

From: [Jonathan Douglass](#)
To: [Jonathan Douglass](#)
Subject: FW: LawrenceKS_Quote2
Date: Thursday, May 20, 2010 2:17:06 PM
Attachments: [BryantPark_Overview_compressed.JPG](#)
[IRE_DiscoveryGreen3_2008_Show_Case.jpg](#)
[IRE_Zocalo_Show_Case_2007_2008.jpg](#)
[SouthlandsDenver.JPG](#)
[urban landscape_adJPEG.JPG](#)
[Alpine at Night.JPG](#)
[Lawrence_KS_Proposal.doc](#)

From: Jane Pennington [mailto:director@downtownlawrence.com]
Sent: Thursday, May 20, 2010 11:31 AM
To: Cynthia Wagner
Subject: FW: LawrenceKS_Quote2

Hi Cynthia,

I thought it might be useful to have some additional information with regard to the possibility of a seasonal ice skating rink since it will be part of your "unfunded needs" discussion during the budget deliberations. I am forwarding information provided by the company I have been working with along with a preliminary proposal. I will try to get some information from Stillwater, Oklahoma's Chamber of Commerce. They had a seasonal rink last year that was very successful and they are preparing to do it again this year.

Jane Pennington
Executive Director
Downtown Lawrence, Inc.
900 Massachusetts, Ste 100
Lawrence, KS 66044
785-842-3883

Downtown Lawrence ... Think Outside the Box Store

From: john civitello [mailto:icerinkevents@yahoo.com]
Sent: Tuesday, April 20, 2010 9:23 AM
To: director@downtownlawrence.com
Subject: LawrenceKS_Quote2

Jane-

Here is your updated quote.. with the discount for a shorter time period. We would install and open after Thanksgiving. Let me know what you think. If you provided us with alot of labor and prep work on your side, we can knock off a few thousand more. We would ask that you prepare the site and level it for us with a sand box, if it is going to be at the location we discussed. Let me know if you have any questions or clarifications. Don't forget, we would be happy to come up to Lawrence to meet with anyone you would need us to to get this done.

John Civitello
Project Manager

icerinkevents@yahoo.com

(281) 780-5668

(877) 423-3836

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TO: **Jane Pennington**

DATE: **April 20, 2010**

FROM: **John Civitello**

SUBJ: **Holiday-Season Ice Skating Event**
Lawrence, KS

We are pleased to offer our equipment and professional services to execute a completely turnkey installation of a portable ice skating rink to be located in Lawrence, KS.

This letter includes our "second-draft" quotation; as we discussed in our February meeting, we are able to get the price down a bit if you decide to open after the Thanksgiving-vacation week. Here, you will see our offer. As you know, we provide all of the ice-rink-specific equipment and installation, plus on-going support during your event—24-hours each day.

An outdoor ice rink would certainly be a dramatic enhancement to the holiday-season ambience in Lawrence, and a wonderful gift to the city and the region. The rink will have a distinct "WOW!"-factor for guests, visitors, and area residents. The regional media opportunities should not be understated, as this will no doubt be a draw outside of the Lawrence/Kansas City regional area. You should use this event as a major P.R. opportunity, including photos and press releases to magazines, USA Today, and other national publications.

We would love to help you bring this event to reality. We are the largest installer and operator of seasonal ice skating facilities in the United States. Outdoor ice installations are our company's primary focus. Our equipment is the ICEMAT by Calmac Manufacturing Company-- the *inventor* of the roll-out, quick-to-install, energy-efficient ice rink technology, with hundreds of successful installations-- worldwide-- over 35-years, including ice for the NHL and for the Olympics. *ALL OTHER* roll-out rink system are copies of Calmac original patents.

Holiday-Season Ice Skating Event

Lawrence, KS

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We will use the same rink technology as we used for the "Zocalo" Rink in downtown Mexico City, a very large rink at over 35,000 square feet, which attracted over 200,000 (!) paid skaters.

Clearly, we are the leading source for this kind of installation in Kansas and the Midwest Region. We have equipment storage, refrigeration, ice equipment, ice technicians and many other rink personnel in area, and our other projects and office in Omaha, NE are in relatively close proximity to you, which will enable us to keep an even closer eye on your event and provide you with as much assistance as we can.

Our crew has completed some of the most interesting and most challenging installations recently:

The Pond at Bryant Park. An Olympic-sized rink in a landmark midtown Manhattan location, with over 188,000-paid skaters and over 350,000 total spectator attendance. Carefully situated ABOVE underground library stacks.

Downtown Ice at the Circle of Palms. 120-foot diameter, round rink, with 32-palm trees in the middle of the rink. On stellar civic plaza in San Jose. Considered to be one of the most successful holiday rink events in the U.S., and one of the most challenging installations ever attempted.

"Skating By The Sea". Seasonal rink as centerpiece of winter season at the famed Del Coronado Hotel in San Diego. Rink is situated beside the Pacific Ocean beach, with all of the wind, salt, heat, and sun exposure—and great skating all season!

Why do we get involved in these challenging situations? Because... we do exactly what we say we will do. We deliver on time. We deliver on-budget. We communicate all of the logistics with the client. We offer very economic pricing. We tell you exactly what you will get within our bid and our contract. No surprises.

We own and operate numerous rink facilities nationwide. We know the operational headaches and day-to-day challenges. We have 30-years of experience with high-volume, high-traffic facilities. We work on very high quality properties, in areas with strict noise controls, and in locations with very high standards of customer service. You will have the benefit of this experience. Our track record speaks for itself.

In our experience, a festival installation of this type should pay for itself, with proper directional signing and an aggressive P.R. strategy. Ticket prices could be in the range of \$6.50-9.00/per skater, including rental skates; some higher-end markets get \$10-14 per skater. With a highly-visible location, good pedestrian traffic, high-impact P.R. and promotion, attendance may exceed 20,000-skaters.

Our clients typically use "presenting sponsorships" in support of the total cost of such installations; typical range of financial support is \$35,000 for small markets and \$75,000 for mid-size markets. Other supporting sponsorships range from \$1,000-\$10,000 in exchange for signing, complimentary tickets, and other benefits. Media partnerships—with local or regional newspapers and cable-TV-- are vital to maximizing attendance; they are attracted to such an event because of its uniqueness and high profile in the community. Sponsors usually receive free ticket vouchers for their customers, clients, and employees. Sponsors may also put their signing, banners, and logo placement on supporting signing, brochures, etc. Corporate sponsors could buy large blocks of tickets for donation to public schools, youth charities, scouts, and others.

The primary logistic we require is power; a 3-phase, 460 volt, 200 amp connection. We would like to confirm that all of these are available. We can discuss the "sand box" in more depth, since we more than likely are using that option to ensure a 100% level site for the rink.

We also provide complete liability insurance coverage if we manage the rink, which is completely optional. We envision an event opening on or around Thanksgiving Day, and closing in the first week of January- however, the final decision rests with you and the city.

Because an ice rink venue is a complex event, you must have an experienced, well-insured, well-financed company to bring this type of facility to reality. Our typical, budgetary quotation follows.

PRELIMINARY QUOTATION

Holiday Ice Skating Venue: To provide pricing for the turnkey equipment rental of ice skating rink equipment, professional installation, professional support services, and event planning services of a festival ice skating venue in Lawrence. To be located outdoors; open to the public from December 3, 2010 through January 11, 2011. (Tentative dates.)

Required Timing

Installation Window:	November 28- December 3, 2010
Open to the Public:	December 3, 2010 thru January 10, 2011
Removal Window:	(following melt) January 10, 2011-January 17, 2011

Equipment and Professional Services to be Provided by Supplier

1. ICEMAT Rink Piping Grid System (60'x85'; capacity 178-skaters)
2. 200-Ton Air-Cooled Refrigeration System/Pumps/Hoses/Expansion Tank
3. Propylene Glycol Coolant Charge (non hazmat!)
4. Insulation and Vapor Barriers as required

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5. Modular Railing System (white poly facing toward rink; room for vinyl decal sponsor graphics inside the rink area, banners outside the rink perimeter)
6. Ice Rink Maintenance Equipment
7. Hand-Held Ice Maintenance Equipment.
8. Rental Ice Skates (280-pr), Sharpened, Ready-to-Skate
9. Skate Change Area with Rubber Floor Covering (1,190 sq. ft.)
10. Wood-Frame Covering Over Rink Header
11. Green Turf Carpet to Finish Rink Perimeter/Edge
12. All Professional Supervision for Set-Up and Strike
13. All General Labor for Set-Up and Strike
14. General Carpentry and Finish-Out of Rink Perimeter
15. Travel Expenses/PerDiem Expenses for Out-of-Town Professionals
16. All Tools, Equipment, and Supplies for Set-Up/Strike
17. Refrigeration Technician On-Call 24-Hours During Entire Term
18. Commercial General Liability Coverage for Equipment/Personnel Negligence Only
19. Text for Liability-Related Signage and Written Waiver Release Forms; Liability-Limitation Instructions
20. General Training for Rink/Event Manager Regarding Rink Operation
21. Professional Support Services/Consultation for Event Planning and Execution

Total Cost of the Above: **\$ 98,250.00**

Payment Terms: 50% deposit required as deposit to hold the equipment and calendar timing upon execution of agreement, not later than August 4, 2010; 25% due upon equipment arrival on site; 25% due upon completion of the ice surface.

Items To Be Provided by the Client

- 3-phase, 480-volt, 200-amp continuous power source for refrigeration (208-volt optional with additional transformer); electrical connection by qualified professionals from the chiller to the power source; 110-volt power source for tools/kiosk/sound/lighting.
- Perfect level area for footprint of rink, constructed so that rainwater flows AWAY from the ice surface: This would be a sandbox, constructed by Lawrence, KS.
- Continuous water source adjacent to the ice rink area.
- Placement of refrigeration system as close to rink as possible.
- 5000-lb all-terrain forklift during the installation and removal phases.
- Picket fence or barricade to define skate change area & control entry to rink area.
- Recommend two (2) telephone lines with service delivered to rink kiosk <credit card processing and information line>.
- Identified parking in close proximity to the rink for Supplier's personnel.
- General security presence, 24-hours each day.
- All holiday decorations.
- Groundskeeping in the rink area.
- All marketing and P.R. in support of the event; all graphics and signing.
- Sound system with appropriate music selections.

Holiday-Season Ice Skating Event

Lawrence, KS

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--- Coordination of all permits and licenses required for installation and operation of the equipment and event, if required.

--- Any and all safety equipment, barricades, and other requirements to conform to local codes or to demands by local, county, or state authorities.

--- Any and all sales and use taxes, occupational taxes, and any other license or fee levied upon the Supplier regarding the rental of equipment, the providing of labor, and the execution of the ice rink installation.

--- Two(2) double hotel rooms in close proximity to the event site, during the entire installation and removal phases (plus the event term, if we manage).

<Many of the items above can be acquired via trade for signage or sponsorship.>

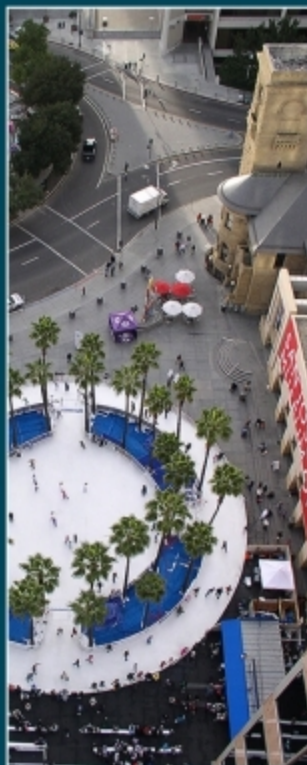
Please be aware that you will be able to get the price down if you provide local labor help, and have the site level and ready in advance of our arrival, especially if we end up using the sandbox option. Also, keep in mind that we include most-all of the labor, finish out, travel, and other enhancements that most of our smaller competitors leave out. With a project such as yours, with all of the weather challenges, you will want the most experienced provider to do this job. Review our equipment, other projects, and our professional capabilities at www.icerinkevents.com. Feel free to call or email with any questions or clarifications you may have.

Thank you for your consideration.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "John Civitello".

John Civitello



ICE SKATING RINKS **PLAZAS & PARKS** DRESSED FOR WINTER

DESIGN MANUFACTURE CONSTRUCT OPERATE



Viejas Holiday Ice Rink; Alpine, CA





Project Showcase

2005

The Pond at Bryant Park, Midtown Manhattan



Contact: Mike Clayton (713) 819-1028 icerinkevents@yahoo.com www.IceRinkEvents.com



Project Showcase

2008

"The Ice at Discovery Green"; Downtown Houston, Texas





Project Showcase

2007,2008

34,000-Sq. Ft. Zocalo Mega-Rink; Mexico City



© Design by Lena Gottschall



Project Showcase

2006

The Pond at Southlands; Aurora, CO

