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“The MTS Centre is not big enough to support an NHL franchise.”

Fact: The MTS Centre capacity is 15,003. While this is smaller than other NHL arenas, most NHL games do not even come close to selling out.

14 American teams gave away over 1,000 tickets on average each game to boost attendance figures. And 6 of those teams gave away more than 2100 tickets per game.

In reality, the attendance at many games is regularly under 10,000. Actual paid attendance is even lower. A team in Winnipeg could easily draw more than most U.S. cities on a regular basis - with no giveaways. In short - the MTS Centre is more than big enough.

“Ticket prices would be too high. Winnipeg can't afford it.”

Fact: There are many rumors floating around that tickets would average over \$150. This is absolutely false.

The average NHL ticket price in the first season after the lockout was \$52.13. Based on last year's figures, we could sell out each game at that low price and still pull in more money than half the teams in the league. This is because most U.S. teams give away thousands of tickets to each game or run 2-for-1 deals.

At these average ticket prices, Manitobans can affordably watch the NHL and have a successful team too.

“A higher salary cap hurts Winnipeg.”

Fact: The cap grows as league revenue grows.

It's very doubtful that Winnipeg's revenue won't keep pace with the NHL average. And it's also very doubtful that Winnipeg will average less than 14,000 sold seats per game. These are the 2 conditions for revenue sharing, assuming Winnipeg will need it. If it does, revenue sharing will be there to offset a growing salary cap.

The same can't be said for some of the teams already financially troubled.

“Winnipeg is too small to support an NHL franchise.”

Fact: Phoenix has approximately six times our population, and they have to resort to giving tickets away to fill the stands.

Fact: Edmonton's population is comparable to ours - they barely give any tickets away and sell out games all the time.

Lesson Learned? A bad hockey market is a bad hockey market, regardless of it's size.

Winnipeg is and always has been a good hockey market. And our population can easily support an NHL franchise with the new MTS Centre.

“Only a small number of delusional people believe the Jets will return.”

Don Cherry, 08/02/2008: *"They didn't build a 15,000 seat arena for American Hockey League; you could squeeze in another 1500. I guarantee that there'll be a team in here sometime, and if anybody wants to put some money in, I'll invest, because it'll be terrific."*

Sam Katz: *"I want to see the day when... dare I say, an NHL team is beating down our door, eager to skate in front of the greatest hockey fans in the world once again."*

Bill Daly (NHL VP): *"There's no reason to think Houston or Kansas City would be considered ahead of Quebec or Winnipeg (for relocation)."*

Teemu Selanne: *"I think Winnipeg definitely deserves a team there."*

Ron MacLean, 09/02/2008: *When asked the question, "Will Winnipeg ever get an NHL team again?" his response was: "Absolutely! Yeah, it's just a matter of time before one of the Sunbelt teams comes to Winnipeg. I'm firmly convinced of that. (The NHLPA thinks it's a good idea) because it generates revenues too, so now that the players get a cut of the pie, and the pie is coming principally from Canada, there's no question that Winnipeg will have one."*

Gary Bettman (NHL commissioner):

26/1/2007: *"Winnipeg could probably support an NHL team."*

28/5/2007: *"It's obviously something I've thought about in terms of trying to make right something that one point in our history went wrong."*

2007: *"...I would rather see the league return to a Canadian city that had lost a team as opposed to opening up a new market... Winnipeg is seen as the most logical choice to rejoin the NHL..."*

10/3/07: *Bettman again singled out Winnipeg as the city in which he has had the most discussions about potential expansion.*

Paul Kelly, NHLPA Exec. Director, 07/24/2008: *"it seems to us a no-brainer that if you're going to expand or you're going to relocate, that you first and foremost have to consider some of the major hubs here in Canada. You know, Winnipeg, Hamilton, Quebec City... but I think there are locations in Canada that would strongly support the NHL game."*



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THE NHL'S OWN NUMBERS SHOW THAT WINNIPEG CAN BE A SUCCESS OFF THE ICE WITH AFFORDABLE SEATS!

The following grid shows some potential pricing scenarios if the NHL were to make a permanent return to Winnipeg.

The accompanying chart demonstrates how Winnipeg would fare when compared to the other teams in the league.

Seat Average	\$80	\$75	\$70	\$65	\$60	\$50
Lower bowl	\$119	\$109	\$99	\$99	\$89	\$79
Lower bowl	\$99	\$89	\$79	\$79	\$69	\$55
Lower bowl	\$79	\$69	\$69	\$59	\$59	\$45
Upper bowl	\$59	\$59	\$59	\$49	\$45	\$35
Upper bowl	\$49	\$49	\$49	\$39	\$35	\$25
Upper bowl	\$39	\$39	\$35	\$25	\$25	\$19
Private suites	\$79	\$79	\$79	\$79	\$79	\$79
Party suites	\$67	\$67	\$67	\$67	\$67	\$67
Total Gate	\$1.1M	\$1.0M	\$986K	\$915K	\$838K	\$697K
Seats Sold	14000	14000	14000	14000	14000	14000

Note: The MTS Centre has 15,003 seats.

Here are the actual ticket prices for the NHL Exhibition game between the Calgary Flames and the Phoenix Coyotes, September 24, 2008:

Price
■ \$119
■ \$99
■ \$79
■ \$59
■ \$49
■ \$39



Total National Hockey League Gate Revenues

2007-08: Per Game:

1 Toronto	\$1,900,000
2 Montreal	1,700,000
3 Vancouver	1,400,000
4 New York Rangers	1,300,000
5 Calgary	1,300,000
6 Edmonton	1,200,000
7 Ottawa	1,200,000
8 Minnesota	1,100,000
9th WPG: 13,500 @ \$80	\$1,080,000
9th WPG: 13,750 @ \$75	\$1,031,250
9 Detroit	1,000,000
10 Colorado	1,000,000
11 Philadelphia	1,000,000
12th WPG: 14,000 @ \$70	\$980,000
12 Dallas	950,000
13 San Jose	950,000
14th WPG: 14,250 @ \$65	\$926,250
League Average:	\$911,667
14 Anaheim	900,000
15th WPG: 14,500 @ \$60	\$870,000
15 New Jersey	850,000
16 Columbus	800,000
17 Tampa Bay	800,000
18 Boston	800,000
19 Pittsburgh	800,000
20th WPG: 15,003 @ \$50	\$750,150
20 Buffalo	750,000
21 Carolina	700,000
22 Los Angeles	650,000
23 Nashville	600,000
24 St. Louis	600,000
25 Atlanta	550,000
26 Washington	550,000
27 New York Islanders	550,000
28 Florida	500,000
29 Chicago	500,000
30 Phoenix	450,000

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2729 Pembina Hwy |
| Dauphin:
1450 Main Street South | 2517 Portage Ave.
Kildonan Crossing Centre
210-1615 Regent Ave W |
| Morden:
215 LaVerendrye Blvd. | 1630 Kenaston Blvd. |
| Portage la Prairie:
2180 Saskatchewan Ave. | 1919 Bishop Grandin Blvd. |
| Selkirk:
1018 Manitoba Ave. | Unit A-2211 McPhillips St.
1160 Taylor Ave. |
| Thompson:
4 Moak Crescent | 1-690 St. James |
- And coming soon: **CityPlace!**



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Source: NHL & Rick Westhead,
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Learn the facts for yourself!
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