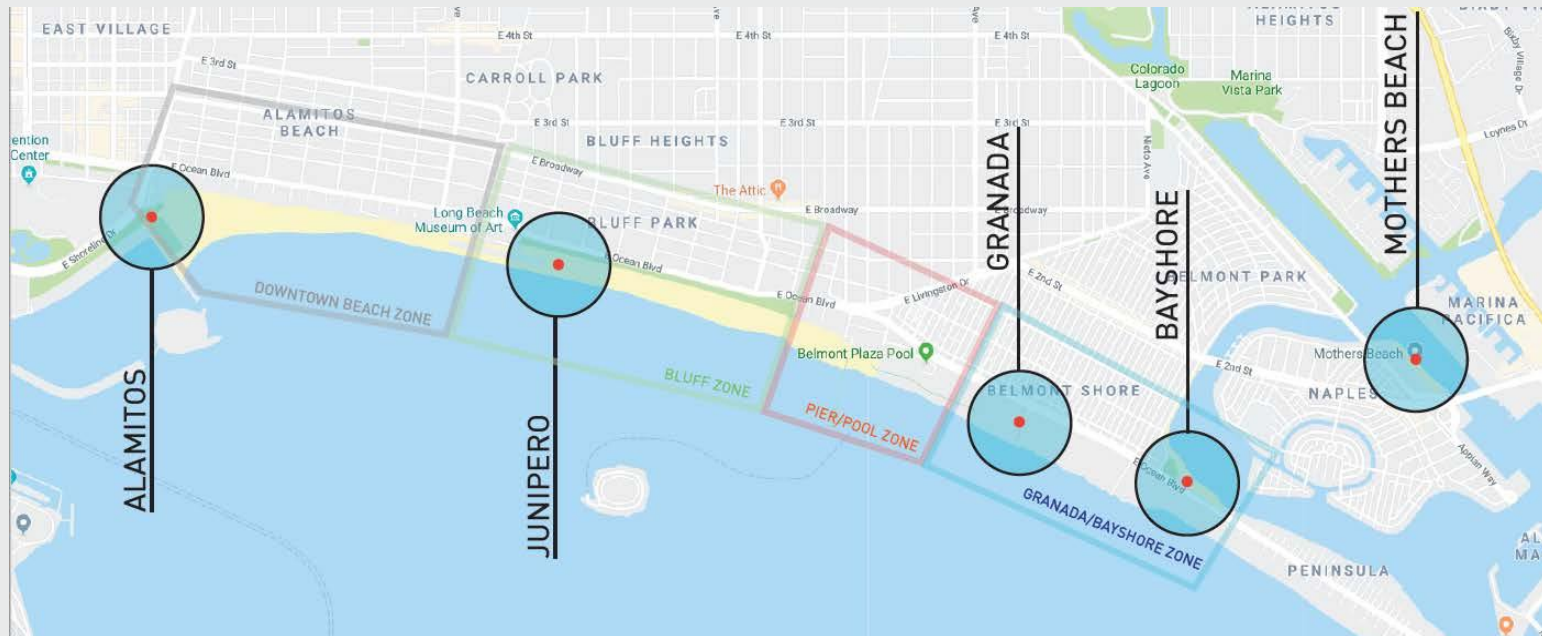




BEACH CONCESSIONS
Long Beach City Council
June 8, 2021

Background

- Four miles of waterfront from Long Beach Harbor to Alamitos Bay.
- Year-round recreation and special events.
- Five concession locations along the waterfront.
- Agreement with the long-term operator for all locations expired in 2019.
- Improvements include new facades, added equipment rental space, large play and fitness areas.



Construction Overview

2012

- Mother's Beach (concessions renovated)



2018

- Bayshore Beach (concessions renovated)



2021

- Granada Beach,
- Junipero Beach,
- Alamitos Beach (core/shell and adjacent play area renovated)

Granada Beach Concession – Before/After



Granada Beach Concession - After



Junipero Beach Concession – Before/After



Junipero Beach Concession Recreation Area – Before



Junipero Beach Concession Recreation Area– After



Alamitos Beach Concession – Before/Construction Progress

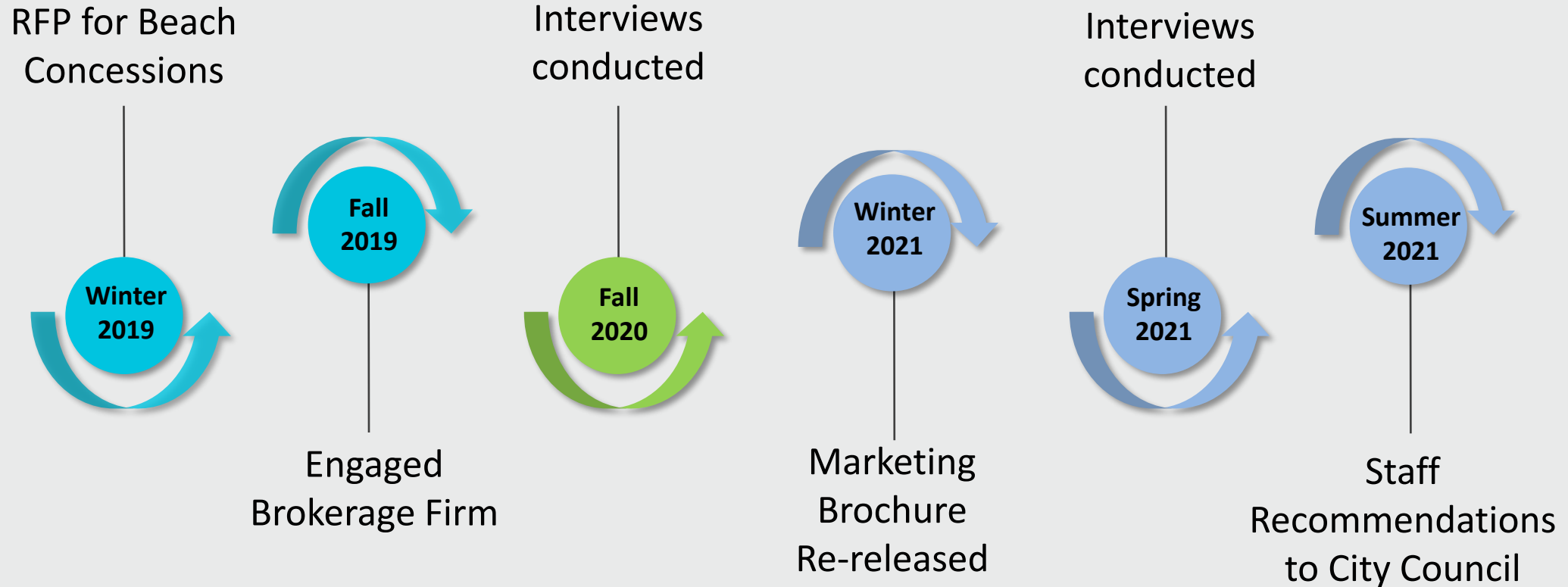


Goals for Concessionaire Search

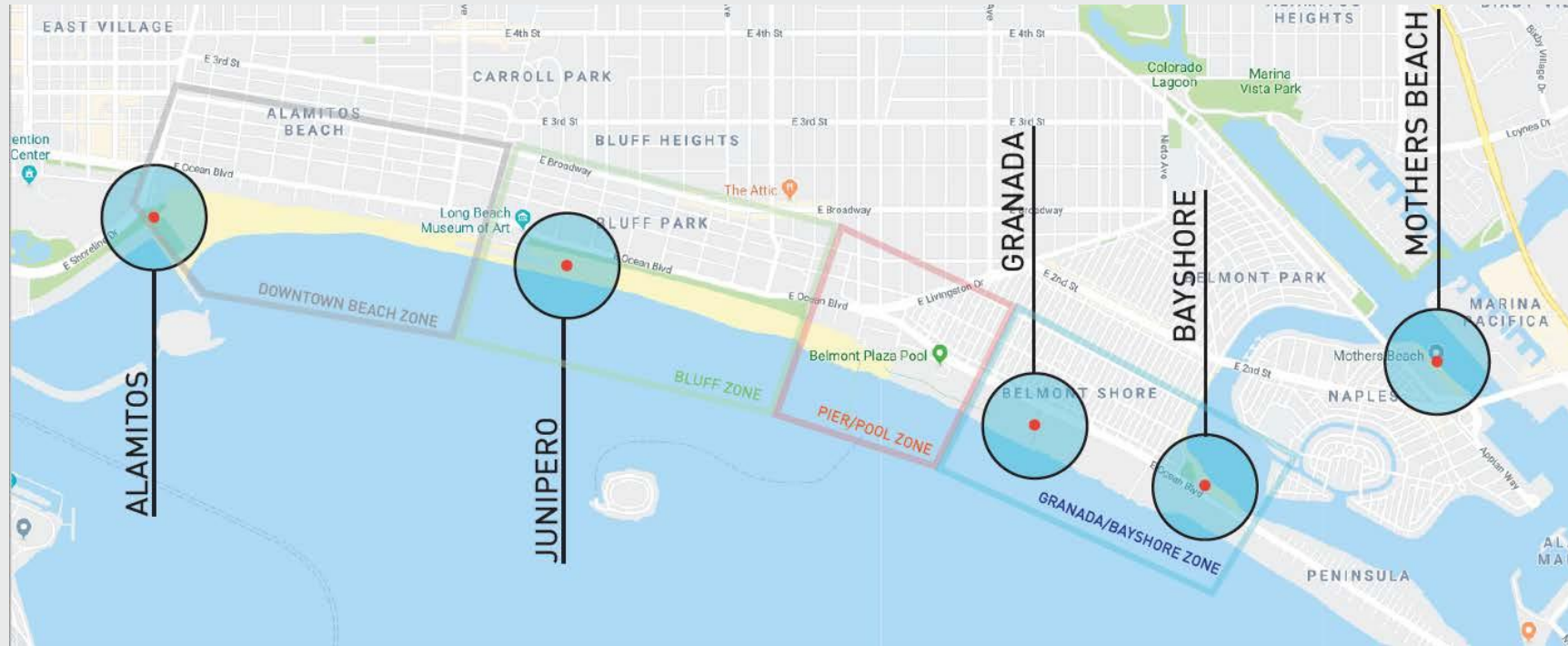
- Activate the waterfront.
- Increase access and use of the coast.
- Enhance the beach experience.
- Provide a distinguished and assorted mix of concession options.
- Establish destinations.
- Approachable menus and pricing.
- Long-term partnerships with the City.
- Enhance City's capital improvements.



Proposal Solicitation Timeline



Concession Opportunities



Locations being considered tonight:

- Bayshore Beach
- Junipero Beach
- Mother's Beach
- Equipment Rentals

Locations forthcoming:

- Alamitos Beach
- Granada Beach

General Terms and Conditions

- **Term**: agreements commence July 1, 2021.
- **Rent**: amounts vary but all include annual CPI increases (no more than 3%). Commences upon opening of concession or 90 days after the term commencement (whichever comes first).
- **Early possession**: granted upon receipt of insurance and other administrative requirements to conduct due diligence and begin tenant improvements.
- **Improvements**: each concessionaire responsible for all interior improvements.
- **Utilities**: metered separately and paid for directly by concessionaire.
- **Refuse and Maintenance**: each concessionaire responsible for cost and condition of respective locations.

Bayshore Beach

- **Concessionaire**: Two Dudes, One Truck, LLC dba Grill 'em All.
- **Concept**: Quick service gourmet hamburgers and fries and local craft beers with rock n' roll theme.
- **Term**: 5 years with one 5-year option to extend.
- **Rent**: \$2,400/monthly, will receive rent credit of 50% until lift installation completed (required for second floor access).



Junipero Beach

- **Concessionaire:** Saltwater Deck, LLC.
- **Concept:**
 - ✓ 100% organic and plant-based.
 - ✓ Breakfast burritos, wraps and frozen yogurt.
 - ✓ 100% organic and grass-fed beef hamburgers and hot dogs.
 - ✓ Second location for equipment rentals.
- **Term:** 3 years with one 3-year option to extend.
- **Rent:** \$2,673/monthly.



Mother's Beach

- **Concessionaire**: Louisiana Charlie's.
- **Concept**:, BBQ tri-tip and pulled pork sandwiches, seafood boils, ceviche, along with traditional hamburgers and hot dogs.
- **Term**: 5 years with one 5-year option to extend.
- **Rent**: \$2,500/monthly.



Equipment Rentals

- **Concessionaire:** Pedal Movement.
- **Concept:**
 - ✓ Micro mobility and recreation hubs connecting Junipero, Granada and Alamitos.
 - ✓ Active Transportation Rental Equipment – bicycles, roller blades and skates.
 - ✓ Beach Rental Equipment – lounge chairs, umbrellas, frisbees, sports balls.
 - ✓ Retail Beach Equipment – sunscreen, sunglasses, towels, reusable water bottles, dry bags and energy and hydration food products.
- **Term:** 5 years with one 5-year option to extend.
- **Rent:** \$300 per location for a total of \$900 annually.



Recommendation

Recommend the City Council:

- Authorize the City Manager, or designee, to enter into Beach Concessions Agreements with (1) Saltwater Deck, LLC, a California limited liability company; (2) Louisiana Charlie's, LLC, a California limited liability company; (3) Two Dudes, One Truck, LLC, dba Grill 'em All, a California limited liability company; and, (4) Pedal Movement, LLC, a California limited liability company, for the operation of concessions at various beach locations on the stated terms and conditions, including options to renew at the discretion of the City Manager; and
- Authorize the City Manager, or designee, to negotiate and execute any necessary modifications to the proposed terms that may be necessary to expedite establishment of the beach concessions operation.