




**EAST BAY REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS  
AGENDA STAFF REPORT**

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<b>DATE</b>	November 21, 2023
<b>TITLE</b>	Authorization to Execute an Agreement with Boardsports School LLC at Robert W. Crown Memorial State Beach
<b>DIVISION</b>	Operations
<b>FROM</b>	Ruby Tumber, Acting Business Services Manager Robert Kennedy, Acting Assistant General Manager
<b>APPROVED</b>	Sabrina Landreth, General Manager 

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**RECOMMENDATION**

The General Manager recommends that the Board of Directors authorize the selection of Boardsports California as concessionaire of the Crown Beach Watersports And Other Water Recreation Rentals Concession at Robert W. Crown Memorial State Beach, and authorize execution of an agreement for a seven-year term beginning January 1, 2024, and an option for an additional three-year term at Park District's sole discretion with revenue up to \$12,500 per year based on a percentage of gross receipts.

**BACKGROUND**

The Concession is in Robert W. Crown Memorial State Beach ("Crown Beach") in Alameda California operated by the East Bay Regional Park District (Park District) under the Operating and Management Agreement #53258-16-217 with the State of California. The average attendance at Crown Beach can be up to 800,000 visitors per year. The 2.5-mile beach has sand dunes bordered by a bicycle trail, lawns, and picnic grounds and is popular with windsurfers and kiteboarders. Boardsailing lessons and rentals have been conducted since the early 1980s by various concessionaires. The Park District has encouraged other rental suggestions to be presented in the proposal.

The concession building is a 383-square feet A-frame wood structure with three points of access. The concession also has a container for additional storage. The current concessionaire began with lessons, rentals, and sales for boardsailing and has expanded their business to include standup boards, kiteboards, wind surf, wing surf, and water foil.

On July 7, 2023, the Park District announced a Request for Proposal (RFP) for an experienced concessionaire to operate a Concession offering board sports and other water recreation rentals for kids and adults at Crown Beach. On October 10, 2023, by unanimous vote, the Board Operations Committee recommended selection of a new concession agreement with Boardsports School, LLC dba Boardsports California by the full Board of Directors.

**ANALYSIS**

To offer open competition to the public, the RFP was advertised in local newspapers, posted on the Park District's website and social media, a government agency RFP advertisement website, and sent directly to eight Recreation vendors resulting in one submittal from the current concessionaire,

Boardsports School, LLC dba Boardsports California (Boardsports) owned and operated by Jane Comier and Rebecca Geffert. Staff interviewed Boardsports to determine how they would best accomplish the defined expectations, details of proposed fees and expenses, and their proposed business plan if awarded the agreement.

After careful consideration and review of the proposal and response to panel interview questions, staff recommends that the Board of Directors approve the award of the Boardsports And Other Water Recreation Rentals Concession Agreement at Crown Beach to Boardsports, and authorize execution of an agreement for a 7-year term and a 3-year extension option. The basis of the award is centered on the evaluation of Boardsports' proven ability to reach the required level of revenue, previous and proposed quality and quantity of service, years in business, and capability to provide services throughout the term.

## **FISCAL IMPACT**

Based on projected gross receipts from the concessionaire, the Park District can expect annual concession fee revenue of \$12,500 (5% of lessons/rentals and 2% of equipment/accessories) and \$9,400 (3% of lessons/rentals and 2% of equipment/accessories) to be set aside in the Concession Maintenance Fund. There will be no cost to the Park District for this action except for any unknown cost of maintenance or repairs to the property not covered by the concessionaire or the Concession Maintenance Fund.

## **ATTACHMENTS**

None.



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2023-11-  
NOVEMBER 21, 2023**

**AUTHORIZATION TO EXECUTE AN AGREEMENT WITH BOARDSPORTS  
SCHOOL LLC AT ROBERT W. CROWN MEMORIAL STATE BEACH**

**WHEREAS**, the Watersports and Other Water Recreation Rentals Concession is located at Robert W. Crown Memorial State Beach operated by the District under the Operating and Management Agreement #53258-16-217 with the State of California; and

**WHEREAS**, on July 7, 2023, the East Bay Regional Park District (Park District) announced a Request for Proposal (RFP) for an experienced concessionaire to operate a Concession offering board sports and other water recreation rentals for kids and adults at Crown Beach; and

**WHEREAS**, to offer open competition to the public, the RFP was advertised in local newspapers, posted on the Park District's website and social media, a government agency RFP advertisement website and sent directly to eight recreation vendors resulting in one submittal from the current concessionaire, Boardsports School, LLC dba Boardsports California owned and operated by Jane Comier and Rebecca Geffert; and

**WHEREAS**, on October 10, 2023, the Board Operations Committee reviewed and unanimously recommended approval of the selection of and a new concession agreement with Boardsports School, LLC dba Boardsports California by the full Board; and

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby approve the selection of Boardsports California as concessionaire of the Crown Beach Watersports And Other Water Recreation Rentals Concession in Robert W. Crown Memorial State Beach and authorize execution of an agreement with a seven-year term beginning January 1, 2024 and a three-year option to extend at Park District's sole discretion with revenue up to \$12,500 per year based on a percentage of gross receipts as presented to the Board on;

**BE IT FURTHER RESOLVED**, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director \_\_\_\_\_, and seconded by Director \_\_\_\_\_, and adopted November 21, 2023, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: