



y Huntley

- Northlands Board

ard Andersen

dent and CEO

h Macdonald

President, Business and Community Development

ny Kiss

Director Government and Public Relations



NORTHLA

Arena Operations

Financial
Overview



Impact of a
New Arena

Future of
Rexall Place

Partners
in Hockey





130 YEARS BUILDING COMMUNITY

































PARTNERS IN HOCKEY





1998 Agreement

- Edmonton Investors Group formed
- City and Northlands structure deal that would ensure hockey was viable in Edmonton



1998 Agreement

- 1998 – non-hockey business losses \$2.5 to \$3 M
- Northlands took back the operations of non-hockey business
- Northlands assumes all operating costs for arena



2004 Agreement

- Included profit share agreement between Northlands and the City
- Over 5 years \$2.8 M returned to the City- held in reserve fund for arena capital projects



2004 Agreement

- \$1 per year for rent
- Contribute to operating costs adjusted annually for CPI (2009 contribution was approximately \$1.1 M)



2004 Agreement

Oilers receive:

- All hockey revenue (ticket sales, ticket surcharges broadcast revenue)
- All advertising and sponsorship revenue
- All naming rights revenue
- All suite revenues from **every** event held in Rexall Place
- All food and beverage revenue from hockey events



2004 Agreement

Northlands responsible for:

All expenses and operating costs related to Rexall Place:

- all event staff
- security staff
- police costs
- parking staff
- building operation personnel
- building utilities
- maintenance and repair









Community Impact

- Earnings re-invested into the facility and community
- Offer a variety of entertainment and event options
- Broader mandate - social return on investment



Economic Impact

- **2,500** events
- **4 million** visitors
- **\$1 billion** in economic activity in Alberta
- **\$100 million** in economic impact from concerts



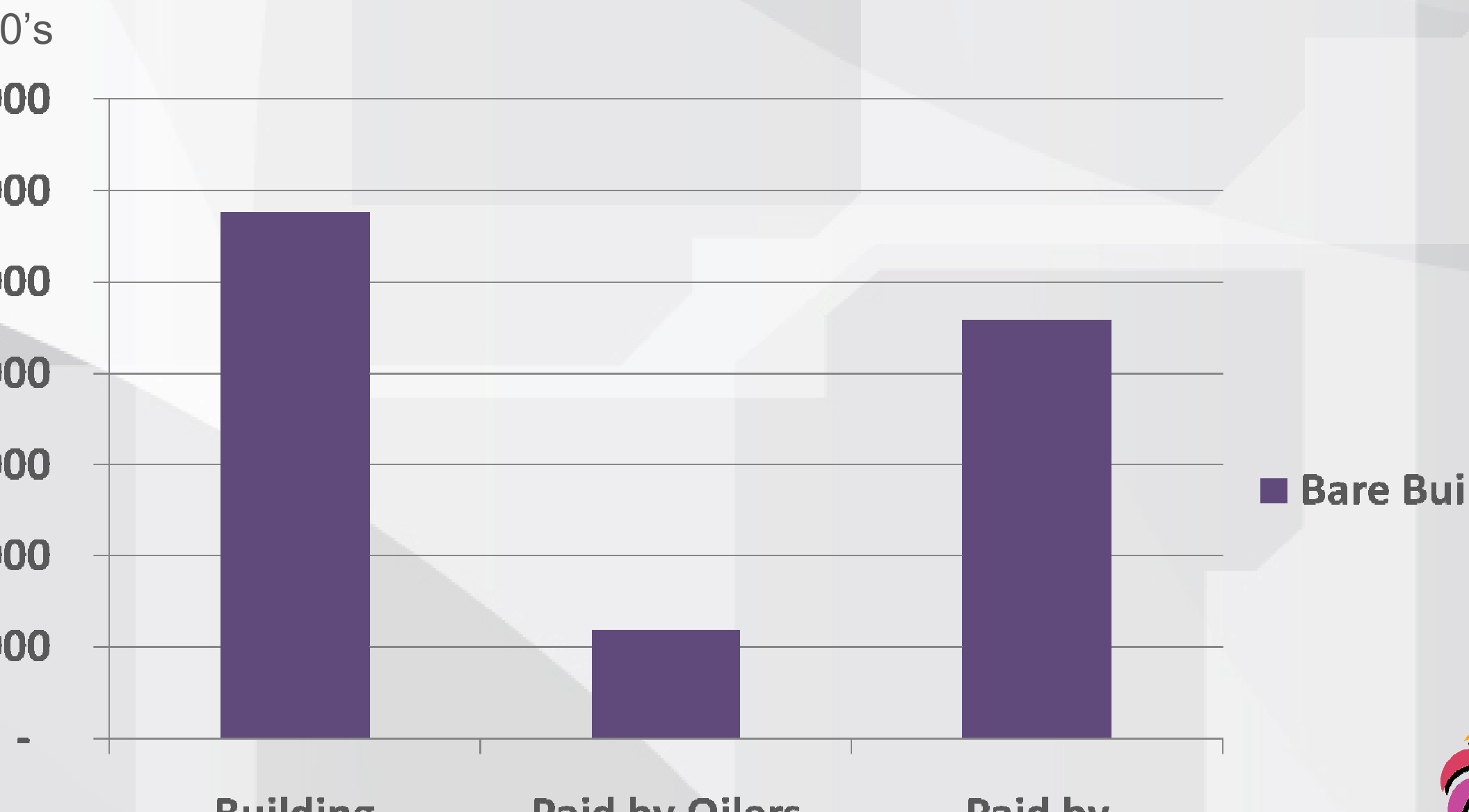


ARENA OPERATIONS



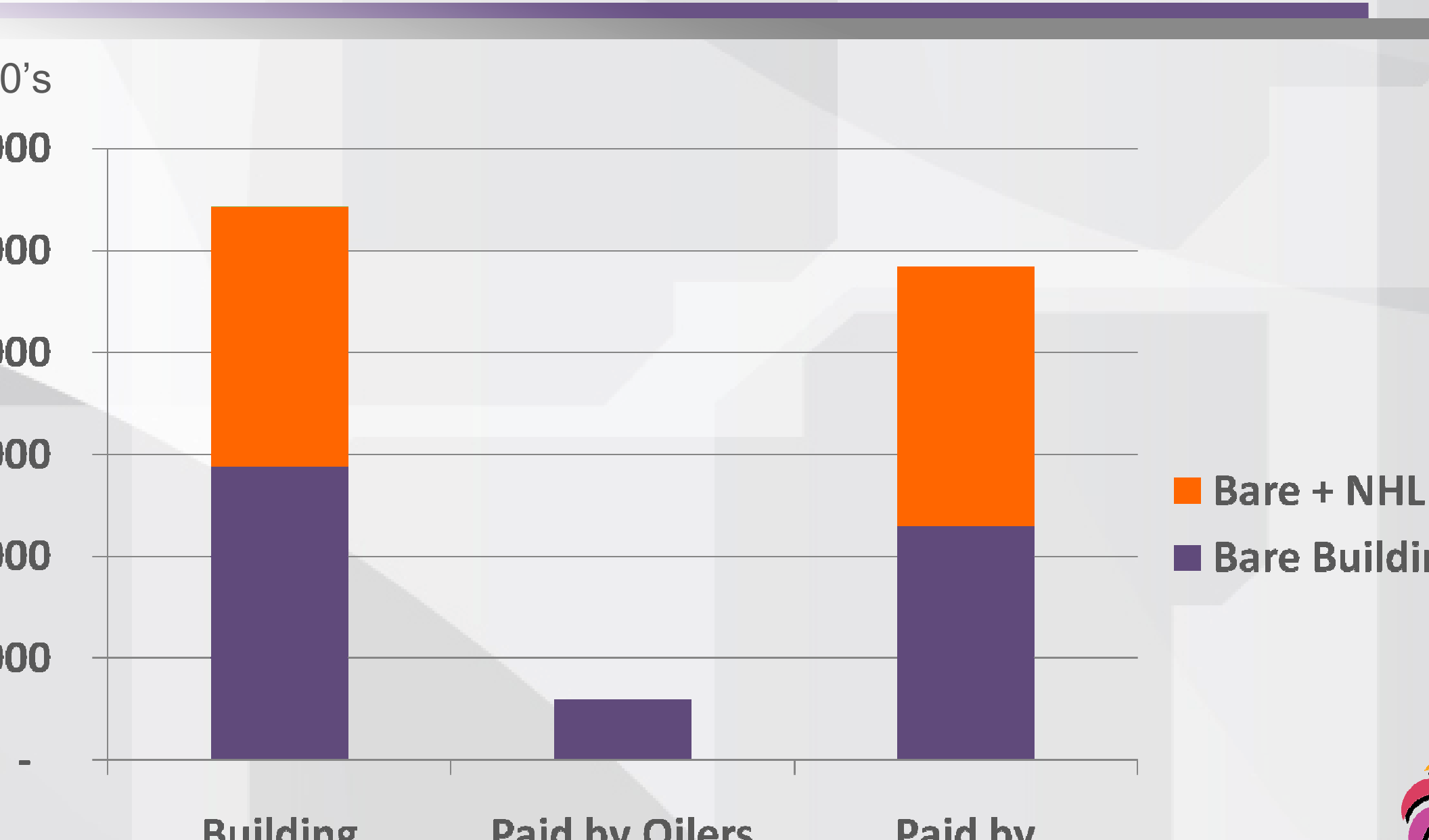
Base Building

\$5.8 million



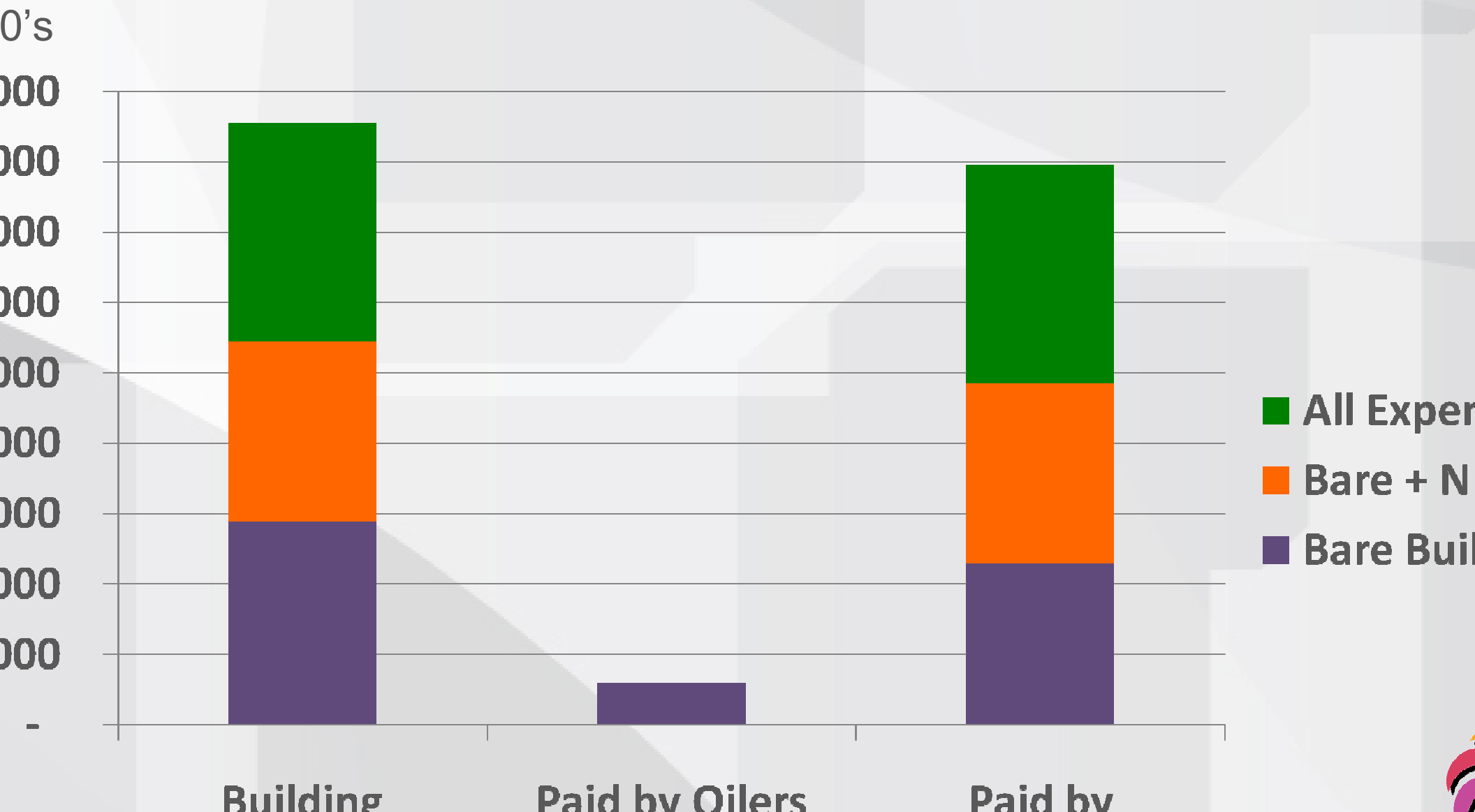
Base Building plus NHL

\$10.9 million



Base Building plus all events

\$17.1 million



















Core Business

Non-Hockey Business

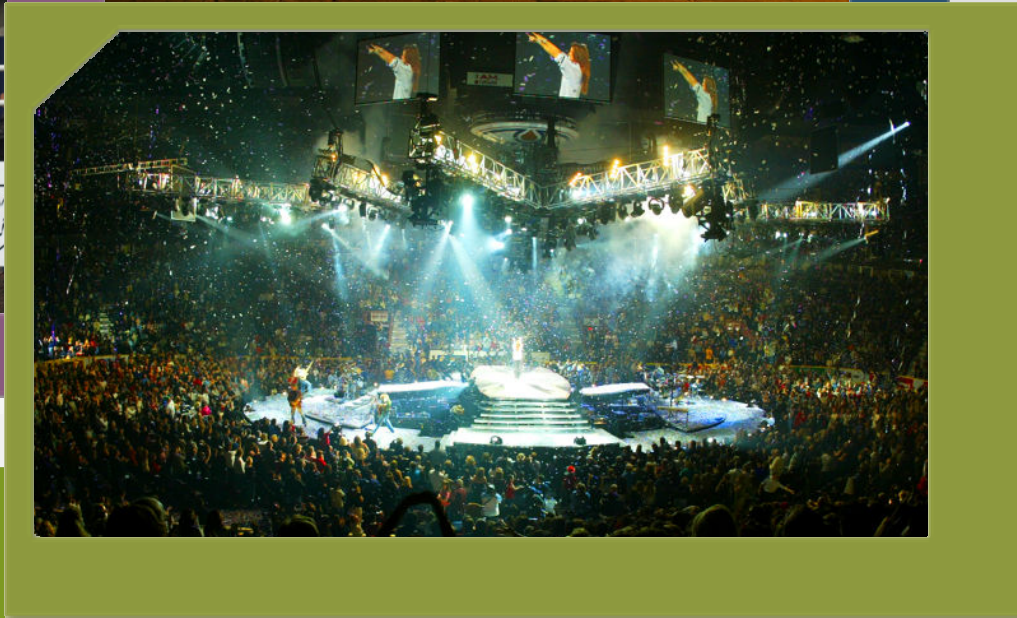
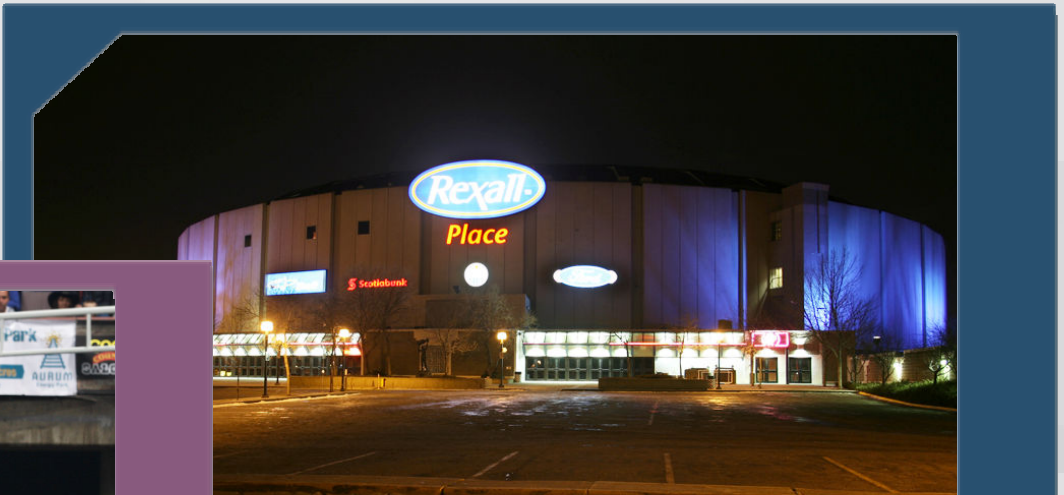
2009 Net earnings \$6.2 M



Strong Financial Record

- Built and maintained facilities
- Built and expanded programs
- Maintained strong financial standing





THE FUTURE OF REXALL PLACE



The Future of Rexall Place

Market analysis - conducted by CSL

Based on market size - two 17,000-seat arenas **not feasible**






NORTHLANDS

Recognized World-Wide

2007 *Pollstar* ranking - 10th worldwide
and 3rd best in Canada for music
/concert entertainment

2009 *Venues Today* ranking - 10th
worldwide and 2nd in Canada for all
non-sports franchise events





NORTHLANDS

