



## THE AREA

The Beach Services territory will encompass the public areas defined by these boundaries:

Western: The Strand Street and beach  
Northern: Breakwater Way  
Southern: Wisconsin Street

Vending opportunities may be available on the following city-owned properties:

- Amphitheatre/Amphitheatre Plaza
- Betty's Lot
- Locations below the pier and adjacent to Beach Community Center
- Tyson Park
- Seagaze Park
- Wisconsin Street Lot
- Public Right of Way locations on The Strand

*There are three concessions that currently operate at the beach and on the pier. McDonald's operates a limited menu walk-up restaurant on the Strand at the base of the pier. Ruby's operates a full-service restaurant at the end of pier. A bait shop with some snack and sundry items operates on the pier. All of these concessions operate under contracts with the City of Oceanside and are neither covered by nor controlled by the MainStreet Oceanside Beach Services Program.*

For more information on the MainStreet Oceanside Beach Services opportunity, please contact:

**Kim Heim**  
*Executive Director*  
760.754.4512

If you would like to submit a proposal, please contact the MainStreet Oceanside support staff at 760-754-4512 to request an application.



# Opportunities for Beach Service Providers 2006



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# THE OPPORTUNITY

MainStreet Oceanside has contracted with the City of Oceanside to develop a pilot program with the goal of enhancing the public use of the beach and the ocean. These services and activities are to be conducted in a manner that is sensitive to existing land uses, promotes public safety and accessibility for all beach visitors, minimizes adverse effects on water quality and preserves natural and cultural resources.

The Oceanside beach and pier area plays host to over one million visitors per year. The MainStreet Oceanside Beach Services Program will offer a ground floor opportunity for several carefully selected vendors.

The objective of a successful concessionaire will be to provide high quality services or food products at reasonable prices and to promote a safe, enjoyable and high-quality recreational experience for all beach visitors.

Proposals are being solicited in the following areas:

- Services
- Food Products
- Information
- Equipment Rental
- Personal Property Storage (*basket check/lockers*)
- Education/Training
- Communication
- Transportation
- Banking

*Retail products may be added to this list in subsequent years, however we are not requesting proposals for retail products in the first year of the program. Contact our office to be placed on the waiting list.*

# VENDOR CATEGORIES

## Type 1 - PERMANENT

- **50 week per year operation**
- High Season (Memorial Day through Labor Day): 6 days per week operation
- Low Season (Labor Day through Memorial Day): 3 days per week operation
- Possible utility usage  
*Vendor will be provided with or construct their own portable operating kiosk and storage facilities which will be situated in a specified location for day to day operation. Structure and paint scheme to be approved by MainStreet Oceanside.*

## Type 2 - SEMI-PERMANENT

- **High Season Only** (Memorial Day through Labor Day): 4 to 6 days per week operation
- No Low Season operation
- Possible limited on-site storage
- Possible utility usage  
*Vendor will provide a portable structure; style and color to be approved by MainStreet Oceanside.*

## Type 3 - TRAVELING / MOBILE

- **Primarily High Season**
- High Demand Weekends - Holidays - Special Events
- Non-traditional locations
- Daily removal - no on-site or overnight storage
- No utilities (self-contained)  
*Vendor will provide a traveling/mobile type unit, style and color to be approved by MainStreet Oceanside*

NOTE: All Beach Services providers may be subject to certain black-out dates to be determined by MainStreet Oceanside and the City.

**A summary of some of the important contract provisions are described below.**

*At a minimum, a successful applicant will be required to:*

1. Provide a cash security deposit based on expected annual gross revenues (see contract).
2. Provide Liability and Worker's Compensation Insurance.
3. Implement record keeping systems as specified by Main Street Oceanside, Inc.
4. Provide proof of proper registration with all taxing and licensing authorities.
5. Obtain all necessary permits and approvals to comply with applicable health, safety and environmental codes and regulations.
6. Agree to the provisions of the "Procedures and Regulations Agreement" and the "Concession Agreement" including, but not limited to, those sections specifying rates, charges and quality of goods and services; performance evaluations and inspections; taxes; housekeeping, maintenance, repair and removal; utilities and services; resource conservation; hazardous substances; signs and advertising; nondiscrimination; drug-free workplace; disabilities access laws; employee training; attire/uniform; indemnification and independent contractor status.

