

BAYSIDE

BEAT

DOWNTOWN SANTA MONICA &
THIRD STREET PROMENADE

Fantasy on Ice

Balmy temperatures, festive decorations, and ice – real ice. Visitors to Downtown Santa Monica will have it all this holiday season, when they'll be able to glide, spiral and spin in a real winter wonderland.

The parking lot at 5th Street and Arizona Avenue will be transformed into a 60,000-square foot ice skating rink this November, thanks to a partnership between the Bayside District Corporation, the City of Santa Monica and Starbucks Coffee Company, and to Ice Rink Events / Frozen Water, L.P., which will install the fair-weather ice.

"Our goal is to bring an exciting holiday experience to the Downtown area," said Debbie Lee, director of marketing and communications for the Bayside District.

"We hope it will become a tradition," Lee said of the winter season attraction she hopes will continue for years to come.

The rink marks an extension of the annual Downtown decorations and festivities, she said.

"We have a lot of holiday events at the Promenade," said Lee. "We really wanted to create a fun and festive atmosphere Downtown off the Third Street Promenade."

In keeping with this year's planned decor featuring the radiance of the season, the rink will be ringed with "glowing globes of light," she said.

Figure skating stars Tai Babilonia and Randy Gardner will add even more luster when they MC the grand opening event.



SANTA MONICANS CAN TAKE TO THE ICE THIS HOLIDAY SEASON.

No strangers to Santa Monica, the World Figure Skating Champions and the two-time Olympic contenders practiced at the Ice Capades Chalet at 500 Broadway when they were young.

The Chalet, which sported a glittering disco ball and was the scene for Sylvester Stallone's courtship of Talia Shire in the first Rocky movie, closed in 1983, much to the disappointment of skating fans.

Gardner recently shared some of his memories of the rink he and Babilonia began frequenting in 1972.

"Training at the rink was a lot of fun," Gardner said. "In the summer, we would skate in the somewhat cold ice rink, then run to the beach midday for beach-time, then return to the rink for more skating. Lots of skaters were jealous of our situation. Who wouldn't be?"

The pair watched as Santa Monica Place went up across the street, where "a rundown gas station and little markets" used to be, Gardner said. And they watched as the Downtown and Third Street Promenade developed "into the great place that it is."

continued on page 6

MORE ICE...

"WE HOPE IT WILL BECOME A TRADITION."

DEBBIE LEE

continued from page 1

"Henshey's was the big anchor store there, but there were mainly closed storefronts with just a few little antique shops and a few specialty stores," Gardner reminisced.

As the Downtown transformed into an international destination, Gardner and Babilonia became household names. They were U.S. and World Champions and joined the U.S. Olympic teams in 1976 and 1980, all the while training at the rink that would soon be torn down to make way for Fred Segal.

"We did our major training at that rink in Santa Monica," Gardner said. "It took me several years to walk back in there after the property was sold and became a Fred Segal. But, they kept the big mural on the east wall!

"All and all, we did our growing up in Santa Monica because we spent our daytimes there training."

Gardner, who along with Babilonia have been slated to host the grand opening event, is looking forward to hitting the ice again in Santa Monica.

"I've always thought that Santa Monica would be the perfect place for an outdoor rink, especially during the holidays," he said. "As I currently live in Marina del Rey, it will be a hop, skip and a jump away for me to get to. I might even coach a few lessons there. Who knows!"

The foundation for these dreams will be the ice, of course, and keeping it frozen in Santa Monica's summer-like climate is up to Project Manager David Fies of the aptly-named Ice Rink Events / Frozen Water L.P.

There are plenty of precedents for this winter's rink in Santa Monica, Fies said.

Just in California alone, his company maintains two rinks – one by the beach at the Del Coronado Hotel in San Diego and another fanciful creation in San Jose that allows skaters to glide among the palm trees.


And the company is the creator of one of the world's largest outdoor rinks – a 240 by 120-foot rink in Mexico City.

"We can build them any shape, any size, in any climate," Fies said.

While the Santa Monica rink, which can accommodate 300 skaters, will be designed to stay solid in temperatures 75 degrees or lower, extreme heat is no challenge for the innovative manufacturers.

Temperatures soared to 100 degrees when Wayne Gretzky made his 1988 debut with the Los Angeles Kings on an Olympic-sized rink they built at Caesar's Palace in Las Vegas, a feat that's led to repeat contracts for outdoor rinks with the National Hockey League, Fies said.

So tourists and locals alike can be assured that the ice is safe and the fun's guaranteed when they lace up their skates and glide into a fantasy of winter fun by the sea.

The rink will operate for two months, from November 21 to January 13, and will be open daily to all. 

For more news...

surfsantamonica.com

CHECK IT OUT

Our New Website



The Bayside District will launch its new website this month. The site features a new look and a section specifically geared to allow Downtown businesses to access timely information on special events, capital improvements, ordinance changes and marketing opportunities effecting Bayside. The site was designed by Simmonet Marketing Solutions.

downtownsm.com

Bayside is Looking for a Few Good Partners

Help make our holiday season a success! Sponsorship opportunities are still available for the 2007 Holiday Winterlit Program. Don't miss out on the chance to spotlight your business to the nearly 50,000 visitors per weekend to Downtown Santa Monica and Third Street Promenade. All holiday partner benefits include:

- Logo placement on marketing & advertising materials for Bayside District's Winterlit Holiday Experience.
- Opportunity for product sampling at the ice rink site on key dates during the season (8 weeks) and/or on the Third Street Promenade on select weekends.
- Exposure to shoppers throughout the holiday season.

JOINT ICE RINK PARTNER

This year, the Bayside District Corporation in partnership with the City of Santa Monica and Starbucks Coffee Company is bringing ice to Santa Monica! The 6,000 square foot ice rink located on the corner of 5th and Arizona is guaranteed to make this holiday season special. As a Joint Partner at the Ice Rink, your company will have prime exposure in a key Downtown location.

JOINT PERFORMANCE STAGE PARTNER

The Holiday Performance Stage will host a myriad of talent every weekend from Thanksgiving to Christmas Eve.



THE BAYSIDE DISTRICT WILL LAUNCH A NEW WINTERLIT PROGRAM THIS HOLIDAY SEASON.

Including a variety of festive holiday events and cultural performances such as:

- Performances by local choirs
- Cultural performances
- Musical performances
- Children's Prince & Princess Costume Parade
- Book signings & readings
- Menorah lighting ceremony

GIFT WRAP PARTNER

The Bayside District Corporation is seeking a corporate sponsor for the Third Street Promenade Gift Wrap Station. This Gift Wrap Station includes complimentary gift wrap for any purchases made in Downtown Santa Monica during the holiday season. Donations will be accepted and allocated to a local charitable organization (TBD). Gift Wrap Sponsor will have key logo placement and brand presence at the Gift Wrap station on Third Street Promenade for the duration of the holiday season.

To secure your spot or for more information, please contact Debbie Lee, Marketing Director at 310.393.8355 or dlee@baysidedistrict.org

