


REPORT OF GENERAL MANAGER


NO. 04-337

DATE November 3, 2004

C.D. 9

SUBJECT: APPROVAL OF A CO-SPONSORSHIP WITH THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT FOR THE "LASERS ON ICE" WEEKEND EVENT AT PERSHING SQUARE'S DOWNTOWN ON ICE OUTDOOR SKATING RINK

J. Kolb	_____	F. Mok	_____
H. Fujita	_____	J. Combs	_____
K. Chan	_____	*G. Stigile	



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve a co-sponsorship with the Downtown Center Business Improvement District for the "Lasers on Ice" weekend December 3 through December 5, 2004 at Pershing Square's Downtown on Ice outdoor skating rink; and,
2. Approve the expenditure of \$24,000 from the Pershing Square Garage MRP Fund, (Department 88, Fund 201, W-15) for the sponsorship of this event; and,
3. Thank Carol E. Schatz, President and CEO of the Downtown Center Business Improvement District for their generous participation in this event.

SUMMARY

For the seventh 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, "Downtown on Ice" will again provide recreation, fun, and entertainment for youth and their families, with free afternoon concerts and special events in addition to the program's main attraction - ice skating. This year, Downtown on Ice joins with the Downtown Center Business Improvement District (DCBID) to organize a special weekend event, "Lasers on Ice," from December 3 to 5.

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The "Lasers on Ice" weekend event will feature:

- Two laser shows each night
- Beatlemania concert performance on December 3
- Shiela E concert performance on December 4
- Big Bad Voodoo Daddy concert performance on December 5

The Department is proud to co-sponsor this weekend event with the DCBID to organize and execute this special weekend, with all performances free to the public. The Department gratefully acknowledges Carole E. Schatz, President and C.E.O. of the DCBID, for making this exciting weekend event possible at Pershing Square.

The Department will provide a \$24,000 co-sponsorship, stage, lights, sound, and other in-kind services, in fulfillment of the City's responsibilities. Sufficient funds are available in the Pershing Square Garage MRP Fund (W-15) for the City's sponsorship payment to the DCBID.

This report was prepared by Vicki Israel and Alexa Esparza of the Human Services Division.