

SAVE MEMORIAL CITY ICE RINK

Comprehensive Fact Sheet & The Strategic Case for Preservation

EXECUTIVE IMPACT DASHBOARD

Facility Name:	Ice Skate USA at Memorial City Mall
Operational Tenure:	Established 2003 (23 Years of Operation)
Infrastructure Status:	Only Regulation-Sized Rink in Central Houston
Community Reach:	150,000+ Visitors Annually (3,000+ Per Week)
Financial Health:	Highly Profitable Asset / Mall Foot-Traffic Anchor
Proposed Closure:	July 31, 2026

I. The Only Strategic Hub for Urban Houston

Memorial City Ice Rink is the geographical "heart" of Houston ice sports. While located in West Houston, its closure creates a catastrophic "sports desert" for the city's central and northern urban cores.

- **Central Houston Core:** The **only** regulation-sized rink serving residents in **The Heights, Montrose, River Oaks, and Rice Village**.
- **North Houston Connectivity:** The primary facility for families in **Garden Oaks and Oak Forest** who cannot reasonably commute to suburban rinks in The Woodlands.
- **The Accessibility Gap:** Closure forces urban residents into a 45-60+ minute commute (each way) to suburban fringes. For thousands of working families, this makes the sport physically and financially impossible.

II. Internationally Recognized Competitive Excellence

TEAM USA / INTERNATIONAL RANKED

Houston Ice Theatre Skaters (HITS): A 501(c)(3) non-profit organization that is **internationally recognized** for excellence. HITS teams regularly earn the prestigious honor of **representing the United States of America in the Gold Cup**. Evicting this program risks the permanent dissolution of a Team USA-level athletic asset that has spent 20+ years building Houston's global reputation.

The facility is the essential home base for Houston's premier hockey ecosystem:

- **HTX Storm:** One of the region's leading competitive youth hockey organizations.
- **Houston Junior Aeros:** A storied name in Texas hockey that relies on this regulation-sized ice for practice, player development, and league games.

III. The Economic Reality: Proven Profitability

The narrative of "obsolete infrastructure" ignores the rink's status as a **top-performing financial asset** and mall anchor:

- **High-Margin Revenue Streams:** Consistently profitable via **Learn-to-Skate USA**, competitive hockey leagues, and private coaching fees.

- **Mall Anchor Synergy:** A primary "people mover" delivering a captured audience to mall dining and retail outlets daily.
- **24/7 Efficiency:** Maintains high utilization rates, operating from 5:00 AM until midnight daily.

IV. A Legacy of Programs & Community Milestones

For over two decades, the rink has served as a cultural landmark:

- **USFS Sanctioned Events:** Hosting regional and national team auditions.
- **Holiday Traditions:** Annual seasonal shows and themed exhibitions.
- **Inclusive Sport:** Dedicated therapeutic skating sessions for individuals with disabilities.
- **Community Traditions:** Host to thousands of school field trips and milestone birthdays.

V. A Solvable Infrastructure Challenge

The ownership cites mechanical failures (cooling towers/ammonia systems). These are **standard maintenance issues**. The cost of repair is a one-time capital investment that preserves a decades-long revenue stream. Losing this rink is a permanent solution to a temporary mechanical problem.

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