


REPORT OF GENERAL MANAGER

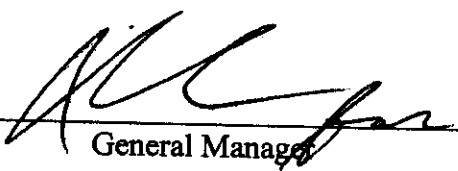
NO. 05-251

DATE September 21, 2005

C.D. 9

SUBJECT: PERSHING SQUARE "DOWNTOWN ON ICE" - PERMIT WITH WILLY BIETAK PRODUCTIONS, INC. AND APPROVAL OF FEES FOR THE 2005-2006 SEASON

S. Huntley _____	J. Kolb _____
*J. Combs  _____	F. Mok _____
H. Fujita _____	K. Regan _____
B. Jensen _____	M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Authorize staff to issue a permit for 2005-2006 "Downtown on Ice" at Pershing Square for the eighth year with Willy Bietak Productions, Inc., a sole source provider, to build and operate the outdoor ice skating rink, and other related expenses; and,
2. Approve the fee schedule set forth below for activity at "Downtown on Ice."

SUMMARY:

For the eighth 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 and special events, in addition to the program's main attraction - ice skating. The proposed 2005-2006 season will run from November 16, 2005 through January 16, 2006.

The Department co-produces "Downtown on Ice" at Pershing Square in collaboration with Willy Bietak Productions, Inc. The attached Letter of Agreement details the Department's responsibilities along with Willy Bietak Productions, Inc. It is expected that more than 350,000 visitors will visit Pershing 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 Winter Concert Series, a Winter Holiday Festival, and a "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, 2005 through January 8, 2006):

- 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. These fees are standard rates until further revised.

Admission Fee: \$6.00 per person
Skate Rental: \$2.00 per person

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

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 2, 2006, the weekly guarantee is reduced to \$12,750 for the remainder of the season.

The weekly guarantee to Willy Bietak Productions provides operating costs for the rink including staff, refrigeration, trailer rental, and an 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 2003-04, the operational cost was \$3,489.50, and \$86,370 for building the rink and party area. In 2004-05, the operational cost was \$34,435.79 and \$86,370 for the building of the rink and party area. The increased operating costs from the previous year were due to the inclement weather during the peak season of Winter Holiday vacation. These costs were covered by public private cash sponsorship dollars.

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

FINANCIAL IMPACT STATEMENT:

The operating expenses for the ice rink come from corporate sponsorships; full time staff is paid for by the Department's General Fund.

This Board Report was prepared by Vicki Israel.