TriLumen Systems

CASE STUDY

Multi-Sheet Ice Arena & Hockey Club · Facility Operations & Yield

# Filling Every Sheet of Ice, and Getting Junior Hockey Off the Whiteboard

## THE CHALLENGE

A three-sheet arena running youth travel hockey from Mites through 18U at A, AA, and AAA, NCDC and USPHL Premier and Elite junior teams, adult hockey, a house league, a figure skating academy, public sessions, lessons, parties, and corporate events, plus a pro shop, concessions, and skate rentals. Ice was scheduled across disconnected spreadsheets, so double-bookings were common and late cancellations left paid-for ice sitting empty. The pro shop didn't sync with the front desk, rental revenue wasn't tracked, and finance spent about a week every month matching registration deposits to the bank by hand. On the junior side, rosters lived on whiteboards, billet family background checks sat in local folders, and every conversation with college and Major Junior scouts was tracked in someone's head.

## OUR APPROACH

**One master schedule, with a human on the button.** We pulled every sheet into a single scheduler connected to the arena's booking platform. Cancellations outside 72 hours automatically become open ice, and high-margin slots like weekend parties and public sessions are protected first. For the first 30 days nothing published until the scheduling coordinator reviewed it and clicked Approve.

**Registration that markets itself.** Parents register, upload waivers, and set up billing in under two minutes. A family that buys a public skate ticket with kids in the right age range gets a Learn to Skate invite 48 hours later, and party inquiries get a live availability calendar instead of a callback.

**Recruiting run like a sales pipeline.** College coaches and Major Junior scouts became accounts and players moved through stages from first contact to commitment. Coaches log notes by voice from their phones after a game, so nobody has to sit at a laptop, and the locker room whiteboards stayed exactly where they were.

**A billet portal built for trust.** Host families upload background checks, home inspections, and household details to a secure portal, and staff match players by location, allergies, and family dynamics. We walked existing families through exactly who can see their data before asking them to use it.

**One ledger, proven before it was trusted.** Pro shop, rentals, concessions, and online registration now land in one place and reconcile automatically against payment deposits. Finance ran a full month-end close the old way, side by side, until the numbers matched.

**Yield per sheet, per hour.** Ownership sees revenue per hour on each sheet, so a $350 contract rental and a $1,200 public session can be compared honestly, along with pro shop inventory turns tied to the upcoming schedule.

Everything was built and tested over a 90-day offseason, so nothing changed for staff or families during active play.

## THE RESULT

**Ice utilization reached 94%, an 18% gain in sheet efficiency. Lesson re-enrollments rose 32%. Junior program administration dropped 45%, and the club graduated a record advancement class. Month-end close went from seven days to two hours, and the arena saves about $4,200 a month in administrative time, time that went back to coaching, scouting, and families on the ice.**

> *"Managing a three-sheet arena on a bunch of disconnected spreadsheets was a daily headache, and double-booking ice was always a looming fear. TriLumen brought everything together into one master schedule. Our ice utilization jumped to 94 percent, our month-end close went from a full week down to two hours, and my staff can finally focus on the kids on the ice instead of drowning in paperwork."*
>
> GENERAL MANAGER, MULTI-SHEET ICE ARENA

**Have a Problem That Looks Like This?**

(570) 392-9116 | hello@trilumensystems.com
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