

C-11

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



April 20, 2010

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HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute a permit with Mr. Bart K. Miller, an individual doing business as Southern California Kiteboarding, to operate a kitesurfing concession for a two-year term. (District 3)

DISCUSSION

Mr. Bart K. Miller, an individual doing business as Southern California Kiteboarding, would like to operate a kitesurfing concession on city beaches, offering kitesurfing lessons, rentals, and repair services. Kitesurfing, also known as kiteboarding, involves using the power of a large controllable kite to propel the rider and the specialized surfboard across the water. The calm water and steady onshore winds found along Long Beach's shoreline make it an ideal location for this sport. Southern California Kiteboarding is a new vendor, and will be providing similar services as the other two kiteboarding concessionaires currently operating their businesses on our beaches.

Mr. Miller is a Level 1 certified instructor with the International Kiteboarding Organization (IKO) and has taught kiteboarding skills in excess of 1,000 hours. IKO is an independent international organization founded in 2001, for the purpose of promoting kiteboarding safety worldwide. Mr. Miller has over 13 years of experience teaching all ages and levels the skills necessary to be proficient in kiteboarding, skiing, snowboarding, and heli-skiing. He is fully nationally certified with expertise in teaching styles and learning progressions.

Southern California Kiteboarding will operate Monday through Sunday, from 10:00 a.m. to 6:00 p.m., year-round, except for Thanksgiving Day, Christmas Day, and New Year's Day, with extended hours during the summer season.

The following are major provisions of the proposed permit:

- Premises: City beaches, as shown on aerial photo (attachment).
- Permitted Use: Operation of a kitesurfing concession to include lessons, rentals, and repair services.

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- Term: Two years, through April 30, 2012.
- Permit Fee: Ten percent of annual gross receipts, or an annual minimum amount of \$1,000, whichever is greater.
- Insurance: Southern California Kiteboarding shall provide insurance coverage as defined by the City's Risk Manager.
- Kitesurfing Guidelines: Southern California Kiteboarding shall comply with the City of Long Beach Kiteboarding Guidelines and shall maintain its Professional Air Sports Association or International Kiteboarding Organization certified school status throughout the term of the permit.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on April 1, 2010, and Budget Management Officer Victoria Bell on April 1, 2010.

TIMING CONSIDERATIONS

City Council action is requested on April 20, 2010, in order to enable the execution of the permit.

FISCAL IMPACT

Minimum annual revenue in the amount of \$1,000 will accrue to the Tidelands Fund (TF) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:era

Attachment

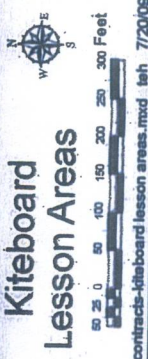
APPROVED:



PATRICK H. WEST
CITY MANAGER



Kiteboard Lesson Areas



contracs-kiteboard lesson areas.mxd 1st 7/20/09

The complex block contains a north arrow pointing towards the top of the page. Below it is a scale bar marked in feet, with increments of 50 from 0 to 300. At the bottom of the block, the text 'contracs-kiteboard lesson areas.mxd 1st 7/20/09' is printed.