



Paradise Recreation and Park District

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Media Release

FOR IMMEDIATE RELEASE

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PRPD Special Board of Directors Meeting

Paradise on Ice & Winter Recreation Changes

Paradise, CA, January 18, 2024 – The Paradise Recreation and Park District (PRPD, District) Board of Directors (Board, BOD) conducted a Special Meeting on Thursday, January 18, 2024, at the Terry Ashe Recreation Center.

The Board considered whether to move forward with the purchase of the Synthetic Ice Rink (Glice) at a discounted rate following the lease of it for the 2023-2024 Season. Staff provided various perspectives on all aspects of synthetic ice, operations, marketing, and public perceptions and experience. Staff noted that while the overall setup and take down of the rink was far less labor intensive (less than 2 days as opposed to 2 weeks with the traditional ice rink) and has some other energy and cost benefits, the public provided low marks for the new surface. The vendor's delay of critical equipment and supplies contributed to some of the negative comments.

After considerable discussion and input from staff and the public, Directors voted 5-0 to decline the purchase of the synthetic rink.

Last year, Directors authorized the one-year lease as an experiment to see if costs could be contained without raising prices to the public. The synthetic ice is less than half of the costs of a traditional rink. Attendance records indicate this season had the lowest number of participants recorded, and that there has been a steady decline in attendance since the rink opening in 2012.

The financial obligation weighed heavily in the discussion since aside from the first season of the rink, expenses exceeded revenue and donations. Although other communities have embraced the synthetic surface, vocal negative public reception of the surface continued throughout the season. In contrast, some participants enjoyed the experience. Staff provided insight into these comments and staff interactions. The District conducted a short survey and though most respondents either did not attend the event this year or were only spectators they favored the traditional surface.

After the meeting, District Manager Dan Efseaff said, “The District is committed to bringing quality winter programming to the Ridge. With the Board action, we’ll shift gears to see what a good fit for the community is going forward.”

PRPD seeks public input on the types and scale of winter recreational activities the District should offer. Members of the public may provide input through an online survey on the District website [here](https://www.paradisepd.com/future-winter-recreational-activity-survey). (https://www.paradisepd.com/future-winter-recreational-activity-survey)

The District will summarize options and new opportunities at a future board meeting.

The next Regular Board of Directors Meeting will be held at the Terry Ashe Recreation Center on February 14, 2024, at 6:00 pm.

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Since 1948, the Paradise Recreation and Park District provides recreation facilities and programs to the residents of Paradise, the Butte Creek Canyon area, and the unincorporated communities of Magalia/Paradise Pines and Concow/Yankee Hill. The District serves 50,000 people living in a 170-square mile area and manages over 1,000 acres of park land and facilities.