Executive Summary

The concession stand at Terry Conners Ice Rink will serve the local hockey community and visitors with quality food, beverages, and essential hockey supplies. The focus will be on convenience, affordability, and fostering a strong connection with the Stamford Youth Hockey Association (SYHA), local schools, figure skating community and Terry Conners Rink (TCR).

Mission Statement

Our mission is to provide rink-goers with affordable, high-quality food, beverages, and essential hockey gear in a friendly and convenient setting. We aim to create a welcoming space where players, families, and fans can refuel, grab last-minute supplies, and connect with the local hockey and skating community.

Whether in need of a quick snack, a fresh pair of skate laces, or a delicious hot meal, we are committed to enhancing visitors' experience at Terry Conners Ice Rink.

How we are Different

- SYHA Board Members with direct ties to the needs and wants of SYHA which represents over half the ice time at TCR.
  - We have a vested interest in ensuring this is successful
- Strong existing relationship with rink staff and we view the concessions as a true partnership with the rink
- Sole concession/restaurant location which ensures specific focus
- Managers have complimentary experiences in the food industry

Business Objectives

- Offer high-quality food and beverages at fair prices.
- Supply essential hockey items for players in need.
- Provide skate sharpening services and Stamford program merchandise.
- Build a reputation as a reliable and integral part of the rink community.

Target Audience

- Players and families associated with SYHA and other hockey programs.
- Figure skating community and high schools.
- Spectators attending games and events.
- Recreational skaters and rink visitors.
- Patrons of TCR catering services.
- Summer camp lunches and birthdays.

Sample Products and Services

- Food and Beverages:
  - Hot Items: Hot dogs, hamburgers, french fries, breakfast sandwiches.
  - Cold Items: Ice cream, premade sandwiches.
  - Beverages: Coffee, tea, soda, water, energy drinks.
  - Snacks: Chips, candy bars, granola bars.
- Hockey Supplies:
  - Laces, tape, mouthguards, water bottles, pucks.
- Additional Services:
  - Skate sharpening, SYHA/High School/Figure Skating merchandise.

Operational Plan & Marketing

- Hours align with rink activities.
- Partner with local vendors for supplies.
- Lounge area with TV and internet.
- Countertop and rink-side seating options.
- Cashless payments and QR code ordering.
- Collaborate with SYHA, High Schools, Figure Skating for joint promotions and events.

Bios

Ricky Schock

Ricky is a lifelong Stamford resident with deep ties to the local hockey community and TCR. Growing up at the rink, he gained a firsthand understanding of the needs and preferences of its visitors, shaping his vision for running a successful concession stand.

Ricky graduated from UConn Stamford in 2013 with a degree in Business, fueling his entrepreneurial journey. He has built and sold multiple local businesses, gaining valuable experience in growth, operations, and meeting consumer demands. His food service background includes hands-on roles at Rinaldi's Deli, where he managed everything from making sandwiches to ordering supplies, providing him with a well-rounded foundation in food operations.

As a Board Member of SYHA, he spends considerable time at the rink, offering unique insights into the players, families, and fans who make up the community. He also owns a snack distribution business in Stamford, further honing his expertise in sourcing, logistics, and consumer preferences.

Adam Perlaky

Adam is an accomplished professional with a diverse background in finance, entrepreneurship, and sustainable food systems. With a multi-decade Wall Street career, he has held leadership roles in research, strategy, trading and portfolio management.

As an entrepreneur, Adam has launched multiple businesses, including a hydroponic growing venture supplying fresh, sustainable produce to local farmers' markets. His passion for sustainability was deepened during business school, where he researched sustainable food sourcing and innovative supply chains.

Active in the Stamford community, Adam serves as President of SYHA (previously as VP) and was a member of Stamford's WPCA Board. He holds an MBA from Yale and a BA from Pomona College.

We are both passionate about elevating the concession stand experience at Terry Conners by offering great food, essential hockey gear, and outstanding service to meet and exceed community expectations.

Business Plan: [TCR Concession Stand Name TBD]

1. Executive Summary

The concession stand at Terry Conners Ice Rink will serve the local hockey community and visitors with quality food, beverages, and essential hockey supplies. The focus will be on convenience, affordability consistent with the demographics of the facility, and fostering a strong connection with the Stamford Youth Hockey Association (SYHA), High Schools, Synchronized Skating.

2. Business Name

Possible Names:

- RedLine Cafe
- Center Ice Cafe/Grill
- PowerPlay Cafe
- Hockey Hub
- Blade & Bite
- The Locker Room
- The Sin Bin
- Terry’s Snack Shack
- TCR Cafe
- Shark Tank

3. Mission Statement

is to provide rink-goers with affordable, high-quality food, beverages, and essential hockey gear in a friendly and convenient setting. We aim to create a welcoming space where players, families, and fans can refuel, grab last-minute supplies, and connect with the local hockey and skating community. Whether in need of a quick snack, a fresh pair of skate laces, or a delicious hot meal, we are committed to enhancing visitors' experience at Terry Conners Ice Rink.

4. Business Objectives

- Offer high-quality food and beverages at fair prices.
- Supply essential hockey items for players in need.
- Provide skate sharpening services and local team merchandise.
- Build a reputation as a reliable and integral part of the rink community.

5. Market Analysis

Target Audience:

- Players and families associated with SYHA.
- City High School players and spectators
- The Skating Club of Southern CT (Synchronized Skating)
- Spectators attending games and events.
- Recreational skaters and rink visitors.
- Patrons of TCR catering services
- Summer Camp Lunches and Birthdays

Competitor Analysis:

- Evaluate nearby food establishments and sports shops.
- Highlight the unique combination of food, drink and hockey supplies provided on-site.

6. Products and Services

Food and Beverages:

- **Hot Items:** Hot dogs, hamburgers, French fries, muffins/baked goods, chicken tenders, mozzarella sticks, Breakfast sandwiches,
- **Cold Items:** Ice Cream? Premade sandwiches?
- **Beverages:** tea, coffee, soda, water, gatorade, hot coco, energy drinks
- **Snacks:** Chips, candy bars, granola bars, popcorn,
- **Game Day Desserts:** Donuts, Cookies?

Hockey Supply Vending Machines/Skate Sharpening:

- Laces, tape, mouthguards, neck protectors, stick wax, Multi-tool for screws and adjustments, Water bottles, Pucks, can determine more upon requests
- Skate sharpening service.

SYHA Merchandise:

- Branded apparel, jerseys, hats, and other gear.

Other Merchandise?

- High School's, Figure Skating, TCR,

7. Pricing Strategy

- Food and drinks priced affordably to attract repeat customers. Our goal is to provide goods that are priced for the demographics of the rink.
- Competitive rates for hockey supplies and skate sharpening.

8. Operational Plan

- **Hours of Operation:** Align with rink activities (games, practices, public skating).
- **Staffing:** Hire part-time employees familiar with the food service industry, customer service, health standards.
- **Supplies:** Partner with local vendors for food and beverage items; establish relationships with hockey equipment suppliers. (Sysco, Dandy, Gordon, US Foods, Restaurant Depot, Costco)
- **Lounge Area:** We envision a small table area inside the concession with TV programming and internet along with a rink cam that would be utilized by patrons looking for a cozy treat without missing out on the action.
- **Countertop Area:** Stool seating (4-5) with a pickup section for pickup food orders.
- **Rink Side Seating?: 4-5 Seats** Limited Rink/Glass Side seating for concession patrons. Along the glass with a small ledge (7") that allows patrons to enjoy their treats seated on stools on the glass.
- **Food Delivery To Stands**
- **Cashless Payments**
- **Order from QR codes around the facility**

9. Marketing and Promotions

- Collaborate with SYHA for joint promotions (e.g., discounts with SYHA membership).
- Use social media and signage within the rink to promote services.
- Signage throughout TCR with ordering QR codes.
- Host special events or giveaways during tournaments.

10. Financial Plan

Start-Up Costs:

- Equipment: refrigerators, skate sharpener, TV's, Freezer,
- Initial stock: Food, beverages, and hockey supplies, serving supplies, condiments,
- Health department requirements
- Permitting
- Lease
- Vending Machine(s)

Revenue Streams:

- Food and drink sales.
- Hockey supply sales.
- Skate sharpening fees.
- SYHA merchandise sales.

Projections:

- Estimate daily revenue based on rink traffic.
- Plan for initial breakeven and long-term profitability.

11. Legal and Licensing

- Obtain food service and retail licenses, Beer/wine permits
- Ensure compliance with health and safety regulations.