

May 20, 2021

MEMBERS OF THE PARKS AND RECREATION COMMISSION  
City of Long Beach  
California

RECOMMENDATION:

Authorize the Director of Parks, Recreation and Marine to enter into a Permit with Freetime, Inc., dba Wheel Fun Rentals, to continue to provide bicycle rental services in El Dorado Regional Park from June 1, 2021 through December 31, 2026, with two, one-year option to renew, through December 31, 2028, at the discretion of the Director. (District 5)

DISCUSSION

Freetime, Inc., a California corporation, doing business as Wheel Fun Rentals, has successfully operated a bicycle rental operation in El Dorado Regional Park (Park) that was approved by the Parks and Recreation Commission (Commission) as a pilot program in 2011. Subsequently, with the approval by the Commission, in 2012 and 2017, the Department of Parks, Recreation and Marine (Department) entered into Permits, which have expired.

Wheel Fun Rentals is a premier recreational rental company in the United States with over 2.5 million customers served annually in over 100 locations that include city, state, and national parks, beaches, marinas, retail spots, hotels, and visitor centers. Since 2000, Wheel Fun Rentals has successfully operated a bicycle and Segway scooter rental location out of Shoreline Village. On February 1, 2020, under a City Council approved permit, Wheel Fun Rentals opened a swan pedal boat rental operation in Rainbow lagoon, which has proven to be very popular with the public.

The Department proposes to enter into a new Permit to allow Wheel Fun Rentals to continue to operate a bicycle rental operation in the Park. The proposed Permit will include the following major terms and conditions:

- Premises: El Dorado Regional Park, Area II. Bicycles must stay on Park bicycle paths, with the exception of Area III where the path is not continuous. If requested and approved in writing by the Director, Wheel Fun Rentals may expand their ticket booth/storage area location in Area II into the Area II Option Premises (Attachment A).
- Term: June 1, 2021 through December 31, 2026.

# MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 20, 2021

Page 2

- Options to Renew: Two, one-year options to renew the Permit from January 1, 2027 through December 31, 2028, at the discretion of the Director.
- Use: Provision of a bicycle rental operation in the Park. As part of the operation, Wheel Fun Rentals may continue to use a ticket/payment booth and a 40-foot storage container in Area II of the Park. The storage container shall be used only to store nonmotorized bicycles, bicycle safety equipment, and items needed for Wheel Fun Rentals' operation. The ticket booth and storage container facades shall be maintained to the satisfaction of the Director. Wheel Fun Rentals may also rent bicycles in Area III, as requested and approved in writing by the Director.
- Food, Beverages, Vending Machines: No food, beverages or vending machines, of any kind, shall be sold or allowed on the Premises.
- Fees: Bicycle rental fees charged to the public by Wheel Fun Rentals and program additions or changes shall be approved in advance and in writing by the Director and shall be posted at the operation in view of the public.
- Operating Hours: Seasonal operating hours shall be approved in advance and in writing by the Director and shall be posted in full view of the public.
- Signs and Advertising: All Premises and Park signs and advertising shall be approved in advance and in writing by the Director and shall be posted as directed.
- Permit Fee: Annual fee of 16 percent (16%) of monthly gross revenue or \$10,000 annual minimum, whichever amount is greater. Payment accompanied by a monthly gross receipts statement shall be due to the Department by the 20<sup>th</sup> day of the following month.
- Maintenance, Construction, Filming and Special Events: Use of the Park or certain areas of the Park may be superseded by City-approved maintenance, construction, special events or filming. The Department will provide a minimum of 10 business days' notice to Wheel Fun Rentals of the operation interruption.
- Health and Safety: Identified safety deficiencies and violations of safety practices shall be corrected immediately and Wheel Fun Rentals shall cooperate fully with the Department in the investigation of accidents occurring in, on or at the Park where Wheel Fun Rentals or its equipment is involved. In the event of injury to a patron or customer, Wheel Fun Rentals shall see that the injured person receives prompt and qualified medical attention. If Wheel Fun Rentals fails to correct unsafe or unhealthy conditions which have led or, in the opinion of the City, could lead to injury, the Director may immediately revoke the Permit.



## MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 20, 2021

Page 3

- Improvements: Wheel Fun Rentals shall not erect, construct, alter or maintain any improvements on the Premises without the prior advance written approval of the Director. Wheel Fun Rentals shall pay the full cost for all approved improvements. Upon termination or revocation of the Permit, Wheel Fun Rentals shall, at their sole cost, remove all improvements and signs placed by them on the Premises and Park, and restore the Premises to a condition acceptable to the Director as instructed by the City.
- Inspection: The City, its agents, and contractors hired by City shall have the right to inspect operation at any reasonable time.
- Theft and Vandalism: Wheel Fun Rentals shall be solely responsible for any theft or vandalism to its operation. Any theft or vandalism shall be reported to the Long Beach Police Department, and to the Director or designee as soon as possible.
- Licenses, Permits, Taxes, and Government Codes and Orders: Wheel Fun Rentals shall obtain, pay for all licenses and permits, pay all taxes, and follow all governmental codes and orders required for its use of the Park and its operation. Wheel Fun shall submit copies of the licenses and permits to the Park Supervisor.
- Park Landscaping: Wheel Fun Rentals and its contractors shall not drive cars or trucks on Park turf without plywood being placed to protect said turf and irrigation.
- No Assignment: There shall be no assignment or subletting of the Permit without the prior advanced written approval of the Director.
- Termination: Either party may terminate the Permit with 30 days' advance written notice to the other party.
- Insurance: Wheel Fun Rentals shall provide and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

### FISCAL IMPACT

It is expected that the Recommendation will accrue revenue to the General Fund Group in the Parks, Recreation and Marine Department (34) in the amount of \$10,000 per year.



SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,

*Meredith Reynolds*

MEREDITH REYNOLDS  
MANAGER  
PARK PLANNING & PARTNERSHIPS

*Gladys Kaiser*

GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES

APPROVED:

*Brent Dennis*

BRENT DENNIS  
DIRECTOR

BD:SS:MR:GK:AC:lh

Attachment A: Site Map El Dorado Regional Park, Area II

