



STAFF REPORT

Meeting Date: November 13, 2012
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Update from the Special Events/Holiday Liaison Committee Regarding the Proposal for a Holiday Ice Skating Rink
Attachments:
1. Proposed Mitigation Strategies for Beverly Gardens Park
2. Ice Rink Budget Comparison

INTRODUCTION

This report transmits an update from the Special Events/Holiday Liaison Committee (Councilmember Bosse and Councilmember Brucker) regarding the proposal for a holiday ice skating rink.

DISCUSSION

Each year the City sponsors a signature holiday program designed to celebrate the season and attract visitors from around the region to visit, shop and dine in Beverly Hills. For the 2012 holiday season, the concept of a holiday ice skating rink located in front of the iconic Beverly Hills sign prompted strong interest.

On June 19, 2012, the City Council approved the Fiscal Year 2012-13 funding agreement with the Beverly Hills Conference & Visitors Bureau ("BHCVB"), which includes an allocation of \$200,000 for a holiday ice skating rink. The BHCVB reviewed several potential locations for the ice rink, which were presented to the Special Events/Holiday Liaison Committee on June 26, 2012 for their review and feedback. The locations included:

- The City of Beverly Hills' Civic Center Plaza ("Boat Court")
- Beverly Canon Gardens Park
- 9900 Wilshire Parking Lot (adjacent to The Beverly Hilton off Merv Griffin Way)
- Beverly Gardens Park between N. Beverly Drive and N. Canon Drive
- Rodeo Drive between Dayton Way and Wilshire Blvd.
- Crescent Drive in front of City Hall

Potential locations were reviewed and evaluated by the Liaison Committee and the BHCVB based on size, safety, accessibility, visibility, impacts to the residential community, and integration with the business community.

After a thorough review of each location, the BHCVB and other stakeholders recommended Beverly Gardens Park for the placement of the holiday ice skating rink. The Park is the best location because it provides high visibility, sponsorship appeal and the ability to generate foot-traffic into the adjacent business areas. However, it was also recognized that the Park presents logistical challenges including sound, parking and traffic impacts to adjacent residential areas.

At the August 7, 2012 City Council study session, the BHCVB provided a presentation on the proposed holiday ice skating rink at Beverly Gardens Park. The BHCVB engaged Willy Bietak Productions, Inc. to provide a proposal for a turnkey operation to build and manage a holiday ice skating rink. Willy Bietak Productions Inc. is a full-scale production company with over twenty-five years of experience developing and producing portable ice skating rinks for the general public.

On September 28, 2012, residents in close proximity to Beverly Gardens Park received a letter informing them of the proposed holiday ice skating rink. This letter followed several planning meetings designed to explore anticipated concerns including sound, parking and traffic impacts.

In response to resident concerns expressed at the October 23rd City Council meeting, an outreach meeting was held on November 8th with the Special Events/Holiday Liaison Committee and BHCVB and City staff at Beverly Gardens Park to listen to resident concerns. The meeting included a site visit of the park where BHCVB, City and Bietak Productions staff provided more information on mitigation strategies, which are included as Attachment No. 1 to this report.

At the October 23rd meeting, the City Council also asked staff to look into backup location options. BHCVB and City staff re-explored the Civic Center Plaza ("Boat Court") and Crescent Drive in front of City Hall. The estimated operating expenses for each location are included as Attachment No. 2 to this report.

FISCAL IMPACT

The estimated cost to install, operate and remove the ice skating rink for six weeks in Beverly Gardens Park is approximately \$422,766. This estimate includes rink set up and strike, the daily management fee, generator and fuel costs, rink décor, private security during non-operational hours, park ranger and traffic control costs, sound blankets, and sod replacement.

The estimated cost to install, operate and remove the ice skating rink for six weeks on Crescent Drive is approximately \$338,842. This estimate includes rink set up and strike, the daily management fee, rink décor, and private security during non-operational hours.

The estimated cost to install, operate and remove the ice skating rink for six weeks in the Civic Center Plaza Boat Court is approximately \$267,302. This estimate includes rink set up and strike, the daily management fee, rink décor, and private security during non-operational hours. It is anticipated that attendance and ticket revenue to offset

operational costs would be higher at the Beverly Gardens Park or Crescent Drive locations than at the Boat Court.

Funding for the ice skating rink is available in the Tourism and Marketing budget. The City's Finance Department projects \$28,942,900 in TOT revenue for the 2012-13 Fiscal Year, which results in a Tourism and Marketing budget of \$4,817,984. The FY 2012-13 funding agreement with the BHCVB includes \$200,000 for a holiday ice skating rink. Additional funding is available in the Tourism and Marketing budget reserve account.

RECOMMENDATION

Staff recommends the City Council review the update on the holiday ice skating rink from the Special Events/Holiday Liaison Committee and provide direction to staff on whether to proceed with the ice skating rink and at which location.

Cheryl Friedling
Approved By



Attachment 1

Proposal for a Holiday Ice Skating Rink at Beverly Gardens Park Mitigation Strategies

Rink Duration and Hours

- Condensed six-week event period: November 24, 2012 – January 6, 2013
- Hours of operation: Monday through Friday from 2:00 p.m. – 8:00 p.m. and Saturday & Sunday from 12:00 p.m. (Noon) – 8:00 p.m.

Rink Capacity

- 180 people for a 1 hour session. The first weekend session would be 1½ hours
- In-between session times (30 minute periods), potential increase of up to 100 skaters as people are leaving and more coming on, but those periods are brief and not sustained. This maximum includes total capacity with the viewing/seating area around the rink
- City park rangers will be on-site to manage crowd control
- Based on the vendor's past experience, peak hours during the week will most likely be between 7:00 and 8:00 p.m. On the weekends the rink will have an even flow of traffic throughout the day

Sound

- Efforts have been made to secure equipment that produces as little sound as possible with placement close to Santa Monica Blvd:
 - The closest homes are approximately 330 feet away. Without sound blankets, the expected sound level is 72 decibels at about 20 feet. This is on par with the daily noise of cars going by on Santa Monica Blvd.
 - Sound blankets around the machines can be purchased for \$4,500. If used, the noise will be inaudible.
 - There will be holiday music from two speakers placed at the corners of the rink facing Santa Monica Blvd. The volume is adjustable on-site.

Pollution

- The emissions from the generator conform to EPA tier 3 emissions standards which is one tier up from passenger cars.

Lighting

- Holiday décor for rink perimeter, park trees and lighting for Beverly Hills sign
- Rink lighting to face Santa Monica Blvd. with minimal spill effect into residential areas

Trash & Maintenance

- Janitorial service provided by rink vendor hourly and trash deposited into on-site City dumpsters, which will be serviced twice a week
- Rink maintenance work will never occur after 9:00 p.m. nightly
- Sod in the park where the rink is placed will be replaced after the rink is disassembled

Security

- Overnight security present at the event site every evening

Parking

- During rink operating hours, traffic control officers to monitor traffic ingress and egress and to deter traffic away from the residential areas

- Parking on the 500 blocks of N. Crescent, N. Canon, N. Beverly and N. Rodeo Drives to be permit parking only for residents and their guests
- 450 N. Crescent Drive structure promoted as preferred parking location with discounted parking provided

Resident Usage

- Residents on Park Way and the 500 blocks of Canon and Beverly will receive two free passes and will receive them at the same time as they receive their parking permits, prior to opening day

Attachment 2

2012 Holiday Ice Rink Budget Comparison

	Beverly Gardens Park	Crescent Drive (in front of City Hall)	Civic Center Plaza ("Boat Court")
RINK & PRODUCTION COMPONENTS			
SIZE	4,500 SQ. FEET	4,500 SQ. FEET	2,400 SQ. FEET
	APPROX 50' X 90'	APPROX 50' X 90'	APPROX 40' X 60'
CAPACITY	180 SKATERS	180 SKATERS	90 SKATERS
BOX OFFICE, STORAGE FOR SKATES, & BENCHES	INCLUDED	INCLUDED	INCLUDED
SOUND SYSTEM	INCLUDED	INCLUDED	INCLUDED
STAFFING (TICKET SALES, SKATE RENTAL, ETC.)	INCLUDED	INCLUDED	INCLUDED
LIGHTING	INCLUDED	INCLUDED	INCLUDED
RESTROOMS	INCLUDED	INCLUDED	INCLUDED
JANITORIAL SERVICE	INCLUDED	INCLUDED	INCLUDED
INSURANCE (WORKERS COMP & EVENT LIABILITY)	INCLUDED	INCLUDED	INCLUDED
WATER SUPPLY	CITY MUST SUPPLY	CITY MUST SUPPLY	CITY MUST SUPPLY
A MEANS TO DISPOSE OF ICE AT END OF SEASON	CITY MUST SUPPLY	CITY MUST SUPPLY	CITY MUST SUPPLY
HOTEL FOR LOAD IN, LOAD OUT – UP TO 4 SINGLE ROOMS	RECEIVE COMP. FROM HILTON IN EXCHANGE FOR SPONSORSHIP	RECEIVE COMP. FROM HILTON IN EXCHANGE FOR SPONSORSHIP	RECEIVE COMP. FROM HILTON IN EXCHANGE FOR SPONSORSHIP
HOTEL DURING EVENT - 2 ROOMS	RECEIVE COMP. FROM HILTON IN EXCHANGE FOR SPONSORSHIP	RECEIVE COMP. FROM HILTON IN EXCHANGE FOR SPONSORSHIP	RECEIVE COMP. FROM HILTON IN EXCHANGE FOR SPONSORSHIP
ON-SITE PARKING FOR STAFF (DURING OPERATING HRS)	CITY MUST SUPPLY	CITY MUST SUPPLY	CITY MUST SUPPLY

2012 Holiday Ice Rink Budget Comparison

	Beverly Gardens Park	Crescent Drive (in front of City Hall)	Civic Center Plaza ("Boat Court")
BUDGET			
SET-UP & STRIKE	\$85,000	\$85,000	\$85,000
WEEKLY OPERATIONS COST (\$24,282/WEEK x 6 WEEKS)	\$145,692	\$145,692	\$145,692
GENERATOR (\$2440/WEEK x 6 WEEKS) +\$1,000 DELIVERY FEES	\$15,640	\$15,640	N/A
FUEL	\$55,900	\$55,900	N/A
	<i>NOTE: Based on estimate of \$5/gal and 260 gal/day. \$1,300 per day x 43 days.</i>		
SOUND BLANKETS	\$4,500	N/A	N/A
DÉCOR (ESTIMATED)	\$25,000	\$25,000	\$25,000
PARK RANGER ESTIMATE (\$56/HOUR x 2 x 8 HOURS x 43 DAYS)	\$38,528	N/A	N/A
TRAFFIC CONTROL ESTIMATE (\$42/HOUR x 2 x 8 HOURS x 43 DAYS)	\$28,896	TBD	N/A
SECURITY (ESTIMATED)	\$11,610	\$11,610	\$11,610
	<i>NOTE: Based on estimate of 15 hr/day (during non-operation) x 6 weeks, plus set-up and removal periods (12 days) at \$18/hr. Depending on location, Bietak may require 24 hr/day security.</i>		
SOD REPLACEMENT	\$12,000	N/A	N/A
TOTAL ESTIMATED OPERATING EXPENSES	\$422,766.00	\$338,842.00	\$267,302.00