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FOR IMMEDIATE RELEASE

Local Ice Arena Gets New Name, DRA to Manage Operations

*The city, with help from DRA, plans additional improvements to the property,
open house event for community to be held on November 2nd*

(Dubuque, Iowa – October 28, 2022) – The City of Dubuque, in partnership with DRA and Schmitt Island Development Corporation, announced that an agreement has been reached for DRA to oversee day-to-day operations of the city-owned ice arena located on Chaplain Schmitt Island. As a part of this agreement, the arena – formerly known as Mystique Community Ice Center – will be re-named and receive a new logo. The arena, which opened in 2010, is re-opening after some necessary structural improvements and remains a city-owned property but will now be called **Dubuque Ice Arena**.

This new agreement is now in effect and focuses on providing consistent oversight and management of the Dubuque Ice Arena. DRA will also work on creating new events and programming throughout the year, as well as enhance the overall hospitality experience for visitors by making various arena-related improvements, both outdoors and indoors.

“Given the exciting redevelopment plans for Chaplain Schmitt Island, we are pleased to be taking a more hands-on role in the operations of the ice arena, which is flagship property and attraction for the island,” said Stacy Kansky, Chief Commercial Officer for Q Casino. “We want to maximize the potential of the arena and make it a year-round venue that attracts even more people and events.”

Besides overseeing daily operations, DRA has helped create a new logo and website for the arena. Upgrades to the property, such as concession enhancements and improved signage are underway; and additional enhancements are planned for the future.

“We are pleased to have DRA partner with us and provide the resources needed to help take us to the next level,” said Mark Plantery, the ice arena’s General Manager. “Their investment in various improvements is much-needed and I think people will notice some differences right away and even more in upcoming years. The result of this new arrangement should be an enhanced product – one the entire community can enjoy.”

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DRA's investment in the Dubuque Ice Arena is part of the overall Schmitt Island Master Plan Development, which is being led by the newly created Schmitt Island Development Corporation. The goal of this plan is to increase tourism through the enhancement local activities and facilities. The ice arena, given its key location, plays a prominent role in future development plans for Chaplain Schmitt Island.

Community Days Event at the Dubuque Ice Arena

An open house for the community to commemorate the facility name change and re-opening of the arena will be held on **Wednesday, November 2, 2022, from 4 pm to 6 pm at the ice arena**. A ribbon cutting ceremony will take place, free skating as well as and tours and snacks will be available for all in attendance. The public is welcome to attend and take part in the festivities.

For more information on the Dubuque Ice Arena, please visit: schmittisland.com/ice-arena

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About the DRA

The DRA, through its gaming and entertainment facilities provides for social, economic and community betterment and lessens the burden of Dubuque city and area government, while contributing to the growth and viability of Dubuque area tourism. The organization has been a vital part of the community since its inception in 1985 and is operated by a volunteer board comprised of 21 directors who work together to guide operations of Q Casino. The DRA holds the license for casino-gaming operations of Q Casino and is also the co-licensee for the Diamond Jo Casino, both of which are located in Dubuque. For more information on DRA and its community-minded mission, visit <https://dradubuque.com/>.