



CITY OF NOVI CITY COUNCIL SEPTEMBER 28, 2026

SUBJECT: Receive an update on the requested progress with the Novi Ice Arena

SUBMITTING DEPARTMENT: PRCS/City Manager

KEY HIGHLIGHTS:

- Per the feedback and direction from the August 10th meeting, the following update has been prepared

BACKGROUND INFORMATION:

At the August 10, 2026 City Council meeting, Council decided to retain the Ice Arena and directed staff to enhance the facility and reassert City ownership. Three primary goals Council wanted City staff to concentrate on:

- Immediately formalize agreements with organizations receiving dedicated space.
- Explore opportunities to increase sponsorship opportunities to support the overall goal of enhancing the facility.
- Appropriately brand the facility to ensure users and visitors alike recognize it as a City facility

User Agreements

The City Attorney's Office has drafted the agreements. Meetings with the groups are scheduled for the week of October 19th. The intent is to bring all agreements together before Council later this year (providing time for groups to approve on their end).

Sponsorships Opportunities

Suburban currently sells dashboard advertising at the Novi Ice Arena, either individually or as part of broader sponsorship packages, with opportunities currently valued at approximately \$1,700 per pair. To explore additional revenue opportunities, Suburban has engaged an experienced third-party firm to assess and value sponsorship assets at its company-owned arenas. Although Novi is not formally part of that study, the similarities among the facilities should provide the City with a useful benchmark for identifying potential sponsorship opportunities and market values without incurring the cost of a separate initial assessment. Once the study is completed in October, City

staff and Suburban can review the findings and discuss a broader sponsorship strategy for the Novi Ice Arena, including available inventory, appropriate sponsor categories, potential naming opportunities, and whether to engage a professional sponsorship sales firm to market those assets.

Branding Efforts

Tours recently occurred to identify opportunities to better incorporate the City of Novi identity, including interior signage, center ice, and other highly visible areas. Staff have also been working with Suburban Sports to strengthen City branding across its communications, including adding the City logo and clearer ownership language to the Ice Arena website and enhancing information on the City's website. In addition, we are refreshing the Novi Ice Arena logo to incorporate "City of Novi Ice Arena," which will ultimately be used across newsletters, promotional materials, digital communications, and throughout the facility.

RECOMMENDED ACTION: Receive an update on the requested progress with the Novi Ice Arena