



CITY OF LONG BEACH

Department of Parks, Recreation and Marine

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C-13

June 22, 2004

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach
California

SUBJECT: First Amendment to Permit No. 27363 for Ice Cream Sales With David Sarin, DBA Mel-o-Dee Ice Cream (AKA Nice Ice Cream) (Districts 2 and 3)

DISCUSSION

Since 1992, David Sarin, DBA Mel-o-Dee Ice Cream (AKA Nice Ice Cream), has had a permit with the City to sell ice cream from various beach and waterway locations. Following a Request For Proposal (RFP) process in spring 2001, Mr. Sarin, the only concessionaire to respond to the RFP, was granted a permit for ice cream vending for a two-year term, with a one-year extension option, until May 31, 2004.

Due to the seasonality of the ice cream business, and since the summer season is already underway, City Council authorization is being requested to extend Mr. Sarin's current permit through the end of the calendar year. In the fall, a new request for proposal solicitation will be completed and City Council approval will be requested for a new permit. The permit will be for a two-year term.

The amendment for which City Council approval is now requested will have the following major terms and conditions:

- Location: Areas along the beach and waterways to include Alamitos parking lot, 72nd Street parking lot, the Bay Shore area, Belmont Plaza and Pier, Colorado Lagoon, Davies Street Launch Ramp, Marine Park, Granada Avenue parking lot, Junipero Beach parking lot, Marine Stadium and the Leeway Sailing Center.
- Use: Vending of ice cream products. Sales in locations where there are City beach concession facilities will be permitted only when the concession facilities are closed.
- Term: Through December 31, 2004.
- Permit Fee: Twenty eight percent of gross receipts or \$4,500 per year, whichever is greater.

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June 22, 2004

Page 2

This letter was reviewed by Deputy City Attorney Charles Parkin on June 14, 2004, and by Budget Management Officer David Wodynski on June 14, 2004.

TIMING CONSIDERATIONS

City Council action on this matter is requested on June 22, 2004, to ensure uninterrupted sales during summer 2004.

FISCAL IMPACT

Revenue from the permit will be deposited in the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR).

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute a first amendment to Permit No. 27363 with David Sarin, DBA Mel-o-Dee Ice Cream (AKA Nice Ice Cream), extending the term until December 31, 2004.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:KP:GP:DR:dr

APPROVED:


for Christine J. Shepperd
GERALD R. MILLER
CITY MANAGER