

REPORT OF GENERAL MANAGER


NO. 04-305

DATE October 20, 2004

C.D. 9

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 2004-2005 SEASON OF DOWNTOWN ON ICE AT PERSHING SQUARE

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



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the co-sponsorship of the 2004-2005 "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 build and operate the outdoor ice skating rink for the seventh year; and,
2. Approve the fee schedule set forth below for activity at "Downtown on Ice."

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 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 2004-2005 season will run from November 18, 2004, through January 17, 2005.

The Department co-produces the "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 Center Business Improvement District sponsored laser shows, Winter Family 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 17, 2004 through January 9, 2005):

- *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
Skate Rental:	\$2.00 per person
Day Camp/Group Rates:	
<i>Includes skate rental unless otherwise noted</i>	
25 to 50	\$7.50 per person
51 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

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 of \$22,000 to Willy Bietak Productions, Inc. Beginning January 3, 2005, 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 operational costs and \$79,637 for building the rink. In 2003-04, the operational cost was \$3,489.50, and the cost for building the rink and party area was \$86,370. This year, it will also cost \$86,370 to build the rink.

One dollar (\$1) of each skate rental will be credited to the Department's weekly guarantee; one dollar (\$1) of each skate rental will be paid to Willy Bietak Productions, Inc.

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The following are specified use fees which are payable to the Department and deposited into the Pershing Square MRP Account W10-1704.:

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

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.

Film Crew - Exclusive Use:

- up to 3 hours \$5,000
- 3-6 hours \$10,000

Filming requires exclusive use and is subject to availability and public skate schedule.

This Board Report was prepared by Vicki Israel.