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**DEPARTMENT OF PARKS
AND COMMUNITY SERVICES**

**CITY OF SACRAMENTO
CALIFORNIA**

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SACRAMENTO ZOO
PARKS AND RECREATION
• NORTH
• SOUTH
• CITY-WIDE

April 30, 1991

**Budget and Finance Committee
Transportation and Community Development Committee
Sacramento, California**

Honorable Members in Session:

SUBJECT: 1990 WINTER FESTIVAL EVALUATION

SUMMARY

This report provides information regarding the 1990 Winter Festival which was held from November 29, 1990 through January 6, 1991 at St. Rose of Lima Park at 7th Streets in downtown Sacramento. This report was presented to the Redevelopment Agency of the City of Sacramento Board of Directors on April 17, 1991 and requested that RACS provide \$30,000 in seed money to expand the 1991 Winter Festival to include a Snow Hill in Old Sacramento. This report is provided as information only.

BACKGROUND INFORMATION

In keeping with the goal of downtown revitalization, the Department of Parks and Community Services proposed a Winter Festival for the K Street Mall last November. The primary attraction of the Winter Festival was a temporary outdoor ice skating rink at St. Rose of Lima Park. The 60 foot by 80 foot rink was constructed by Ice Unlimited, Inc. which has owned Iceland Ice Skating Rink on Del Paso Boulevard for the past 50 years. Sponsors for the Winter Festival were secured and the proposal was approved by the City Council on November 6, 1990.

Due to the short time frame to complete the ice rink, staff from various city departments, SMUD and other companies worked diligently to construct the rink for the scheduled grand opening on November 29. At the same time, sponsors worked to finalize advertising efforts to publicize the Winter Festival. Although the completion of the rink was delayed one day, the grand opening festivities were held and excitement about the rink continued to grow during the next five weeks.

Funding for the Festival was provided through sponsorship packages totaling \$114,500. Sponsors included Downtown Plaza Merchant's Association, Redevelopment Agency of the City of Sacramento, and Sacramento Regional Transit.

Eight local radio stations participated in the Festival by sponsoring various entertainment programs. Food was provided by vendor carts from Carl's Jr. and the General Store. Numerous articles regarding the ice rink were published before and during the Winter Festival in the Sacramento Union, The Sacramento Bee, Business Journal and the San Francisco Chronicle. In addition, the rink also received publicity from all six local commercial television stations.

Downtown Plaza Merchants Association reported that the attendance and promotion of the Winter Festival helped them meet all of their goals for a successful holiday shopping season. Shopper traffic increased three-fold over last holiday season. Letters of support and newspaper highlights for the Festival are attached as Exhibit A.

Sacramento Regional Transit Metro ridership also showed an increase over the same period last year. Ridership on five selected weekdays during the Winter Festival increased by 7,500 people (a 37.4 percent increase) over last December. Boardings at the 8th and K Street Station (the station closest to the ice rink) increased 35 percent Saturday afternoons, 32 percent Friday evenings, and 17 percent on Sunday afternoons.

Approximately 40,000 children and adults skated during the 37 days of operation. 35,000 people rented ice skates for \$1.00. The remaining skaters brought their own skates or received complimentary rental skates as part of the rink promotions. The proceeds from skate rentals were divided among the sponsors. The City's portion will be used to defer costs for the operation of the rink including utility costs.

Plans are underway for the 1991 Winter Festival. Staff has proposed that the rink be expanded to 80 feet by 80 or 100 feet to accommodate more skaters. This will reduce the waiting time which was as much as two hours on many days. Ice Unlimited is currently developing a proposal for a larger rink. Sponsors from the 1990 Winter Festival have expressed interest in continuing their support for the Winter Festival. Staff is currently conducting an evaluation of the event in an effort to improve the Winter Festival for next season.

The Department of Parks and Community Services is also exploring the possibility of adding a Snow Hill activity for Old Sacramento in conjunction with the 1991 Winter Festival. The Snow Hill would consist of a hill of manufactured snow and children would slide down the hill on saucers. The Redevelopment Agency indicated a willingness to participate as a sponsor of this activity at their April 17, 1991 meeting. The Snow Hill proposal is contingent on the Department securing more sponsors, finding a suitable location in Old Sacramento, and the drought. Preliminary plans from Ice Unlimited for the Snow Hill activity utilize a closed water system for snow making which would minimize water usage. The 1990 ice skating rink used only 35,000 gallons of water, or less than a gallon per skater.

FINANCIAL DATA

Funding for the construction and operation of the 1990 Winter Festival was secured through sponsorships totaling \$114,500. Of that amount, \$35,000 came from the Agency via funds reprogrammed from the Plaza Park fund in a two-year commitment for the 1990 and 1991 Winter Festivals. Currently \$55,000 remains in the Plaza Park account. The City's portion of skate rental receipts is \$5,240 and will be used to offset expenditures for utilities, decorations, portable rest rooms, and miscellaneous supplies.

Additional costs included preparing the site for the rink and returning the park to grass landscape after the festival. SMUD costs for the rink's operation were approximately \$3,600. Several one-time costs were incurred with the 1990 Winter Festival including the freezing coils, compressors, electrical box, etc. These first year costs will significantly reduce the cost of constructing the rink in 1991.

Ice Unlimited's original estimate for the cost of installation and operation of the ice skating rink for the second year was \$35,000. That cost may vary depending upon whether the rink is expanded in size. Next year, staff will seek additional sponsorships to increase the Festival's revenue and provide additional entertainment features surrounding the rink.

The cost of providing the Snow Hill as part of the 1991 Winter Festival has not been developed. Ice Unlimited is currently developing a proposal for constructing and operating the Snow Hill in Old Sacramento. It is recommended that the Redevelopment Agency of the City of Sacramento appropriate \$30,000 seed money for the Snow Hill activity.

POLICY CONSIDERATIONS

The Winter Festival is consistent with the City Council's endorsement of plans to revitalize the downtown by supporting special events.

MBE/WBE EFFORTS

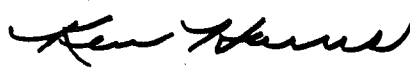
The proposed action does not require MBE/WBE considerations.

RECOMMENDATION

This report is provided for information only. The Department of Parks and Community Services will continue to seek additional sponsors for the 1991 Winter Festival and report back to

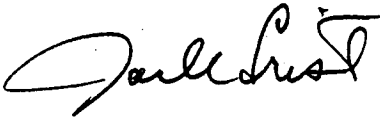
City Council and Redevelopment Agency in September of 1991 with sponsorship agreements and complete plans for the 1991 Winter Festival.

Respectfully submitted,



KEN HARRIS, Manager
Parks and Recreation City Wide

Approved:



JACK R. CRIST
Deputy City Manager

Approved:



ROBERT P. THOMAS, Director
Parks and Community Services

RT/KH:pmg

All Districts
April 30, 1991

Contact Person: Ken Harris 449-5384

k//council rtwintf2

Outdoor Rinks for Skating Under the Sky

Sacramentans take to ice for the season
Five-year-old Holly Reed is learning to skate on the outdoor rink at the downtown Sacramento Plaza. The rink is the first of its kind in the city and is a popular spot for skaters of all ages.

Slipping and sliding to fun
A young child is seen falling on the ice at the downtown Sacramento rink. The rink is a popular spot for skaters of all ages.

City's yule tree has grand lighting
With holiday fanfare and hundreds of children and parents watching, the 25-foot-tall Christmas tree in the Downtown Plaza mall was lit on Thursday night when Mayor Anne Quinn threw the switch. The tree is part of the Winter Festival, which includes the unveiling of a public ice-skating rink at 7th and K streets. The outdoor rink will be open 10 a.m. to 9 p.m. daily, but wasn't to be ready for skating today until 5 p.m. because the ice had not yet "practiced" with the lights.

Racing the clock
A young child is seen racing the clock on the ice at the downtown Sacramento rink. The rink is a popular spot for skaters of all ages.

Sacramento
The downtown mall Christmas rink at Seventh Street between K and L streets is variously known as the Miracle on Seventh Street. Those who have enjoyed free skating on the Nightmare on Ice rink to those who constructed it in a 20-day rush. There haven't been any other rinks in Sacramento since Willie Brown's last garage rink.

The Ice Skaters Cometh

Miracle on 7th Street

Where Traditional Holidays Begin

The opening of the 7th Street rink at 7th and K streets is a special event for the city. The rink is a popular spot for skaters of all ages.

Hoping to heighten holiday spirits and the Christmas shopping season, Sacramento city officials and downtown merchants are striving to change sunny Sacramento into a winter wonderland with an outdoor ice-skating rink on the K Street Mall.
The 1,800-square-foot rink - a smaller, West Coast cousin of the Rockefeller Center rink in New York - will be open free to the public on a daily basis beginning tonight's opening of the 7th Street rink at 7th and K streets. The rink is a popular spot for skaters of all ages.

Skating rink set for K Street Mall

By Ken Chavez
The Staff Writer

Nov. 20, though there will be a \$1 charge for skate rental. "We can certainly create a feeling in downtown Sacramento that is very mystical and magical during the holiday season," said Dave Lunt, a supervisor with the city's parks and community services department. The rink, which will feature night lights and bleachers at St. Rose of Lima Park at the corner of 7th and K streets, will serve as the centerpiece for a five-week "Winter Festival" on the outdoor mall. Shoppers and festival-goers will be treated to a variety of events such as a "skate hog" - the ice rink equivalent of a sock hop - and Thursday night "Light Skating" when Regional Transit will loan out light rail system. More details, though details have not been worked out. The city is co-sponsoring the rink.

Organizers are promoting special events such as a "skate hog" - the ice rink equivalent of a sock hop - and Thursday night "Light Skating" when Regional Transit will loan out light rail system. More details, though details have not been worked out. The city is co-sponsoring the rink.

Remember the tradition - Making figure eights on the ice skating rink - Piling boulders of snow into winter packages. And then coming inside to a steaming bowl of chili on those frosty winter nights. The tradition continues at Downtown Plaza.
• Free ice skating daily on the new 6' x 80' rink at the 7th Street Square next to El Magna and Weinstocks. Open daily 10 am to 9 pm through January 5. Free lessons \$8.50 rental \$1.



Jim Veck of Fair Oaks teaches his reluctant 3-year-old daughter, Rachele, how to skate at the downtown Sacramento rink



DOWNTOWN PLAZA

Regional Shopping Center & Office Complex

February 6, 1991

OFFICE OF THE
FEB 07 1991
CITY OF SACRAMENTO
DEPARTMENT OF
PARKS AND COMMUNITY SERVICES

Mr. Robert Thomas
Director, Parks and Community Services
City of Sacramento
1231 "I" Street, Suite 400
Sacramento, CA 95814

Dear Bob:

We would like to thank you and your fine staff for all the extra effort which went into making the ice rink at 7th Street such a resounding success. Our need to attract new customers to the downtown and to convince families that it is possible to enjoy entertainment and shopping in a safe and fun urban environment was definitely met by this extraordinary event.

The "Miracle on 7th Street" proved to be just that as far as public awareness and increased traffic on the mall were concerned. In our 22 year history we have never had such an overwhelming response to a promotion, and it continued unabated throughout the full six weeks the ice rink was open. We received literally hundreds of calls asking, "How do we get to Downtown Plaza." Traffic in the center on the weekends and evenings was up threefold. Visibility we received in the press was unprecedented. The word-of-mouth coverage still amazes us! All of our merchants agree that the rink was an excellent sales generator.

The public-private partnership formed between the City, Regional Transit and Downtown Plaza to produce the ice rink event should be used as a model for future downtown endeavors. Not only did we work incredibly well together, all of our mutual and individual goals appear to have been reached.

Again, we appreciate everything your department did to help make the 1990 Christmas season at Downtown Plaza a successful one. We look forward to joining forces with you again for an even bigger and better 1991 rink.

Very truly yours,

Marilyn Hirschi
Assistant Manger/Marketing

MH/yce
cc: Mayor Anne Rudin
City Council Members

The Men's Wearhouse

5696 Stewart Avenue • Fremont, California 94538
(415) 657-9821

December 27, 1990

Via Federal Express
Overnight-Standard

Mr. Ken Harris
Manager Parks & Recreation Dept.
City of Sacramento
1231 I Street, Suite 400
Sacramento, CA 95814

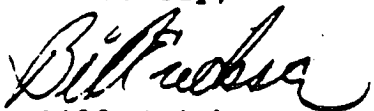
Dear Ken:

Thank you for taking the time to speak to me this morning regards the best community minded recreational activities I have experienced. It is activities of this quality caliber that has a positive effect on the Downtown shopping area resurgence. It is also refreshing to see the display of coordination between your department, the Sacramento Regional Transit Authority, and the Downtown Plaza Associates. The concern and planning of permanent activities including the return of ice skating next fall, with the use of mass transit will create a positive Downtown focal point.

The Men's Wearhouse, a concerned and appreciative tenant will become involved with both the planning and execution of future events. We will do our part, for what we believe to be a most worthwhile opportunity.

Happy Holidays!

Sincerely,



Bill Erickson
Vice President

BE/ah

cc: George Zimmer
Jack Gray
Ms. Marylin Hirschi



Sherman's Hilltop

Leland and Myrtle Sherman

Childrens Residential Care Facilities / Homefinding Agency

P.O. Box 398
Rescue, CA 95672
(916) 933-3522
(916) 677-8156

January 17, 1991

Regional Transit System
P.O. Box 2110
Sacramento, Ca
Re: Winter Festival, 1990

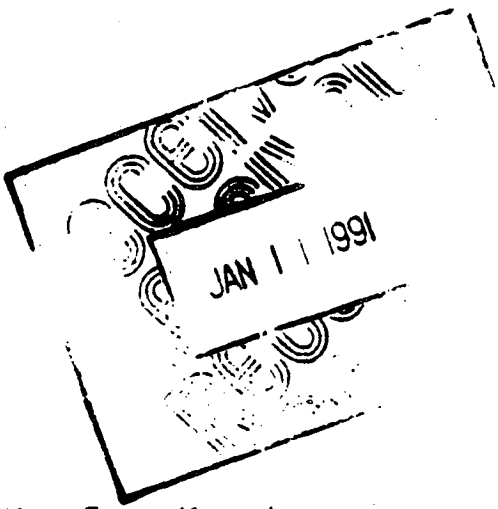
To Whom It May Concern:

I would like to take this opportunity to thank you for taking part in bringing an ice skating rink to Sacramento this winter. As a special outing, our staff members drove all our children to Butterfield Station where we boarded an R.T. train (a first for most of our children) and rode downtown to skate! After skating, (another first) we ate and did a little shopping before beginning the return trip. It was a wonderful day and one we could afford for our children. Thank you again for your support of this project.

Sincerely

Myrtle Sherman

Myrtle Sherman,
Executive Director



John S. Romuk
4616 Ventura West Ct
Elk Grove, CA 95758
January 6, 1990

Mr. Gene Masuda
Assistant Director of Community Development
Sacramento Housing and Redevelopment Agency
630 I Street
Sacramento, CA 95814

Dear Mr. Masuda,

I am writing to commend you on your agency's support and implementation of the skating rink at the St. Rose of Lima Park during this Christmas season. The rink helps bring Sacramento an urban sophistication and cosmopolitan flair that is seen in other cities such as New York, Washington D.C., and Chicago.

The skating rink does need a little work in terms of an increase in size and permanence, but I was glad to hear that this was being addressed after reading Roger Lathe's article in the Sacramento Concepts such as these are what bring people downtown. I think the idea of making St. Rose of Lima Park an activity hub is an excellent idea. Summer concerts and winter ice skating would draw people to K Street Mall and Downtown Plaza and help promote the cultural and entertainment plan for the downtown area.

As a former Chicagoan, I appreciate the steps that your agency is taking to support such activities. Chicago thrives on these sort of activities all year round and it helps bring the city together. I look forward to future events in the downtown area.

Sincerely,

John S. Romuk

CITY OF SACRAMENTO

JAN 14 1991

DEPARTMENT OF
PARKS AND RECREATION SERVICES