

BEACHFRONT
CONCESSION
LEASING
OPPORTUNITIES
IN

Long Beach

CALIFORNIA



THE OPPORTUNITY

We are pleased to offer the following rental/retail opportunities on behalf of the City of Long Beach. It is the goal of the City to continue to increase the use of the coast and enhance the overall experience of beach patrons by developing and maintaining innovative eateries, concession facilities, and services at the Beaches that offer a distinguished and assorted mix of concession options.

Since 1995, the City has contracted with an independent Contractor for the operation of various food, beverage and rental equipment concessions along the coast. These concessions serve unique aspects of the Long Beach waterfront, but after many years in operation, were in need of creative change and capital improvements. As part of a larger vision for the beach concessions, the City recently completed significant efforts to improve wayfinding and branding to each location and entered into concession agreements for the food and beverage portion of each site enhancing the overall beach experience for visitors. This offering is to address the retail/rental concession at three locations: Granada Beach, Alamitos Beach and Junipero Beach.

We are pleased to offer the following rental/retail opportunities on behalf of the City of Long Beach. It is the goal of the City to continue to increase the use of the coast and enhance the overall experience of beach patrons by developing and maintaining rental/retail concessions which complement the adjacent eateries at each available location.

AVAILABLE LOCATIONS:

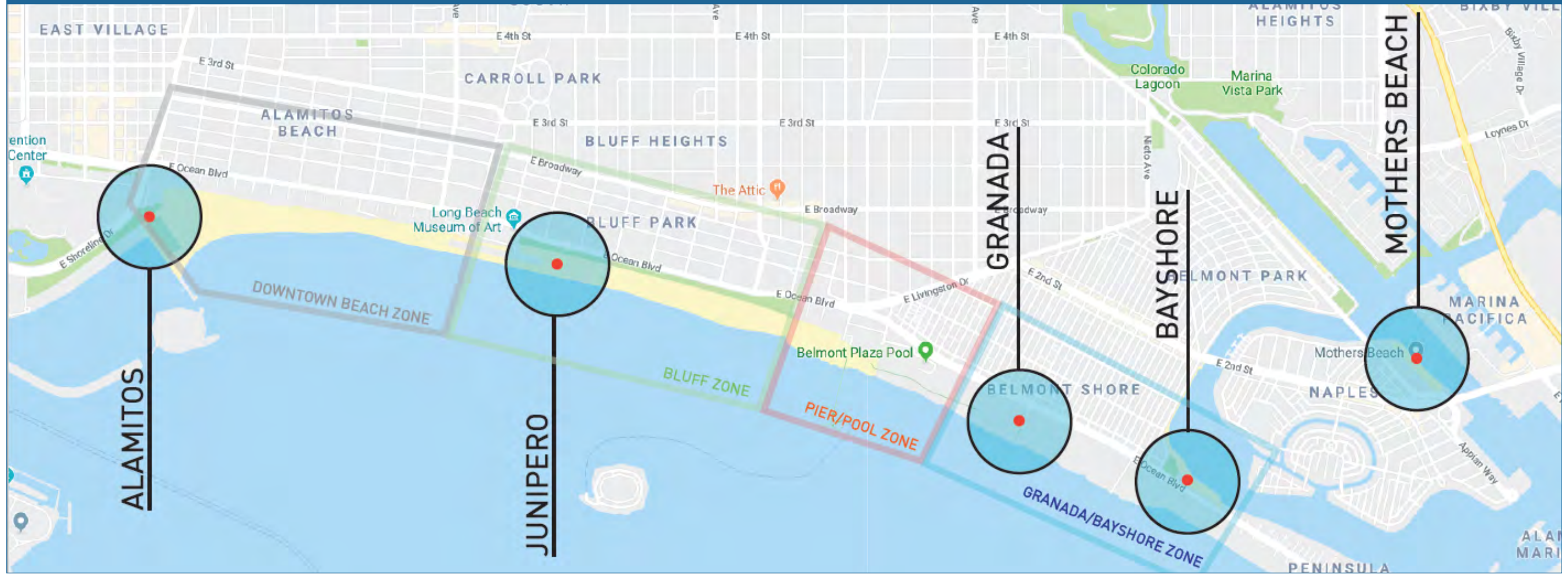
GRANADA Rental/Retail Space - ±565 RSF

JUNIPERO Rental/Retail Space: ±592 RSF

ALAMITOS Rental/Retail Space: ±833 RSF



PROPERTY LOCATIONS



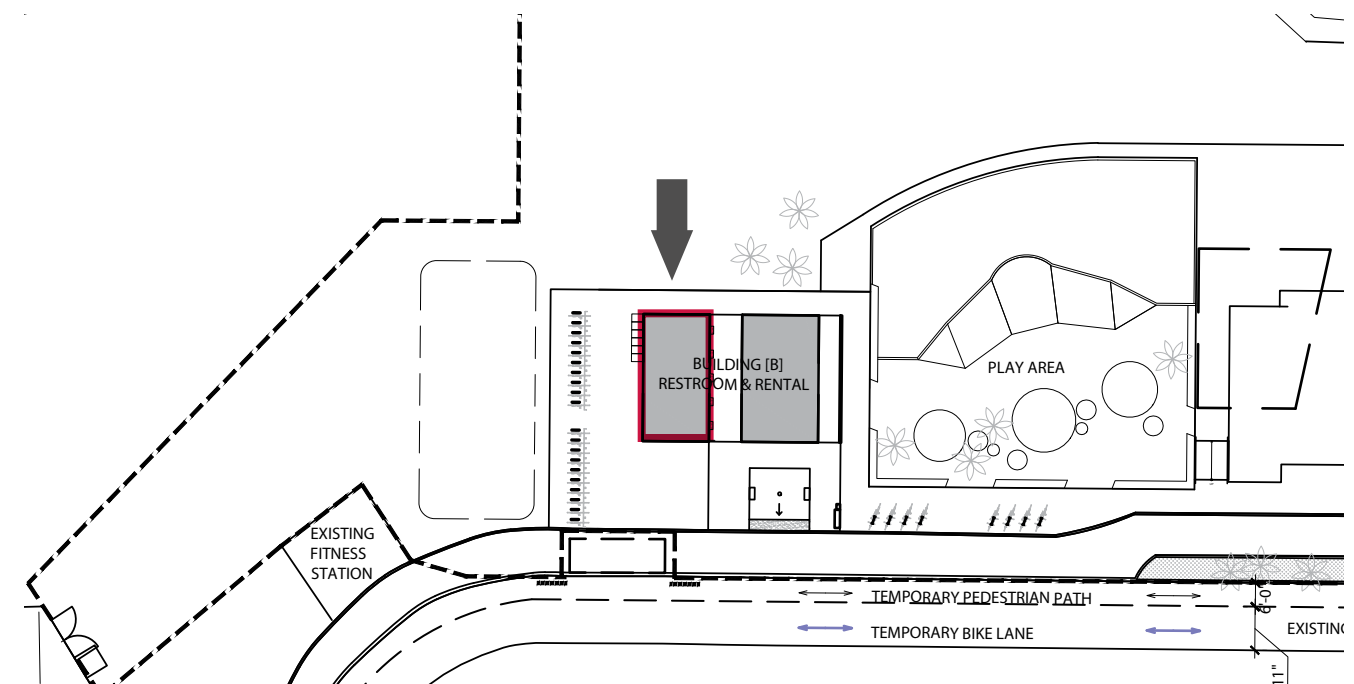


ALAMITOS BEACH RENTAL/RETAIL CONCESSION

The areas immediately adjacent to the project site include Marina Green Park, Shoreline Marina, the regional beach bicycle and pedestrian route, Alamitos Beach, the Alamitos Beach public beach parking lot offering 143 parking spaces, and a new 5,500-square-foot outdoor play area and games corner. Day and night parking passes for employees may be purchased as needed – please visit <https://www.parklb.com/annual-parking/>.

The Alamitos Beach rental/retail space offers 833 square feet of secure storage space. It is adjacent to the new Gaucho Beach restaurant concession building, the largest and newest beach concession building.

The City asks the Contractor to detail the types of rental equipment available (such as chairs, towels, umbrellas, kayaks, stand-up paddleboards, bicycles, other electric or gas-powered recreational vehicles) as well as any items that may be for sale (sunscreen, hats, bottled water, etc.). The Contractor may modify the interior space as needed for his/her specific equipment inventory.



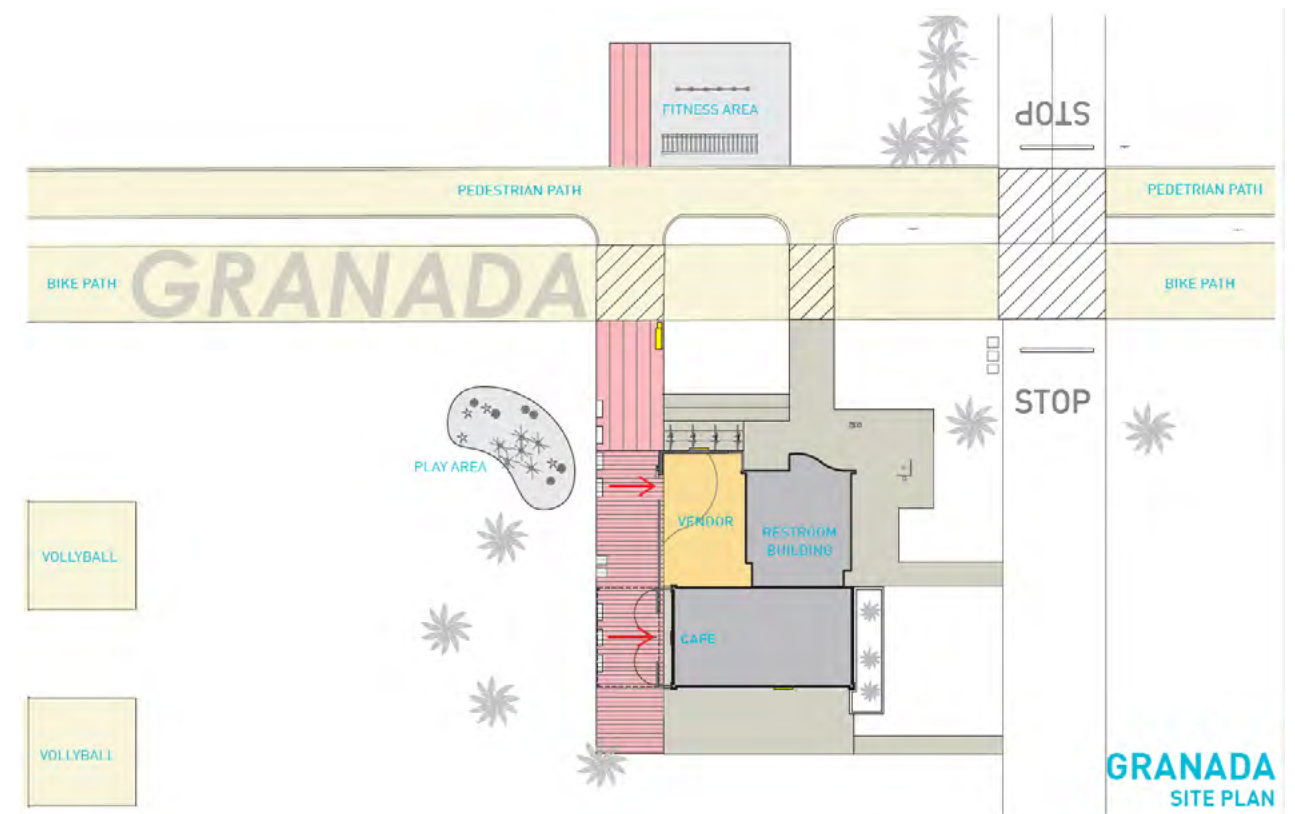


GRANADA BEACH RENTAL/RETAIL CONCESSION

The Granada Beach Concession building is located south of Ocean Blvd. and Granada Ave. The location serves as a popular destination for volleyball, kite surfing and dog beach. The parking lot directly north was completely renovated in 2018 and offers 708 parking spaces. Day and night parking passes for employees may be purchased as needed – please visit <https://www.parklb.com/annual-parking/>.

The City has added new recreational amenities related to children’s water play and adult fitness, and a new dog rinse station.

The Granada Beach rental/retail space offers 565 square feet of secure storage space. The rental/retail space will be enclosed on four sides and will not have a roof. The City asks the Contractor to detail the types of rental equipment available (such as chairs, towels, umbrellas, kayaks, stand-up paddleboards, bicycles, other electric or gas-powered recreational vehicles) as well as any items that may be for sale (sunscreen, hats, bottled water, etc.). The Contractor may modify the interior space as needed for his/her specific equipment inventory



GRANADA
SITE PLAN



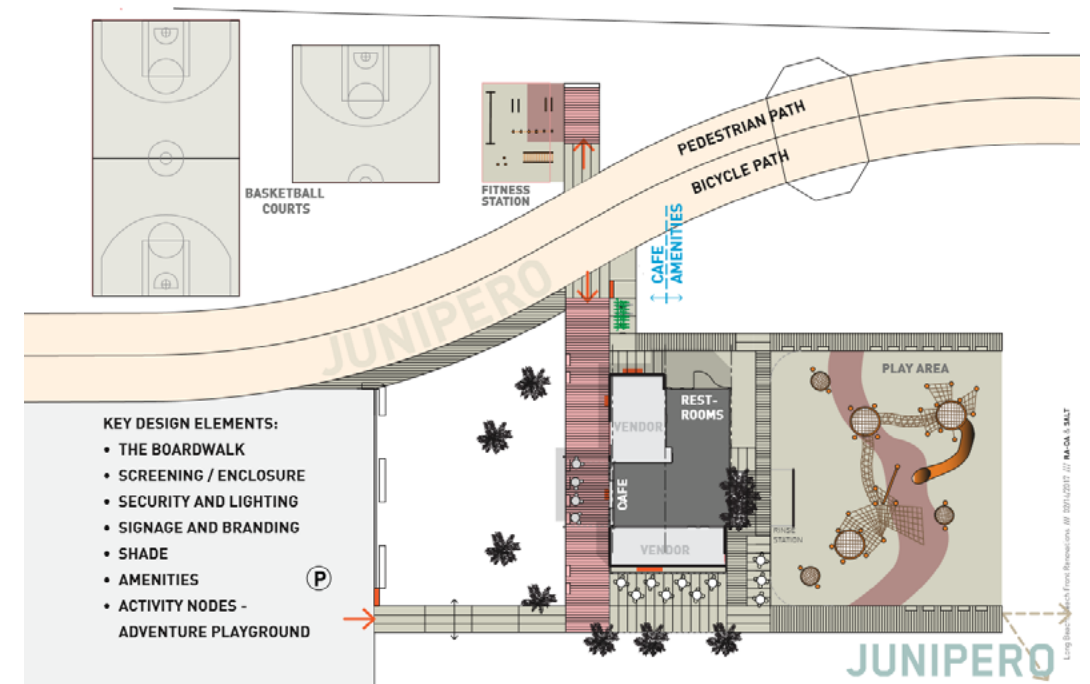
JUNIPERO BEACH RENTAL/RETAIL CONCESSION

The Junipero Beach Concession building is south of Ocean Blvd. and Junipero Avenue. The adjacent parking lot went through a complete rebuild in 2015 and now offers 350 parking spaces. Day and night parking passes for employees may be purchased as needed – please visit <https://www.parklb.com/annual-parking/>.

Already a popular beach destination, the City has added new basketball courts, children’s play area, and adult fitness station. This building is adjacent to Saltwater Deck, operating since 2022.

The Junipero Beach rental/retail space is adjacent to public restrooms and the Concession area. It offers 592 square feet of secure storage space. The rental space will be enclosed on four sides and will not have a roof.

The City asks the Contractor to detail the types of rental equipment available (such as chairs, towels, umbrellas, kayaks, stand-up paddleboards, bicycles, other electric or gas-powered recreational vehicles) as well as any items that may be for sale (sunscreen, hats, bottled water, etc.). The Contractor may modify the interior space as needed for his/her specific equipment inventory.



BACKGROUND

The City has completed a five-year Tidelands Capital Improvement Program. As part of the program, a new state-of-the-art concession building has been constructed at Alamitos Beach. The Junipero and Granada concession buildings have received facade and landscaping improvements, as well as new sporting and play equipment to activate the adjacent beach areas.

The new and renovated spaces will activate the beach areas and provide an improved destination for the community.

Long Beach is the seventh-largest city in the state of California with an estimated population of 491,564. The City's government employs more than 6,000 full and part-time personnel in 22 departments and offices throughout the City. In addition to the usual municipal services of police, fire, public works, library, and parks and recreation, the City owns and operates one of the largest ports and public marinas in the country.

Long Beach features over 11 miles of beachfront that welcomes more than 15 million visitors a year. The beach and its bike & pedestrian paths are utilized 365 days a year and received major upgrades and investments since 2010, including the rebuilding of beach restrooms, beach parking lots, Bluff Park, and portions of the beach bike path. A new 3+ mile beach pedestrian path and the Bixby Park meandering bluff pathway have also been constructed. Beach water quality in Long Beach has also been improved greatly, thanks to innovative storm drain improvements, including new low-flow diversions and trash traps.

Additionally, the City has completed a five-year Tidelands Capital Improvement Program. As part of the program, a new state-of-the-art concession building has been constructed at Alamitos Beach and will be operated by Gaucho Grill offering three concepts, Gaucho Beach, Gaucho Café and Gaucho Mercado, beginning in late summer 2023. 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. The Junipero and Granada concession buildings have received facade and landscaping improvements, as well as new sporting and play equipment to activate the adjacent beach areas. The Granada Beach concession, currently undergoing interior renovations, will be operated as Monty's Beach offering coffee, natural juices, smoothies, teas, granola, breakfast and lunch sandwiches, hamburgers, hot dogs, fruit and meat platters, and salads. The Junipero Beach concession is operated by

Saltwater Deck with an extensive organic menu including grass-fed beef hamburgers, hot dogs, wraps, frozen yogurt, and breakfast burritos. The retail/rental concessions should enhance visitors' experience of these new and renovated spaces in activating the beach areas and offering an improved destination for the community.

The planned improvements at these locations are varied and offer something for everyone. They have already been fully planned, entitled, approved by the Coastal Commission, and funded. Some beach areas cater to families with children, while other areas cater to dog owners, volleyball players and kite-surfing enthusiasts. Marine Stadium and its launch ramps are crowded year-round and serve as a premier water skiing and rowing venue in Southern California. The "long beach" for which the city is named features a 3.1-mile bike/pedestrian path, Shoreline Way, which is also well used year-round.

Major attractions, such as The Long Beach Convention Center, Aquarium of the Pacific, cruise terminals, and museums brought roughly six million visitors to the City in 2017. Popular events also draw many first-time and repeat guests: the Grand Prix of Long Beach is the most popular road race in the western hemisphere, bringing roughly 200,000 fans to our city over the annual three-day event weekend. The Long Beach Marathon, also held annually, features one of the most scenic long-distance courses in America. Community, cultural, and charity events provide Long Beach residents and visitors with many opportunities to celebrate the City's diversity. With nearly 3,600 boat slips in its marinas, Long Beach welcomes over 20,000 visiting mariners to its shores annually.

The City also owns and operates a gas utility, a water utility, refuse collection, two historic ranchos, a growing commercial airport, marinas and golf courses.

Private investment in the city is at unprecedented levels, and includes housing, retail, and mixed-use developments. Currently, approximately \$3.5 billion in private investment and 75 projects in various stages of planning and construction are contributing to a rapidly evolving urban space.

Long Beach works closely with film and television production companies. Feature films, shorts, commercials, television series, student films, still photography, and public service announcements (PSAs) are examples of the film activities that are permitted every day. Long Beach is popular as a film location due to the unique community and business districts. Long Beach often doubles for Boston, New York, Miami, Chicago, or just about "Anywhere USA". The City has averaged more than 325 production days a year in recent years.

ABOUT LONG BEACH



Long Beach is the 7th most populous in California with an estimated population of 491,564 residents. Spanning over 51 square miles with 11 miles of coastline, it is the second-largest city in the Los Angeles metropolitan area and the third in Southern California behind Los Angeles and San Diego. Long Beach is strategically located within a 30 minute drive of Downtown Los Angeles and Orange County business centers. The city, widely recognized as a very desirable and livable community, is known for its unique neighborhoods, quality schools, excellent hospitals and noted arts and cultural resources.

Long Beach has been named by USA Today as the most diverse city in the United States - one of the City's strongest assets. LBUSD now educates 81,000 students in 84 public schools in the cities of Long Beach, Lakewood, Signal Hill, and Avalon on Catalina Island. The school district is the third largest in California and employs more than 8,000 people, making it the largest employer in Long Beach.

The Port of Long Beach is one of the world's busiest seaports, a hub for one-third of all the trade moving through West Coast ports. Port related trade supports more than 30,000 Long Beach jobs and more than 300,000 jobs throughout Southern California. Trade valued annually at more than \$140 billion moves through Long Beach, making it the second busiest seaport in the United States.

Long Beach is quiet but connected—at times you almost wouldn't notice the dense network of channels into neighboring cities and airports. Long Beach walks the line between LA and Orange counties, with direct access to not only our own Long Beach Airport (LGB), but also Los Angeles International Airport (LAX) and Santa Ana's John Wayne Airport (SNA). While both the Metro Blue Line and LGB go through massive renovations, the future will only become more convenient to travel near and far.

METRO

If you've encountered any of the heavy construction along Pacific Ave and Long Beach Blvd, you've already seen the early workings of the 8-month, \$350 million upheaval of the Metro Blue Line. As one of the most used light rails in the U.S. with an average ridership of 70,000 per day, the Blue Line will continue to be a dependable straight shot between DTLB and DTLA, but it will boast some major improvements. When it reopens later in the year, expect a faster, safer, and more reliable ride. And not only will the rail cars be brand new, the overall commute time between terminuses is expected to decrease by 10 minutes.

FREeways

The freeway system in Southern California may seem chaotic, but the web of interchanges ties together the sprawling Greater LA and OC areas. The 710 freeway feeds straight into Downtown Long Beach through multiple points of entry, providing easy access directly to East Los Angeles, the Ports of Long Beach and Los Angeles, and the 405 connector to OC and West Los Angeles.

AIRPORT

Long Beach Airport has set a new standard for air travel, receiving numerous awards and recognition for the resort-like passenger concourse and local dining options. Showing up in top U.S. airports lists in recent years for its world-class restaurants and unique blend of the modern and historic, LGB served over 3.8 million passengers last year. The airport features nonstop service to 17 destinations on American Airlines, Delta Air Lines, Hawaiian Airlines, JetBlue Airways and Southwest Airlines. The airport is in the process of undergoing its \$65 million Phase II Terminal Area Improvement Project, expected to be completed by 2021.

CITY OF LONG BEACH



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