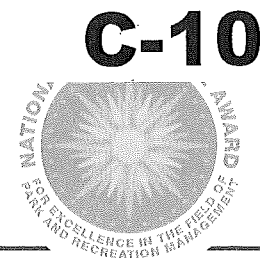




CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.LBParks.org

December 8, 2015

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HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Authorize the City Manager to execute a new Fitness Provider Permit with Heather Danielle Richard and Rachel Marie Bocchino, individuals doing business as SoCal Fit Assist, for the provision and operation of outdoor fitness classes and personal and corporate wellness training at Bluff Park for a term of three years. (District 3)

DISCUSSION

In October 2015, Heather Danielle Richard and Rachel Marie Bocchino, dba SoCal Fit Assist (SCFA), submitted a completed Fitness Provider Application to the Department of Parks, Recreation and Marine (PRM) requesting the use of open space within Bluff Park for the provision and operation of outdoor fitness classes and personal and corporate wellness training.

SCFA trainings will initially consist of weekly outdoor fitness classes at Bluff Park, as well as personal training and, on a semi-regular basis, corporate wellness training. SCFA will locate and operate within Bluff Park; however, it shall not operate in a way that impedes foot traffic or otherwise disrupts the use of the park by other patrons. SCFA will be responsible for ensuring that any items brought and used pursuant to its permitted use are promptly removed at the conclusion of each class.

This proposal is consistent with other PRM permits for this type of use, and helps address the growing demand for outdoor fitness within City of Long Beach (City) parks and beaches.

The proposed Fitness Provider Permit contains the following major provisions:

- Term: Three years, November 1, 2015 through October 31, 2018, with no renewal options.
- Permitted Use: The provision and operation of outdoor fitness classes and personal and corporate wellness training within City parks during posted use hours, while adhering to noise and impact abatement conditions consistent with the Long Beach Municipal Code, and/or as directed by the City Manager or his designee.

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- Permit Area: Bluff Park. SCFA may request use of additional City parks and/or beach sites. Each additional site shall be subject to review and prior approval, and will be at the discretion of the City Manager or his designee.
- Permit Fee: SCFA shall pay PRM an annual permit fee of \$350 for the use of Bluff Park. Additional approved sites shall increase the annual permit fee by \$350 per site, per year.
- Insurance/Program Liability: SCFA shall provide proof of insurance coverage and a copy of its participant liability waiver, as defined and/or accepted to sufficiency by the City's Risk Manager, on an annual basis or upon policy renewal and/or change.

This matter was reviewed by Deputy City Attorney Linda Vu on November 17, 2015, and by Budget Operations Administrator Grace Yoon on November 18, 2015.

TIMING CONSIDERATIONS

City Council action is requested on December 8, 2015, in order to enable the execution of the Fitness Provider Permit.


FISCAL IMPACT

Annual revenue in the amount of \$350 from the use of Bluff Park will accrue to the Tidelands Operations Fund (TF 401) in the Parks, Recreation and Marine Department (PR). If additional sites are approved by the City Manager or his designee, annual revenue will increase by \$350 per site, per year. There is no impact to jobs associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

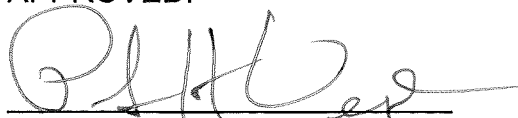
Respectfully submitted,



STEPHEN P. SCOTT
ACTING DIRECTOR OF PARKS, RECREATION AND MARINE

SS:EH:RL:dl

APPROVED:



PATRICK H. WEST
CITY MANAGER