

CITY OF LONG BEACH

C-10

DEPARTMENT OF PARKS, RECREATION & MARINE

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www.lbparks.org

February 19, 2008

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Authorize the City Manager to execute a permit with Your Next Victory, Inc., to operate a beach exercise concession for a term of three years, with one three-year renewal option, at the discretion of the City Manager or his designee. (District 3)

DISCUSSION

Your Next Victory, Inc., is a Long Beach based corporation formed in 2007, for the purpose of promoting life style changes through fitness and health. The organization is proposing to offer an outdoor exercise program entitled "The Long Beach Backyard Boogie." It is a cardiovascular and resistance training program with a focus on changing life styles for optimum health and fitness. Mr. Jaiya Figueras, owner and operator of Your Next Victory, Inc., has been associated with athletic training for over 20 years. Mr. Figueras holds accreditations from the International Sports Sciences Association and the National Academy of Sports Medicine. He was under contract with the Hoover High School girls basketball team in Glendale, California, and was credited with improving the players' agility, speed, and confidence. Prior to relocating to Long Beach, Mr. Figueras operated Tru Athlete, Inc., an organization dedicated to creating health and fitness programs for the general population.

In response to the increased demand for regularly scheduled exercise classes on City beaches, the Department of Parks, Recreation and Marine supports the proposal and is requesting authorization to execute a permit.

The following are major provisions of the proposed permit:

- Premises: City beach below Bluff Park.
- Permitted Use: Operation of a beach exercise concession with classes for individuals and small groups. Equipment that could create unsafe conditions or restrict access to the beach will not be allowed.

HONORABLE MAYOR AND CITY COUNCIL

February 19, 2008

Page 2

- Term: Three years, through February 27, 2011.
- Renewal Options: One three-year renewal option, at the discretion of the City Manager or his designee.
- Permit Fee: Ten percent of monthly gross receipts.
- Insurance: Your Next Victory, Inc., shall provide insurance coverage as defined by the City's Risk Management Office.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on February 4, 2008, and Budget Management Officer Victoria Bell on February 6, 2008.

TIMING CONSIDERATIONS

City Council action is requested on February 19, 2008, to enable the execution of the permit.

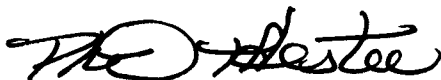
FISCAL IMPACT

Annual revenue is expected in the amount of \$1,500, and will accrue to the Tidelands Fund (TF) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve Recommendation

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:eh

APPROVED:



PATRICK H. WEST
CITY MANAGER