

REPORT OF GENERAL MANAGER

NO. 03-352

DATE: November 5, 2003

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

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF CO-SPONSORSHIP AND AUTHORIZATION TO ISSUE PERMIT AND ENTER INTO AN AGREEMENT WITH WILLY BIETAK PRODUCTIONS, INC. AND APPROVAL OF FEES FOR THE 2003-2004 SEASON OF L.A. KINGS DOWNTOWN ON ICE AT PERSHING SQUARE

J. Combs \_\_\_\_\_  
\*A. Corrales \_\_\_\_\_  
R. Reyes \_\_\_\_\_  
L. Barth \_\_\_\_\_

J. Kolb \_\_\_\_\_  
B. Lukehart \_\_\_\_\_  
H. Fujita \_\_\_\_\_

  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

1. That the Board approve the co-sponsorship of the 2003-2004 L.A. Kings "Downtown on Ice" at Pershing Square and direct staff to issue a permit and enter into an agreement with Willy Bietak Productions, Inc., a sole source provider, to operate the outdoor ice skating rink for the sixth year; and,
2. That the Board approve the fee schedule set forth below for activity at "Downtown on Ice."

SUMMARY:

For the sixth 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 free afternoon concerts, free hockey clinics and special events in addition to the program's main attraction - ice skating. The proposed 2003-2004 season will run from November 19, 2003 through January 19, 2004.

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. Planned events include a Center Business Improvement District sponsored "Snow Day," Family Winter Festival, and Disney on Ice presentation.

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Hours of Operation - Open seven days a week, including holidays:

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

*Holiday Vacation Hours (December 19, 2003 through January 11, 2004):*

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

This year, admission fees and skate rental fees will remain the same as previous years.

Admission Fee: \$6.00 per person

The Admission Fee is for use of the Ice Skating Rink. All sessions are one hour, except for the first session, which is one and a half hours. One hundred percent of the skate session admission fees will be credited to the Department toward its weekly guarantee to Willy Bietak Productions, Inc. of \$22,000. Beginning January 5, 2004 the weekly guarantee is reduced to \$12,750 for the remainder of the season.

The weekly guarantee to Willie Bietak Productions provides the cost for operation of the rink, including staff, refrigeration, trailer rental, and ice engineer. At the conclusion of each week, a settlement will be made. If the rink income falls short of the guarantee, Willy Bietak Productions will issue an invoice for the difference. If the rink income exceeds the guarantee, Willy Bietak Productions will carry forward a credit to the Department to be applied to subsequent weeks when calculating the guarantee. In 2002-03, the Department paid \$39,180.79 to Willy Bietak Productions for the operational costs and \$79,637 for the building of the rink. For 2001-02 the operational cost was \$30,849.90 and \$75,978 for building the rink.

Skate Rental: \$2.00 per person

\$1.00 of each skate rental to be credited to the Department's weekly guarantee; \$1 of each skate rental to be paid to Willy Bietak Productions, Inc

Slight increases have been made across the board for group and reserved uses, principally to make up for the loss of revenue when the Department of Water and Power withdrew sponsorship due to their own fiscal concerns.

Day Camp/Group Rates:

*Includes skate rental unless otherwise noted*

- 25 to 50 \$7.50 per person
- 50 to 100 \$7.00 per person
- Day Camps \$7.00 per person
- Family Four-Pack \$30.00 per family of four
- Eight-Pack Skate Pass \$38.00 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 \$200

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Ice Skating Rink-Exclusive Use:

*Maximum capacity: 190 (Includes skate rental)*

- 1 ½ hours \$1,500
- 2 ½ hours \$2,500
- 3 ½ 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

Of the Day Camp, Group, Reserved and Exclusive Use Rates, \$1 per skate rental is paid to Willy Bietak Productions and the balance is credited toward the Department's guarantee.

This Board Report was prepared by Vicki Israel.