



SUMMARY OF MINOR LEAGUE PRO HOCKEY DEAL TERMS AND BENEFITS TO THE CITY

BENEFITS

- Activates Denver Coliseum and surrounding area
- Stimulates job creation in key area of city
- Creates new six-month revenue stream for Coliseum
- Provides affordable entertainment options
- Catalyst for additional business at Coliseum and for improvements to Coliseum
- Generates added FDA tax, food & beverage revenue, rent and facility fees
- Potential for new sponsorship revenue opportunities

DEAL TERMS

- 10-year lease, with termination provisions
- Hybrid revenue/expenditure contract forecast to generate annual \$150k in net income and an additional annual \$180k in FDA tax over the term
- 34 games/yr with Central Hockey League (CHL)
- Local investors have secured CHL franchise [lead is John Hayes, CEO of Ball Corp. in Boulder]