



# CITY OF LONG BEACH

## DEPARTMENT OF PARKS, RECREATION & MARINE

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May 19, 2016

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

### RECOMMENDATION:

Approve and authorize the Director of Parks, Recreation and Marine to issue standard "Permits for the Operation of a Picnic Service Concession" at El Dorado Regional Park, El Dorado Park and Recreation Park, with picnic catering providers, for a term of three and one-half years from June 1, 2016 through December 31, 2019, with one, three-year renewal option at the discretion of the Director. (Districts 3 & 5)

### DISCUSSION

The Department of Parks, Recreation and Marine (Department) issues Parks and Recreation Commission (Commission) approved Permits for the "Operation of a Picnic Service Concession" that allow professional picnic catering providers and restaurants (Permittees) to provide picnic catering services at reservable sites in El Dorado Regional Park, El Dorado Park and Recreation Park. The Permittees usually cater larger company picnics. At the conclusion of the picnic, Permittees pay the City a per-picnic Permit fee of either a minimum of \$250 or 10% of gross receipts, whichever is greater. In addition, on an annual basis, the Department invoices all Permittees to ensure that all Permit fees are collected.

Currently, the Department has 15 Permittees, each with an annual Permit that expires at various dates throughout the year. While many of the Permittees provide services to one or two company picnics each year, several of the Permittees might not book a picnic in Long Beach during the year. Renewing annual Permits, individually and throughout the year, is time consuming for both Department staff and the Permittees, as well as the City Attorney's Office who must prepare each Permit, and the City Clerk's Office who must conform each Permit.

In order to reduce City staff workload and increase efficiency, and as requested by Permittees to reduce their paperwork, it is proposed that the Commission approve and authorize the Director to issue standard Permits to the following current Permittees, from June 1, 2016 through December 31, 2019, with one three-year renewal option at the discretion of the Director:

- Above All Catering, Inc.
- A.J.'s Custom Picnics, Inc.
- Choura Venue Services
- Company Picnic Specialists, Inc.
- The Creative Events Group, LLC
- Elite Special Events, Inc.
- James Production, Inc.
- Max Events, Inc., dba: Event Solutions
- Picnic Services, LLC
- R.T. Clown, Inc.
- Southern California Events, Inc.
- Summit Event Productions, Inc.
- TGIS Catering Services, Inc.
- The Tulsa Rib Company
- Brian Matthew Black, dba: Top Notch Events, Inc.

The proposed standard Permit shall contain the following major provisions:

- Permitted Use: Non-exclusive permission to provide food, non-alcoholic beverages, and family-oriented entertainment services, such as face painting and games. Carnival and mechanical rides are prohibited.
- Designated Sites: El Dorado Regional Park, El Dorado Park and Recreation Park.
- Permit Fee: \$250 minimum guarantee or 10% of gross receipts per picnic, whichever is greater.
- Term: June 1, 2016 – December 31, 2019, with one three-year renewal option at the discretion of the Director.
- Revocation: The Director may revoke Permits immediately at any time if Permittees violates or fails to comply with any provision of the Permit.
- Insurance: Proof of insurance as required by the City's Risk Manager.

#### FISCAL IMPACT:

The recommended action will result in continued annual revenue of approximately \$19,000 per year in total from all Permittees. The revenue will accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



STEPHEN SCOTT  
MANAGER  
BUSINESS OPERATIONS



GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES

APPROVED:



MARIE KNIGHT  
DIRECTOR

MK:SS:GK:BL:lh:vhd