

DATE October 17, 2001

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: "L.A. Kings on Ice at Pershing Square" - Permit Issuance

*J. Combs	_____	J. Kolb	_____
T. Corrales	_____	M. Tamuri	_____
J. Duggan	_____	M. Matthews	_____
H. Fujita	_____		



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board approve the issuance of a permit from the Los Angeles City Department of Recreation and Parks to Willy Bietak Productions to operate "L.A. Kings Downtown on Ice at Pershing Square", Los Angeles' outdoor ice skating rink.

SUMMARY:

Pershing Square will be the site of the 4th annual holiday season's premier attraction - an award winning outdoor ice skating rink. This ice skating rink will provide an opportunity for outdoor recreation for children and adults to enjoy during the winter holiday season. The downtown rink is expected to draw more than 350,000 skaters and spectators and will bring thousands of Angelenos and visitors together during the holiday season.

Willy Bietak Productions will keep the fees at the same price they were for last year's event. The fees are as follows:

1. Admission fee: \$6.00 per person for a one-hour skate session. First session of each day will be a 1½ hours skate session. 100 percent of the admission fees will be deposited into Recreation and Parks accounts.
2. Skate rental fee: \$2.00 per person, to be divided as follows:
 - \$1.00 of each skate rental fee will be paid to Willy Bietak Productions
 - \$1.00 of skate rental fee will be paid to the Department of Recreation and Parks

Group rates during the public skating time:

- 25 to 50 skaters: \$7.00 per skater
- 50 to 100 skaters: \$6.50 per skater
- Family Pack of 4: \$28.00 per skating family
(Note: Includes skate session and skate rental)
- 8-Pack Skate Pass: \$35.00
(Note: Valid during public skate hours only. Does not include skate rental)

Day camp/child care providers' package rate (during public skating time): \$6.00 per person (includes a one-hour skate session and skate rental). First session of each day will be a 1 ½ hour skate session.

Large party/special event package rate (over 25 people with exclusive use of the facility): \$1,500 for one hour or \$2,500 for two hours (includes skate session, skate rental, and use of reserved canopies, tables and chairs), based on maximum capacity of 190 people.

Hours of operation for "L.A. Kings Downtown on Ice at Pershing Square":

November 14, 2001 through January 21, 2002
Monday through Thursday from 12:00 Noon to 9:00 p.m.
Friday through Sunday from 10:00 a.m. to 10:00 p.m.

Special holiday vacation hours:

December 15, 2001 through January 6, 2002
Daily from 10:00 a.m. to 10:00 p.m.

The Department of Recreation and Parks and Willy Bietak Productions are co-producing "L.A. Kings Downtown on Ice at Pershing Square". Last year, approximately 30 youth groups received complimentary skate passes. This year, we anticipate 40 youth groups will receive complimentary skate passes. Upon the Board's approval to issue this permit, Willy Bietak Productions will charge \$6.00 admission per person for a one-hour skate session and \$2.00 skate rental per person (optional). This charge is minimal compared to the private sector. Universal City Walk charged \$12.00 to \$17.00 for outdoor skating, and indoor ice skating rinks charge \$12.00 to \$15.00 per skate session.

Prepared by Vicki Israel