

# **LA KINGS MAMMOTH LAKES ICE CENTER *PARTNERSHIP PROPOSAL***



# Community Recreation Center

The Community Recreation Center (CRC) will be a Sprung Performance Arena enclosing an Olympic size ice rink that will operate in the winter, and in the summer months, the rink will be transformed into a fully programmable and multi-use 20,000 square foot RecZone, serving as the new hub for the expanding Parks and Recreation Department summer camps and programs, **delivering all recreation, all the time!**

Combined with community-driven and professionally-branded programming, the new Community Recreation Center operated by the Parks and Recreation Department will be a **game-changer for recreation in Mammoth Lakes.**



# Parks and Recreation Commission Goals for the CRC

- To enhance the **quality of life** for residents of Mammoth Lakes.
- To provide complementary **multi-purpose, year-round, indoor** and outdoor recreation opportunities accessible to **all residents and visitors**.
- To create a venue that encourages and facilitates **community social interaction**.
- To provide a '**recreation destination**' that the entire community of Mammoth Lakes will actively enjoy, value and ultimately be proud to call 'Our Park.'
- To provide **enhanced and innovative program offerings** that promote 'healthy and active' lifestyles for all ages.
- To continue to allow for the **passive enjoyment** of the park that includes walking paths, open space and access to Mammoth Creek Park.

# Partnership Goals

- This 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.

# Los Angeles Kings



- ▶ Founded: June 5, 1967
- ▶ Owner: [Anschutz Entertainment Group](#) (Philip Anschutz and Ed Roski)
- ▶ LA Kings are the 8th most valuable team in the NHL (Current value \$1,025B)
- ▶ Home Rink: Crypto.com Arena (18,230)
- ▶ NHL Championships: 2 Stanley Cups (2011/12 & 2013/14)
- ▶ All-time Goals Leader: **Luc Robitaille**, 557 (current President & Hall of Fame)
- ▶ Most Points, Season: **Wayne Gretzky** (1988-89), 168 (Hall of Fame)
- ▶ Mascot: **Bailey**, 6-foot lion who wears No. 72 because it's the average temperature in Los Angeles.
- ▶ Facebook followers: **883,351**
- ▶ Major Sponsors:



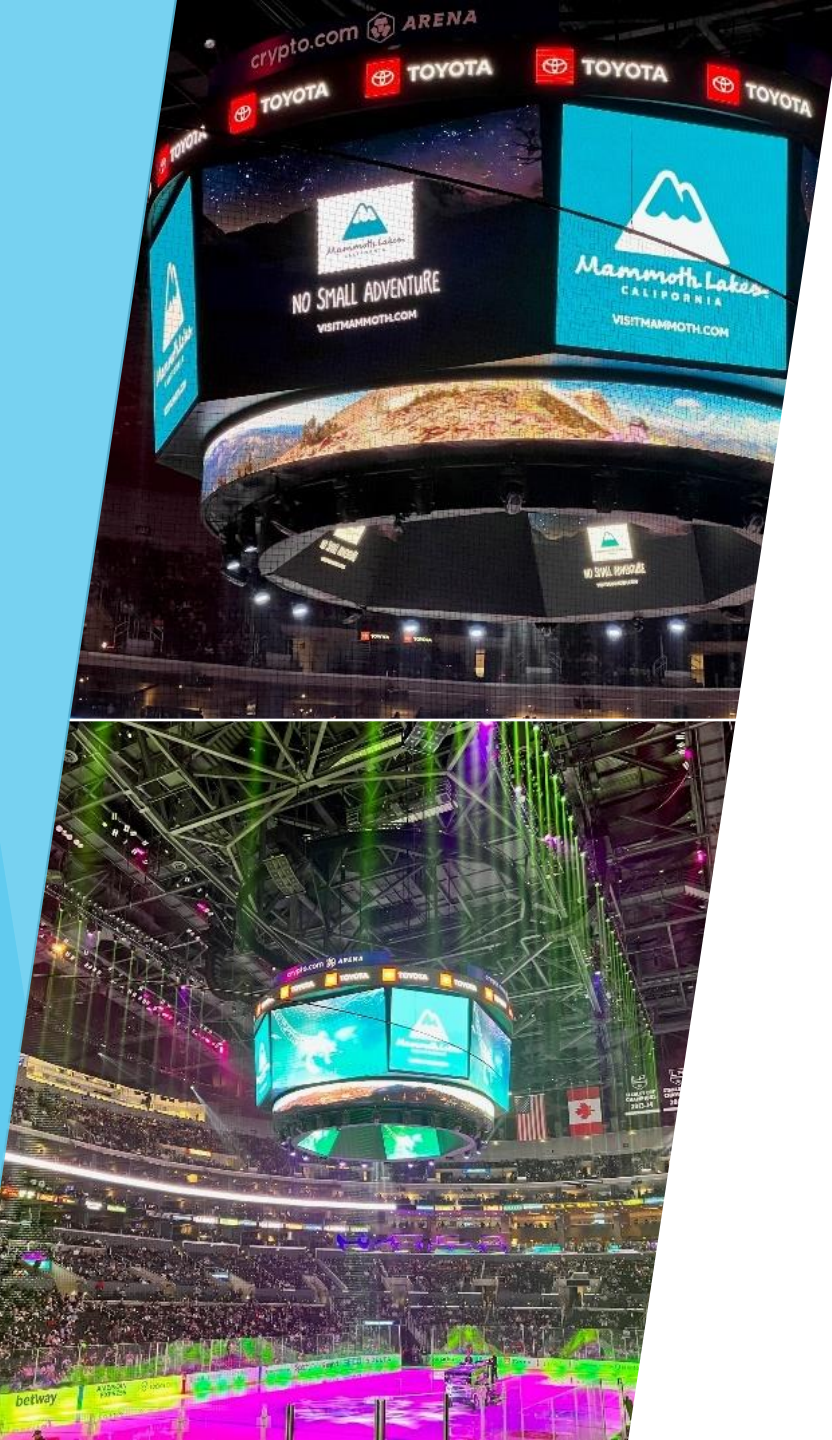
# Partnership Components

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

1. Mammoth Lakes Tourism **Corporate Sponsorship Agreement** with the Los Angeles Kings
2. Los Angeles Kings **Facility Branding and Use Agreement** with the Town of Mammoth Lakes - includes donation to Mammoth Lakes Recreation for the Facility (paid to TOML)
3. Town of Mammoth Lakes **Consultant Agreement** with JV Ice PV, LLC (ASEC) for Facility operations and programming







# Mammoth Lakes Tourism Sponsorship Agreement

- ▶ The 3-year Corporate Sponsorship Agreement with the LA Kings has been executed by Mammoth Lakes Tourism.
- ▶ Mammoth Lakes Tourism receives certain **sponsorship benefits** at LA Kings home games at the Crypto.com arena.
- ▶ **“Official Partner of the Los Angeles Kings”**
- ▶ The value of this Sponsorship Agreement is **\$100,000** per year.

# LA Kings 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.**
- ▶ LA Kings will donate **\$75,000** each year to Mammoth Lakes Recreation (MLR).
- ▶ 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.***





# LA Kings Facility Branding and Use Agreement

- ▶ In addition to the exterior signage of the “**LA Kings Mammoth Lakes Ice Center**,” the LA Kings logo will be featured at the center of the ice rink.
- ▶ The branding recognition is specifically for the ice rink (Facility), **not the entire Community Recreation Center (CRC)**.
- ▶ Included in the Agreement is the right of the LA Kings to use the Facility, subject to certain terms (Town and third-party entities have priority) for a **discounted fee of twenty percent (20%)** off the standard Facility use rates currently charged by the Town.
- ▶ The LA Kings will support efforts to use the Facility for **LA Kings branded programming** (e.g., Lil’ Kings, LAK-branded youth and adult tournaments, development camps, high school hockey, and other similar events).



# The Power of Partnerships

**NHL.com**

THE OFFICIAL SITE OF THE LA KINGS



**LA KINGS**

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**LOCAL RINKS**

## Hockey Development

- [Learn to Play](#)
- [Camps and Clinics](#)
- [Ice and Ball Hockey Leagues](#)
- [Skills and Drills](#)
- [Hockey Development Team](#)
- [Game Day Promotions](#)
- [Local Rinks](#)
- [Testimonials](#)
- [Coaches and Staff](#)



# LOCAL RINK ALLIANCE



**LITTLE KINGS**  
LEARN TO PLAY

1  
*LEARN TO PLAY*

2  
*LITTLE KINGS ACADEMY*

3  
*LITTLE KINGS CROSS-ICE LEAGUE*

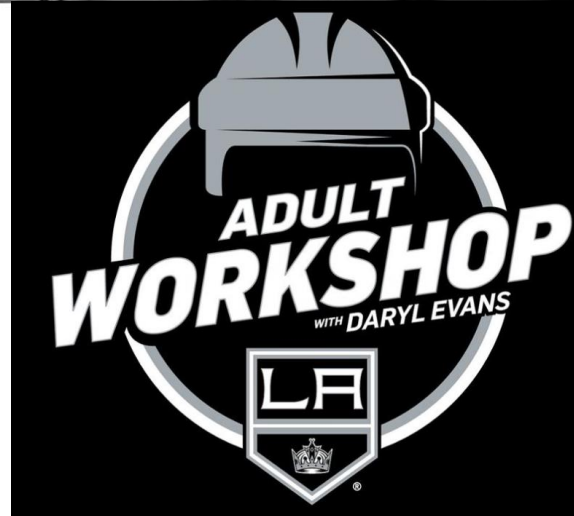
4  
*IN-HOUSE AT YOUR LOCAL RINK*



## HIGH SCHOOL HOCKEY LEAGUE



PRESENTED BY PLAY IT AGAIN SPORTS



## LA KINGS HOCKEY DEVELOPMENT

# 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.
- JV Ice PV, LLC (ASEC) 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: (1) Construction and Program Development, (2) First Partial Year of Operations, and (3) Second and Third Full Year of Operations.
- 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 affiliated programming is anticipated to generate **greater usage of the Facility** and net the Town **\$25,000** of annual operating funds.

# Agreement Deliverables



- Provide consulting services and recommendations to the Town during the construction phase of the project to **maximize planned operational and programming efficiencies**;
- Assist Town in the development of annual detailed **operating plans, guest service standards** and **financial projections** for the Facility;
- Assist Town with the **continual recruitment and training of Facility staff** for ice and summer operations;
- Assist Town in the **development and scheduling of year-round Facility programming**, in particular LA Kings and LA Galaxy branded programs;
- Assist Town in the **negotiation 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; and
- 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.).



# American Sports Entertainment Company



- ▶ American Sports Entertainment Company, LLC (ASEC) is the **largest independent owner/operator** of ice rink facilities in the United States.
- ▶ ASEC currently owns and operates 23 extraordinary facilities across the nation with top local brands including the **LA King's and Los Angeles Laker's storied training center.**
- ▶ Additionally, ASEC also owns and operates unique multi-sport centers, which include North Carolina's acclaimed **MVP Sports at the Factory** as well as the **LA Galaxy Soccer Center.**



LA Kings Ice at Pickwick  
Gardens  
Burbank, CA



Toyota Sports Performance  
Center  
El Segundo, CA



The Cube Ice and  
Entertainment Center  
Valencia, CA



UCLA Health Training Center  
El Segundo, CA



LA Kings Ice at Promenade on  
the Peninsula  
Palos Verdes, CA

# Partnership Value

The Town, working with Mammoth Lakes Tourism and Mammoth Lakes Recreation, believe the opportunity to **leverage funding** by partnering with the LA Kings - a **winning NHL Hockey Franchise** that brings community-driven and **professionally branded programming** to Mammoth Lakes, along with consultant services from the **largest independent owner/operator** of ice rink facilities in the United States will add **substantial value** to the community, our many visitors, and the **future success** of the Community Recreation Center.







# Questions?



*Opening this winter...*