

# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



August 13, 2013

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HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute a new permit with Peabrain Adventures, Inc., a California Corporation doing business as Kitesurfari, to continue its operation of an existing kitesurfing and stand-up paddleboarding concession on the beach for a two-year term, with one, two-year renewal option, at the discretion of the City Manager or his designee. (District 3)

## DISCUSSION

Peabrain Adventures, Inc., a California Corporation, doing business as Kitesurfari (Kitesurfari), has been a permitted kitesurfing concessionaire on the beach since 2009. Kitesurfari has been operating pursuant to Permit No. 31386, which expired on June 30, 2013. On June 6, 2013, the Department of Parks, Recreation and Marine (PRM) received a request from Kitesurfari for a new permit with the added ability to sell kitesurfing and stand-up paddleboarding equipment, in addition to its existing permission to sell sundries.

Kitesurfing, also known as kiteboarding, involves using the power of a large controllable kite to propel the rider across the water on a specialized wakeboard. The calm water and steady onshore winds found along Long Beach's shoreline has made it an ideal kitesurfing venue. There are currently two permitted kitesurfing/paddleboarding concessionaires on City of Long Beach (City) beaches, including Kitesurfari, which operate in a designated area east of Rosie's Dog Beach.

The proposed permit contains the following major provisions:

- Term: Two years, through June 30, 2015.
- Renewal Option: One, two-year renewal option at the discretion of the City Manager or his designee.
- Permitted Use: Continued operation of a kitesurfing and stand-up paddleboarding concession, which includes instruction/lessons, rentals, as well as the sale of sundries and kitesurfing and stand-up paddleboarding equipment and accessories.

- Permit Area: City beaches, as shown on aerial map (Attachment).
- Permit Fee: Kitesurfari shall pay PRM an annual permit fee of \$3,000 or ten percent of gross receipts, whichever is greater. This amount remains the same as the previous permit term.
- Insurance/Program Liability: Kitesurfari 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.
- Kitesurfing Guidelines: Kitesurfari shall comply with the International Kiteboarding Organization (IKO) kiteboarding school requirements, as well as the City of Long Beach Kiteboarding Guidelines, and shall maintain its Professional Air Sports Association certified school status through the term of the permit.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on July 17, 2013, and by Budget Management Officer Victoria Bell on July 19, 2013.

#### TIMING CONSIDERATIONS

City Council action is requested on August 13, 2013, in order to enable the execution of the new permit.

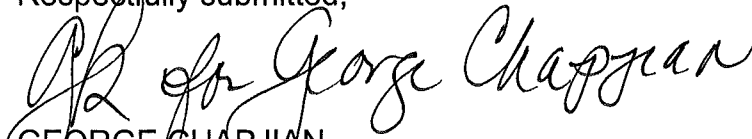
#### FISCAL IMPACT

Annual revenue in the amount of \$3,000, or ten percent of Kitesurfari's gross receipts, whichever is greater, will continue to accrue to the Tidelands Operations Fund (TF 401) in the Department of Parks, Recreation and Marine (PR). There is no impact to jobs associated with the recommended action.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
GEORGE CHAPJIAN  
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:MS:RL:ak  
Attachment

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER



**Attachment: Permit Area**

