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The Colorado Avalanche

Business Writing 3170

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## Introduction

The Colorado Avalanche are a Western Conference sided National Hockey League team based in Denver, Colorado. Originally from Quebec, Canada, the club won its first of two Stanley Cups in the first year it was introduced to Colorado. Despite only 3 playoff appearances in the last 10 years, the club's net worth falls around 360 million dollars. The Avalanche have had some of the best players in the world play for them, including Joe Sakic, Peter Forsberg, and Patrick Roy. Because of this the club has fans worldwide and their name is known all across the hockey world, and with young superstars like Matt Duchene and Nathan MacKinnon, the club seeks to increase their renown with a third Stanley Cup.

## History

Before coming to Colorado, the team was the Quebec Nordiques. The Nordiques played in both the World Hockey Association and eventually the National Hockey League. Their tenure in Quebec would end after the 94'-95' season. The young but experienced team was moved to Colorado, a state full of rowdy football fans and relatively few hockey fans. Despite this fact, the team's talent was marketed well and they drew attention as they won their first game against the eventual bitter rival Detroit Red Wings. The young team gained even more talent when they traded to acquire Patrick Roy, a two-time Cup winner with the Montreal Canadiens. This talent was put on show as the team finished second in the NHL with 104 points. Though shaky through the playoffs, the Colorado Avalanche would go on to win the Stanley Cup in their first year in Colorado.

In 1999, the team's arena moved to the Kroenke family owned Pepsi Center, where it won its second President's Trophy for top scoring regular season team, and its second Stanley Cup. This Cup win stands as one of the most iconic, as 22 season veteran Raymond Bourque was finally able to hoist the Cup. Under the Kroenke family name, the team has had its ups and downs, but has always hosted world class talent. Current team president Josh Kroenke was recently able to get the NHL to host a live outdoor game in Coors Field, home of the Colorado Rockies. The

event attracted 50,095 fans to cheer on their teams and helped the team become more widely recognized in the sports community.

Despite only having two Cup wins and one outdoor game, the Colorado Avalanche are still very popular in the state. With a new season on the way and new players coming into the team, fans and players alike have a lot to look forward to in the near future.

## **Officers**

E. Stanley Kroenke: Owner/Chairman, Kroenke Sports & Entertainment, LLC

Josh Kroenke: President & Governor

Joe Sakic: Exec. VP/General Manager/Alternate Governor

Craig Billington: Assistant General Manager

Chris MacFarland: Assistant General Manager

Charlotte Grahame: Vice President of Hockey Administration

Jared Bednar: Head Coach

Tim Army: Assistant Coach

Dave Farrish: Assistant Coach

Nolan Pratt: Assistant Coach

## **Mission Statement**

“Memories Are Played Here.”

This is the mission statement of Kroenke Sports and Entertainment (KSE), and it applies to the teams playing under the organization. Those playing under KSE are expected uphold the values of sportsmanship and respect to create the most positive memories in the NHL, NBA, or any other league. The game matters, but what matters most is the experience. KSE and the Colorado Avalanche are focused on playing for the community, and always doing their best work to create the best memories. The officers listed above are expected to follow the same path as the players they direct, and in this harmony, memories will be played.

## **Financial History**

## Team Revenue History

Year	Revenue	% Change (From previous year)
2012	\$91 million	-
2013	\$67 million	-26%
2014	\$104 million	+55%
2015	\$106 million	+1.9%
2016	\$115 million	+ 8.5%

\*Figures are taken from a recent Forbes study.

## Franchise Record History

- 2 Stanley Cups (1995-1996, 2000-2001).
- 2 President Trophies (1996-1997, 2000-2001).
- 9 Division Champion Titles (1995-1996, 1996-1997, 1997-1998, 1998-1999, 1999-2000, 2000-2001, 2001-2002, 2002-2003, 2013-2014)
- 5 players inducted into the Hockey Hall of Fame (Rob Blake, Ray Bourque, Joe Sakic, Peter Forsberg, Patrick Roy).
- 1 Jack Adams Award for best Head Coach (Patrick Roy, 2013-2014).
- 3 Calder Trophies for best player in his rookie year (Chris Drury 1998-1999, Gabriel Landeskog 2011-2012, Nathan MacKinnon 2013-2014).
- 2 Hart Trophies for NHL all around MVP (Joe Sakic, 2000-2001, Peter Forsberg, 2002-2003)

## Future Plans and Prospects

Each year brings new players and staff into the Colorado Avalanche community, but the 2017-2018 season brings even more. The Avalanche will have to contend with the NHL's 31<sup>st</sup> team, the Las Vegas Golden Knights. The Knights are the newest expansion to the NHL and are sure to shake things up in the league. The Knights will be a Pacific Division team, so the Avalanche will face them many times throughout the season. The Avalanche Organization will have even more opportunities for trades and business in the NHL this season, and all throughout the future seasons. As the NHL is always changing and expanding, there are nearly endless business opportunities for teams and those that work with those teams.