

The Port Huron Ice Hawks is a newly incorporated member of the International Hockey League (IHL). It was formed in June, 2007 by its President and Owner, Larry Kinney. Mr. Kinney a self taught computer programmer who developed code that is patented and being used by major corporations throughout the United States, also founded Datapak Services Corporation in 1988. Datapak is a fulfillment house and integrated marketing support services corporation that works with several Fortune 500 companies, as well as, the Detroit Red Wings, Little Caesars AAA Hockey, the Detroit Red Wings Alumni, etc. Datapak Services Corporation has grown into a multimillion dollar force in the direct response industry. The Port Huron Icehawks are an IHL Affiliate of the Detroit Red Wings. To continue his commitment to the Port Huron community, Larry Kinney has formed Kinney Management Group, LLC (KMG) to bid on the RFP to manage McMorran Arena. The Kinney family of companies has a vast pool of personnel and other resources to draw upon to deliver a top quality management team for McMorran Arena.

The Chief Financial Officer of Datapak Services Corporation, Frank Kinney, also acts as the Governor of the Port Huron Icehawks. He was involved in the negotiations to make the Icehawks a reality in Port Huron joining the IHL. He oversees and is responsible for all the accounting and financial functions of both Datapak and the Icehawks. The role of General Counsel and Alternate Governor of the Icehawks is filled by attorney, Robert Lahiff, who oversees any legal matters related to both Datapak and the Icehawks. Former Detroit Red Wing, Shawn Burr, acts in the role as Vice President of Community Relations for the Icehawks. Mr. Burr played for the Detroit Red Wings for eleven seasons and sixteen seasons total in the National Hockey League. He is a past President of the Detroit Red Wings Alumni Association. Mr. Burr was also part of the Sarnia Sports and Entertainment Centre which was opened in September, 1998 which features two OHL sized ice pads, a full service restaurant, 43 corporate suites, with seating for 5,000 for hockey or 6,000 for concerts. Mr. Burr was co-owner of the OHL Sarnia Sting with fellow NHL player, Dino Ciccarelli, and sold his interests in the team approximately four years ago.

The Port Huron Icehawks Vice President of Corporate Sales, Jeff McMann, helped to establish a presence for the team in the community this past fall establishing several corporate connections in the Blue Water Area. This fine team was assembled thanks in part to these gentlemen, along with James Royer, Marketing and Communications Manager, at Datapak Services Corporation.

In late December, 2007, the Icehawks hired Dave Goetze, President of Synergy Promotional Connections, LLC, and Operations Manager for the Detroit Red Wings Alumni, Shawn Burr Foundation, and Diabetes Care Educational Association to head up the local office in Port Huron. Mr. Goetze is a lifetime resident of this community, and has been able to assist the team by adding his personal and business connections to the well established management team at Datapak Services Corporation. Mr. Goetze is the Vice President and Business Manager for the Port Huron Icehawks, and oversees the front office including corporate/group sales and public relations for the team. Mr. Goetze has been in the role of administration and sales for over twenty years. He is the key project personnel member of this organization. Mr. Goetze is the point person for leading this project.

The Icehawks in its first season is being coached by former National Hockey League player, Stan Drulia, who is also the General Manager for the team. Mr. Drulia entered professional hockey in 1986 and concluded his NHL career in 2001. He began coaching professional hockey in 2002 with the Orlando Seals, and has coached for the Augusta Lynx, Toledo Storm, Port Huron Flags, and currently with the Port Huron Ice Hawks. The rest of the Icehawks front office is well represented by the Director of Operations, Jake Wesolek; Merchandising Manager, Dennis Fracassi; Manager of Ticket/Business Operations, Keri Hirschman; Media/Community Relations Coordinator, Martha Ewalt; Game Day/Community Relations Coordinator, Kelly Carroll; and Customer Service Professionals, Jennifer Summerer and Austin Parks.

Kinney Management has assembled an experienced group of outsourced contractors to assist us with the McMorrان Place project including Funfest Productions, Inc., Wier Construction, and Chef Shell's Catering, Inc.

Funfest Productions, Inc. would assist with the booking, production, show marketing, and concert sponsorship sales for McMorrان Place Arena. Key personnel in this portion of our project include Kevin Cassidy and Joe Nieporte who collectively have twenty years of experience in the entertainment industry. Initially, we would look at targeting twelve (12) concert events during the first twelve months of our group managing the facility. The goal would be to educate both talent agencies and management companies on the benefits of performing at McMorrان Place Arena. We believe that Tier 2 and Tier 3 acts could be successful in this venue including such artists as Vince Gill (Country) and the Beach Boys (Pop). Funfest has a successful history including their work with both the Emerald Theatre (8 years) and Freedom Hill Amphitheatre (8 years). They have also produced some local events including the St. Clair Riverfest which drew 100,000 guests annually in 2006 and 2007, as well as, the Stars & Stripes Festival in Mount Clemens that drew 300,000 guests in its Inaugural Event in 2007.

Wier Construction and its President, Jim Wier, has been a name in our community that you can trust from a building and maintenance perspective since 1975. We believe that having a local contractor involved and acting as the project manager for renovations and major repairs is a tremendous asset to those in the Blue Water Area. Mr. Wier would be responsible for helping to identify and coordinate the remodeling efforts of McMorrان Place in phases as the capital campaign fund raised dollars through the McMorrان Cares for the Community Fund. His initial project would include a \$30,000 renovation of the merchandising area within the arena that would enhance the interior of the building. Kinney Management would provide the immediate capital improvement funds to complete this project upon acceptance of our proposal to manage the facility.

Chef Shell's Catering, Inc. and its President, Michelle Wrubel, have been a mainstay in our area since 1998. They are currently responsible for catering and food services at Vantage Point, Buck's Coffee Shop in Port Huron, and the newly renovated YMCA in Port Huron. They offer a variety of catering and banquet services in the Blue Water Area and have an impeccable reputation for quality and cost effective food services throughout our area. Chef Shell's Catering services have catered events both big and small, and have worked cooperatively with the Detroit Red Wings Alumni, Shawn Burr Foundation, and Port Huron Icehawks. Chef Shell's would be responsible for overseeing the food services at the facility.

## **SCOPE OF SERVICE**

### **2.1 Management**

Our organization has worked diligently to cultivate and establish positive community relationships in the Blue Water Area during this our first season as a professional hockey team in Port Huron. In fact, we have committed our front office staff and players to become very involved in local school and community related events that have included participating in the Halloween Stroll at Colonial Woods Missionary Church, multiple player appearances at local Port Huron Area School District schools, working in cooperation with the Salvation Army during their Holiday Season bell ringing campaign, and partnering with several non-profit groups through our Charity Connections – Revenue Sharing program where \$3 of each \$10 ticket sold goes to that respective charity. Thousands of dollars were raised collectively for these respective groups including Colonial Woods Missionary Church, Cornerstone Church, New Life Christian Academy, Port Huron Northern High School, Port Huron High School, Keewahdin Elementary,

Marine City High School, St. Clair High School, Peck Schools, Port Huron Minor Hockey Association, American Red Cross, Council on Aging, Blue Water Youth League, Check the Spirit Roller Hockey, Rotary, Diabetes Care Educational Association, American Cancer Society, Foundation for Fighting Blindness, Shawn Burr Foundation, and the Multiple Sclerosis Society. The Port Huron Icehawks plan on expanding this concept by recognizing and assisting one or more charities with each home game this season offering additional incentives to charitable organizations to generate revenue.

Further, our organization has become a very active member of this community through our Corporate Connections initiative where we have joined and participated in extensive networking opportunities through the Blue Water Area Chamber of Commerce, St. Clair Area Chamber of Commerce, Business Network International (BNI), Fort Gratiot Business Association, Port Huron Business Association, Mainstreet, and Compass Christian Business Alliance. Additionally, we have participated in the Regional Marketing efforts that have been facilitated by Randy Maier at the Community Foundation, and strongly believe that the long term success of McMorran Place is contingent upon the cooperation and collaborative efforts of the local DDA's from Algonac, Marine City, St. Clair, Marysville, Port Huron, Fort Gratiot, Lexington, and Port Sanilac. We have also established a relationship with Marci Fogal at the Blue Water Area Convention and Visitors Bureau, and strongly believe that collaborative efforts here with McMorran Place, the City, and surrounding areas that participate in the regional marketing campaign will lead to further business opportunities for the entire region, as well as, McMorran Place. On a local level, the Icehawks hosted a Corporate Connections night at the Thomas Edison Inn before one of our home games this season on February 13, 2008, to promote area businesses and to provide networking opportunities to stimulate leads and referrals within our community with the intent of bringing more business opportunities to local companies. Further our "Pack the House Night" to honor former, Port Huron Flags Coach, Ted Garvin, was a step in the right direction by not only recognizing the past success of a former coach and franchise, but also developing networking relationships and additional community involvement and awareness of the McMorran facility as large groups of tickets were sold to the Blue Water Area Convention and Visitors Bureau, Pepsi, Radio First, and other groups to "spread the word" about positive events at McMorran Place in cooperation with the Icehawks.

Kinney Management and the Port Huron Icehawks strongly believe in networking within our community. We have a long term history of building and maintaining successful business, community, and civic relationships. We have had the good fortune of presenting to many local service groups including Kiwanis, Rotary, and Optimist in the recent past, as well as, presenting to hundreds of graduating students at the Port Huron Area School Districts 2008 Baccalaureate service at Port Huron Northern High School. The Council on Aging hosted a television program this year, and was kind enough to invite the Port Huron Icehawks to be a part of its program to spread a positive message about the Council and its seniors in cooperation with the Icehawks. Kinney Management, the Port Huron Icehawks, and the Detroit Red Wings Alumni also supported another community initiative called Common Cents Philanthropists which encouraged young and old alike to be a part of a community wide campaign to provide common acts of goodwill and service to others at no cost to its members. We believe in supporting local causes.

## **2.2 Employees**

Our parent company, Datapak Services Corporation, was founded in 1988 and employs 200 staff members. We have four different locations to serve our customers encompassing over 300,000 square feet of warehouse space. Our Primary Customer Service Call Center seats 180 Customer Service representatives, and is located in Phoenix, Arizona. Our three Distribution hubs are located in Webberville, Plymouth, and Howell, Michigan respectively. Our World Headquarters is located in Howell, Michigan which seats another 60 part time Customer Service representatives, as well as, our creative team, administrative staff, and another warehouse to process orders through our Fulfillment Center. We have an extensive background in working with employees in multiple locations

throughout the country. Lori Simms in our Human Resources Director and works closely with all employees in these varied locations, including our IHL Port Huron Icehawks team with its headquarters in downtown, Port Huron.

Our experienced team of professionals have worked with other organizations in the past to integrate management and front line staff into our corporation. It would be our intent to maintain as many current McMorran Place staff as possible to work with our team of dedicated professionals to maintain the integrity of the gift given by McMorran and to expand its vision to become more profitable with the assistance of a for profit corporation that would be managed by the Kinney Management Group, L.L.C. (KMG). If KMG is given the opportunity to manage McMorran, we would then interview the current employees of McMorran individually to determine if they are interested in working with KMG, as well as, to determine how they would fit into our vision for McMorran. Our goal would be to expand the services currently being offered by McMorran and its fine staff now with the intent of not only reducing, but eventually eliminating the subsidy by the City of Port Huron through and integration and cross training of both the Port Huron Icehawks staff and McMorran staff. We would also utilize the outsourced expertise of Funfest Productions for booking, promoting, and collaborative marketing of additional concerts in the facility to increase revenue for the facility. Also, we would utilize the outsourced expertise of a local food services/catering firm, Chef Shell's Catering, to assist us with reducing McMorran's cost and creating an incentive for non-profit organizations to use the facility on a more regular basis through our Charity Connections – Concessions Revenue sharing program for larger events.

### **2.3 Food and beverage**

Our outsourced food/catering services company, Chef Shell's Catering, was established in 1998. Currently, they oversee the growth and operations of three Port Huron area businesses. This business has evolved from a specialty sauce company to one of the top local full service caterers in the Blue Water Area. In the past three years the business has expanded to include three distinct locations: The Coffee Harbor, Chef Shell's Catering & Roadside Café, and Chef Shell's YMCA Café. The majority of the business is corporate caterings for 10 – 50 people ranging to special events for 100 – 800 people or more. Corporate clients include: Acheson Ventures, AT & T, Baker College, City of Port Huron, Domtar, Detroit Red Wings Alumni, Physician's Healthcare, Port Huron Icehawks, Shawn Burr Foundation, and Wirtz Manufacturing to name a few. They have also catered several significant Port Huron grand openings locally such as Blue Water Transportation, ALD Thermal Treatment, and the Harborside Office Complex. Chef Shell's Catering is currently licensed through the Department of Agriculture, St. Clair County Health Department, Food & Drug Administration and Michigan Liquor Control Commission (Manufacturers License).

Because of the business diversity and experience, we believe that Chef Shell's Catering would be a tremendous asset to not only the team at KMG, but also to the citizens who utilize McMorran Place. They are a local food/catering services business in Port Huron, so let us all work together to keep the business local by employing top notch tried and true food services companies like Chef Shell's.

With regards to the Michigan Liquor Control Commission license, Funfest Productions also has had extensive experience in this area for they have put on concerts for many years. Funfest Productions works closely with the Michigan Liquor Control Commission in the locations where they work including the Emerald Theatre and Freedom Hill Amphitheatre.

### **2.4 Marketing**

KMG would leverage its current marketing efforts already instituted through the efforts of the Port Huron Icehawks. In this our first season, the Port Huron Icehawks established an extensive marketing campaign

that including contracts with the Times Herald, the Voice, Radio First, WGRT (102.3 FM), Lamar Advertising, and Comcast. Additionally, our Charity Connections – Revenue Share Program was also well received and part of our Grass Roots Connection program where our staff contacted local schools, churches, and other non-profit organizations to participate in this venture with the incentive to receive 30% of the proceeds back from the tickets they sold. This was a WIN – WIN for both parties, as it increased the attendance at Icehawks home games and provided the charity with revenue for its particular cause. We would look at expanding this incentive to other McMorran Place ticketed events, as well as, looking at providing 10% of the net concession stand sales to go back to the non-profit organization that helps to staff the event. Again, this would be for larger events at the facility. Community support is key to the long term success of McMorran and putting “rears in the seats” in our number one goal for all events at McMorran.

We also will expand our efforts in working with the Regional Marketing Campaign – Discover the Blue by collaborating with the Blue Water Area Convention and Visitors Bureau, regional Chamber of Commerce initiatives, and the Community Foundation that is helping to spearhead this campaign. We believe that an expansion of marketing efforts would lead to an increase in utilization of the McMorran facility. Our goal is to nurture the existing relationships and rental contracts that McMorran already has, and to expand this base of support through leveraging our resources at Datapak Services Corporation and KMG. Datapak specializes in customer service and its marketing campaigns to brand businesses across the country with several Fortune 500 companies, as well as, household names including ABC News, US News & World Report, Detroit Red Wings – Red Wings World, Detroit Red Wings Alumni, Conair, Hamilton Beach, Sony, David Copperfield, Dremel Tools, and Bath & Body Works to name a few. Again, our goal is to make McMorran the hub of this regional marketing initiative.

Financing for these efforts would be part of the monthly management fee that would be charged by KMG to the City of Port Huron. Again, we believe networking with key community groups in the region, as well as, leveraging our customer service call centers would greatly assist McMorran Place with accomplishing its goals to reduce the burden of finances on the tax payers and provide a quality, cost effective venue for its patrons.

## **INSURANCE**

### **3. Insurance**

If the Manager (KMG) is the successful bidder it will provide the insurance requirements of the RFP, Section 3. With respect to indemnification, the Manager will agree to indemnify the City, etc., but only to the “extent the claims, etc., are caused by the acts or omissions by the Manager.”

## LIST OF CLIENT REFERENCES

### 4. References

#### **Funfest Productions, Inc.**

Kevin Cassidy and Joe Nieporte, Owners  
31 North Walnut Street  
Mt. Clemens, MI 48043  
586-913-1919

Services include: concert booking and promotion for Emerald Theatre, Freedom Hill Amphitheatre, St. Clair Riverfest, Stars & Stripes Festival in Mt. Clemens, etc.

#### **Chef Shell's Catering, Inc.**

Michelle Wrubel, President and Owner  
Coffee Harbor – Great Lakes Maritime Center  
51 Water Street  
Port Huron, MI 48060  
810-966-8371

Services include: food/catering services

Chef Shell's Roadside Cafe  
2639 24<sup>th</sup> Street  
Port Huron, MI 48060

#### **Wier Construction Company**

Jim Wier, President  
7171 Beard Road  
Clyde, MI 48049  
810-324-2604

Services include: building/remodeling

#### **Port Huron Minor Hockey**

Jim McPhee, President  
McMorran Pavillion – 701 McMorran  
Port Huron, MI 48060  
810-984-0242 or 810-531-6016

Services include: Youth hockey

#### **Earl Smith Distributing**

Rick Dionne, Vice President – General Manager  
1730 Dove Street  
Port Huron, MI 48060  
810-985-9543

Services include: alcoholic beverages, sales, distribution

#### **International Silver Stick Hockey**

Pat Hills, Director  
McMorran Pavillion – 701 McMorran  
Port Huron, MI 48060  
810-982-8575

Services include: International hockey

#### **Pepsi Bottling Company**

Brian Connelly, District Sales Manager  
2111 Wadhams Road  
Kimball, MI 48074  
810-987-2181

Services include: water/soda, sales, distribution

#### **Detroit Red Wings Alumni Association**

Dennis Hextall, President  
Joe Louis Arena – 600 Civic Center Drive  
Detroit, MI 48226  
810-434-4446 (corporate office)

Services include: NHL Alum charity events

## **OTHER DATA OR INFORMATION**

### **5. Other Data**

The purpose of the McMorrans family's gift to the city: "Mr. and Mrs. Andrew J. Murphy and Mrs. Clara E. MacKenzie, herein after referred to as donors, ... have offered to finance, build, equip and donate to this community for public use an auditorium building in memory of the late Henry McMorrans," said the agreement dated November 12, 1957. KMG is committed to honoring this gift and expanding upon its initial vision with the...

### **OUR COMMUNITY FIRST CAMPAIGN (McMorrans Cares for the Community – Capital Fund)**

KMG plans on establishing a Key Stakeholders group through the McMorrans Community First Advisory Committee. It would be this groups initiative to raise money for the aging facility to do the many needed repairs and remodeling to fresh up McMorrans. KMG would initially contribute \$30,000.00 to this effort to create a new merchandising area/pro shop to provide an additional revenue stream for facility.

KMG would ask the Community Foundation to assist with overseeing this process, with retaining the finances generated, and assist with allocating these financial resources.

KMG also plans on developing a campaign involving the interior of the building and signage out front of the building with regards to the establishment of Naming Rights for the following areas:

Memorial (Green) Room Theatre	Main Arena Concourse Southside
Pavilion Concessions	Main Arena Concourse Northside
Pavilion Locker Rooms	Main Arena Locker Rooms
Pavilion Penalty Boxes	Main Arena Penalty Boxes
Pavilion Trophy Center	McMorrans Lounge
McMorrans Theatre/Auditorium	Outside – Digital Billboard

The KMG Charity Connections – Revenue Share program of giving 30% back for ticket sales for larger events that a non-profit group may sell to ticketed events, plus 10% of the next concessions for volunteer staffing of these events would also be a part of reducing the personnel costs, increasing revenue, and increasing facility utilization. The Port Huron Icedogs have already experienced success with generating fan interest through this campaign and will look forward to expanding this into next season.

Revenue sharing for select events not only helps to raise additional money for the respective non-profit organization, but increases the revenue for McMorrans by driving customers to these various ticketed events and expands the base of usage by those who may not already be using the facility.

Finally, KMG plans on expanding its Minor Hockey connections to offer more tournaments at McMorran Place. Another local ice facility is known to host several youth hockey tournaments each year, and raises a significant amount of revenue for its facility. McMorran would also tap into this market, and make assertive attempts to attract teams that travel to its facility beyond the two already very successful weekends at McMorran Arena through the North American Silver Stick Tournaments in January of each year.

Our connections with the NHL Alumni in Toronto make hosting a NHL Alumni tournament very probable in the days ahead, and to tie this with Minor Hockey in Port Huron.

Our goal would be to work collaboratively with the Regional Marketing campaign and the City of Port Huron to develop an extended Winter Festival with hockey being a major part of this initiative. Some preliminary and informal discussions have already taken place with some of our local community leaders to develop this concept which we intend to make a reality in the days ahead if we are able to manage this facility.

## **CONTRACT AND COMPENSATION**

### **6. Contract**

Proposed contract is attached.