HOW SEASONAL ICE RINKS ELEVATE CITIES

- **Boost Local Businesses**
  Restaurants, shops, and hotels benefit from increased foot traffic
- **Drive Tourism**
  Attract visitors from across the region & beyond
- **Enhance Holiday Programming**
  Provide a stunning backdrop for events, markets & celebrations
- **Create Lasting Memories**
  Establish a seasonal tradition for families & visitors of all ages
- **Showcase Urban Beauty**
  Reinforce a city's brand as a vibrant, year-round destination



TURN YOUR CITY INTO THE NEXT HOLIDAY HOTSPOT!

With over **40 years of experience and 1000+ installations,** Magic Ice USA has a proven track record of transforming urban spaces into bustling winter destinations.



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877.374.7465

MAGIC ICE

MORE **MOMENTS.**
MORE **MEMORIES.**
MORE **MAGIC.**



TRANSFORMING CITIES INTO HOLIDAY DESTINATIONS:

DRIVING ECONOMIC GROWTH & REVITALIZING DOWNTOWNS



At **Magic Ice USA**, we specialize in creating world-class seasonal ice attractions that revitalize downtown cores, **drive tourism**, and **boost local economies**. Our rinks turn urban centers into must-visit holiday destinations, drawing residents and visitors alike.

In our extensive portfolio of transformative installations, some of our largest and most successful projects—the UPMC Rink at PPG Place in Pittsburgh and The Rink at Campus Martius Park in Detroit—set the benchmark for what a well-designed ice attraction can achieve.

Additionally, our installations in Downtown Denver, Baltimore, MD, and Industry City in Brooklyn, NY further demonstrate how seasonal ice rinks can revitalize urban centers by **increasing foot traffic**, **enhancing community engagement**, and **boosting local business activity**. Together, these examples underscore our ability to transform cities into premier winter destinations, each reflecting the unique character of their locales while delivering undeniable **economic and cultural benefits**.

TRANSFORMING URBAN CITIES INTO WINTER WONDERS

THE RINK AT CAMPUS MARTIUS PARK – DETROIT, MI

Voted #1 Outdoor Ice Rink in America – USA Today, 2024

- Draws hundreds of thousands of visitors annually
- A flagship attraction for Detroit's revitalized downtown
- Boosts business for restaurants, retail, and hotels
- Strengthens community pride & winter tourism
- Creates an iconic holiday centerpiece in the heart of the city

THE UPMC RINK AT PPG PLACE - PITTSBURGH, PA

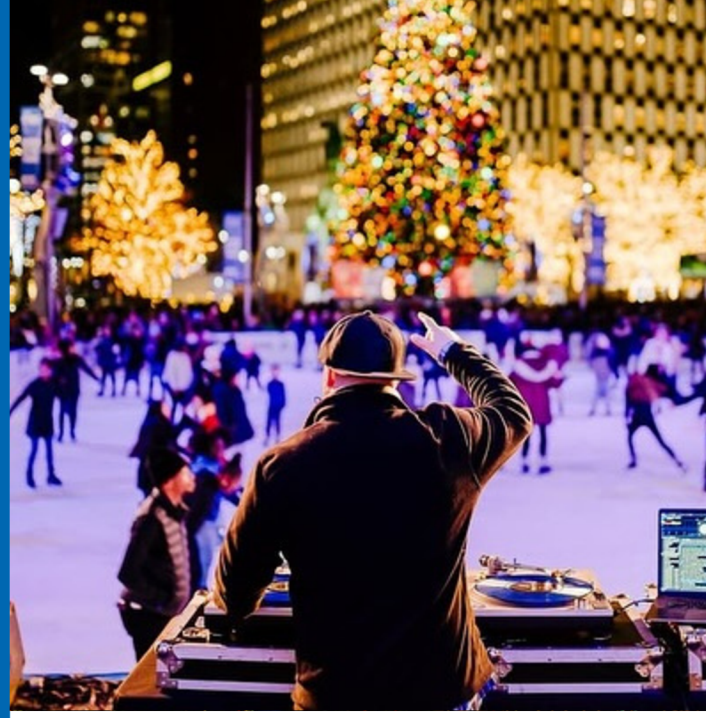
A Beloved Winter Tradition for Over Two Decades

- Transforms downtown Pittsburgh into a holiday hub
- Increases pedestrian traffic & seasonal shopping
- Generates millions in local economic activity
- Serves as a stunning winter focal point with its iconic Christmas tree
- Encourages regional tourism & longer downtown stays

INDUSTRY CITY ICE RINK - BROOKLYN, NY

Infusing Holiday Magic into an Urban Creative Hub

- Reimagines Brooklyn's Industry City as a winter wonderland
- Attracts a diverse crowd of residents, creatives, and tourists
- Stimulates economic activity in an up-and-coming neighborhood
- Enhances local branding as a vibrant and innovative urban center



DOWNTOWN DENVER ICE RINK - DENVER, CO

Elevating Denver's Urban Energy in Winter

- Creates a vibrant holiday attraction in the heart of Denver
- Attracts residents and tourists alike, boosting local business
- Sparks increased engagement around Denver's bustling downtown
- Reinforces Denver's image as a dynamic, year-round destination

BALTIMORE HOLIDAY RINK - BALTIMORE, MD

Revitalizing Baltimore's Waterfront and Inner Harbor

- Transforms key public spaces into festive winter destinations
- Drives increased foot traffic to local shops, restaurants, and hotels
- Enhances the city's cultural and seasonal offerings
- Fosters community pride with a unique holiday experience