



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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June 20, 2019

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 a "Permit for the Operation of a Picnic Service Concession" with Critic's Choice Catering & Event Productions, Inc., at El Dorado Regional Park, El Dorado Park, and Recreation Park, for a term of six months from July 1, 2019 through December 31, 2019, with one, three-year option to renew through December 31, 2022, at the discretion of the Director. (Districts 3 and 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 allows professional picnic and catering service providers and restaurants (Permittees) to provide picnic and catering services at reservable picnic sites in El Dorado Regional Park, El Dorado Park, and Recreation Park. The Commission-approved Permittees are usually hired by companies to cater their company picnics, but can be hired by anyone. Currently, the Department has 17 Commission-approved Permittees whose Permits expire on December 31, 2019, with one, three-year option to renew through December 31, 2022.

After each picnic, Permittees pay the City a per-picnic Permit fee of either a minimum of \$250 or 10 percent of gross receipts, whichever is greater. In addition, on an annual basis, the Department invoices all Permittees to ensure that all Permit fees have been collected.

Recently, Critic's Choice Catering & Event Productions, Inc. (Permittee) submitted a request to offer picnic and catering services in Long Beach. Permittee has over 35 years of expertise in corporate event planning in Southern California, will assist companies in the planning of company picnics, and will coordinate and execute picnics from start to finish. Commission approval is requested to execute a Permit for the Operation of a Picnic Service Concession with Permittee to allow them to offer professional picnic and catering services in Long Beach parks.

The proposed Permit shall contain the following major provisions:

MEMBERS OF THE PARKS AND RECREATION COMMISSION

June 20, 2019

Page 2

- **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:** Reservable picnic sites in El Dorado Regional Park, El Dorado Park and Recreation Park.
- **Permit Fee:** \$250 minimum guarantee or 10 percent of gross receipts per picnic, whichever is greater.
- **Term:** July 1, 2019 – December 31, 2019. The Permit term will expire concurrently with the expiration of the other existing seventeen picnic service provider Permits.
- **Option to Renew Permit:** One, three-year option to renew the Permit through December 31, 2022, at the discretion of the Director.
- **Revocation:** The Director may revoke the Permit immediately, at any time, if Permittee violates or fails to comply with any provision of the Permit.
- **Insurance:** Proof of insurance shall be provided by Permittee as required and approved by the City's Risk Manager.

FISCAL IMPACT


Should Permittee book a picnic in Long Beach parks, the recommended action will result in revenue, which will accrue to the General Fund Group in the Parks, Recreation and Marine Department (34).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

MEREDITH REYNOLDS
MANAGER
PARK PLANNING AND PARTNERSHIPS


GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES

APPROVED:


GERARDO MOUET
DIRECTOR

GM:MR:GK:lh:dr

Exhibit: Reserved Picnic Sites

EXHIBIT A
PERMIT FOR THE OPERATION OF A PICNIC SERVICE CONCESSION

RESERVED PICNIC SITES

- *El Dorado Park West – 2800 Studebaker Road, Long Beach, CA*

Sites	Maximum Capacity
A	200
B	200
C	200
D	200
Willow Grove	250

- *El Dorado East Regional Park – 7550 E. Spring Street, Long Beach, CA*

Sites	Maximum Capacity
Golden Grove	3,000
Arbor Day Grove	400
North Sycamore Grove	250
Olympic Grove	2,000
Horseshoe Lake	250*
South Sycamore Grove	400

* Primarily a Wedding Site

- *Recreation Park – 801 Federation Drive, Long Beach, CA*

Sites	Maximum Capacity
Band Shell	500