



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** July 8, 2010  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager  
**Subject:** Hybrid Skating Rink Proposal  
**Attachments:** 1. Vendor Proposal

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### **INTRODUCTION**

In an effort to enhance the City's annual Holiday Program, staff has been researching hybrid skating rinks, which do not use conventional ice for their operation, as a consideration for inclusion in the event. It is proposed that the rink would be installed in the raised turf area of Beverly Gardens Park directly in front of the Beverly Hills Sign. The opportunity for people to skate in such a unique environment, added with having the ever-popular sign serving as the backdrop, it is anticipated that the rink would be a highly successful component of the Holiday Program. Councilmember Mirisch has requested that the City Council discuss the inclusion of the skating rink as part of the City's upcoming Holiday Program.

### **DISCUSSION**

It is recommended that the skating rink would be open from Saturday, November 20 through Sunday, November 28. The rink would open again on Friday, December 17 through Sunday, January 9. This is a total of 33 days. Plans would be made for a special "grand opening" on November 20, at the conclusion of the City's annual Holiday Lighting Ceremony. The rink would be open on Thanksgiving, Christmas, and New Year's Day.

Staff met with representatives of BH Skating Parks International at the Beverly Gardens Park site. BH Skating Parks International, one of the pioneers of hybrid rinks, has been in business since 2005. The representatives presented several different options for facilitating a hybrid rink. Their proposal, based on a 2,400 square foot rink, is attached for your review. The benefits of a hybrid rink when compared to a traditional ice rink include lower overhead costs, easier installation, eco-friendly materials and operations and lower consumption of electricity and water.

Based on the attached quote from BH Skating Parks International, the hybrid rink will cost approximately \$90,300, based on 33 days of operation. This fee includes the rink,

Meeting Date: July 8, 2010

sub-floor, set-up and tear-down, standard rink lighting, staff, skates, maintenance equipment, sound system, and entertainment. The entertainment would be used at the November 20 opening night and on designated days throughout the remainder of the schedule. It is anticipated that additional costs would be incurred for overnight security, enhanced lighting, decorations, and portable restrooms. These costs are projected to be approximately \$30,000. In addition, it would cost an estimated \$12,450 to restore the turf area under the rink once the rink is removed.

In 2002 - 2003, when the City last offered a traditional ice skating rink, expenditures were \$157,170. This figure included the ice rink, chiller unit, electrical panel, skates, platform, lighting, sound system, tent, bleachers, restrooms and sink, after-hours security, marketing/promotion, and staffing which included a Rink Manager and Private Event Coordinator.

Staff met with event planner Jeffrey Best, from Best Events, to discuss his proposal for a privately operated ice skating rink to be installed at a surface parking lot located adjacent to Barneys on Wilshire Blvd. During the meeting with Mr. Best, he referred to an ice rink that has been held in Santa Monica for the past 3 years that could be used as a model for his proposal. The rink is operated by the Bayside District Corporation (BDC), which is a public-private management company that works in partnership with the City of Santa Monica on issues impacting the downtown area. BDC also handles filming requests, marketing, and special events in the District. Staff has requested information from the BDC regarding operations of their rink and will share that information at the July 8 Study Session. Mr. Best will be introducing his proposal to City Council at the July 8 Study Session as well.

Staff met with Mayor Jimmy Delshad and Councilmember Nancy Krasne as liaisons for the Holiday Program on June 29 and presented the hybrid ice concept. Given the reduced funding available for this year's Holiday Program, neither Mayor Delshad or Council member Krasne showed support for this proposal if an alternative proposal could be presented that did not require investment in or operational risk by the City. Mr. Best's proposal does not presume those conditions. However, as this has been a topic of discussion with the Recreation and Parks Commission, who have shown their support of the concept and the event, staff are presenting this information for City Council's consideration and as a proposal to be weighed along with that of Mr. Best's.

### **FISCAL IMPACT**

Funding for a city-operated skating rink, if desired, is proposed to come from the Holiday Program budget as it has not been accounted for in the Department's operating budget. If direction is given to introduce a holiday skating program to be operated by the city, bids will be solicited from vendors who offer hybrid skating rinks. Revenue would be collected from ticket sales for skating sessions and skate rentals and would be retained by the City. The rink would be available for private party rentals at a rate to be determined and would also be promoted within the business community as a potential site for holiday office parties. Additionally, staff would seek the assistance of the business community in promoting the activity since area restaurants and businesses could financially benefit by the presence and success of the rink.

Meeting Date: July 8, 2010

There are many factors involved when trying to estimate revenue figures for the rink. Recommended capacity for a 2,400 square foot rink is 40 people per skating session. Based on a fee of \$10 per person for one half-hour skating session and skate rentals, the maximum amount of revenue that would be generated per skating session is \$400. It is not known at this time as to how many public skating sessions will be offered during the recommended 33 days of operation. Although staff does not anticipate the activity to cover its overall operating costs, employees of BH Skating Parks International suggest that, based on experience, operations have the ability to generate a substantial amount of operating revenue if weather conditions are good and visibility is high which the proximity to Santa Monica Boulevard affords.

### **RECOMMENDATION**

It is anticipated that the addition of a skating rink to the City's Holiday Program would be a success and will provide a unique holiday experience for residents, tourists, and members of the business community. Staff seeks direction from City Council on proceeding with implementation of this proposal, working with Mr. Best should his be a preferred proposal, or not proceed with planning for a skating rink at all at this time. The Recreation and Parks Commission did unanimously endorse the concept of a holiday hybrid skating rink at their April 20, 2010 meeting.

Steve Zoet  
Approved By



# Attachment 1



*We are a full service ice rink events company committed to building lasting relationships with our clients, and creating innovative ice skating rink designs, skating entertainment and quality opportunities for people to experience ice-skating for enjoyment and amusement in unique locations with unlimited possibilities.*



## About Us

BH Skating Parks is a Canadian-owned business serving clients throughout the US, Mexico and Canada. BHSP is one of the premier modular ice rink providers in the US and pioneered the use of synthetic ice for special events.

Synthetic ice creates the perfect hybrid-ice® surface, bringing together the fun of skating with the affordability of an energy-save product. Without the need for refrigeration units, electricity or a fuel burning zamboni, and made from a non-toxic, recyclable, polymer compound, our product is **the eco-friendly, low-cost alternative to real ice**. Our synthetic hybrid-ice® panels can be set up for temporary special events, or permanently installed for years of trouble-free use. With quick and easy installation, our synthetic hybrid-ice® is ideal for traveling theatrical skating shows as well as private or commercial use for special events and activities.

Experienced skaters may notice a slower skating experience but should acclimate within ten to fifteen minutes. This feeling is not as noticeable for beginner or recreational skaters and offers a safer skating environment for these skaters as compared to real ice.

Our hybrid-ice® skating rinks are the perfect option for clients in areas with little or no access to real ice skating rinks or locations where real ice may not be possible, such as ballrooms, auditoriums and rooftop patios, warm or tropical climates, traveling ice shows, for clients with limited budgets, limited installation timeframes, and/or for single day to one week events where a skating rink may be featured as a centerpiece.

*"If there is one thing that Canadians understand, it's ice skating. Our team is experienced in sports marketing have been performing, promoting and coaching skating programs for over 30 years in both Canada and the US. We are uniquely experienced in delivering ice skating events, know the expectations of both our clients and the skating public, and most of all, we are passionate about skating and our business."*

*- Brenda Hann, BHSP President*

## The BHSP Advantage

- Ecological** *Made of recyclable polymer, with no harmful chemicals, and power requirements.*
- Affordable** *Without the need for electricity, refrigeration and diesel fuels, operational costs are lower than real ice rinks.*
- Versatile** *The low maintenance aspects of our rinks, provide clients with unlimited site and usage options.*
- Experience** *BHSP is owned and operated by skating professionals with more than 30+ yrs experience.*



## What Does It Cost?

- Date of Estimate:** June 15, 2010
- Rink Size:** 2400 sq. ft.
- Dates:** 11-20-2010 through 11-28-2010  
12-17-2010 through 01-02-2011
- Rink Rental:** \$32,500
- Sub-Floor:** \$18,500
- Lighting:** \$10,000  
*\*Non-theatrical lighting of skating surface for safety*
- Entertainment:** \$10,000  
*\*Guest skaters for opening evening, special events and weekends. May include skating characters, live performers or any combination thereof.*
- Rink Staffing:** \$425 per day, \$1000 holidays
- Deposit:** 50% of total cost  
50% of deposit is **non-refundable**

**Valid Until:** June 30, 2010 or until Sold Out



## What's Included?

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| Our Hybrid-ice™ Synthetic Rink Panels | Insurance and Liability Waivers  |
| Perimeter Borders                     | (2) Snow Machines                |
| Rubber Mats and Benches               | Delivery to Site                 |
| Supply of 100 Pair of Ice Skates      | Installation and Tear Down Labor |
| Maintenance Equipment                 | PA System                        |



BHSP rink at W Hotel Los Angeles CA. Installed over top of the hotel's outdoor pool.

## What Do You Need?

- Providing BHSP with access to rink site.
- Identified parking in close proximity to the rink.
- Spectator seating.
- Water access for rink cleaning.
- General security presence.
- Grounds keeping in the rink area.
- All marketing, P.R. and signage in support of the event.
- Cash, credit card and register equipment for sales.
- Provide for and coordinate all permits, licenses and fees required for installation and operation of your rink.
- Local accommodations for BHSP representatives, staff and skaters assigned to your project.
- Responsibility for any sales and use taxes, occupational taxes, and any other license, cost or fees levied upon BHSP with regards to the rental of specialized equipment, and labor, required for the execution of the ice rink installation.

# Frequently Asked Questions

## What is the rink made of?

The rink is made from a non-toxic, recyclable, polymer compound, and does not require refrigeration units, or electricity, making it an eco-friendly, energy save, low-cost alternative to real ice.

## How does it work?

A non-toxic, enhancer is applied to the surface to facilitate gliding action. This enhancer acts as a lubricant to help reduce the friction created by the blade. Heat created by the blade moving across the surface releases the lubricant in the glide enhancer to simulate gliding action. The amount of enhancer used, cleanliness of the surface, and sharpness of the skates, combine to create the optimum skating experience, similar to skating on a pond.

## What sizes and shapes are available?

The rink is assembled like a giant puzzle using dovetail sheets of ice that are 45" x 90" and 1/2 inch thick. Your portable ice rink can be assembled in any size or configuration that 45" X 90" sheets permit. Custom shapes also available.

## How does the ice skating rink go together?

The synthetic ice sheets are hammered together like giant puzzle pieces. Our new interlocking panel system makes installation fast, simple and insures a tight seal between panels.

## How long will it take to install the rink?

Assembly time for a synthetic skating rink varies depending on the size of the rink. We estimate approx 1.5 hours for every 1000 sq. ft. with a crew of 3-4 people. Each artificial panel weighs approximately 85 pounds and some installations require carrying individual sheets to the desired location.

## Where can I install the rink?

Our synthetic ice rinks can be installed on any flat surface capable of supporting the weight of the panels and skaters. Hard surfaces like basement floors, garage floors or tennis courts are typical installation sites. Panels can also be installed on hardwood floors or asphalt parking lots. In other situations a sub-floor or decking is required. Grass or uneven areas including dirt, gravel, cobble stone etc, or any area with intrusions will require the construction of a sub-floor to create a solid flat surface to support the rink construction

## How many people can skate on it at one time?

We recommend 1 person per 60 square feet of ice space.  
(10 people per 600 sq. sq. ft.)

## Will it work for hockey?

Yes. Hockey skating maneuvers are easy on our synthetic ice. The puck responds as it would on conventional ice, so you can practice all of your hockey moves from the traditional stops to slap shots to goaltending.



*Medical experts representing the President's Council on Physical Fitness and Sports rank ice-skating third among 12 forms of exercise.*

## Will it work for figure skating?

Yes. Many professional figure skaters request our ice in show venues where they want the best. More forgiving than conventional ice, our synthetic ice can enhance training and enable you to perform all jumps, spins and figure skating maneuvers

## Does it feel like real ice?

Experienced skaters will notice the slower skating experience but should acclimate within ten minutes. This slower skating experience is not as noticeable for beginner or recreational skaters and offers a safer skating environment for these skaters as compared to real ice.

## Do I need special skates?

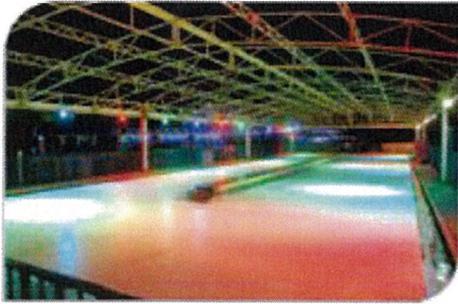
No. Any regular hockey or figure skate is perfect! The ice was designed to reduce friction and enhance performance no matter what the skate. Simply keep your skate blades sharpened for maximum results.

## Will it work at temperatures above freezing?

Yes. The synthetic ice panels are manufactured from special synthetic polymers so its surface can be enjoyed year-round and in all temperatures. Developed for indoor/outdoor use, the panes are sturdy, UV-stable and stress relieved so they won't degrade in sunlight or warp as temperatures increase or decrease.

## What is sprayed on the rink?

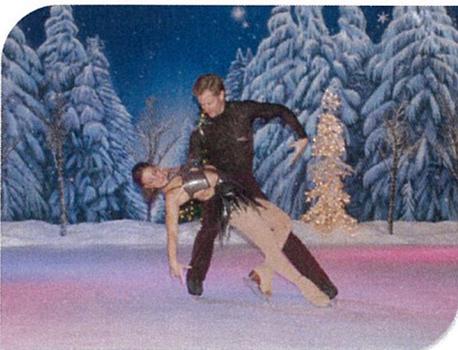
An environmentally safe spray lubricant that reduces friction, and enhances glide and speed of ice-skating. It is non-toxic, non-flammable and non-detectable. The spray only needs to be applied a couple times of month even with heavy usage and when applied correctly, it is not greasy, it is totally water soluble, it will not stain clothing and is environmentally safe and EPA approved.



Our rinks not only add value to hotel/resort locations, but can also revitalize unused areas in tourist areas and amusement centers. BH Skating Parks also teamed up with **Six Flags Great Escape in Queensbury NY** and transformed an unused bumper car ride into a fun holiday skating rink and according to park officials, was a very busy and popular attraction during the park's holiday promotions.



Another of our most popular clients are schools, looking for fun group activities. Because our rinks are more affordable than real ice installations, schools can bring the rink to them rather than needing to leave the school grounds. Our rinks are also popular with high school groups looking for unique Senior class and Graduation activities. Church groups, communities and municipalities also comprise a large part of our clientele, especially during the holidays for tree lighting ceremonies, festival events and fundraising programs.



BH Skating Parks is owned and operated by professional skaters. We provide quality skating entertainment to suit any age group, event theme, special occasions as well as talent for tv/film. Our high quality performers are seasoned professionals with national and international experience as both competitors and professional skaters. Our entertainment options are varied and can be customized to suit. Whether it's a corporate party, promotional/media event, children's event or customized show, our **Cabaret Ice Theater** offers from live performers, character mascots, qualified instructors and specialty acts.



Skating rinks are the perfect centerpiece or attraction for any event. People of all ages love to skate and/or love to watch skating. Draw attention and increase traffic flow by featuring a skating rink activities and/or skating exhibition. The promotional and marketing potential of our skating rink services has proven to be successful for several of our clients including retail shopping centers, professional and Junior hockey associations as well as skating organizations looking for ways to increase membership to their programs.

## Experienced Team of Experts

Our team includes experienced professionals with more than 20 years experience in the fields of engineering, rink management, professional skating, special effects, event design and sports marketing. Over the past four years BHPS has served a variety of clientele including the W Hotels Worldwide, San Diego Zoo, Los Angeles Zoo, Phoenix Botanical Gardens, Yahoo! Inc., NHL, Ford Motor Company, US Naval Services, Coca-Cola, Paramount Studios, 20 Century Fox and CBS Studios, as well as major retail centers such as Kierland Commons, Scottsdale AZ, and one the largest malls in the US, Lakewood Center in Lakewood, CA.

More than just a supplier, BH Skating Parks also features a unique **Mobile Skating School** program that offers guests a variety of instructional programs, and our very own **Cabaret Ice Theater** providing quality skating entertainment. Both programs have been designed by our qualified and experienced team of professionals, trained and certified by the **Professional Skating Association United States Figure Skating and Skate Canada organizations, and members of the Professional Skaters Cooperative.**

