

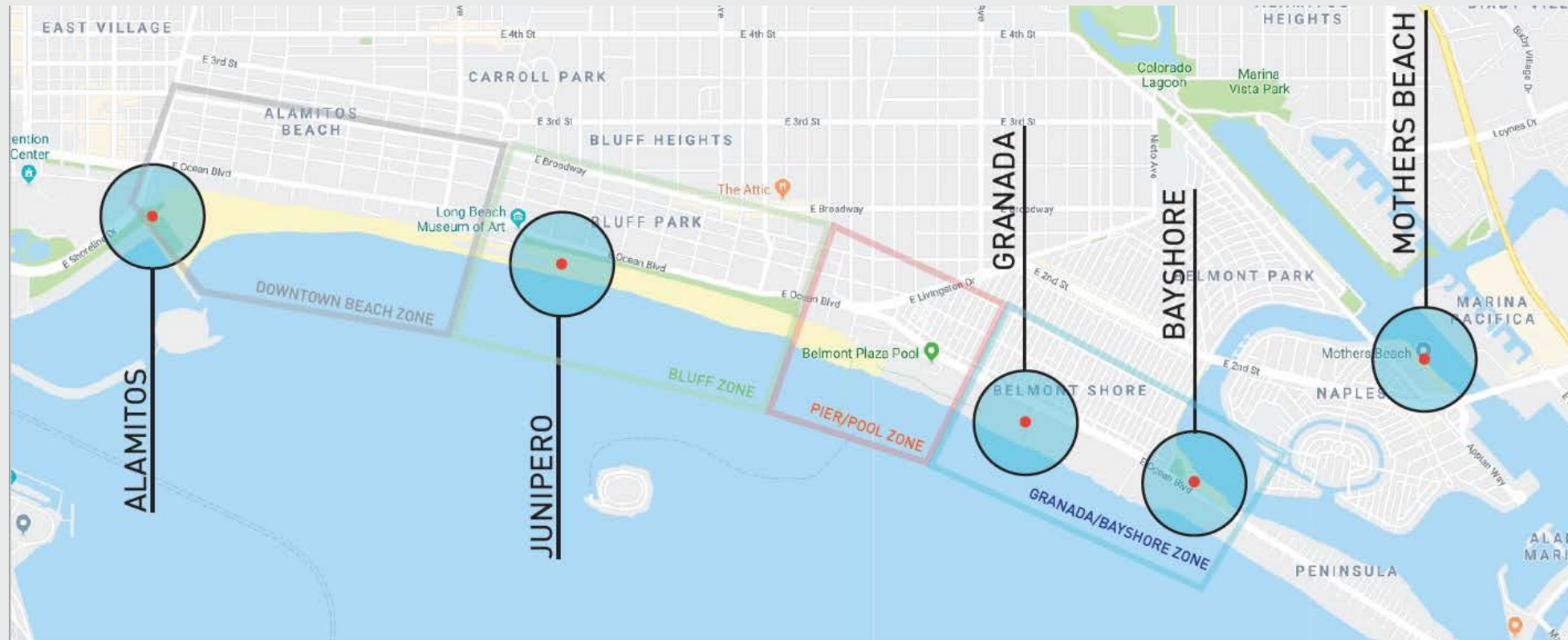


Alamitos and Granada Beach Concessions

City Council Meeting - August 17, 2021

Background

On June 8, 2021, the City Council authorized Beach Concession Agreements for 3 of the 5 locations along 4 miles of waterfront from Long Beach Harbor to Alamitos Bay. Includes year-round recreation and special events.



Goals

- 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 and special event organizers
- Enhance City's public infrastructure



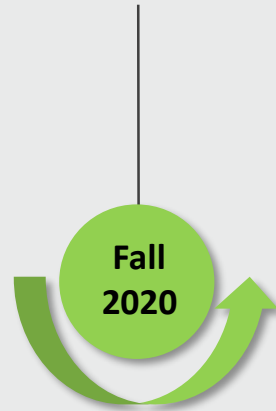
Timeline

RFP for Beach
Concessions



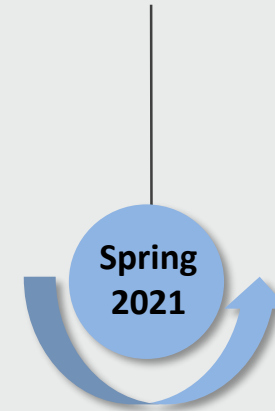
Engaged
Brokerage Firm

Interviews
conducted



Marketing
Brochure
Re-released

Interviews
conducted



Staff
Recommendations
to City Council



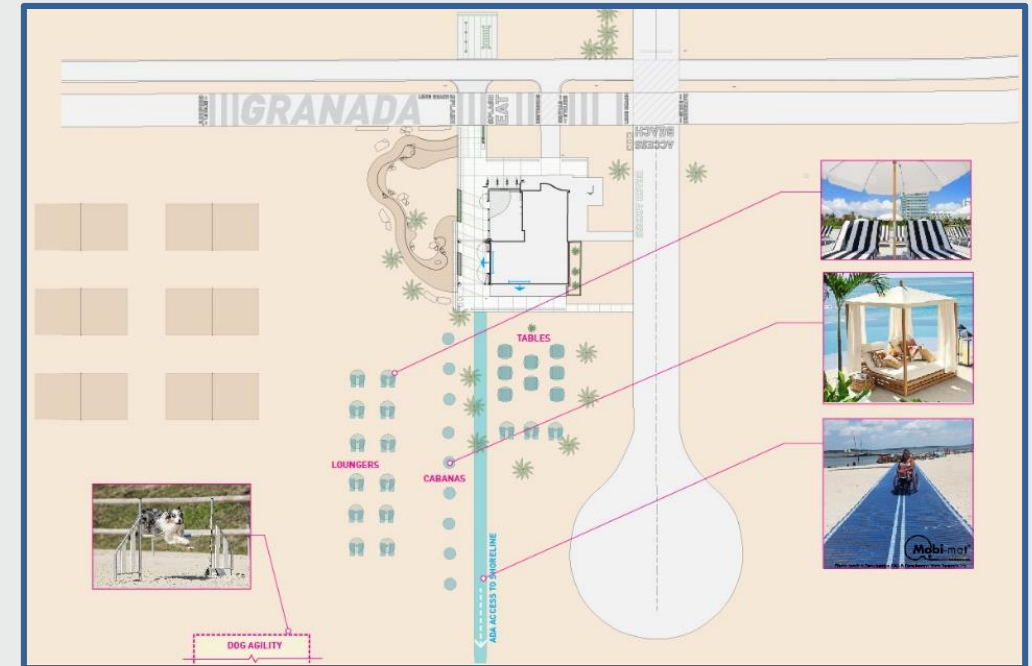
Granada Beach: Monty's Beach

- **Concessionaire**: Monty's Beach, a California LLC.
- **Concept**: Coffee, natural juices, smoothies, teas, granola, breakfast and lunch sandwiches, hamburgers, hot dogs, fruit and meat platters and salads.
- **Initial Term**: Five (5) years, commencing on September 1, 2021.
- **Renewal Option**: One (1) additional five-year option to extend.
- **Base Rent**: \$2,661 per month with annual adjustments based on the Consumer Price Index (CPI), but no more than 3 percent.



Granada Beach: Monty's Beach

- **Rent Commencement**: Begins once concession has opened, or 180 days after the start of the Initial Term, whichever comes first.
- **Tenant Improvements**: Concessionaire will accept premises in "as-is" condition and complete all tenant improvements required to open.
- **Utilities, Refuse and Maintenance**: Paid for directly by Concessionaire.
- **Expanded Area/Option to Terminate**: Vendor to pursue approval to offer sunbeds, cabanas, and dog agility course. If not approved, agreement can be terminated upon 30 days' written notice.



Alamitos Beach Area Improvements

- **Major area improvements:**
 - Beach bike & pedestrian path
 - New traffic signal and bike lane
 - New rebuilt beach staircase
 - New beach parking lot
 - Rebuilt concessions, beach restrooms and new playground (in progress)
- **Events in the area:**
 - Grand Prix
 - Long Beach Marathon
 - Various other special events



Alamitos Beach Concession – Before



Alamitos Beach Concession – Construction Progress



Alamitos Beach New Playground

Concept



Recent Picture of Improvements in Progress



Listing Process

Proposals received

- 6 proposals received

Multi-disciplinary panel review

- Special Events, City Manager's Office (1)
- Parks, Recreation and Marine (4)
- Economic Development (2)
- Public Works (2)

Interviews conducted

- Each proposer invited to interview with panel

Unanimous selection of vendor

- Downey Restaurant Company, Inc., dba Gaucho Grill

Each proposal was evaluated based on the following criteria:

- 1) Menu;
- 2) Affordability of menu items offered;
- 3) Demonstrated experience;
- 4) Financial strength of the proposer and their team members;
- 5) Proposed hours of operation; and
- 6) Demonstrated willingness to partner with the City in activation area.

**Rent offered not determining factor.*

**State law prohibits any local preference.*

Alamitos Beach: Gaucho Grill

- **Concessionaire**: Downey Restaurant Company, Inc., dba Gaucho Grill.
- **Concepts**: Three offered, 7 day-a-week activation.



Gaucho Beach will offer Argentine steaks, short ribs, chicken, signature empanadas, seafood, salads, and vegan options.

Gaucho Cafe will offer coffee, juices, smoothies, baked goods and cakes, pizzas, signature empanadas, and ice cream.



Gaucho Mercado will offer "grab & go" options including specialty sandwiches, salads, beverages, sweets, and more.

Gaucha Beach



To Share

- GUACAMOLE & CHIPS** \$12
Avocado, Cilantro, onion, tomato, Lime
- PRAWN & PALMS** \$14
Igor prawns, hearts of palm, avocado, mint, chives, lemon vinaigrette, pistou
- FISH TACOS** \$14
Beer Battered fish, corn tortilla, pickled cabbage, pico, kimchi aioli, sriracha lime sauce and micro cilantro
- TACOS GOBERNADOR** \$14
Crispy melted cheese corn tortilla with shrimp maraca, chipotle aioli, salsa, queso, micro cilantro, peonito cheese
- CALAMARI** \$14
Lemon, chives almonds aioli, parsley
- MUSSELS** \$14
garlic, shallots, shishiro, onion, cilantro
- CHORIZO ARGENTINO** \$12
sausage, charred baguette, salsa criolla

Salads

- add on Steak / Chicken Breast / Salmon / Shrimp**
- GAUCHO SALAD** \$12.50
avocado, feta cheese, carrots, bell peppers, tomatoes, broccoli, greens, croutons, pasta, balsamic dressing
- CAESAR SALAD** \$12.50
parmesan cheese, lettuce, croutons & caesar dressing white meat chicken (w/ avocado + 1.50)
- GREEK SALAD** \$12.50
avocado, feta cheese, carrots, bell peppers, tomatoes, broccoli, greens, croutons, pasta, balsamic dressing

Sides

- RICE** \$6.00
Jasmine rice, chimichurri, carrots, peas
- GAUCHO BEANS** \$6.00
- COLE SLAW** \$6.00
- PAPAS AHUMADAS** \$6.00
smoked potatoes, bacon, garlic, thyme
- FRIES** \$6.00
garlic butter, parsley
- VEGGIES** \$6.00
seasonal vegetables, balsamic, sea salt
- GAUCHO SALAD** \$6.00
half portion of the gaucha chop salad

From the Fire

(served with chimichurri & tortillas)

	Solo	Gaucha Style
WOOD FIRE SKIRT STEAK	\$14	\$22
WOOD FIRE SHORT RIB	\$14	\$22
½ SMOKED CHICKEN DARK	\$12	\$19
½ SMOKED CHICKEN WHITE	\$12	\$19

From the Sea

(gaucha style includes 2 side orders)

	Solo	Gaucha Style
WOOD FIRE GRILLED SALMON	\$12	\$19
WOOD FIRE GRILLED SEABASS	\$14	\$19
LOBSTER TAIL	\$30	\$40

Gaucha Vegan

- GAUCHO IMPOSSIBLE** \$16
Veggie Pattie, vegan mozzarella, tomato, lettuce, onions, vegan Aioli
- TACOS PATAGONIA** \$14
Beer battered avocado, queso fresco, chipotle aioli, pickled carrots, micro cilantro, sweet potato tortilla
- SHISHIRO PEPPERS** \$9
lightly sautéed, garlic, white wine, cilantro, chana-habanero
- EGGPLANT ESCABECHE** \$12
Pesto, Garlic aioli
- CALABAZA FONDUE** \$22
Whole Grilled squash, Shitake, corn, Garlic, onion, green onions, vegan Mozzarella
- THE SANDWICH** \$16
Grilled Portobello, Zucchini, Bell Peppers, Asparagus, vegan Aioli

Gourmet Sandwiches

- GAUCHO BURGER** \$12
smoked bacon, brislee onion, roasted tomato, lemon aioli, chimichurri, provolone
- LOMITO SANDWICH** \$14
sliced tenderloin, butter lettuce, roasted tomato, provolone, Fried egg, lemon aioli, pistou
- GRILLED CHICKEN SANDWICH** \$12
Grilled adobo marinated Mary's Free Range organic chicken, serrano slaw, pickles, mayo, sesame brioche, side of Salad or Rice

Empanadas

- BEEF** \$3.50
peppers, onion, garlic, spices
- SPINACH & CHEESE** \$3.50
ricotta, parmesan, herbs
- CHICKEN & CHEESE** \$3.50
provolone, almond, spices, pepper
- AL PASTOR** \$3.50
pork, pineapple onions mix, spicy peppers
- SMOKED SHORT RIB** \$3.60
smoked short rib, onions, tomato
- SHRIMP** \$3.60
shrimp, carrots, squash, provolone
- HAM & PROVOLONE** \$3.60
ham, provolone



½ Grilled Chicken



\$12.00

Wood Fire Grilled Salmon



\$12.00

Sangria



\$8.00

Empanadas



\$3.50

Gaucha Cafe

GAUCHO CAFE

COFFEE	MEDIUM	LARGE	JUICES
House Blend Gaucha's house blend of single-origin, organic Guatemalan drip coffee made from Arabica beans	\$2.00	\$2.45	Sun \$9.00 carrot, kale, apple, parsley, ginger, vital greens
Americano Medium roast espresso made from Arabica beans with filtered water.	\$2.45	\$2.65	Skyl \$9.00 carrot, apple, ginger, bee pollen
Latte (Cafe con leche) Medium roast espresso made from Arabica beans with steamed whole milk	\$4.05	\$4.30	Waves \$9.00 carrot, spinach, cucumber, parsley, aloe vera
Mocha Latte New Recipe! Medium roast espresso made from Arabica beans with Valrhona Dutch-processed chocolate and steamed whole milk	\$4.55	\$4.95	Sunset \$9.00 fresh squeezed orange juice, açai berry juice
Iced Americano Medium roast espresso made from Arabica beans with filtered water.	\$4.05	\$4.30	
Iced Latte (Cafe con leche) Medium roast espresso made from Arabica beans with steamed whole milk	\$4.55	\$4.95	
Iced Mocha Latte New Recipe! Medium roast espresso made from Arabica beans with Valrhona Dutch-processed chocolate and steamed whole milk	\$2.00	\$2.00	

SMOOTHIES	
ACAI Milagroso	\$9.00
açai juice, raspberries, yogurt, house made granola, frozen banana	
Sueño Dorado	\$9.00
coconut milk, frozen mango, almond butter, frozen banana	
Pasion Violeta	\$9.00
almond mylk, blueberries, yogurt, frozen banana	
Poderoso	\$9.00
coconut mylk, espresso, maca, frozen banana	
Beach Unlimited	\$14.00
cold pressed coffee, coconut mylk, grass-fed unsalted butter, banana, cacao powder, moringa powder, vanilla extract, carob nibs, cashew, cacao powder, chaga, chia seeds, cordyceps, flaxseed, mesquite, plant protein, tocos	
Desde el Sur	\$14.00
pineapple, cucumber, romaine, parsley, spinach, mint, turmeric, coconut mylk, aloe vera, chlorophyll, chia seeds, spirulina, vital greens, chlorella, dulse leaf, flaxseed, hemp, horsetail herb, kelp, maca, matcha, mesquite, probiotics, wheatgrass	

BAKERY	CAKES	EATS
Argentine Pastries \$1.05	Frutilla con crema \$8.00	Ham & cheese Croissant \$7.00 Traditional croissant made with European style butter filled with sweet roasted ham and Swiss cheese.
Croissants \$1.05	Brownie \$8.00	Tostados \$7.00 Baked Sandwich de miga
Chipus 6 pcs \$7 12 pcs \$14	Lemon Pie \$8.00	Breakfast Burrito \$9.00 organic cage-free eggs, black bean puree, tri-color peppers, caramelized onions, poblano peppers & tomatillo salsa in a flour tortilla
Masas Finas \$1.05	Ricotta \$8.00	Power Bowl \$9.00 spanish style cauliflower rice, sautéed mushrooms & poblano peppers, black beans, scrambled eggs & tomatillo salsa
Masas secas \$1.05	Dulzura Argentina \$8.00	
	Pasta Frola \$8.00	ARGENTINE PIZZAS
EMSPANADAS	POSTRES	Mozzarella \$7.00 Cheese / Onions
Smoked Short Rib \$4.00	Panqueques \$8.00	Figazzeta \$7.00 Cheese / Onions
Al Pastor \$4.00	Dulce de Leche Flan \$8.00	Jamon y Morrones \$8.00 Tomato, Mozzarella, Cooked ham, red bell
Shrimp \$4.00	Budin de Pan Al Chocolate \$8.00	
Chicken & Cheese \$4.00	Tiramisu \$8.00	
Ham & Provolone \$4.00	Bunuelos \$8.00	
Beef \$4.00	El Gran Final \$17.00	
Spinach & Cheese \$4.00		
ICE CREAM \$4.00 Craft made in house 8 oz	Vanilla Chocolate	Dulce de leche Banana
		Pistachio Acai

Coffee



\$2.45 C

Pastries



\$1.05

Smoothies



\$9.00 C

Empanadas



\$4.00

Gaucha Mercado



Ricotta Pie Dulce De Leche



\$8.00

Empanada Ham and Cheese (box of 4)



\$12.00



Juices



\$9.00

Alamitos Beach: Gaucho Grill

- **Initial Term**: Five (5) years, commencing on September 1, 2021.
- **Renewal Option**: Two (2) additional five-year options to extend.
- **Base Rent**: \$12,720 per month, adjusted by annual CPI, no more than 3 percent.
- **Rent Commencement**: First day of the month immediately after the month in which the building receives a Certificate of Occupancy, or June 1, 2022, whichever comes first.
- **Tenant Improvements**: Concessionaire responsible for build-out of all concession front-of-house and back-of-house, including kitchens and food preparation areas, furniture, fixtures and equipment necessary for operation.
- **Utilities**: Utilities will be metered separately and paid for directly by Concessionaire.
- **Refuse and Maintenance**: Concessionaire will be responsible for refuse and maintenance and paid for directly by concessionaire.

Written Complaints

- **Complaints Received:** Two – Davina's Tacos & Edgewater a/k/a Gladstone's Long Beach.
- **Summary of Complaints:**
 1. Affordability of items.
 2. Correct concept for the area.
 3. Experience level.
 4. Financial strength.
 5. Hours of operation.
 6. Local preference.
 7. Greatest economic value to the city.
 8. Maximizing return on City's asset.
 9. Process used.
 10. Activation of the area.

- Staff has carefully considered the complaints received and has determined they do not justify a change to staff's recommendation based on the following:
 1. The listing process used is consistent with City's practice for real estate matters, including former redevelopment agency properties.
 2. Local preference not allowed per State law.
 3. Gaucho Grill's proposal met the goals for the Alamitos Beach concession stand with activation, variety and affordability while offering market rate rent.
 4. Gaucho Grill's proposal provided three different concepts to ensure the concessions stand was activated for beachgoers morning, afternoon and evening.
 5. Gaucho Grill's proposal offers a variety of items and prices through each concept from grab-n-go to formal sit down.
 6. Gaucho Grill currently operates similar concepts in Downey and Buena Park as well as two downtown restaurants – Agave and Allegria.
 7. Gaucho Grill received letter of support from a downtown business.

Recommendation

- Authorize the City Manager, or designee, to enter into Beach Concession Agreements with Monty's Beach, a California limited liability company, and Downey Restaurant Company, Inc., dba Gaucho Grill, for the operation of a food concession at Granada Beach and Alamitos Beach, respectively, 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.