



Cathedral City

Legislation Text

File #: 2017-97, Version: 1

City Council

MEETING DATE: 3/22/2017

TITLE:

Sponsorship Agreement with Desert Ice Castle

FROM:

Leisa Lukes, Business Development Manager

RECOMMENDATION:

Staff recommends the City Council approve the Diamond Package/Center Ice Logo Sponsorship Agreement with Desert Ice Castle for a period of five (5) years.

BACKGROUND:

The City of Cathedral City (City) and the Desert Ice Castle ice skating have had a sponsorship agreement covering the period of November 1, 2011 through October 31, 2016. The terms of that Agreement have been satisfied and the Agreement is no longer in affect. Desert Ice Castle has offered the City an opportunity to enter into a new sponsorship agreement for a period of five years.

DISCUSSION:

The City entered into a Diamond Package/Center Ice Logo Sponsorship Agreement with Desert Ice Castle ice skating rink for \$28,000 that was to be paid over a five-year period in exchange for the City's logo stenciled in a 30-foot diameter circle under the center ice; having the City's logo included as a banner link on the Desert Ice Castle web site home page; and having two one-hour private event parties provided annually by Desert Ice Castle for Cathedral City residents. The terms of that Agreement were satisfactorily concluded on October 31, 2016; however, the City's logo, which reflects the City's previous logo design, remains under the ice rink's center ice.

Anthony Lui, owner of the Desert Ice Castle, has offered the City an opportunity for a second five-year sponsorship agreement that would commence July 1, 2017 (the start of FY2017/18) and conclude on June 30, 2022 (the end of FY2021/22). During the interim between the conclusion of the initial Agreement and commencement of the proposed Agreement, Desert Ice Castle intends to completely remove the skating rink's ice base, which is generally done every five years, and remove the existing stenciled City logo. If the Council approves the new Sponsorship Agreement, Desert Ice Castle will install the City's current logo under the center ice.

In addition to the center ice logo, the proposed Agreement would provide for the following:

- The City's logo as a banner on Desert Ice Castle's website homepage that links to the www.DiscoverCathedralCity.com <<http://www.DiscoverCathedralCity.com>> website.
 - One two-hour event to be held annually on the first Thursday of December as part of the City's "Seasonal Lights, Santa and Skating on Ice" whereby 300 tickets would be provided to the City for distribution for free skate time and skate rental.
 - One two-hour event to be held annually during July in concert with the City's Parks and Community Events Committee whereby 175 tickets would be provided to the City for distribution for free skate time and skate rental.
 - City residents would be given 50 percent off the regular ticket price and skate rental on the first Tuesday of every month, excluding holidays, with proof of City residency.
- The total fee for the Diamond Package/Center Ice Logo Sponsorship is \$28,000, which is consistent with the previous sponsorship fee. Payments would commence at the beginning of FY2017/18, with the first payment of \$8,000 due by July 31, 2017, followed by four annual payments of \$5,000. The initial payment includes the cost of installing the logo. The sponsorship fee is equivalent to the previous sponsorship but the proposed package adds a monthly Cathedral City resident event and expanded, better-defined community events to be provided by Desert Ice Castle.

FISCAL IMPACT:

FY2017/18	\$8,000.00	100-151-8220
FY2018/19	\$5,000.00	100-151-8220
FY2019/20	\$5,000.00	100-151-8220
FY2020/21	\$5,000.00	100-151-8220
FY2021/22	\$5,000.00	100-151-8220

ATTACHMENTS:

Proposed Desert Ice Castle Sponsorship Agreement