



# El Dorado Park Concession & Catering Opportunity

## City Council Meeting

**March 10, 2020**

# Park Concession & Catering Opportunity

## Opportunity Summary

- The City values the natural beauty of El Dorado East Regional Park
- The primary goal is to enhance the experience of park visitors
- The Opportunity would utilize existing, vacant buildings to improve services while preserving open space
- This action tonight provides time for community engagement and a thoughtful approach to potential concessions



# Park Concession & Catering Opportunity

## El Dorado East Regional Park (El Dorado Park)

- Well utilized park with approximately 1 million visitors per year
- Passive activity options
- Recreation activities, such as fishing and archery
- Fee-based activities such as bike rentals and picnic services
- Public special events



# Park Concession & Catering Opportunity

## El Dorado Park Opportunity Goals

- Enhance park users' experience
- Offer new services
- Improve park amenities
- Create new revenue to support park operations and maintenance
- Re-activate vacant buildings
- Engage well-qualified, local business owners interested in partnership
- Preserve the natural and idyllic park elements



# Park Concession & Catering Opportunity

## Existing Building Locations



- A. Group Campground Area 2
- B. Golden Grove Area 3
- C. Lakefront Area 3

# Park Concession & Catering Opportunity

## A. Group Campground Area 2

- Approximately 369 square feet
- Previously used as a concession building
- Adjacent to a lake and to the reservable campground
- Authorized services include food and beverage, retail, and other related opportunities



# Park Concession & Catering Opportunity

## B. Golden Grove Area 3

- Approximately 483 square feet
- Previously used as a concession building
- Adjacent to Golden Grove reservable picnic site
- Authorized services include food and beverage, retail, and other related opportunities



# Park Concession & Catering Opportunity

## C. Lakefront Area 3

- Approximately 1,008 square feet
- Previously used as a ranger station
- Overlooks a lake
- Authorized services include retail, event planning, storage, office, and other related opportunities



# Park Concession & Catering Opportunity

## El Dorado Park Opportunity Process

- Identified Opportunity objectives
- Engaged the services of a local and experienced brokerage
- Marketed the opportunity to local businesses, through the brokerage and City social media
- Approximately 200 potential concessionaires were reached
- Two proposals were received and respondents were interviewed



# Park Concession & Catering Opportunity

## Exclusive Negotiation Agreement (ENA)

The 180-day ENA period will provide time for :

- City and respondents to identify allowed uses and activities, hours of operation, rent structure and other terms
- Respondents to engage with and survey park uses to collect data that will inform final proposals
- City staff to determine the suitability of final proposals and conduct community outreach to both residents and park users
- If ENA period results in successful negotiations of operations and maintenance agreement, this would be brought to Parks and Recreation Commission for recommendation and City Council for approval

# Park Concession & Catering Opportunity

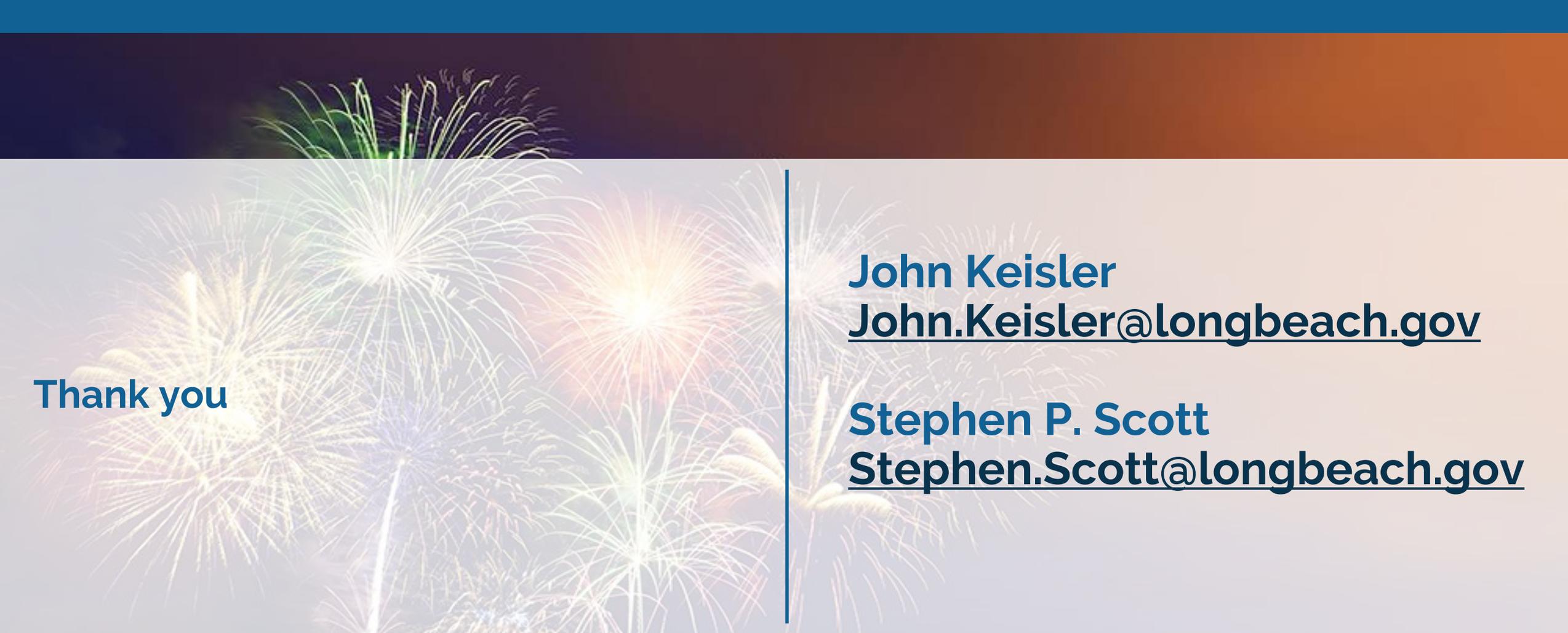
## Next Steps

- This action will approve a process for staff and the respondents to negotiate the terms of the potential agreement(s)
- This action tonight does not authorize any vendor, terms, proposed use, or other approvals for concessions in the park
- This ENA will allow staff to work with the community and potential vendors to activate under-utilized buildings
- At the end of the ENA period, staff will return to Parks and Recreation Commission and City Council to present the results of the negotiations and recommendations on how to proceed
- The goal of the concessions is to enhance visitor experience and activate the sites with additional services and amenities

# Park Concession & Catering Opportunity

## Recommendation

- Authorize the City Manager, or designee, to execute any and all documents necessary to execute an Exclusive Negotiation Agreement (ENA) with Little Brass Cafe, of Long Beach, CA, and The Grand Food & Beverage, of Long Beach, CA, for the maintenance and operation of concessions at El Dorado East Regional Park. (District 5)



Thank you

**John Keisler**  
**[John.Keisler@longbeach.gov](mailto:John.Keisler@longbeach.gov)**

**Stephen P. Scott**  
**[Stephen.Scott@longbeach.gov](mailto:Stephen.Scott@longbeach.gov)**



CITY OF  
**LONG BEACH**