

REPORT OF GENERAL MANAGER

NO. 02-380

DATE: November 6, 2002

C.D. \_\_\_\_\_

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF CO-SPONSORSHIP AND AUTHORIZATION TO ISSUE PERMIT TO WILLY BIETAK PRODUCTIONS, INC. FOR 2002-2003 SEASON OF L.A. KINGS DOWNTOWN ON ICE AT PERSHING SQUARE

L. Barth \_\_\_\_\_  
A. Coroalles \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
M. Matthews \_\_\_\_\_

\*J. Combs \_\_\_\_\_  
J. Duggan \_\_\_\_\_  
J. Kolb \_\_\_\_\_

  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve co-sponsoring the 2002-2003 "L.A. Kings Downtown on Ice at Pershing Square" and direct staff to issue a permit to Willy Bietak Productions, Inc. to operate the outdoor ice skating rink and new attraction "Kidz SkateZone/Hockey Slap Shot".

SUMMARY:

For the fifth consecutive year, Pershing Square will be the site of one of the City's premier holiday attractions, the largest outdoor ice skating rink in Los Angeles. Nestled among the downtown skyscrapers, L.A. Kings Downtown on Ice will provide recreation, fun and entertainment for people of all ages, with a free afternoon concert series, free hockey clinics, and special events in addition to the program's main attraction - ice skating. The proposed 2002-2003 season will run from November 20, 2002 through January 20, 2003.

The Department co-produces the L.A. Kings Downtown on Ice at Pershing Square in collaboration with Willy Bietak Productions, Inc. It is expected that more than 350,000 visitors will come to the Square to participate in the activities offered this holiday season, including more than 40 youth groups who will receive complimentary skate passes.

This year as an added attraction, the Department proposes to create a Kidz SkateZone, a 12' x 40' outdoor ice skating rink where children up to ten years of age can experience the thrill of gliding on the ice for the first time, and skate at their own pace. On a rotating basis,

# REPORT OF GENERAL MANAGER

PAGE 2

NO. 02-380

the rink will also be utilized as a Hockey Slap-Shot area, an activity popular with adults and youth.

## Hours of Operation:

- Monday through Thursday: 12:00 to 9:00 p.m.
- Friday through Sunday: 10:00 a.m. to 10:00 p.m.

## *Holiday vacation hours (December 20, 2002 through January 12, 2003)*

- *Daily: 10:00 a.m. to 10:00 p.m.*

## Admission Fee:

*The Admission Fee is for use of the Ice Skating Rink or the Kidz Skate Zone. All sessions are 1 hour, except for the first session, which is 1 ½ hours. 100% of the skate session admission fees will be credited to the Department towards its weekly guarantee to Willy Bietak Productions, Inc., of \$22,000.*

- \$6.00 per person

## Skate Rental:

*\$1.00 of each skate rental to be paid to the Department; \$1.00 of each skate rental to be paid to Willy Bietak Productions, Inc.*

- \$2.00 per person

## Slap Shot Area:

- \$2.00 for five slap shots

## Day Camp/Group Rates:

*Includes skate rental unless otherwise noted*

- |                     |         |                                       |
|---------------------|---------|---------------------------------------|
| • 25 to 50          | \$7.00  | per person                            |
| • 50 to 100         | \$6.50  | per person                            |
| • Day Camps         | \$6.00  | per person                            |
| • Family 4 Pack     | \$28.00 | per family of four                    |
| • 8-Pack Skate Pass | \$35.00 | for one person; excludes skate rental |

## Reserved Party Area:

*Includes use of one 10' x 10' canopy, with tables and chairs in roped-off area for private use during public skating times; excludes skate session and rental fees*

- 2 hours \$100

REPORT OF GENERAL MANAGER

PAGE 3

NO. 02-380

Kidz SkateZone – Exclusive Use

*SkateZone may also be used as a Slap Shot Zone. Maximum capacity for SkateZone: 20. No maximum capacity for Slap Shot.*

- 1 ½ hours                    \$200
- 2 ½ hours                    \$400

Ice Skating Rink – Exclusive Use:

*Maximum capacity: 190. Includes skate rental*

- 1 hour                         \$1,500
- 2 hours                        \$2,500
- 3 hours                        \$3,200

Facility Rental – Exclusive Use:

*Private use of entire venue. Includes canopies, tables, chairs, and skate rental.*

*Maintenance and security fees excluded; Private Skate Instruction offered upon availability*

- 2 hours                        \$3,500
- 3 hours                        \$5,000

The Department anticipates that more than 350,000 visitors will enjoy the holiday activities offered at Pershing Square this year. An additional report will be submitted to acknowledge other sponsors of these well attended events.

This Board Report was prepared by Vicki Israel, Community Services Branch.