

# 2025 - 2026 Winter Wonderland

Ice Rink & Merry Market  
Pilot Project

Recap & Recommendations

February 23, 2026



*Quality Community for a Lifetime*





# Purpose & Objective:

- Recap 2025 – 2026 Winter Wonderland Ice Rink & Merry Market:
  - History
  - Milestones and Goals
  - Core Team
  - Project Timeline
  - Attendance Numbers
- Recommendations:
  - Lessons Learned:
    - Challenges and Risks
    - Improvements and Ideas
- Decision | 2026 – 2027 Season and beyond:
  - Does Council wish to continue the ice rink for the 2026 -2027 season and beyond?



# Project History:

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## Date of original motion:

- On December 16, 2024, City Council approved a motion to review the City budget and prepare an ordinance for the promotion and organization of community gatherings.
  - One of the suggested events included an Ice Rink and Merry Market

## Following Dates:

- March 24, 2025, Publication and distribution of RFP, deadline April 14, 2025.
  - 2 responses
- April 21, 2025, Ordinance 2670 passed, authorizing an amendment to the 2025 budget for \$220,000.
- July 7, 2025, Ordinance, 2689, passed its second and final reading, amending the budget by an additional \$99,000.
  - Total budgeted amount for the ice rink and holiday market to \$319,000.
  - Contract amount: \$309,750
- July 21, 2025, approval of resolution to award contract.



# Project Overview: Milestones & Goals

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## Contract a company to manage:

- Community Ice Rink:
  - Installation, leveling, management, maintenance, operations, and removal.
  - Ticket sales, rental items, concessions, warming areas, and restrooms.
  - Staffing including managers, supervisors, attendants, ice monitors, and safety monitors.
- Merry Market:
  - Manage, coordinate and oversee a three-week holiday market.
  - Featuring 10 to 15 pop-up tent vendors selling holiday goods.
- Themed Night:
  - Manage and implement 24 themed nights throughout the season.



# Project Core Team: By Departments

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- Parks, Recreation and Golf:
  - 2 Staff
- Economic Community Vitality:
  - 3 Staff
- City Manager's Office:
  - 2 Staff
- City Attorney's Office:
  - 1 Staff
- Finance Department:
  - 1 Staff
- Community Development:
  - 1 Staff
- Public Works Department:
  - 3 Staff



# Project Overview: Timeline

Dates: (2025 to 2026)	Tasks:	Deliverables:
January – March	Internal staff meetings with core team	Develop RFP and project scope
March – April	RFP posting and selection	Secure at least three bids to review
April – July	Resolution approval for funds and to enter contract negotiations	City Council motion approvals
July – October	Contract negotiations	Final contract with complete scope of work
October	Contract signing	Contract execution
October – November	Operations meetings with vendor	Site maps, EAPs, completed permits, load in timeline
November - December	Prep for soft opening (11/28-30) and grand opening (12/3)	Ice Rink equipment, trained staff, site decorations
Dec. 3, 2025 – Feb. 17, 2026	Rink operations	Follow a regular schedule for ice skating, merry market and theme nights
Feb. 17, 2026 – Feb. 28, 2026	Striking of equipment	Equipment removal



# Project Details: Ice Rink

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- **Rink Size:** 100' x 45' (4,500 sq. ft.)
  - **Season:** November 28, 2025, to February 16, 2026
  - **Opening Date:** December 3, 2025 (Tree Lighting Event)
  - **Location:** Civic Center Parking Lot
  - **Hours:**
    - Monday – Friday: 3:00 PM to 7:00 PM
    - Saturday: 11:00 AM to 9:00 PM
    - Sunday: 11:00 AM to 7:00 PM
- \*Holidays and School Off Days have adjusted or extended hours



# Project Details: Merry Market

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- **Identified Dates:**

- December 3, 2025 (Tree Lighting Event)
  - 4:00 PM to 9:00 PM
- First three weekends, both Saturday and Sunday of December
  - Times:
    - Saturday: 11:00 AM to 9:00 PM
    - Sunday: 11:00 AM to 7:00 PM



# Project Details: Additional Action Items

- Site location identification, planning, and scheduling
- Site amenities and equipment identification needs
- Contract with KSE for Civic Center overflow parking and use of lot G
- Site layout and design
- Participant waiver language development
- Water access and ice building equipment
- Inclement weather plan
- Snow removal plan for rink location & DSGP lot G
- Emergency action plan & contacts
- Event permitting
- Ice rink participant guidelines and policies
- Ice rink participant safety expectations
- Logo development
- Theme night development
- Fee structure development
- Website development
- Marketing materials & communication development
- Sponsorship package development
- Sponsorship outreach
- Sponsorship material printing & posting of logos
- Sponsorship ongoing communications
- Security camera equipment coordination

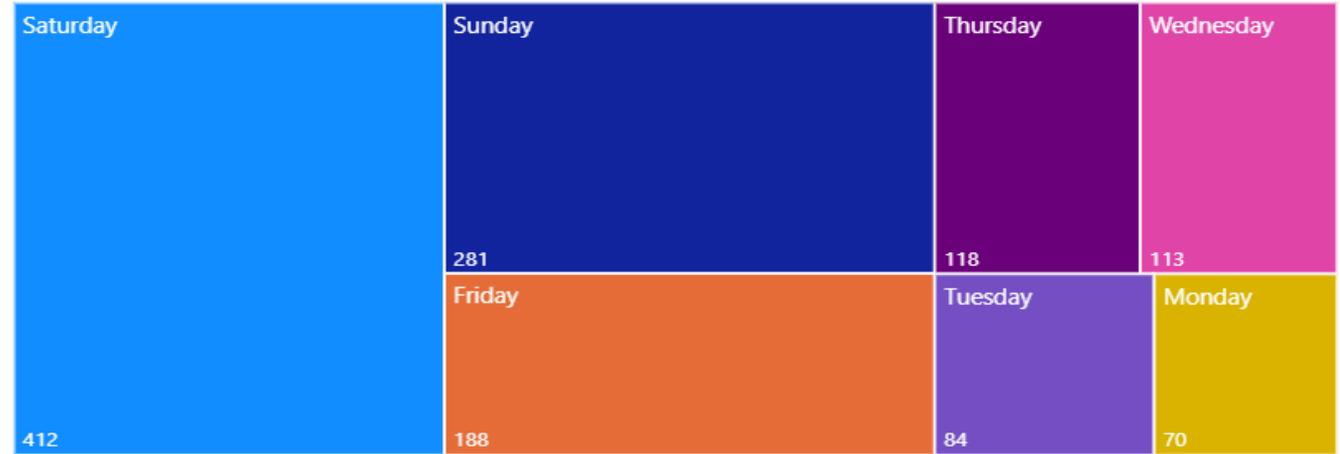


# Ice Rink Attendance: 11/28/25 to 1/25/26

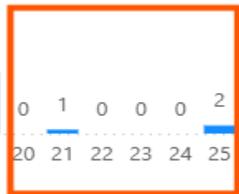
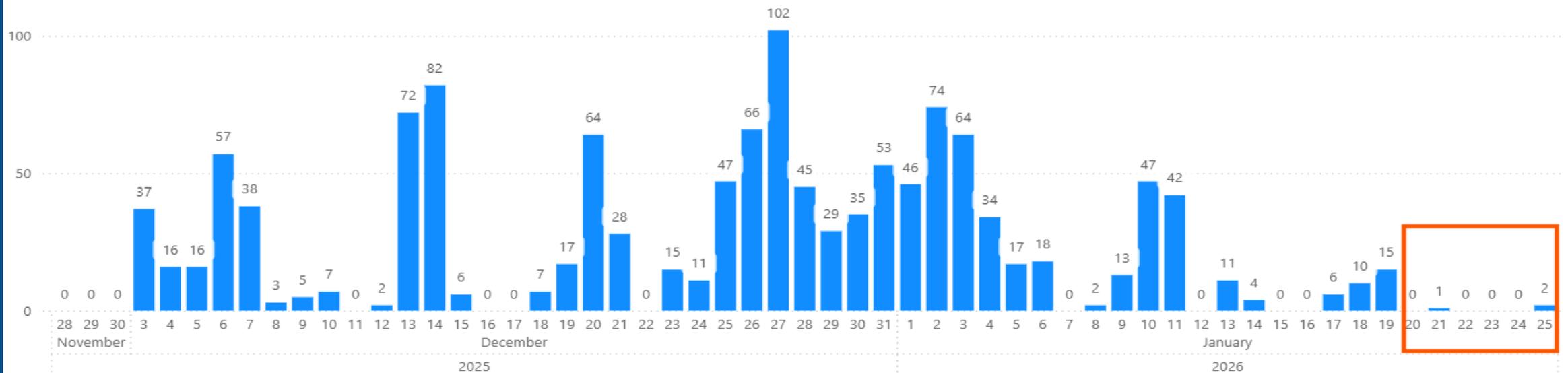
Total Attendance:

# 1,266

Most Attended Days of the Week:



Attendance by Date:





# Lessons Learned: Challenges & Risks

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- **Weather:**
- **Water for Ice Making and Ongoing Maintenance:**
- **Operational challenges:**



# Lessons Learned: Improvements & Ideas

- Ice Rink | Contract
- Rink Size
- Admission Fees
- Location & Layout | Reconfigure
- Concessions | Contract
- Merry Market | City Managed
  - One offering | Tree Lighting Event
- Themed Nights | City Managed
  - Remove or bring operations in-house and reduce the number of offerings.
- Water Access | Enhance Access
  - Revamp access to manage extreme cold temperatures and ease of access.
- Location & Layout | Reconfigure
- Season | Reduce Length
  - Reduce Season to: 11/14/26 to 1/18/2027

# Recap Images:





# Next Steps: Council Direction

Does Council wish to continue the ice rink for the 2026 -2027 season and beyond?

1. If yes, funding needs to be approved, estimated at \$500,000 - \$700,000
  - Includes: Ice Rink operations, marketing & communication funds, overtime funds, contingency funds.

Estimated Timeline:	Tasks:	Deliverables:
February	City Council presentation & direction	Develop RFP
March - April	Resolution approval for funds	Council motion approvals
April - May	RFP posting and selection	Secure and award
June - July	Approval to enter contract negotiations	Finalize contract
July - August	Contract signing	Contract execution
August – Nov.	Operations meetings with vendor	Site maps, permits, load in timeline
November - December	Prep for soft opening and grand opening	Ice Rink opening dates
Dec. 2, 2025 – Jan. 18, 2027	Rink operations	Open to general public
Jan. 13, 2026 – Jan. 31, 2027	Striking of equipment	Equipment removal



# Thank You

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# Supplemental Information

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# Project Details: Theme Nights

Date:	Theme:
12/3/2025	Opening Night (Tree Lighting Event)
12/8/2025	Selfie Station
12/9/2025	Learn to Skate Night
12/10/2025	Superhero Night
12/16/2025	Learn to Skate Night
12/17/2025	Ugly Sweater Skate
12/23/2025	Learn to Skate Night
12/31/2025	New Year's Eve Celebration
1/1/2025	New Year's Day Celebration
1/6/2026	Family Skate Night; Storybook Theme
1/7/2026	Pajama Night
1/8/2026	Adams 14 Night (Entry Discounts)

Date:	Theme:
1/10/2026	DJ Event
1/13/2026	Family Skate Night; Storybook Theme
1/14/2026	Superhero Night
1/20/2026	Family Skate Night; Storybook Theme
1/21/2026	27J Night (Entry Discounts)
1/27/2026	Family Skate Night; Storybook Theme
1/28/2026	Hometown Swag   Rapids
2/3/2026	Student Night (Entry Discounts)
2/10/2026	Student Night (Entry Discounts)
2/13/2026	Valentines Date Night #1
2/14/2026	Valentines Date Night #2
2/16/2026	Closing Day   DJ Event



# Project Details: Admission Fees

## Purchase Options:

- Advance online reservations
- Walk-up admission

Categories	Pricing
General Admission	\$4
Admissions and Skate Rental - Monday to Thursday	\$6
Admission and Skate Rental - Friday to Sunday	\$8
Family Pack (4 people, Admissions and Skate Rental)	\$24

Additional Items	Pricing
Helmet Rental	\$4
Skate Aid	\$5

\* Advance online reservations | \$2.95/Ticket Convenience Fee + Sales tax



# Project Details: Sponsorship Packages

## Title Sponsorship Package \$75,000

- Co-presenting placement on all marketing materials
- Logo inclusion in all event areas – signage, banners, etc.
- Logo inclusion in posters on directional signage stands
- Logo inclusion in the Connected newsletter for December and January
- Social media recognition (Facebook, Instagram, X, etc.) (5 posts)
- 50 free skate rental cards

## Platinum Sponsorship Package \$50,000

- 1 outside and inside dasher board placement
- Exclusive branding on the resurfacing equipment
- Social media recognition (3 posts)
- 40 free skate rental cards

## Gold Sponsorship Package \$25,000

- 1 inside dasher board placement
- Exclusive branding on the push carts
- Social media recognition (2 posts)
- 30 free skate rental cards

## Silver Sponsorship Package \$10,000

- 1 inside dasher board placement
- Social media recognition (2 posts)
- 20 free skate rental cards

## Bronze Sponsorship Package \$5,000

- 1 inside dasher board name mention
- Social media recognition (2 posts)
- 10 free skate rental cards



# Project Details: Sponsors

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Event Sponsors
Suncor
Oakwood Homes
Ardent Mills
E470
Kroenke Sport and Entertainment
South Adams County Water & Sanitation

