



6. 13-090PR

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697
(562) 570-3100 • FAX (562) 570-3109
www.LBParks.org

awarded
best in the nation

October 10, 2013

MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Recommend that the City Council authorize the execution of a non-exclusive license agreement with Lee Ostendorf to operate a Farmer's Market at Bixby Park for a term of two years with two two-year renewal options at the discretion of the City Manager or his designee. (District 2)

DISCUSSION

Bixby Park, located at 130 Cherry Avenue, serves a high-density area of the City of Long Beach with multiple civic and recreational services provided to the surrounding neighborhood. Since June, 2012, Lee Ostendorf, who runs the successful Wednesday Farmer's Market at Marine Stadium, has been conducting the Bixby Farmers Market (Bixby Market) at Bixby Park. The Bixby Market includes the sale of crafts and food products under a Permit issued by the Office of Special Events and Filming. This Permit was designed to be temporary while the viability and acceptance of the Bixby Market by the surrounding community was evaluated. The Department of Parks, Recreation and Marine (PRM) and Lee Ostendorf have each determined that the Bixby Market is both viable and desirable for continuation in Bixby Park.

As the scope of the Bixby Market could potentially exceed the authority granted to the Parks and Recreation Commission (Commission) by the Long Beach City Charter and Long Beach Municipal Code to approve a commercial license agreement within City Parks, the City Attorney has recommended that approval of the Bixby Market for any extended period of time should rest with the City Council, upon a positive recommendation from the Commission. If supported by the Commission, the details of the proposed agreement for the operation of the Bixby Market would be negotiated by the Director of PRM or his designee (with terms similar to the Marine Stadium Market) and then submitted to the City Council for final approval.

FISCAL IMPACT

There is no fiscal impact from this action, however, if eventually approved by the City Council, some revenue will accrue each year to PRM in the General Fund Budget.

"We create community and enhance the quality of life through people, places, programs and partnerships"

MEMBERS OF THE PARKS AND RECREATION COMMISSION

October 10, 2013

Page 2

SUGGESTED ACTION:

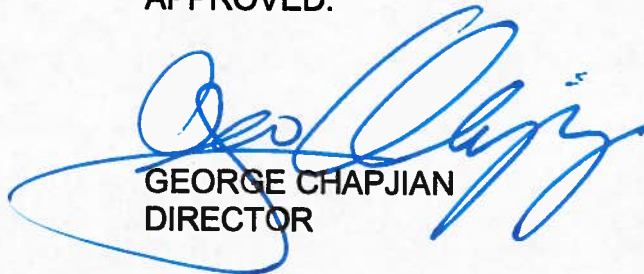
Approve the recommendation.

Respectfully Submitted,



STEPHEN P. SCOTT
MANAGER
BUSINESS OPERATIONS

APPROVED:



GEORGE CHAPJIAN
DIRECTOR



GLADYS KAISER
MANAGER
RECREATION SERVICES BUREAU

GC:SS:GK:rl