



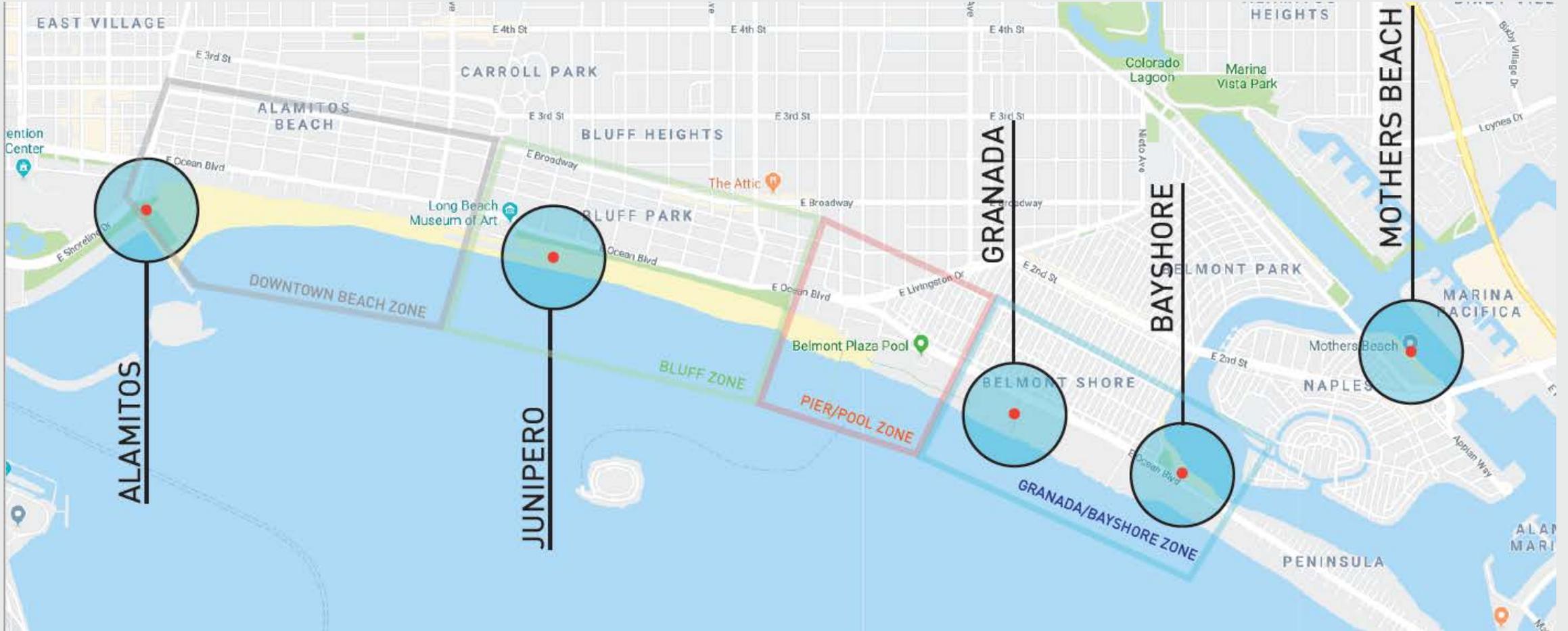
**BEACH CONCESSIONS**  
**Marine Advisory Commission**  
May 13, 2021

# Background

- The lease agreement with the long-term operator expired
- Mothers Beach Concession was renovated in 2012
- Bayshore Concession improved in 2018
- Alamitos, Junipero, Granada Concessions were renovated in 2021
- The beach is used year-round for recreation and special events



# Beach Concession Locations



# Goals

- Activate the Cities waterfront
- Increase access and use of the coast
- Enhance the beach experience
- Provide a distinguished and assorted mix of concession options
- Establish destinations
- Approachable menus and pricing
- Long term partnerships with the City
- Enhance the Cities capital improvements



# Proposal Solicitation Timeline

RFP for Beach  
Concessions



Engaged  
Brokerage Firm



Interviews  
conducted



Marketing  
Brochure  
Re-released



Interviews  
conducted



Staff  
Recommendations  
to City Council



# Construction Overview

- Granada core and shell/ play area – punchlist
- Junipero core and shell/ play area – punchlist
- Alamitos core and shell/ play area – Anticipated completion fall 2021
- Concession tenant improvements to follow
- Rental tenant improvements to follow



# Granada Beach Concession - Before



# Granada Beach Concession - After



# Granada Beach Concession - After



# Junipero Beach Concession – Before



# Junipero Beach Concession – Before



# Junipero Beach Concession – After



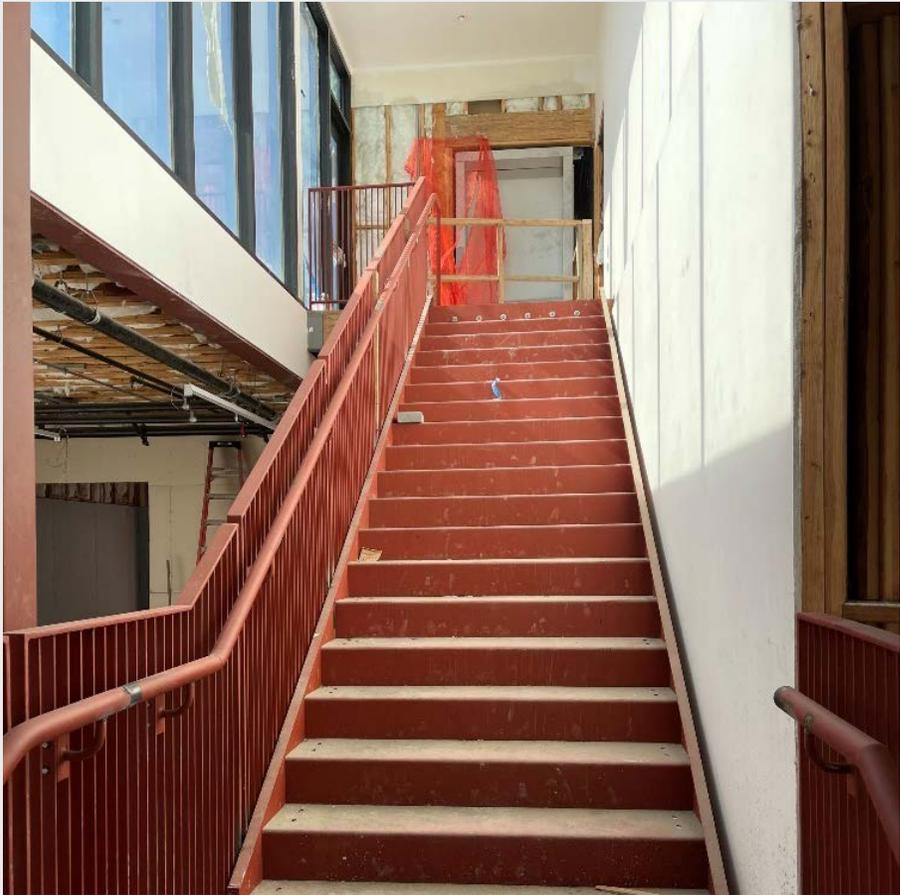
# Junipero Beach Concession – After



# Alamitos Beach Concession – Before



# Alamitos Beach Concession - Construction Progress



# Alamitos Beach Concession - Construction Progress



# Alamitos Beach Concession - Construction Progress





**Thank you**

**Joshua Hickman, Bureau Manager  
Public Works**

**Mary Torres, Property Services Officer  
Economic Development**