

WUHCA Family Skate Day February 16, 2015

Tasks:

- Book ACT centre ice time through city booking (Glenda did this)
- Require payment upon booking (\$294 for 11am-1pm)
- Create vouchers for concession (Hot beverage, expiry date, WUHCA)
- Send email to existing Supporting Businesses advising of upcoming event and costs associated with it. Offer opportunity for additional exposure to our membership through sponsorship of this event. (TCU paid for our ice time, so we displayed two of their 6ft tall banners for the event, Giggle Factory wrote a cheque for us towards hot beverages). We displayed a poster board thanking both above businesses specifically, and providing exposure to all Supporting Businesses.

Attendance:

- Kept record of attendees with sign in sheet (#adults/kids)
- 93 total attendees. Mostly young families

Expenses:

- Ice time: \$294 (pd by TCU)
- Hot beverages $77 \times \$1.50 = \115.50 (discounted from usual \$1.75)
- Giggle factory sponsorship: \$50
- 8 Memberships purchased to participate in this event: $8 \times \$15 = \120
- Net calculations: $\$170 - \$115.50 = \mathbf{\$54.50 \text{ profit}}$

For next year:

- More advanced notification of Supporting Businesses and Community Voices. Some expressed disappointment in not being able to organize support soon enough. This event was planned in under two weeks.
- Advertisement of event on magnetic signs
- More WUHCA rink initiative information. Display or small model to draw interest. Collect names of those interested in helping to develop this plan.