

BROOMBALL:

GOOD CLEAN
FUN FOR NEW
CUSTOMERS

THE **NARCE** ISSUE



**PROJECT
IN PICS:**

3M ARENA AT
MARIUCCI

RINK

THE OFFICIAL PUBLICATION OF THE UNITED STATES ICE RINK ASSOCIATION **MAGAZINE**

HOME ICE ADVANTAGE

THE OFFICIAL PUBLICATION OF THE
UNITED STATES ICE RINK ASSOCIATION
MAY/JUNE 2023 // VOL. 26, NO. 3



USICERINKS.COM // INFO@USICERINKS.COM

RINK Magazine is the definitive business publication
for professionals in the ice rink industry and is the
leading source for information on facility management,
operations and programming.

EDITOR
Aaron Paitich

CONTRIBUTING WRITERS
Elizabeth Boger, Craig Flor, John Monteleone,
Craig Petersen, Jessi Pierce, Jeff Theiler

EDITORIAL BOARD
T.C. Lewis, John Monteleone,
Craig Petersen, Jeff Theiler

DESIGNERS
Mike DeArmond, Brandon Favre,
Theresa Shim, Taylor McCumber

44

"Nothing To Do"

→ Give your employees the tools and
structure to stay busy and productive.



→ Fill late
night and
weekend ice
time with
broomball.

48

REAL PROGRAMS Broomball: Good Clean Fun for New Customers

→ Attract new customers with a fun entry-
level program that's sweeping the nation.



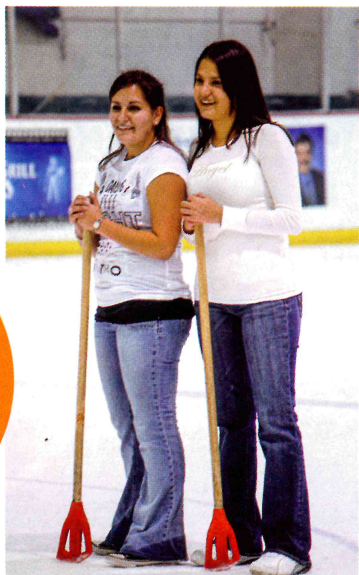
Broomball: Good Clean Fun for New Customers

Attract new customers with a fun entry-level program

Broomball is a fun and exciting sport that has been around the U.S. for decades. It's a game that's similar to ice hockey, but typically played on "dirty" ice in shoes instead of skates. The objective of the game is simple: score more goals than your opponent by hitting a ball with a broom-like stick into the other team's net.

One of the great things about broomball is that participants don't need to be able to ice skate and it's a sport that can be played by people of all ages and skill levels. Whether you're a seasoned athlete or a beginner, broomball has a way of equalizing the playing field. It's also a great way to stay active and get some exercise, as it requires a lot of running and quick movements.

➤ Broomball can bring new user groups to your facility, like churches, college students and businesses looking for social activities.



Success Stories

The Ponds of Brookfield in Brookfield, Wisconsin, hosts a church broomball program. The facility supplies the brooms, balls and hockey goals, and relies on different area churches to organize and promote the events. Specific churches come for typically a day or a weekend and use broomball as a fun social activity. For this type of event, regular shoes are acceptable.

The University of Wisconsin-Superior runs a widely attended student program out of Wessman Arena. This is an intramural cross-ice program for beginners. Being a college campus, teams fill fast and new players try broomball every year. It is marketed as a fun entry-level program for students to get active and socialize. Wessman Arena also hosts the Twin Ports Broomball Association, an adult league that rents 3-4 hours of dirty ice every Sunday during the season. The absence of resurfacings is easy on staffing and helps increase the profitability of the program.

Broomball can also be used as a fun team-building event for local businesses looking to try something new that can include everyone. Coworkers get a chance to build camaraderie, learn new skills, and have lots of laughs.

Broomball can be a great way to build workplace chemistry, meet new people and develop strong bonds your community.

What You Need

In order to play broomball, you'll need two basic pieces of equipment.

First, you'll need a durable, non-marking plastic ball that can stand up to the rough and tumble play of the game. You'll also need a broom-like stick, which is used to hit the ball.

Additionally, more serious league players will wear helmets, shin pads, gloves and special shoes with rubber soles that provide good traction on the ice sheet. Like many things nowadays, broomball equipment can be found online. When buying equipment, look for high-quality gear that is designed to withstand the demands of the game. This will help ensure that your equipment lasts for a long time and that you are able to play safely and effectively.

Broomball is a fun and exciting sport that's perfect for people of all ages and skill levels. Whether you're looking to fill late night ice or an open weekend, broomball is definitely worth considering. ★