MAMMOTH LAKES TOWN COUNCIL
STAFF REPORT

Title: Two-year contract extension of the LA Kings Hockey Club, Corporate Sponsorship Agreement with Mammoth Lakes Tourism, the Facility Branding and Use Agreement between The Los Angeles Kings Hockey Club, the Town of Mammoth Lakes and Mammoth Lakes Recreation, and the Consultant Agreement between the Town of Mammoth Lakes and JV Ice PV, LLC (ASEC).

Council Meeting Date: April 16, 2025

Prepared by: Rob Patterson, Town Manager
Stuart Brown, Parks and Recreation Director
John Urdi, Executive Director, Mammoth Lakes Tourism

RECOMMENDATION:

1. Approve the resolution authorizing the allocation of $200,000 from the Tourism Reserve to fund the two-year, LA Kings Hockey Club, L.P. Corporate Sponsorship Agreement Extension with Mammoth Lakes Tourism.
2. Direct the Town Manager to finalize and execute the two-year Facility Branding and Use Agreement Extension between The Los Angeles Kings Hockey Club, L.P., the Town of Mammoth Lakes and Mammoth Lakes Recreation.
3. Direct the Town Manager to finalize and execute the two-year Consultant Agreement extension between JV Ice PV, LLC (ASEC) and the Town of Mammoth Lakes.

BACKGROUND INFORMATION:

On October 5, 2022, the Town Council received an update on Community Recreation Center (CRC) construction and proposed agreements with the Los Angeles Kings Hockey Club, L.P., and JV Ice PV, LLC. Town Council action was to direct the Town Manager to execute the three-year Facility Branding and Use Agreement with the LA Kings Hockey Club, L.P. which occurred later on October 31, 2022.

The multi-year partnership agreement with the LA Kings, a two-time Stanley Cup winning NHL Hockey Franchise in our core market of Los Angeles represented a game-changing milestone for the community and significant promotion opportunities for Mammoth Lakes Tourism. The breadth of this collaborative partnership has demonstrated that the community can do great things by working together for a common purpose to realize significant community benefit. The partnership has leveraged the power and influence of the LA Kings to energize and infuse a lifelong love of hockey in youth, adults, and the young at heart, and to expand the love of skating and ice sports in our community.

The partnership also brings the largest independent owner/operator of ice rink facilities in the United States to Mammoth Lakes (JV Ice PV, LLC (ASEC). The professional consultant has provided specialized expertise, and technical capabilities from the operation of several rinks in southern California and across the United States. These have included ice-making services, enhanced programming opportunities, vendor discounts and branded year-round programs, events, tournaments, and activities to the region.

Town Council action is required to extend the terms of the current agreements for a two-year term that are outlined below.

ANALYSIS AND DISCUSSION:

The Town of Mammoth Lakes, Mammoth Lakes Tourism, and Mammoth Lakes Recreation multi-year partnership agreement with the Los Angeles Kings Hockey Club, L.P., includes the following components:

A. Mammoth Lakes Tourism Corporate Sponsorship Agreement with the LA Kings Hockey Club, L.P., - $100,000/year.
B. Town of Mammoth Lakes Consultant Agreement with JV Ice PV, LLC to support facility operations and programming - $50,000/year.
C. LA Kings Hockey Club, L.P., Facility Branding and Use Agreement with the Town of Mammoth Lakes
    - includes LA Kings $75,000/year donation to Mammoth Lakes Recreation to support Facility Operations.

A. Mammoth Lakes Tourism Corporate Sponsorship Agreement with the LA Kings

The three-year Corporate Sponsorship Agreement with the LA Kings commenced on March 1, 2023 and will conclude on the last date of the 2024-2025 NHL regular season. For the term of the agreement, Mammoth Lakes Tourism receives certain sponsorship benefits for a specific number of LA Kings home games at the Crypto.com arena. The value of this Sponsorship Agreement is $100,000 per year and was previously funded by the Tourism Reserve. The parties have the right to mutually agree to extend the Term of this Agreement for an additional two (2) years (i.e., until the last date of the 2026-2027 NHL regular season), in writing, on or before **April 1, 2025.** This deadline was recently extended in writing to **May 1, 2025** by both parties.

B. Consulting Agreement

The three-year Consultant Agreement with JV Ice PV, LLC (ASEC) was executed on October 30, 2022 and is scheduled to expire on April 30, 2025, but as per the 2nd Amendment (see below), the term is now scheduled to expire on October 30, 2025. This agreement provides year-round technical and operational consulting services for the facility. JV Ice PV, LLC is an LA Kings Partner experienced in the design, development, construction, management, operation, programming and supervision of ice skating and sports properties similar to the Community Recreation Center. This agreement is directly linked to the "Facility Branding and Use Agreement" between the LA Kings and the Town of Mammoth Lakes. The agreement can be extended for an additional 2 years in writing (on the same terms) for an additional two (2) years (.i.e. until October 30, 2027).

C. Facility Branding and Use Agreement

The three-year Facility Branding and Use Agreement with the LA Kings was executed on October 31, 2022. The 2nd Amendment was subsequently executed on October 5, 2023, and extended the term of the agreement to October 30, 2025. The agreement provides certain branding recognition and usage rights at the facility, such as the naming of the ice rink operating within the Community Recreation Center (CRC) as "LA Kings Ice Mammoth Lakes." This also includes branded signage featuring the name of the facility placed at locations at and around the CRC, including one in-ice center ice logo. The agreement also has networking opportunities that allow the Town to connect

with other LA Kings sponsors or business partners and the use of one VIP suite, per season for the term of the agreement.

The 2nd Amendment was agreed to as a result of the record setting snowfall Mammoth Lakes experienced during the winter of 2022/23 that significantly impacted the ability of the contractor to complete construction of the Facility by the original contracted completion date of April 15, 2023 and later amended to November 30, 2023. The Facility officially opened to the public on Friday, November 24, 2023.

In regards to the terms of the agreement, the 2nd Amendment also revised the following key dates:

- The references to April 30, 2025 in Section 7(a) of the Agreement as the expiration date of the Agreement was extended to **October 30, 2025.**
- The reference to April 30, 2027 in Section 7(b) of the Agreement as the end date of the Extension Term was moved to October 30, 2027.
- The reference to March 1, 2025 in Section 7(b) of the Agreement as the notice date for the Extension Term was replaced with September 1, 2025.

Mammoth Lakes Recreation (MLR) Donation
In consideration for all rights and benefits described in the Facility Branding and Use Agreement, the LA Kings make an annual donation of $75,000 per year to Mammoth Lakes Recreation for the term of the agreement. The Town of Mammoth Lakes invoices MLR for $75,000 which directly funds the operations of the Community Recreation Center (CRC).

Agreement Extension Additions
For the two-year extension, the Town is proposing certain inclusions to the agreement that include additional Hockey Development Camps (Youth + Coed + Women's specific), a 3-day Hockey Camp (Adult Coed + Women's specific), a LA Kings Alumni Weekend, the continuation of the Mammoth Lakes Roundtrip, and an amendment to the rate charged by the Town for use of the ice rink from $240/hr. to $280/hr.

FINANCIAL CONSIDERATIONS:

Funding for the two-year extension is proposed to be allocated from the Tourism Reserve. The majority of funding for the original three-year Mammoth Lakes Tourism Corporate Sponsorship Agreement with the LA Kings was derived from Town Council Resolution No. 18-13. On March 7, 2018, Town Council authorized funding of $675,000 to Mammoth Lakes Tourism to be used exclusively for supporting a sponsorship agreement with the LA Kings. These funds were derived from Transient Occupancy Tax (TOT) revenues that exceeded the Town's Fiscal Year 2018/19 budget. Funding for the three-year, Consultant Agreement with JV Ice PV, LLC is budgeted annually from the Community Recreation Center (CRC) expenditures (858-436).

STAFFING CONSIDERATION:

Staff requirements to manage the LA Kings Facility Branding and Use Agreement and the relationship with the consultant JV Ice PV LLC., are incorporated in the annual Parks and Recreation Department financial budget, work program, and planned staff recruitments.

ENVIRONMENTAL CONSIDERATION:

On May 17, 2017, the Town Council certified the Final Environmental Impact Report (SCH#2016062009) for the Multi-Use Facility. All work proposed will be consistent with the mitigation and monitoring requirements of this document and no further environmental analysis is required.

LEGAL CONSIDERATION:

The Agreements have been reviewed by the Town Attorney; however, the two-year extensions have not been finalized by the respective entities and as such, were not included in this staff report. In lieu of the actual agreements, it was the intention of staff to provide Council with a detailed overview of the content, context, and desired outcomes of the partnership Agreements.

RECOMMENDATION:

1. Approve the resolution authorizing the allocation of $200,000 from the Tourism Reserve to fund the two-year, LA Kings Corporate Sponsorship Agreement extension with Mammoth Lakes Tourism.
2. Direct the Town Manager to finalize and execute the two-year Facility Branding and Use Agreement extension between The Los Angeles Kings Hockey Club, the Town of Mammoth Lakes and Mammoth Lakes Recreation.
3. Direct the Town Manager to finalize and execute the two-year Consultant Agreement extension between JV Ice PV, LLC (ASEC) and the Town of Mammoth Lakes.

ATTACHMENT:

A. Resolution of the Town Council of Mammoth Lakes, State of California, authorizing the allocation of $200,000 from the fiscal year 2025/26 and fiscal year 2026/27 Tourism Reserve to fund the two-year, LA Kings Corporate Sponsorship Agreement Extension.