2 years factored)

CONCEPTUAL DESIGN PROBABLY COST



