

## Dear Friends and Supporters,

As we reflect on this past ice rink season, we want to begin with one simple but powerful message: **THANK YOU!!**

Your generosity and belief in Reimagine Middletown continue to make a meaningful difference in our community, even when circumstances are challenging.

### A Season Tested by Weather, Strengthened by Stewardship

This winter brought extreme weather conditions that significantly limited our days of operation. Despite losing nearly a third of our planned season, the Reimagine Ice Rink remained financially strong and responsibly managed. The rink's revenue fully covered operating costs, we reduced overall expenses, and successfully finished the season with a revenue surplus.



### Community Impact Continued—Even With Fewer Days

Despite fewer days of operation, the rink continued to deliver meaningful and measurable impact. Thousands of residents and visitors came downtown to skate, connect, support local businesses, and create lasting memories.

The rink remained a place of joy and community pride—exactly as it was intended.



### **Economic Impact & Workforce Development**

This season, more than 35,000 visitors attended the Ice Rink, generating vital foot traffic for downtown Middletown during a traditionally slower season. Visitors and the organization spent thousands of dollars with local, family-owned businesses, reinforcing the rink's role as a catalyst for economic activity. The Ice Rink also provided meaningful employment for 11 individuals, including youth, offering hands-on job experience, responsibility, and workforce skill development.





## Charitable Giving & Accessibility

Equitable access remains central to our mission. This season:

- Over \$1,700 in broomball equipment was purchased and donated to the YMCA, Madison High School, Middletown High School, and CBI—introducing youth to the sport and laying the foundation for future leagues.
- Free skating tickets valued at more than \$3,500 were distributed to local nonprofits, city employees, and community members, ensuring participation regardless of financial barriers.

## Youth Leadership & Civic Engagement

The Reimagine Youth Board played a vital role in programming, operations, social media, and event setup and teardown. Their involvement fostered leadership development, mentorship, and civic pride—helping cultivate the next generation of community leaders and philanthropists.



## Looking Ahead

The upcoming 2026 season will mark the final year of the Ice Rink operating as a portable facility in its current downtown location. At the same time, we are actively preparing for an exciting next chapter.

Beginning in 2027, the Ice Rink is expected to transition into a permanent amenity within the new Main Street park. As a permanent structure, the rink will operate for a



longer portion of the winter season and expand to include roller skating and pickleball during the warmer months.

This expanded programming will significantly increase community access and generate greater revenues, which will be reinvested directly into rink operations, park maintenance, and future amenities—ensuring long-term sustainability and expanded impact.

This transition represents a major step forward for downtown Middletown. The Ice Rink has proven itself as a regional draw, a hub for community connection, and a powerful driver of revitalization. Your investment allows us to successfully navigate the challenges of operating a portable rink today while building toward a more sustainable and transformative future.

## **We Can't Thank You Enough**

Your continued support makes this work possible!

Because of you, the Reimagine Ice Rink remains a resilient, impactful, and forward-looking asset for Middletown—strengthening economic vitality, accessibility, youth leadership, and community pride.

**Miriam G. Knoll**  
FOUNDATION



**A VERY SPECIAL THANK YOU TO OUR AMAZING COMMUNITY HELPERS**

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