

Mammoth Lakes Recreation Commission

Staff Report

Commission Meeting Date: October 4, 2022

Date Prepared: September 27, 2022

Title: Update on the new Community Recreation Center at Mammoth Creek Park

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Agenda: Discussion Item

Background Information: On February 17, 2021 Town Council awarded the contract to build the new Community Recreation Center (CRC) at Mammoth Creek Park West to the lowest responsive bidder, Hamel Contracting Inc. The CRC is scheduled to open this winter and will be a fabric tensile structure (Sprung) enclosing 40,000 square feet of year-round programmable recreation space. The Olympic size rink will operate from October to April (subject to change), and in the summer, durable sport tiles will cover the rink creating a 20,000 sq. foot Mammoth RecZone. Combined with community driven and professionally branded programming, the new year-round facility operated by the Parks and Recreation Department will be a game-changer for recreation in Mammoth Lakes.

Items for discussion include:

1. Operations and Management
2. Fundraising and Communication
3. Construction Update
4. Facility Launch

ANALYSIS/DISCUSSION:

This discussion item addresses Strategy Two: *Maintain and Enhance the Town's Recreation Infrastructure* of the Parks and Recreation Department 2021 Strategic Workplan.

Goal: Support efforts to plan, construct, program, and operate the Community Recreation Center (CRC) as directed by Town Council.

Temporary Park Closure: For the duration of construction for the new Community Recreation Center (estimated 12 months), the Mammoth Creek Park playground, restrooms and parking lot will be closed to the public.

This strategy includes the following priority tasks:

No.	Task	PRIORITY
1	Operations and Management Plan <ul style="list-style-type: none">Finalize seasonal (winter/summer) operational plans for the first year of operations aligned with the Playbooks, facility amenities and financial resources of the Town.	1
2	Fundraising and Communication <ul style="list-style-type: none">Develop and implement a comprehensive fundraising plan. Includes:	2

	<ul style="list-style-type: none"> ○ Convene a community working group to assist in the development of the plan. ○ Identify and provide sponsorship opportunities for individual donors, local business/organizations and corporate sponsors ○ Identify and secure a fundraising platform ○ Schedule community fundraising events/programs ○ Identify and submit grant applications ○ Coordinate with other local/regional organizations and partners to identify and secure funding opportunities. <ul style="list-style-type: none"> ● Implement a communication and public outreach plan 	
3	Facility Launch <ul style="list-style-type: none"> ● Coordinate with the Town Council, Parks and Recreation Commission and stakeholders on a Ribbon Cutting Ceremony for the Community Recreation Center. 	3

1. Operations and Management Plan

Staff has finalized the staffing plan, revenue projections, fee schedule and expense projections for winter and summer operations. This information informed the FY2022/23 annual Parks and Recreation Department budget was adopted by Town Council on June 15. The Parks and Recreation Department fee schedule that incorporates the CRC was approved by Town Council on March 16 and went into effect on March 17, 2022.

Agreements with the Los Angeles Kings Hockey Club, L.P., and JV Ice PV, LLC.

The Town of Mammoth Lakes, Mammoth Lakes Tourism, and Mammoth Lakes Recreation have been engaged in a conversation with the Los Angeles Kings since 2017, with the goal of establishing a valued, long-term, mutually beneficial partnership. After the culmination of several meetings and numerous facility tours, these efforts have resulted in a proposed multi-year partnership agreement that will leverage the LA Kings brand in Mammoth Lakes, provide specialized ice rink services to enhance the operational efficiency of the Facility, and bring professionally branded year-round programs, events, tournaments, and activities to the region.

The essence of the partnership includes: (i) Mammoth Lakes Tourism contracting with the Los Angeles Kings Hockey Club, L.P. (LAK), for certain sponsorship benefits at LA Kings home games at the Crypto.com arena, (ii) the Town contracting with JV Ice LV, LLC for consultant services at the Facility (ice rink), and (iii) the LA Kings making a donation to Mammoth Lakes Recreation (MLR) for the duration of the sponsorship term for certain branding recognition and usage rights at the Facility. It should be noted that the branding/naming recognition outlined in the Facility Branding and Use Agreement is specifically for the ice rink (Facility), not the entire Community Recreation Center (CRC).

This all-inclusive cooperative project to partner with a two-time Stanley Cup winning NHL Hockey Franchise in our core market of Los Angeles represents a significant and game-changing milestone for the community of Mammoth Lakes. The breadth of this collaborative partnership demonstrates that the community can do great things by working together for a common purpose to realize significant community benefit. The intent of this partnership is to leverage the power

and influence of the LA Kings to energize and infuse a lifelong love of hockey in youth, adults, and the young at heart, and to expand the love of skating and ice sports in our community.

The partnership also brings the largest independent owner/operator of ice rink facilities in the United States to Mammoth Lakes (American Sports Entertainment Company). The professional consultant will provide specialized expertise, offer technical capabilities, and bring valued experience programming year-round multi-sport centers and ice rinks.

The Town of Mammoth Lakes, Mammoth Lakes Tourism, and Mammoth Lakes Recreation multi-year partnership proposal with the Los Angeles Kings includes three components:

- A. Mammoth Lakes Tourism Corporate Sponsorship Agreement with the LA Kings
- B. Town of Mammoth Lakes Consultant Agreement with JV Ice PV, LLC for Facility operations
- C. LA Kings Facility Branding and Use Agreement with the Town of Mammoth Lakes - includes LA Kings donation to Mammoth Lakes Recreation for the Facility

A. Mammoth Lakes Tourism Corporate Sponsorship Agreement with the LA Kings

The 3-year Corporate Sponsorship Agreement with the LA Kings has been executed by Mammoth Lakes Tourism. For the term of the agreement, Mammoth Lakes Tourism receives certain sponsorship benefits at LA Kings home games at the Crypto.com arena. The value of this Sponsorship Agreement is \$100,000 per year.

B. Facility Branding and Use Agreement

The 3-year Facility Branding and Use Agreement with the LA Kings provides certain branding recognition and usage rights at the Facility. The term of the Agreement is planned to commence on January 1, 2023 and continue through December 31, 2025, with options for extension.

In consideration for the rights and benefits specified in the Agreement, the LA Kings will donate \$75,000 each year to Mammoth Lakes Recreation (MLR), payable in a lump sum at specified and agreed upon times. The Town would then invoice MLR for the donated funds that will be transferred to the Community Recreation Center (CRC) annual operating budget.

The proposed 3-year Agreement includes the naming of the Facility (ice rink) operating within the Community Recreation Center (CRC) as the *“LA Kings Mammoth Lakes Ice Center.”* Signage featuring the name of the Facility will be placed at locations at and around the CRC. Below is an example of the new name of the Facility (ice rink) and the placement of the sign on the outside of the CRC.



In addition to the interior/exterior signage of the “LA Kings Mammoth Lakes Ice Center,” the LA Kings logo will be placed at the center of the ice surface located in the Facility (ice rink). The design of the Center Ice Signage shall be similar to the example below.



Included in the Agreement is the right of the LA Kings to use the Facility (ice rink), subject to certain terms (Town and third-party entities have priority) for a discounted fee of twenty percent (20%) off the standard Facility (ice rink) use rates currently charged by the Town. And finally, the LA Kings will support efforts to use the Facility (ice rink) for LA Kings branded programming (e.g., Lil’ Kings, LAK-branded youth and adult tournaments, development camps, high school hockey, and other similar events).

C. Consulting Agreement

The 3-year, Consultant Agreement with JV Ice PV, LLC (ASEC) provides year-round technical and operational consulting services for the Facility. The term begins when the Agreement is executed and ends on December 31, 2025, unless terminated earlier in accordance with the terms and conditions set forth in the Agreement. JV Ice PV, LLC is an LA Kings Partner experienced in the design, development, construction, management, operation, programming and supervision of ice skating and sports properties similar to the Facility.

The Agreement includes three phases of services provided by the Consultant. They are as follows:

Phase 1: Construction and Program Development

Phase 2: First Partial Year of Operations

Phase 3: Second and Third Full Year of Operations

Services are specified in detail in the Agreement, however, some of the deliverables include:

- Development of annual operating plans, guest service standards, and financial projections for the Facility
- Recruitment and training of Facility staff, utilizing JV Ice experience for ice and summer operations
- Identification and development of year-round Facility programming, in particular LA Kings and LA Galaxy branded programs
- Provide the Town with expertise to assist in negotiations of customer and service contracts, including but not limited to, special events, youth, junior and adult hockey programs, figure skating and curling clubs, concessions, equipment vendors (winter/summer), and LA Kings sponsors and supporters.
- During the first year the Facility is open to the public, perform one pre-opening and one semi-annual on-site inspection of the Facility and provide recommendations to enhance the operational efficiency of the Facility (staffing, planning, budgeting, general operations, ice maintenance, etc.).

The Town will pay the Consultant \$50,000 each year for the term of the agreement. The addition and growth of specific LA Kings and other affiliated programs is anticipated to generate greater usage of the Facility (ice rink) and net the Town \$25,000 of annual operating funds.

The Town, working with Mammoth Lakes Tourism and Mammoth Lakes Recreation, believe the opportunity to leverage funding, professionally branded programming, and consultant expertise by partnering with the LA Kings will add substantial value to the community, our many visitors and the new CRC.

2. Fundraising and Communication

Communication and fundraising will be an important element of delivering on the mission of the Parks and Recreation Department: *“To provide multi-purpose, year-round, indoor and outdoor recreation opportunities accessible to all residents and visitors.”*

Dashboard Program

The first sponsorship opportunity for individual donors, local business/organizations and corporate sponsors at the CRC will be the dashboard program. Staff have managed this program for the

past decade and believe it offers the broadest opportunity for the local business community to gain exposure to approximately 25,000 annual visitors while supporting community recreation. The program is being finalized, along with the platform for sales/tracking and the appropriate marketing materials. Staff anticipates launching the program this winter, which would enable banners to be placed prior to the opening and ribbon cutting ceremony.

3. Community Recreation Center (CRC) Construction Update

Construction activity has increased in recent weeks with multiple trades working concurrently on the site. The Mobility Hub is tracking to be substantially complete in October. Staff will work with the Contractor to prioritize completion of the new parking lot to minimize impacts to the inclusive playground and other areas around the construction site. Staff will reopen the playground as soon as it is safe to do so.

The contract for construction ends on January 9, 2022 and the current contractor schedule will exceed this deadline. The project is scheduled to be completed and the final Certificate of Occupancy is scheduled by the contractor for February. Staff is up to date on the progress and acknowledges the schedule is very dynamic and subject to external influences and conditions. Staff and the Contractor meet weekly to review a three-week outlook and schedule and we are onsite daily to answer questions and facilitate communication where appropriate, however, the Contractor has complete control over the schedule and providing direction to all parties working on the job site.

The schedule may be affected by the Town's request to add additional scope to the project. The Town has dedicated additional financial resources to the project to construct bleachers, office, retail, and concession space. Staff and the Contractor are currently discussing scope, budget, and schedule for these elements. Staff provides weekly updates to the public on the project including narratives, photos, and schedule updates via email and Facebook (#crcupdates). If these additional elements result in an opening date beyond February 2023, staff will notify the public and our ice-skating community as soon as we have a firm date.

Because the CRC is scheduled to open well into the winter season, the Town will be re-opening the outdoor ice rink the day after Thanksgiving, Friday, November 25. As soon as the CRC is operational, the Town will transition recreation services to the CRC and scale down ice operations at the outdoor rink in preparation for a new 6-court pickleball facility, planned to open on Memorial Weekend, 2023. This will ensure that our community of ice skaters, figure skaters and curlers, and our many winter visitors looking to skate outdoors under lights, along with our expanding local youth/adult hockey programs can play hockey, and host regional tournaments/development camps this winter. The 2022/23 season schedule is posted on www.Mammothicerink.com.

Project Schedule:

Date	Activity
February 17, 2021	Town Council Bid Award/Action
Post Bid Award	Acquire Sprung structure, Chiller, DasherBoards, Scoreboard, etc.
April 21, 2021	Groundbreaking

Nov. 19, 2021 to Mid-March, 2022	Winter Suspension – no work will be performed
April, 2022	Work resumes on site
April 25, 2022	First Sprung beams delivered to site
Winter 2022/23	Ribbon Cutting Ceremony & Free Skate Night!

4. Facility Launch

Facility Launch Events:

a) Ribbon Cutting Ceremony:

- Scheduled @ 6pm (30-45 minutes) – date is TBD
- Invite dignitaries, sponsors, supporters, etc.
- Media/community invites
- Location in front of CRC entrance

b) Free Skate Night:

- Scheduled after the Ribbon Cutting Ceremony: 6:30 -9:30pm
- Free admission and skate rentals (Subject to availability)
- Free giveaways for the community (sponsor donated)

Fundraiser and Recognition Event:

- Scheduled after facility is open and operating
- Recognize and acknowledge all entities, individuals, donors, supporters, and organizations who helped bring this facility to life.
- Introduce the new facility to the community
- Fundraise for needed programming amenities – ticketed fee, live/silent auction items, buy street signs, etc.
- Provide opportunity for local youth sporting organizations to introduce their programs to community

Event Details:

- VIP event with invitations – estimated 200+ people
- Fee includes passed food, hosted bar, skate rentals and gift
- Partner with Mammoth Lakes Tourism and Mammoth Lakes Youth Hockey
- Support from event planner
- Schedule exhibition youth hockey and curling games
- Feedback from the commission was to convene a meeting with community organization, event planners and staff to strategize and plan for the event.