

**COUNTY OF SACRAMENTO
CALIFORNIA**

For the Agenda of:
February 20, 2015

To: American River Parkway Advisory Committee

From: Department of Regional Parks

Subject: Approval Of Concession Agreement With Delta Charters In The American River Parkway

Supervisory
District(s): All

Contact: Jeffrey R. Leatherman, 875-6132

Overview

The Department of Regional Parks was approached by Mr. Brian Carroll of Delta Charters with a proposal to operate a concession operation which includes personal watercraft rentals, instructional classes, and tours. Locations will include the boat launch at Discovery Park for activity in the Sacramento River.

Recommendation:

1. Conceptually approve the concession agreement with Delta Charters; and
2. Direct staff to bring to the Recreation and Park Commission.

Measures/Evaluation

The proposed action fits into the “Sustainable and Livable” County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for Park users.

Fiscal Impact

Delta Charters will pay fees similar to existing concession contracts including a per boat fee for rentals and a percentage of sales for instructional classes and tours. The Department anticipates about \$1,500 in annual payments.

BACKGROUND

The American River Parkway has hosted concession operations for over 30 years including the American River Raft Company and River Rat raft rentals. Delta Charters is a similar concept except on a much smaller scale. The business plan presented by Delta Charters includes personal watercraft rentals, classes and tours all centered around instructing customers how to use a personal watercraft safely and enjoy the natural beauty of the Delta. The proposal includes launching the personal watercrafts at Discovery Park boat launch for instruction, tours and use on the Sacramento River.

DISCUSSION

Provided as attachment C to this report is the Parkway Plan Compliance analysis completed by the Department of Regional Parks. The analysis concludes that the proposed concession activity is compliant with the Parkway Plan and includes some recommendations for limiting activities based on their potential impact to the Parkway and Parkway visitors.

The concession proposal and recommended agreement do not allow for the storage of the equipment or construction of any improvements related to the concession operation. The equipment will be brought into the park on a daily basis using a vehicle and trailer and taken off the property at the end of the day. Operations at Discovery Park will be limited to groups of 6 students at any one time during instruction and no more than 4 personal watercrafts available for rental, tours or instruction. The operation proposal presented by Delta Charters includes a 6 to 1 ratio of class participants to instructors which will keep the instruction classes and tours limited to the “family” group size (3-10) user group as defined in the American River Parkway Plan. Rentals are also geared towards individuals and families and will not exceed the “family” (3-10) group size designations.

Regional Parks staff collaborated with Delta Charters to draft the proposed concession agreement. The proposed term of the agreement is for one season with an automatic 2 year extension in writing unless the County provides a written termination notice to Delta Charters. Sacramento County Code section 9.36.077 outlines the requirement for all commercial activities such as the sale of goods and services, instructional lessons, apparel, entertainment, and other commercial activities must first obtain a concession agreement with the County of Sacramento. The Department’s approved fee schedule defines a minimum of a 15% percent contribution for traditional concession operations conducted within Sacramento County Regional Parks and a 10% contribution for all other concession activity.

The Delta Charters concession agreement proposes a \$5 per rental of any equipment rented and 10% of all registration fees for any programs, including, but not limited to: instruction or tours. The concession fee recommendation takes into account the contract limitations, specifically the requirement that activities not exceed the family group designations of the American River Parkway Plan. The Department anticipates about \$1,500 in annual revenue from the concession agreement.

Environmental Review

The Division of Environmental Review and Assessment will be finalized after public comments are received.

American River Parkway Plan Review

Attachment C represents the Department of Regional Parks analysis and determination for the proposed concession agreement.

Drought Consideration

Delta Charters and Regional Parks anticipate there may be an impact to Delta Charters operation on the Sacramento River and will work with Delta Charters to address operational and fiscal impacts due to water or drought conditions.

MEASURES/EVALUATION

The proposed action fits into the “Sustainable and Livable” County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for Park users.

FINANCIAL ANALYSIS

The Department had minimal costs associated with the request for CEQA review, and anticipates no increased costs from the implementation of the concession agreement. Delta Charters will pay concession fees similar to existing concession contracts including a per boat fee for rentals and a percentage of sales for instructional classes and camps. The Department anticipates about \$1,500 in annual revenue from the concession agreement.

Respectfully submitted,

APPROVED:
BRADLEY J. HUDSON
County Executive

JEFFREY R. LEATHERMAN, Director
Department of Regional Parks

By: _____
ROBERT B. LEONARD
Chief Deputy County Executive

Attachments:

- A. Delta Charters Concession Proposal
- B. Proposed Concession Agreement
- C. Parkway Impact Report
- D. Map
- E. Early Notification Notice