



The Arsenal
Central Park
New York, New York 10021

Henry J. Stern
Commissioner

Joanne G. Imohiosen
Assistant Commissioner
Revenue

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MEMORANDUM

To: Members of the Franchise and Concession Review Committee

From: Assistant Commissioner Joanne Imohiosen *JG*

Date: August 24, 2001

Re: Intent to Award for the Operation and Management of the Wollman and Lasker Skating Rinks in Central Park, Manhattan

The following information is provided to the Franchise and Concession Review Committee for a public hearing for a significant concession to be awarded pursuant to Section 1-12 of the Concession Rules.

Wollman and Lasker Rinks in Central Park, Manhattan are both located in the vicinity of Community Boards # 4,5,7,8,10,11. They are located in Block #1, Lot #1111.

Concession use will be the operation and management of the Wollman and Lasker skating rinks in Central Park, Manhattan.

The proposed concessionaire was selected pursuant to the Competitive Sealed Proposals procedure, Section 1-12 of the Concession Rules, and is the final recommendation of the Selection Committee.

A copy of each proposal is included in this package.

Intent to Award
For the Operation and Management of the Wollman and Lasker Skating Rinks
in Central Park, Manhattan

City of New York Parks & Recreation intends to award as a concession the operation and management of the Wollman and Lasker skating rinks in Central Park, Manhattan for a license term of ten (10) years, to the Trump Corporation with Rink Management Services.

Included for FCRC review is the following:

1. Advertising summary
2. Summary of original proposal submissions
3. Summary of short-listed proposals
4. Recommendation
5. Selection Committee's Rating of Proposal Submissions
6. Selection Committee's Rating Sheets
7. Notice of Request for Proposals
8. Successful Proposal Submission and Other Proposal Submissions

1. ADVERTISING SUMMARY

Parks & Recreation advertised in the City Record from 4/04/01 through 4/18/01. During this period, advertisements appeared in the following publications:

- NY Post
- NY Times
- Wall St. Journal
- Crain's Business
- Queens Tribune
- Westside Spirit
- Minority Commerce
- El Diario
- Novoye Russkoye Slovo
- Segye Times
- American Oggi
- Carribean News
- India Abroad
- Courier Publications
- Jewish Week
- Amusement Business
- Hockey News
- Bronx Times

In addition, Parks & Recreation undertook mailing from our mailing list composed of related businesses. The Request for Proposals was also mailed to the affected Community Boards, City Council Members, and Borough President.

2. Summary of Original Proposal Submissions

The following are executive summaries of the original proposals received, as follows:

- 1) The Trump Corporation/Rink Management Services Corporation
 Donald J. Trump
 725 Fifth Avenue
 New York, NY 10022

Fee Offer: Minimum Fee Versus % of gross receipts, whichever is greater.

Year	Guaranteed Minimum Fee	VERSUS % of gross receipts
1	\$1,350,000	28%
2	1,377,000	28%
3	1,404,540	28%
4	1,432,631	28%
5	1,475,610	28%
6	1,519,878	28%
7	1,565,474	28%
8	1,612,439	28%
9	1,660,812	28%
10	1,710,636	28%
TOTAL:		\$15,109,020

Capital Investment / Design:

Wollman Rink

Phase 1 (Yr. 1-2)	Item	Estimated Cost
	Ice Rink Brine 10" header and branch tubes	\$ 385,194
	Six (6) new compressors for rink chillers	438,765
	400-ton cooling tower	233,985
	New Kitchen equipment	75,000
	Calcium chloride solution-making equipment	600
	Seal and re-coat rink slab	4,000

Repair two Zamboni machines	35,000
Seventeen hundred (1700) new pairs of skates	110,500
Two (2) skate sharpening machines	13,500
863 Bobcat snow remover/snow blower/snow plow	41,500
Ice edging machine	4,000
Office furniture, cash register, etc.	10,000
First aid equipment	2,500
SUBTOTAL:	\$1,354,544

**Phase 2
(Yr. 3-4)**

Fifteen (15) 100,000 BTU/HR hydro pulse Boilers	\$ 211,622
Roof Stack/exhaust for boilers (within light pole on upper plaza)	10,000
Repair roof leaks	25,000
Sump pumps and control panels with new starters and contractor coils	50,000
Furnish and Install HVAC at snack bar area	30,000
Repair/replace fire protection, alarm and dry fire suppression systems	20,000
New electronic controls with timers for snack bar area	32,500
Mondo Sport Impact rubber flooring in clubhouse	26,500
Floor Machine for rubber mats	4,000
Sound/ PA system	20,000
SUBTOTAL: \$	429,622

WOLLMAN TOTAL: \$ 1,784,166

Lasker Rink

Phase 1 (Yr. 1-2)	Item	Estimated Cost
	Repair concrete pool surface and expansion joints, and paint	\$ 50,000
	Reconstruct parapet wall around entry plaza	100,000
	Repaint interior and exterior of facility, repair concrete surfaces, etc.	150,000
	Repair deck over storage area at north end of rink	100,000
	New stair treads in entry gate pavilion	15,500
	Resurface concrete deck around rink	25,000
	Upgrade restrooms	25,000
	Upgrade sound system	10,000
	New netting around rink perimeter (One public rink, one hockey rink)	15,000
	New kitchen equipment/Renovate snack bar	50,000

Hockey equipment, including goal piping, netting and inserts	1,500
One thousand (1,000) new pairs of skates	7,500
Two (2) skate sharpening machines	13,500
Two new outdoor scoreboards	12,000
863 Bobcat snow remover/snow blower/ snow plow	41,500
Ice edging machine	4,000
Office furniture, cash register, etc.	10,000
First Aid equipment	2,500
SUBTOTAL:	\$ 633,000

Proposed Alternative: Portable skating rink with dasher boards 200' x 85'	\$ 254,000
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Phase 2 (Yr. 3-4)	
Remodel entry gate pavilion/ticket booth/new lighting	\$ 150,000
One new light tower	15,000
New fencing around perimeter/Remove chainlink fencing	250,000
Install Mondo Sport Impact rubber flooring in clubhouse	68,000
Repair and replace lockers	100,000
SUBTOTAL:	\$ 583,000

LASKER TOTAL:	\$ 1,216,000
WOLLMAN TOTAL:	\$ 1,784,166
TOTAL TWO RINKS:	\$ 3,000,166

Operating Experience:

The Trump Corporation was established in 1980 as the umbrella organization for all of Donald J. Trump's real estate operations and corporate affiliates. They will serve as the principle. Rink Management Services Corporation (RMS) will be retained to provide operational services for the skating rink.

The Trump Corporation has, "successfully completed a variety of innovative and complex real estate projects...From urban hi rises and public parks to suburban townhouses and golf clubs, The Trump Corporation has demonstrated its ability to work closely with local governments and communities, as well as architects, engineers, and the construction industry." Some large development projects the Trump Corp. has completed or are working on include the following:

- **The Trump Place (Riverside South)** which includes hi rise apartment buildings, private and public streets and public parks, support the future home to 20,000 people.

- **The Grand Hyatt** is given as an example of Trump Corporation's ability to solve problems in coordination with the City of New York.
- **Trump International Hotel & Tower (Gulf & Western Building) Renovation** "solved the swaying problem with the steel-frame building without compromising the apartment and hotel unit floor plans."

The Trump Corp. also lists many Residential Properties, Hotels and Resorts, Golf Clubs and Commercial Properties as completed projects.

Rink Management Services Corporation was founded by Thomas Hillgrove in 1999, the President and Owner, Mr. Hillgrove has 25 years of recreation management expertise. RMS manages twelve skating rinks across the United States and Canada. Mr. Hillgrove founded and owned Recreation Management Services from 1989 to 1998. In 1996 and 1997 the company was rated the fourth largest venue management company in North America by Amusement Business Magazine. RMS "has a strong history of community involvement." They currently manage rinks in Massena, N.Y., Cleveland, OH, Dallas, TX, Colorado Springs, CO, San Jose, CA, Frisco, TX, and Coralville, IA. They will begin management in 2001 and 2002 on several other rinks throughout the United States and Canada including Clinton Square Ice Rink in Syracuse, N.Y., Jamestown Ice Skating Arena, Jamestown, N.Y., Cambridge Centre Ice Arena, Cambridge, Ontario and the Outdoor seasonal Scott Hamilton Ice Rink in Cleveland, OH.

Mr. Hillgrove is a member/ affiliate of the Ice Skating Institute, United State Figure Skating Association and USA Hockey. He "directs a team that has individually and as a group won many industry awards and honors."

Financial Capability:

Mr. Trump reports total assets of **\$2,728,432,000** and total liabilities of **\$325,332,000**. Therefore, his net worth is **\$2,403,100,000**. (**\$4,976,000** in cash and cash equivalents. His listed assets include escrow and reserve deposits, marketable securities, real and operating properties and partnerships and joint ventures. Vendex forms were received for both RMS and The Trump Organization.

Planned Operations:

The Trump Corporation plans on hiring staff from the local community. They anticipate hiring **8 full time employees at Wollman Rink** and between **162 and 189 part-time seasonal help**. At Lasker, they project a **full time staff of 4** and a seasonal staff of between **48 and 55 part-time employees**. RMS proposes to hire mentally challenged people offering a "leg up to those who may have a more difficult time breaking work and workplace barriers."

They propose to utilize several customer satisfaction mechanisms including: distributing questionnaires and response cards to customers and groups, obtaining the names and key information of all customers at the greeting desk to create mailing lists, meeting with representatives of all known user groups prior to each season, conducting site interviews with between 10 to 20 customers a week. "Trump and RMS would also like to meet with the Parks Department project manager every few weeks to review the last

period, outline and inform of future events, operations and discuss ways to improve the rink operation. Distribute response cards to all learn to skate classes to grade performance.”

Proposed **Community Programming** will include:

- **Creating New Figure and Public Skaters** by focusing marketing towards schools with school assemblies.
- **School Programs** are to include **The RMS Learn-to-Skate Program** which “focuses primarily on girls aged 4-18. Lessons are offered in the evenings and on weekends, and programs build on skills mastered.” **The RMS Read ‘N Skate Program** is a program aimed at promoting learning and reading skills among New York City’s children by offering ice skating at Wollman and Lasker Rink as a reward for reading. This program will coordinate with the library system and local schools. A card will be distributed on which the child will fill out his or name and list the books read. After the required number of books has been read, the child will be given a free pass to either rink. The librarian would verify the books read.
- **Working with the Special Olympics:** RMS has had a long relationship with the Special Olympics at Ice skating facilities in New Jersey and Pennsylvania that involved serving as a training and practice facility and hosting the games themselves. They would like to institute similar programs at Wollman and Lasker Rinks.

The Trump Corporation and RMS have proposed an alternate rink system at **Lasker**. The new system will incorporate a **portable skating rink** with dasher boards. This new portable rink will be **NHL-sized 200’ x 85’** and will fit inside the existing pool. They state that the new rink will provide the same amount of ice skating area as the current two-rink system. The system will also eliminate the dead zones over the expansion joints, reduce the weight of the ice and equipment, reduce or eliminate damage to the pool that causes leaks by eliminating snow build up around dasher boards. This system will reduce the breakdown and set up times, require only one lift instead of two, provide for quicker removal of snow and rain water in adverse conditions, provide more scheduling flexibility and allow user groups to host hockey tournaments and skating competitions. They project that this will increase concession and admission sales, private ice rentals, pick-up hockey and learn-to-skate lessons.

Prices and Fees (First Year of Operation)	Wollman	Lasker
Adult 13 years and over	\$7.50 Weekdays \$8.00 Weekends	\$4.00
Youth 12 years and under	\$3.75	\$2.00
Senior citizens (60 years and over)	\$3.75	\$2.00
Skate Rental	\$3.75	\$3.50
Locker Rental	\$2.75/\$4.00 deposit	\$2.75/\$4.00 deposit
Family Night	\$30	\$25
Adult Hockey Instruction (6wks.)	\$150/person	\$150/person
Youth Hockey Instruction (6wks.)	\$190/person	\$190/person
Learn-to-Skate Lessons (8 wks.)	\$135/person	\$135/person
Skate Sharpening	\$7.00/pair	\$7.00/pair

Hours of Operation (Wollman and Lasker)

Monday:	10:00am	to	5:00pm
Private Events:	5:00 pm	to	11:00pm
Tuesday through Saturday:	10:00am	to	11:00pm
Sunday:	10:00am	to	9:30pm

Snack Bar Menu (Wollman and Lasker) prices to be determined with Parks

- Sandwiches, Hot Dogs, Small Pizzas and Salads
- Hot Pretzels, nachos, cookies, muffins and Danish
- Fresh Fruit (apples, oranges and bananas)
- Ice Cream in summer and spring
- Beverages: Coffee, tea, hot chocolate, hot cider, bottled water, sodas, juices

Pro Shop Inventory (Wollman and Lasker) prices to be determined with Parks

- Skating & Hockey Boots and Blades (all sizes)
- Sweatshirts, sweaters, skating dresses, gloves, hats, scarves, headbands and socks.
- Skate hooks and laces, boot and blade covers, skate bags and kneepads.
- Hockey Sticks and equipment.
- Helmets, rollerblade skates and protective gear.
- Film, batteries, disposable cameras, etc.
- Sun Screen and Novelties.