

**PROCEDURE FOR SELECTION OF SUMMER SEASON
RECREATIONAL CAMP AND PHYSICAL FITNESS TRAINING
LICENSEES ON PROPERTIES OF THE LOS ANGELES COUNTY
DEPARTMENT OF BEACHES AND HARBORS**

Introduction

Because beaches owned or operated by the Department of Beaches and Harbors (Department) and the public areas of Marina del Rey are locations in high demand for recreational camp and physical fitness training programs, an open and competitive selection process to select the most desirable operators, whether private individuals, entities, or non-profit organizations, to provide these programs during the summer season in these high profile and high use locations is warranted. California Government Code Section 25537(c) authorizes the Board of Supervisors to delegate authority to the Department Director to license use of its beach and Marina properties, which, if licensed for less than ten years in duration and not exceeding a maximum monthly amount established by ordinance, may be excluded from a bidding procedure requiring the highest proposal to be accepted. The terms "permit" and "permittee", which have been utilized in the County for over 25 years, as well as "operator", may be used interchangeably with "license" and "licensee" in this procedure.

Operating a recreational camp or physical fitness training program on Department property should not be to the detriment of the use by the public or overtax the area and its facilities. As such, operators conducting recreational camp and physical fitness training programs during the months of June through September (Summer), which are the months when the beaches are in high demand by the public, will be selected pursuant to the new Use License selection procedure. Operations should have a neutral impact on the environment and no adverse effects on the Department's assets or beach operations. The number of appropriate Use License activities will be balanced with other public space demands regardless of whether a particular activity has occurred at the location in the past, the outcome of which may be that the activity is approved, redirected to another more suitable location, scaled down or not licensed at all. Use Licenses issued will designate the licensed activity, the licensed number of participants and the designated location boundaries.

All operators will be expected to comply with all rules, regulations, policies, procedures and ordinances, including the Department minimum safety requirements, rules and regulations attached to the Beach and Harbor Use License Policy as Attachments B and C. All operators will be expected to operate responsibly and safely. At the end of each Use License term, a new selection process will occur.

Existing Use License holders do not hold exclusive or ongoing rights to conduct their activities on Department property where they have traditionally been licensed. Current Use License holders and camp operators that are not in good standing with the County, i.e., those that owe fees to the County, will not be considered for future Use Licenses.

Award of these recreational camp and physical fitness training Use Licenses will not result in exclusive use by the licensees of the locations on which they are licensed to conduct their activities. Temporary licenses that will not, in the Department's opinion, interfere with the programs offered by other licensees will be issued as the Department deems acceptable.

Selection Criteria

Evaluation of summer recreational camp and physical fitness training Use Licenses applicants will be made on a point system. The application for a particular location that receives the highest number of points will be awarded the Use License.

Points will be assigned based upon:

1. The financial remuneration offered to the County, both the prevailing percentage of gross receipts fee set by the Director – 15% in 2012 – and the amount bid for the site location, will be assigned a weighting factor of 5%.
2. The financial capability of the applicant will be assigned a weighting factor of 10%. Applicants must exhibit the necessary financial responsibility and strength to successfully carry out their recreational camp or physical fitness training operations for the term of the multi-year license. Applicants must have the means to adequately staff the proposed recreational operation(s) and comply with all of the requirements of the license.
3. The professional experience of the applicant will be assigned a weighting factor of 25%. Applicants must show past experience successfully managing similar recreational camp or physical fitness training operations and provide the credentials, experience and training of the applicant's staff. The minimum age for Lead Instructors and all Instructors in the water is 18 years of age. Applicants should also identify any professional experience they may have pursuant to license with the Department or other public agencies.
4. Operating plans will be assigned a weighting factor of 15%. Applicants must submit an operating plan for each desired site, which will be evaluated based on the overall reasonableness of the plan, the scope of the instruction to be provided, and the extent to which the plan complies with the requirements of the license. Operating plans should include all aspects of the applicant's proposed program, from drop-off to pick-up of participants.
5. Safety standards will be assigned a weighting factor of 30%. Applicants must submit an Emergency Response Plan which sufficiently demonstrates the applicant's preparedness to handle any potential emergencies that might occur in conjunction with implementing its proposed recreational operation. Applicant's staff must also possess the necessary certifications and be responsible for ensuring that it complies with all of the safety requirements included in Attachments 2 and 3.

It should be noted that each applicant will be expected to meet the minimum safety requirements as provided by the Department and developed in conjunction with the Fire Department's Lifeguard Division. Applications that do not demonstrate the ability to meet the minimum safety requirements will not be considered.

6. Community service will be assigned a weighting factor of 10%. Applicants will need to demonstrate the amount of scholarships or reduced fees given to inner-city and/or low-income youth participants. Applicants will be evaluated based on the number of assisted youth and the amount of fees reduced or scholarships given.
7. Responsiveness will be assigned a weighting factor of 5%. Applicants must clearly address the elements of the license selection requirements through a thorough, well-written recreational camp or physical fitness training Use License proposal.

Submitting An Application

To submit an application for a summer recreational camp or physical fitness training Use License, the applicant will be required to submit the prevailing administrative license fee and an application for each location offered by the Department during a time period designated by the Department. Applicants are entitled to submit applications for as many locations as they desire, but a separate application and Use License fee must be submitted for each desired location and an applicant will only be awarded up to three licenses. In this regard, applicants should be reminded that only operators identified on the Use License as the licensee will be allowed to conduct the licensed program, and recreational camp licensees are not authorized to enter into agreements with non-identified camp operators to perform this service for them. Unsuccessful applicants will receive a refund of 50% of the prevailing administrative license fee upon completion of the license process.

The minimum bid amount for each location will be \$100, and applications not accompanied by a location bid will not be considered. The accepted location fee amount will be paid on an annual basis during the term of the Use License.

Enough information should be provided in each application so that the Department can assess and evaluate the applicant's capabilities and desirability as a proposed Use License holder.

Applicants who are successful in the Use License selection process will be required to pay a portion of the estimated gross receipts identified in their respective applications before their new Use License will be issued. A payment schedule for all summer recreational camp and physical fitness training Use Licenses will apply as follows:

- 25% of estimated gross receipts will be due before the Use License will be issued;

- 25% of estimated gross receipts will be due no later than ten business days after the commencement of the licensed camp or fitness training activity;
- 50% of the actual gross receipts will be due no later than ten business days after the last day of the licensed camp or fitness training activity.

Because the first two percentage gross receipts fee amounts will have been based upon an estimate of gross receipts, additional payment based upon actual gross receipts must be paid in full within 30 calendar days following the licensed camp or fitness training activity and must be submitted with a statement of all charges assessed of participants, including additional charges paid for individual private swimming, surfing or other instruction by participants otherwise enrolled in a summer recreational camp or physical fitness training program; all income received; the number of participants and types and amounts of fees; and the name of any sponsor(s) and terms of sponsorship (provide sponsorship agreement, if one was executed).

Use Licenses will be revoked if gross receipts fees are not submitted according to the payment schedule listed above. Additionally, summer recreational camp and physical fitness training Use License holders who do not pay fees according to the payment schedule will not be considered for future Use Licenses.

Term

A three-year term, with a two-year option period, will be the maximum tenure that will be issued for summer recreational camps and physical fitness training Use Licenses. Consideration for public access and use will always take precedence over a Use License holder's use. Use Licenses do not grant exclusive use of an area by a license holder, and a license may be revoked if at any time an authorized representative of the County finds that the activities being conducted by the licensee unnecessarily endanger the health or safety of any person or that said activities are or will cause damage to real or personal property or are not in compliance with license requirements.

License Compliance

The Department intends to utilize Code Enforcement Officers with citation powers to enforce Use License requirements. Unlicensed operators will also be cited and, if uncooperative, removed from the beach.

Additionally, the Department intends to audit records kept by each Use License operator to ensure total gross receipts are appropriately accounted for and the actual gross receipts payment is properly remitted to the Department. Audits may occur both during and after the dates of camps and training programs.

Attachments

Attachment 1 – License locations for summer recreational camps and physical fitness training programs are identified in Attachment 1.

Attachment 2 – Minimum safety and operating requirements for recreational camp and physical fitness training applicants are identified in Attachment 2, which is Attachment B to the Beach and Harbor Use License Policy.

Attachment 3 – Rules and regulations for operating recreational camps and physical fitness training programs on Department property are identified in Attachment 3, which is Attachment C to the Beach and Harbor Use License Policy.

Attachment 4 – Use License application form for proposed summer recreational camp and physical fitness training licensees is attached as Attachment 4.

**BEACHES AND HARBORS
BEACH USE RENTAL PERMITS**

BEACH TOWER LOCATIONS and OPERATING HOURS

Attachment 1

BEACH LOCATION	AREA	TYPE OF CAMP	MAX # OF PARTICIPANTS	AVAILABLE HOURS
Dockweiler	Hyperion Parking Lot	Day Camp	100	10am - 4pm
Dockweiler	T-40	Day Camp	100	10am - 4pm
Dockweiler	T-41	Day Camp or Volleyball Camp/Clinic	100	10am - 4pm / 7am - 8pm
Dockweiler	T-42	Day Camp	100	10am - 4pm
Dockweiler	T-49	Surf Lessons or Day Camp	100/50	7am - noon / 10am - 4pm
Dockweiler	T-52	Day Camp	100	10am - 4pm
Dockweiler	T-54	Day Camp	100	10am - 4pm
Dockweiler	T-58	Day Camp or Volleyball Camp/Clinic	100	10am - 4pm / 7am - 8pm
Dockweiler	T-5850	Day Camp	100	10am - 4pm
Malibu Surfrider	T-1	Surf Lessons	50	7am - noon
Malibu Surfrider	T-2	Day Camp	100	10am - 4pm
Malibu Surfrider	T-3	Surf Camp	50	7am - 3pm
Manhattan Beach	6th St.	Day Camp	100	10am - 4pm
Manhattan Beach	7th Street	Day Camp	100	10am - 4pm
Manhattan Beach	8th Street	Day Camp	100	7am - noon / 10am - 4pm
Manhattan Beach	14th Street	Day Camp	100	10am - 4pm
Manhattan Beach	26th Street	Surf Class	50	7am - noon
Manhattan Beach	40th Street	Surf Class	50	7am - noon
Manhattan Beach	42nd Street	Surf Lessons or Day Camp	50/100	7am - noon / 10am - 4pm
Manhattan Beach	45th Street	Surf Camp/Lessons	50	7am - noon
Manhattan Beach	Marine Street	Surf Lessons or Day Camp	100/50	7am - noon / 10am - 4pm
Manhattan Beach	Pier n/s	Volleyball or Boot Camp or Surf Camp	100/50	7am-8pm / 7am-noon

**BEACHES AND HARBORS
BEACH USE RENTAL PERMITS**

BEACH TOWER LOCATIONS and OPERATING HOURS				Attachment 1	
Manhattan Beach	Pier s/s	Volleyball Camp/Clinic	100	7am - 8pm	
Manhattan Beach	Rosecrans	Day Camp or Volleyball or Surf Lessons	100/100/50	10am-4pm / 7am-8pm/ 7am-noon	
Marina Peninsula	Driftwood s/s	Physical Fitness	100	7am - 8pm	
Mother's Beach	Marina Beach	Day Camp or Fitness or Canoe Class	100	7am - 8pm	
Point Dume	PDC-2	Day Camp	100	10am - 4pm	
Point Dume	PDC-3	Day Camp	100	10am - 4pm	
Point Dume	PDC-4	Day Camp	100	10am - 4pm	
Redondo Beach	Almsworth Court	Day Camp	100	10am - 4pm	
Redondo Beach	Avenue C n/s	Day Camp or Yoga Class	100	10am - 4pm / 7am - 8pm	
Redondo Beach	Avenue C s/s	Volleyball	100	7am - 8pm	
Redondo Beach	Ave E s/s	Day Camp	100	10am - 4pm	
Redondo Beach	Avenue I	Surf Lessons or Day Camp	50/100	7am - noon / 10am - 4pm	
Redondo Beach	Del Mar	Surf Camp or Day Camp	50/100	7am - noon / 10am - 4pm	
Redondo Beach	Knob Hill s/s	Surfing	50	7am - noon	
Redondo Beach	Pier s/s	Day Camp or Fitness	100	7am - 8pm	
Redondo Beach	Topaz	Day Camp	100	10am - 4pm	
Topanga	Topanga 1	Surf Camp/Lessons	50	7am - noon	
Torrance	Hollywood Riviera s/s	Day Camp	100	10am - 4pm	
Torrance	Play Area	Surf Camp or Day Camp	50/100	7am - noon / 10am - 4pm	
Torrance	Ramp	Surf Camp or Day Camp	50/100	7am - noon / 10am - 4pm	
Torrance	Ramp/Torrance	Surf Camp or Day Camp	50/100	7am - noon / 10am - 4pm	
Torrance	Rat	Surf Camp or Day Camp	50/100	7am - noon / 10am - 4pm	
Torrance	Torrance n/s	Surfing	50	7am - noon	

