



**Pueblo Bulls Hockey Club
P.B.H.C**

**Meeting with City Council
August 22, 2022**

**310 W. 4th Street
Pueblo Co, 81003
719 576 3264
www.pueblobullshockey.com**

Agenda



- Section 1 **P.B.H.C History**
- Section 2 **Revenue**
- Section 3 **Pueblo Ice Arena**
- Section 4 **Multi-Purpose Bulls Arena**
- Section 5 **Lease - Thoughts**
- Section 6 **Projected Finance**
- Section 7 **Improvements**
- Section 8 **Reference Letters**



PBHC
History

No Money Required!

On the heels of the Baseball
Team Proposal
1st year Start Up
2nd year Pandemic
3rd year Start Up
WERE STILL HERE!

History



Invested

Added \$75K in Rink Improvements
Paid out over \$23K in Sponsorship
commissions
Fire and Ice Game, Sound System,
VIP Lofts, Murals, Bull etc.

Office/Retail/Pro Shop
Leased Space

Open August 29th

2017 -2022

PBYHA

Pueblo Bulls Youth Hockey
Association

Back home to Pueblo!
Through spring and summer
camps - Increase in players by
20%



**MOVING UP
New Division
Tier II Hockey
\$250K Investment**

D1 Recruits and NHL Draft Picks



**Revenue
City**

Revenue - City

We had 8 Home (weekend) Dates generating over 200 plus Room Nights

Away Team Meals Generated over \$25K to the community

Meals away from home for the Players and Billets in town (?)

Hotel/Restaurant

Bought over \$40K in Apparel from Embroidery Plus and Awards By Trophy City

We purchased over \$30K of Beer from Eagle Rock Distributor

Of the \$40K in Concessions from October 1st through March 6th \$23K was attributed to the Bulls

Apparel/Beer/Concession

We spent more than \$30K in Board ads and Banners from Signs by Scott and Awards By Trophy City

Spent over \$40K in Ice Rentals

Spent \$8K to \$12K in City Sales Tax

Board Ads/Ice Rentals/Taxes



**Pueblo Ice
Arena**

Pueblo Ice Arena

- Approached to Build Dual Sheet in Pueblo West from Multiple Investors – Do not need it now!
- The Pueblo Ice Arena has the ambiance that we need and are looking for in our rink. So, we do not need to move just need to make it vibrant and grow entertainment through all aspects of use NOW and FOR YEARS TO COME!
- We would like to lease the facility from the City
- We feel with our Backgrounds (running a youth program for over a decade) experiences, and commitment we can make it profitable in 3-5 years
 - Hockey Junior Team – (NCDC -Camps) 2 camps,10 teams 160 Players and families
 - Youth Program – 20 % growth already from Clinics, Camps Etc.
- High School – Multiple Teams
- Men’s League
- Figure Skating –Working with President USA Hockey FIGURE Skating Foundation
- Theme Nights – Public
- Public Skate
- College Hockey – ACHA
- Broomball – Highschool
- Broomball –College
- Other Activities – (Next Slide)



**Multi-
Purpose
Arena**

Pueblo Bulls Multi-Purpose Arena bringing Additional Tourism to the City

- A. Bull Riding Events – 3-5 Year
(Already requested dates)
 - B. Sheep Riding Events - Kids
 - C. Concerts 2,500 or Less
 - D. MMA/ Boxing Events
 - E. Trade Show /Expo's
 - F. Proms
 - G. Graduations
 - H. Weddings
 - I. ETC. ETC. ETC.!
- New Revenue and Excitement for the
City!



Lease

PBHC Lease of the Pueblo Ice Arena

a. PBHC – We will need City support first 3-4 years (history of losses and growing)

**b. Would like tenant improvements -
Annually- shared cost and added to a lease
payment.**

**c. Long Term Lease -20 year with 3 (5-year
options)**

d. Lease payment in year 6



Projected Finance

Historical - Finances

Expenses

Expenses: (\$45,833 Month) \$550K

Payroll

Utilities

Maintenance/Repair

Revenue

Revenue: (\$20,833 a Month) \$250.K

Loss on Avg of \$300K a year

Increase in Ice costs from \$170 to \$200 hr. (8 years since last increase) and 25% increase in open hours. Avg 14 Hours 7 days a week



Improvements

Improvements:

Improvements			
Phase 1 (Bathrooms, Concessions & Offices) Looking for a less expensive Option		\$1,740,352.00	Now – Up to \$2.7
Phase 2 (Zamboni Room and Locker Room)		\$2,103,644.00	3-5 years
Phase 3 (Bulls Locker Room and Offices)		\$2,201,029.00	5-7 years
Total		\$6,045,025.00	
	33%	\$2,015,007.50	
To be negotiated by Project.			



Awards Acknowledgement

**United Way
Pueblo Police Department
Chamber 40/40 Award's**



**Reference Letters
from Business Partners
in Pueblo**