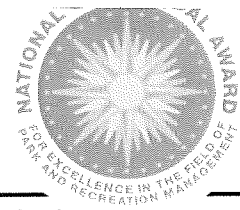




CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

C-6



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June 21, 2016

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute a new Fitness Provider Permit with Tamara Smith, dba Dreamtree, for the provision and operation of outdoor fitness training sessions on the beach side of Ocean Boulevard at 55th Place, for a term of three years. (District 3)

DISCUSSION

On May 1, 2016, Tamara Smith, dba Dreamtree, submitted a completed Fitness Provider Application to the Department of Parks, Recreation and Marine (PRM) requesting the use of a portion of the beach side of Ocean Boulevard at 55th Place (Permit Area) for the provision and operation of outdoor fitness training sessions.

Dreamtree training sessions will initially be held on Tuesdays, Thursdays and Saturdays, between the hours of 7:00 a.m. and 10:00 a.m. The proposed permit would allow Dreamtree to use the Permit Area at its discretion; however, it shall not operate in a manner that creates a nuisance for nearby residents, nor shall it impede access or use of the beach by other patrons. Dreamtree will be responsible for ensuring that any items brought and used pursuant to its permitted use are removed promptly at the conclusion of each training session.

This proposal is consistent with other PRM permits for this type of use, and helps address the growing demand for outdoor fitness within City of Long Beach (City) parks and beaches.

The proposed Fitness Provider Permit contains the following major provisions:

- Term: Three years, June 22, 2016 through June 21, 2019, with no renewal options.
- Permitted Use: The provision and operation of outdoor fitness training sessions on the beach during posted use hours, while adhering to noise and impact abatement conditions consistent with the Long Beach Municipal Code, and/or as directed by the City Manager or his designee.

HONORABLE MAYOR AND CITY COUNCIL

June 21, 2016

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- Permit Area: A portion of the beach, south of Ocean Boulevard, at 55th Place. Dreamtree may request use of additional City parks and/or beach sites. Each additional site shall be subject to review and prior approval, and will be at the discretion of the City Manager or his designee.
- Permit Fee: Dreamtree shall pay PRM an annual permit fee of \$350 for the use of the Permit Area. Additional approved sites shall increase the annual permit fee by \$350 per site, per year.
- Insurance/Program Liability: Dreamtree shall provide proof of insurance coverage and a copy of its participant liability waiver, as defined and/or accepted to sufficiency by the City's Risk Manager, on an annual basis or upon policy renewal and/or change.

This matter was reviewed by Deputy City Attorney Robin Zur Schmiede on May 31, 2016 and by Budget Operations Administrator Grace Yoon on June 1, 2016.

TIMING CONSIDERATIONS

City Council action is requested on June 21, 2016, in order to enable the execution of the Fitness Provider Permit.

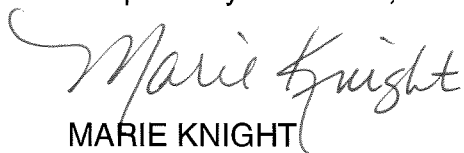
FISCAL IMPACT

Annual revenue in the amount of \$350 from the use of the Permit Area will accrue to the Tidelands Operations Fund (TF 401) in the Parks, Recreation and Marine Department (PR). If additional sites are approved by the City Manager or his designee, annual revenue will increase by \$350 per site, per year. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

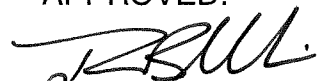


MARIE KNIGHT
DIRECTOR OF PARKS, RECREATION AND MARINE

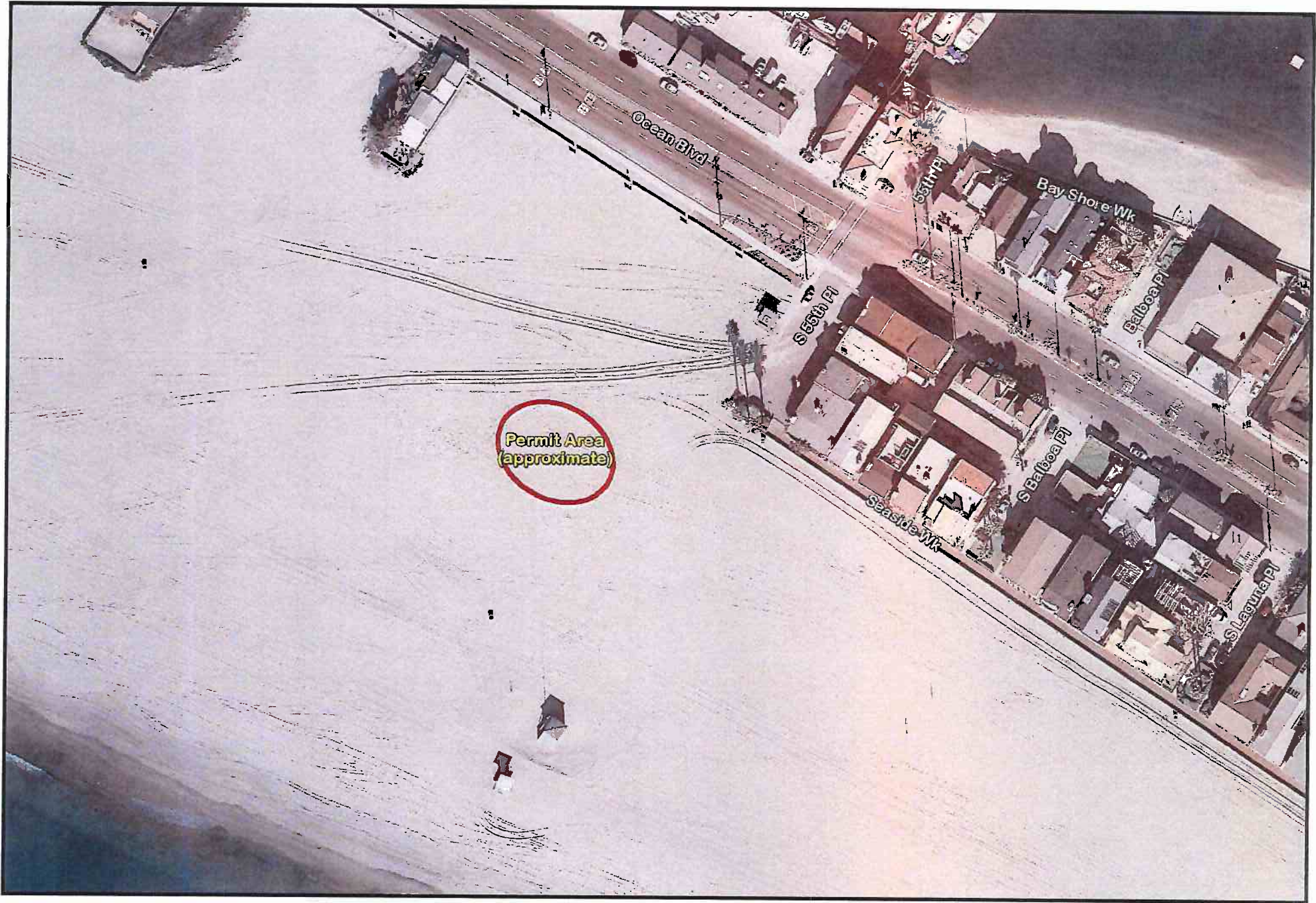
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Attachment

APPROVED:



PATRICK H. WEST
CITY MANAGER



Permit Area
(approximate)



Permit Area Attachment

