



## City Council

### Approval of Seasonal Ice Rink on Isthmus Park Properties

**Agenda Date:** 5/15/2018  
**Agenda Item Number:** 4.F  
**File Number:** 18-0444

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**Type:** decision **Version:** 1 **Status:** Consent Calendar

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#### **Title**

Approval of Seasonal Ice Rink on Isthmus Park Properties

#### **Recommended Action**

##### **Committee Recommendation:**

Not referred to a committee.

##### **City Manager Recommendation:**

Authorize staff to move forward with the development of the seasonal ice rink and authorize the City Manager to sign the contract with Ice Rink Events once approved by the City Legal Department..

#### **Report**

##### **Issue:**

Whether to authorize staff to proceed with the development of a seasonal ice rink on the City-owned park space (Isthmus property) between the middle of November and early January.

##### **Staff Contact:**

Scott River, Associate Director, Parks, Arts and Recreation; 360.753.8506

##### **Presenter(s):**

None - Consent Calendar Item.

#### **Background and Analysis:**

The Olympia Parks, Arts and Recreation Department has been exploring the concept of hosting a seasonal ice rink on the isthmus property since demolition of the previous buildings. Timing has not worked out due to several factors until this year. With the renovated property and regular positive feedback from downtown and regional partners, 2018 feels like the right time to move this from idea to reality. Department staff are regularly exploring opportunities to activate this new space and this activity seems like a promising opportunity during an otherwise challenging time of the year (mainly due to weather exposure).

The plan is to contract with Ice Rink Events to install and manage the day-to-day operations of a seasonal ice rink between November 16, 2018 and January 6, 2019. An additional installation and removal window will be required on each side of those dates, approximately nine days apiece. Ice

Rink Events hosts sites throughout the United States and specifically, in Washington, hosts the seasonal rinks in Bellevue and Pt. Ruston/Tacoma. Ice Rink Events will be responsible for a turnkey operation while the City will be responsible for generating sponsorships, generating activities, marketing, permits and security. The City would receive all gate admissions (minus required taxes), a percentage of on-site retail sales, and any sponsorships procured.

Department staff have met with the Olympia Downtown Alliance, Experience Olympia (VCB), and the Thurston Economic Development Council. All have expressed their support of the initiative and staff has had very preliminary discussions related to potential partnerships to enhance the experience for everyone.

**Neighborhood/Community Interests (if known):**

Olympia Downtown Alliance  
Experience Olympia (Visitor and Convention Bureau)  
Economic Development Council

**Options:**

Option 1: Authorize staff to move forward with the development of the seasonal ice rink and authorize the City Manager to sign the contract with Ice Rink Events once approved by the City Legal Department.

Option 2: Request additional information prior to authorizing staff to move forward. Depending on the type of information needed and time required to secure it, this could delay the initial season to 2019.

Option 3: Do not authorize staff to move forward with the development of a seasonal ice rink. This option will end the effort and require staff to consider other ideas to activate the park property in the proposed location.

**Financial Impact:**

The estimated budget for this initiative totals \$364,264. The department will use a combination of admission fees, sponsorships, and available department funds to cover the cost of this event. As a first year program, we project a subsidy of nearly 60% will be required. As part of the funding strategy, the department will be proposing to move up to \$125,000 of Municipal Park District funds from the Capital Budget to the Operating Budget. This would require a delay in the upper loop shelter renovations at Priest Point Park. No other projects will be impacted in 2018. In future years, the department would establish a goal to reduce the required subsidy by 15% each year, through year three. At that time a reassessment of progress would be done. During the second and third years, the department would not enter into a formal agreement with the vendor until a fiscal review of the previous year and the current economic status of the City had also been completed.

See attached table for the estimated budget summary.

**Attachments:**

Estimated Budget