SANTA MONICA ICE RINK
REQUEST FOR PROPOSALS
May 7th, 2023

Respond by June 5th, 2023 To:
Fatima Fazal
Public Space Manager
Downtown Santa Monica, Inc. (DTSM, Inc.)
Fatima@downtownsm.com
1351 Third Street Promenade, Suite 201
Santa Monica, CA 90401
SECTION A: SUMMARY & BACKGROUND

Downtown Santa Monica, Inc. (DTSM, Inc.) is pleased to announce a special opportunity for an Ice Rink provider in Downtown Santa Monica. The selected operator will be contracted to build and operate an ice rink in a City of Santa Monica-owned surface parking lot located at 452 Arizona Avenue in the heart of Downtown, a block and a half east of the Third Street Promenade. The selected operator may also be chosen to provide day-to-day management of the ice rink.

Downtown Santa Monica, Inc. (DTSM) is a private 501c (3) non-profit organization that partners with the City of Santa Monica to manage services and operations in Downtown Santa Monica while promoting economic stability, growth, and community life within this unique neighborhood.

The City of Santa Monica sits on the California coast overlooking the Pacific Ocean and pairs incredible natural beauty with urban sophistication. It is home to a diverse collection of residential and commercial areas. Santa Monica is home to 93,000 residents and receives more than 8 million visitors annually.

SECTION B: THE OPPORTUNITY

DTSM, Inc. is seeking proposals for the complete installation and strike of a fully functional seasonal ice rink located at 452 Arizona Ave., Santa Monica, CA 90401. Qualified providers may also choose to include in their response to this proposal the complete management of the day-to-day operations of the ice rink.

The Santa Monica Ice Rink must be open for business on November 1, 2023, and run through January 15, 2024. The hours of operation are 12 p.m. to 10 p.m., seven days a week including all holidays. Additional hours may be required upon mutual agreement. The size of the rink must be approximately 7,700 square feet or more depending on the location. The rink must be permitted and built in accordance with all applicable codes and Santa Monica City ordinances.

The Santa Monica Ice Rink operated from November 1, 2022 to January 15, 2023. Despite periods of heavy rains, the rink welcomes over XX skaters and over XX visitors in total.
SECTION C: CONTRACTOR’S RESPONSIBILITIES

Responsibilities are divided into Part A: Ice Rink Equipment Rental and Installation and Removal; and Part B: Management and Day-to-Day Operation of the Event. Responses may include either Part A, or Part A, and Part B. DTSM, Inc. is not seeking a response for just Part B.

Part A

- Build a fully functioning ice rink open to the public seven days a week for the duration of the determined skating season
- Provide a professional project manager, supervision, and labor to be assigned to the project (planning, installation, maintenance, and strike)
- Create a site plan to meet the standards of the DTSM, Inc. and the City of Santa Monica building code. Plan to be provided to DTSM, Inc. Pre-design site plan to meet the standards of DTSM and Santa Monica Building and safety, including
  - Main rink
  - Kiddie Rink
  - Viewing deck
  - Pedestrian Ramps and Stairs
  - Rubber flooring area to cover 4,500 sf around the rink
  - Ice resurfacer ramp including Zamboni
  - Modular Railing System facing toward rink; room for vinyl decal sponsor graphics inside the rink area, banners outside the rink perimeter
  - Light and background banner poles
  - Chiller placement
  - Emergency drain off
- Provide Ice Rink Maintenance Equipment; Ice Resurfacing Machine
- Provide a minimum of 500 pairs of Rental Ice Skates, sharpened and ready-to-use
- Ensure a Refrigeration Technician is on call 24/7 during the entire period of operation
- Obtain commercial general liability coverage consistent with DTSM, Inc. and the City of Santa Monica requirements.
- Provide liability-related signage and a written waiver release of liability for skaters
Provide decor and lighting to enhance the ambiance of the rink and the surrounding rink area

Have a Santa Monica business license

Part B

Provide a professional and experienced on-site manager and/or assistant manager on duty during all operating hours. The manager shall have recreation or amusement industry experience preferably in the area of the day-to-day functions of the rink operation, and certainly in the areas of customer service, guest satisfaction, and liability prevention.

Provide day-to-day operating personnel to affect a high degree of customer service; including cashier functions, skate rental attendants, safety monitors, ice maintenance, and ice technician functions. The level of staffing shall be based on attendance levels subject to industry standards.

Maintain a safe and clean skating environment and a work environment.

Provide all human resource functions for ice rink-specific personnel, local staff recruitment, payroll, and taxation functions; worker’s compensation insurance.

Provide employee uniforms.

Establish a cash management system. Provide daily reporting on transactions and the number of skaters and visitors to the ice rink.

Provide a tickets & skates kiosk, including counter and shelving for skates.

Provide benches for the skate change area.

Provide day-to-day operating supplies including cash register, access to the internet, consecutively-numbered wristbands or stickers, towels, disinfectant for skates, anti-bacterial hand cream for staff, etc.

Maintain first-aid supplies; written emergency response plan determined in advance of the event, with coordination with local authorities; written general security action plan determined in advance of the event, with coordination with local authorities.

Manage an email/phone-based group reservation system (optional).

Provide cash register equipment; wireless credit card machinery/supplies.

Provide a sound system with appropriate holiday and popular music selections. Must provide directional speakers to keep noise within the Ice Rink area.

• Provide and place text or signage for DTSM Inc.-provided signage for operating procedures and liability-limitation issues
• Provide general consultation and assistance to DTSM in the areas of event marketing, P.R., graphics, signing, website design, and maintenance
• Manage all programming of on-ice skating activities
• Manage all programming of figure skating exhibitions, scheduling, talent, announcements
• Coordinate group sales and special events
• Provide retail sale activities of skating-related souvenirs, soft goods, socks, etc., with the DTSM’s approval of all inventory items; includes proper store fixtures
• Maintain liability insurance coverage with DTSM and the City of Santa Monica named as additional insured
• Provide general training for Rink/Event Manager regarding rink operation
• Provide professional Support Services/Consultation for event planning and execution
• Provide restrooms and trash pick-up

SECTION D: DTSM, INC. RESPONSIBILITIES

• Work with the selected vendor(s) to facilitate processes with the City of Santa Monica
• Market and promote the Santa Monica Ice Rink throughout the City of Santa Monica, the City of Los Angeles, and the surrounding region
• Pursue branding, advertising, and sponsorship opportunities for the rink
• Retain the right to program special events on selected nights as part of the ice rink experience
• Provide a bank account to secure financial transactions for and from the ice rink

SECTION E: SITE LOCATION

The ice rink site is located at 452 Arizona Ave., Santa Monica, CA, at the intersection of 5th and Arizona Avenue. The location is known as Lot 27 and is a public surface parking lot. The size of the lot is almost exactly 150 ft. across and 250 ft. long and includes an island that is approximately 800 square feet. The site group condition is asphalt and uneven in some locations.
The selected operator(s) will operate from a defined portion of the area established by a yellow boundary.

SECTION F: LICENSE TERMS

The license agreement will be prepared by Downtown Santa Monica, Inc. following contract negotiations with the selected vendor(s).

The initial license term is expected to be for a period of up to three years with renewal options not to exceed a total license term of five years.

SECTION G: REQUEST FOR PROPOSALS TIMELINE

The request for qualifications will be administered according to the following timeline:

- **May 7th, 2023:** Request for Qualifications Published
- **May 15th, 2023:** Site walk (optional) - RSVP to fatima@downtownsm.com
- **May 22nd, 2023:** Questions (optional) - Submit to fatima@downtownsm.com
- **June 5th, 2023:** Submissions Due
- **June 9th, 2023:** Follow-Up Interviews (As Needed)
- **June 13th, 2023:** In-person meeting with potential vendors
- **June 27th, 2023:** Notification of Intent to Award
**Project Timeline**

<table>
<thead>
<tr>
<th>Date/Range</th>
<th>Activity</th>
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<tbody>
<tr>
<td>July 7th</td>
<td>Agreement</td>
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<tr>
<td>July 8th, 2023</td>
<td>City permitting process</td>
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<tr>
<td>October 1-25, 2023</td>
<td>Setup</td>
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<td>October 26-31, 2023</td>
<td>Employing Training</td>
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<tr>
<td>November 1, 2023 - January 15, 2024</td>
<td>Rink Open</td>
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<tr>
<td>January 15-31, 2024</td>
<td>Strike</td>
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<tr>
<td>February 1, 2024</td>
<td>Turn the parking lot over to the City of Santa Monica</td>
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**SECTION H: REQUIRED SUBMISSION ELEMENTS**

The proposed vendor opportunity will be accepted until **Monday, June 5th, 2023, at 4 PM**. Complete proposals must be submitted via email to fatima@downtownsm.com.

**SECTION I: INSURANCE REQUIREMENTS**

Prior to commencing operations, the selected vendor(s) shall at its own cost and expense procure and maintain in full force and effect the below-listed types of insurance. All insurance must be in compliance with Downtown Santa Monica, Inc. and the City of Santa Monica standards.

- General Liability
- Automobile Liability
- Worker's Compensation
- Broad Form Property Damage
- Excess Liability

Additionally, the vendor must execute an indemnification and Hold Harmless Agreement containing the following provisions:

Indemnitor shall defend, indemnify and hold harmless Downtown Santa Monica, inc. board, officers, director, staff, property owners, merchants and vendors, the City of Santa Monica, members of its Council, boards, commissions, officers,
agents, or employees and volunteers from and against any and all loss, damages, liability, claims, suits, costs and expenses whatsoever, including reasonable attorney’s fees, regardless of the merit or the outcome of any such claim or suit, resulting from the alleged acts or omissions of the permittee, its officers, agents or employees in connection with the permitted event or activity. Nothing contained herein shall be construed as obligating the indemnitor to indemnify Downtown Santa Monica, inc. or the City of Santa Monica, their Council, boards, commissions, officers, agents, volunteers, and employees for losses resulting from its sole or active negligence or willful misconduct.

SECTION J: STATEMENT OF RIGHTS

At its sole discretion, Downtown Santa Monica, Inc. reserves the right to withdraw this request for qualifications without notice; accept or reject any or all proposals; and accept submissions that deviate from the request for qualifications as seems appropriate and in its best interests. Downtown Santa Monica, Inc. reserves the right to negotiate with any, all, or none of the applicants submitting proposals. Downtown Santa Monica, Inc. may request additional information from any applicant for the purpose of evaluating proposals and/or negotiating the license agreement. Any and all costs and expenses associated with the preparation of any report or statement in response to the request for proposals will be borne by the applicant.