



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Emily Nelson, Assistant Director of Parks & Community Services

Council Meeting Date: 5/20/25

Agenda Item Wording: **Discuss and consider continuation of the Western Wonderland event and agreement with IRA Rinks South LLC for 2025-2026.** *Sponsor: Council Member Sherrie Parks*

Agenda Item Requestor: Emily Nelson

Summary/Background: Western Wonderland 2024 moved in a forward growth direction with reduced costs.

Looking ahead to a possible Western Wonderland 2025, some of the big changes to assist in improving the ROI will include:

1. Opting out of an ice technician and allowing Parks Maintenance Employees to be trained and maintain the ice.
2. Continue increasing audience engagement in our specialty programs like the Character Breakfast and Micro Events.
3. Continue to increase community engagement through sponsorships with our area businesses.

The existing Ice Rink Rental and Services Agreement, approved and entered into in 2024, renews automatically unless terminated.

Recommended Council Actions: Staff recommend the approval of Western Wonderland 2025 at Dripping Springs Ranch Park and continuation of the Ice Rink Rental and Services Agreement with IRA Rinks South LLC with pricing and scope as set out the vendor's 2025/2026 Service Proposal.

Attachments: Western Wonderland Budget Presentation
2025/2026 Service Proposal
2024 Ice Rink Assignment and Assumption Agreement

Next Steps/Schedule: Upon approval, confirm continuation with IRA Rinks South LLC.