

**From:** [Board Of Supervisors](#)  
**To:** [Jesseka Rodriguez](#)  
**Subject:** FW: Hockey in Santa Cruz County  
**Date:** Thursday, December 19, 2024 10:49:37 AM

---

---

**From:** Jack Marden [REDACTED]  
**Sent:** Wednesday, December 11, 2024 9:43 AM  
**To:** [REDACTED] [citycouncil@santacruzca.gov](mailto:citycouncil@santacruzca.gov);  
Board Of Supervisors <[boardofsupervisors@santacruzcountycalifornia.gov](mailto:boardofsupervisors@santacruzcountycalifornia.gov)>; [citycouncil@scottsvally.gov](mailto:citycouncil@scottsvally.gov);  
[citycouncil@ci.capitola.ca.us](mailto:citycouncil@ci.capitola.ca.us); [citycouncil@watsonville.gov](mailto:citycouncil@watsonville.gov); [cityclerk@watsonville.gov](mailto:cityclerk@watsonville.gov)  
**Subject:** Hockey in Santa Cruz County

\*\*\*\***CAUTION:**This is an EXTERNAL email. Exercise caution. DO NOT open attachments or click links from unknown senders or unexpected email.\*\*\*\*

Dear XX,

My name is Jack Marden and I'm a Santa Cruz resident, dad, teacher, and hockey player. I'm reaching out with a bit of a hail mary. Admittedly, I don't know who the best person to talk to is, but you miss 100% of the shots you don't take and I need to shoot my shot.

To get straight to the point, I want to build a hockey rink in Santa Cruz County, preferably ice hockey, but a roller rink is better than nothing. I'm not alone in this desire. UCSC has an ice hockey team that travels long distances for practices & games. There's a diaspora of hockey players in the Monterey Bay Area (MBA) that once had a home in Scotts Valley or Marina who now have to travel to San Jose or further to play. A local rink could become their home and attract tournaments that would bring players from across the state, country, or even the world (ex. tournaments at Sharks Ice in San Jose or NARCH at Silver Creek). High School roller hockey was very popular in Scotts Valley with teams from SLV to Aptos, and I imagine ice hockey would be even more so. There's an untapped reservoir of hockey fans and kids who could grow to be players in the MBA. Beyond hockey, a rink could support public skating, birthday parties, curling, figure skating, holiday activities, and more.

Depending on the type of facility that's built, perhaps a minor/junior professional team could be attracted to set up here like the Santa Cruz Warriors did. Leagues like the ECHL (East Coast Hockey League) and the new PWHL (Professional Women's Hockey League) have shown interest in the west coast. Suddenly Santa Cruz is on the map for professional sports. There is simply nothing else like this anywhere around the Monterey

Bay, and it's a missed opportunity to allow that to continue.

If you follow the San Jose Sharks, you might have noticed that their organization has been expanding their reach and building rinks in new communities in this region. Gilroy will now get 2 new rinks, and I believe the Sharks would be eager to grow their fanbase in Santa Cruz County as well. However, finding land is a challenge. That's where I think there's an opportunity for a City, the County, or a private group to form a partnership with the Sharks.

Another option is if the Seaside Company partnered with the Sharks like they have with the Warriors. They already have the experience working with pro teams and could find a mutually beneficial relationship with the Sharks. With the Boardwalk, Boardwalk Bowl, and the Santa Cruz Warriors, adding a hockey rink could be the cherry on top. Sharks Ice in San Jose has over 3500 players in the adult rec league alone, and is one of the busiest rinks in North America. There is a lot of potential for this county to benefit from the popularity of an ice rink.

Since the Capitola Mall project has stalled, another idea could be that they could partially accommodate this facility along with housing and other shops & restaurants. Or perhaps there's an opportunity to add a rink into the Skypark plans in Scotts Valley?

I'm not affiliated with the Sharks and can't speak for them, but if there is interest in connecting with them about exploring the waters, I have a well placed contact I could connect you with.

If you think my plea would be better directed to someone else, please let me know. If you have any advice on what steps I should take to try and make this dream a reality, please tell me. Thank you for your time and attention and for helping to make my and many others dreams come true.

Happy Holidays!

Jack Marden

