



C-6

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



May 15, 2012

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HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute all documents necessary to issue a Fitness Provider Permit to Melina Christidis, an individual doing business as Melina Fitness, for the provision and operation of an outdoor fitness program at Bluff Park for a term of two years, with three, one-year renewal options at the discretion of the City Manager or his designee. (District 3)

DISCUSSION

On March 26, 2012, Melina Christidis, an individual doing business as Melina Fitness, submitted a proposal to the Department of Parks, Recreation and Marine (PRM) requesting the use of open space at Bluff Park for the provision and operation of an outdoor group fitness program. Melina Fitness devotes full attention to training clients, understanding their needs, and helping them achieve their goals toward a healthy lifestyle.

Melina Fitness classes will consist of one-hour classes on Saturday and Sunday mornings. Melina Fitness will locate and operate within Bluff Park; however, it will not impede foot traffic or otherwise disrupt the use of the park by patrons. Melina Fitness will be responsible for ensuring that any items brought and used pursuant to its permitted use are removed promptly 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 parks and beaches.

The proposed Fitness Provider Permit contains the following major provisions:

- Term: May 16, 2012 through May 17, 2014.
- Renewal Options: Three, one-year renewal options at the discretion of the City Manager or his designee.
- Permitted Use: The provision and operation of an outdoor group fitness program within City parks during posted use hours, and/or use of open space prior to posted use hours, while adhering to noise and impact abatement conditions consistent with the Long Beach Municipal Code and PRM's Good Neighbor Policy.

- Permit Areas: Bluff Park. Melina Fitness may request use of additional City parks and/or beach sites. Each additional site shall be subject to review and approval, and will be at the discretion of the City Manager or his designee.
- Permit Fee: Melina Fitness shall pay PRM an annual permit fee of \$300 for the use of Bluff Park. Additional approved sites shall increase the annual permit fee by \$300 per site, per year.
- Insurance/Program Liability: Melina Fitness 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 Gary J. Anderson on April 19, 2012, and Budget Management Officer Victoria Bell on April 27, 2012.

TIMING CONSIDERATIONS

City Council action is requested on May 15, 2012, in order to enable the execution of the Fitness Provider Permit.

FISCAL IMPACT

Annual revenue in the amount of \$300 from the use of Bluff Park will accrue to the Tidelands Operations Fund (TF 401) in the Department of Parks, Recreation and Marine (PR). If additional sites are approved by the City Manager or his designee, annual revenue will increase by \$300 per site, per year. As Melina Fitness is a sole proprietor, there is no job impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:MS:RL:era

APPROVED:



PATRICK H. WEST
CITY MANAGER