



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 18, 2025

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARD: 1

SUBJECT: CONCESSIONAIRE AGREEMENT WITH FREETIME INC., DOING BUSINESS AS WHEEL FUN RENTALS, FOR THE OPERATION AND MAINTENANCE OF THE PEDAL BOAT RENTAL CONCESSION AT FAIRMOUNT WITH MINIMUM ANNUAL REVENUE GENERATED OF \$15,000, FOR A TWO (2) YEAR PERIOD STARTING NOVEMBER 2025, WITH THE OPTION OF ONE (1) TWO-YEAR EXTENSION

ISSUE:

Approve a Concessionaire Agreement with Freetime Inc., doing business as Wheel Fun Rentals, of Ventura, California, for the operation and maintenance of the pedal boat rental concession at Fairmount Park. Minimum annual revenue generated will be \$15,000 per year, for a two-year term starting in November 2025 for with the option of one two-year extension.

RECOMMENDATIONS:

That the City Council:

1. Approve the Concessionaire Agreement with Freetime, Inc. doing business as Wheel Fun Rentals, for the operation and maintenance of the pedal boat rental concession at Fairmount Park effective November 2025 for a two-year term, with minimum annual revenue of \$15,000; and
2. Authorize the City Manager, or designee, to execute the Agreement and optional term extension with Freetime, Inc., doing business as Wheel Fun Rentals, including making minor and non-substantive changes.

BACKGROUND:

Fairmount Park is one of several parks designated as a Regional Park in the City of Riverside. The park consists of approximately 280 acres. Fairmount Park is best known for its fishing and passive day use activities. Existing facilities include bicycle trails, picnic areas, playgrounds, restrooms, a rose garden and three lakes, totaling approximately 45 acres of water surface. There is also an existing golf course adjacent to the park that is operated through the Parks, Recreation and Community Services Department. The park is situated next to the Santa Ana River and serves

as a staging area for the Santa Ana Bike Trail that runs from the San Bernardino Mountains to the Pacific Ocean.

DISCUSSION:

In late 2024, the Parks, Recreation and Community Services Department (PRCSD) received an unsolicited letter of interest by Freetime, Inc. doing business as Wheel Fun Rentals, to offer services at Fairmount Park.

A closed session meeting was held with City Council and the City Manager on April 15, 2025, with the recommendation to proceed with an agreement.

On August 18, 2025, PRCSD delivered a presentation to the Park and Recreation Commission, with Chair Friedlander, Vice Chair Barlogio and Commissioners Forbes, Young, Dawson, Schaefer, Kopp and Johnson present, on Wheel Fun Rentals, as a potential concessionaire to provide pedal boats, bicycles and other rentals at Fairmount Park.

Staff recommend that the agreement be approved with Wheel Fun Rentals to operate and maintain the pedal boat, kayak, and bicycle concession. Approval of this agreement would allow Wheel Fun Rentals to provide a valued recreational amenity for Riverside residents and visitors, enhancing activities available at Fairmount Park. In addition, this partnership will address the ongoing staffing limitations that have previously prevented the City from consistently operating the pedal boat program. Wheel Fun Rentals will operate from the lower level of Stewart's Boathouse.

Key terms of the proposed agreement include:

- Initial term of the agreement is for a two (2) year period with the option of one (1) two-year extension.
- Concessionaire shall pay a monthly fee to the City. The fee shall be based on a percentage of gross revenue for boat rentals, kayak rentals, and concession sales using the following scale, or \$3,750 per quarter, whichever is higher:

<u>Gross Revenue</u>	<u>Percentage Due as Rent</u>
\$1-\$150,000	10%
\$150,001 and above	15%

- The Concessionaire shall remit to the City a minimum Annual Guarantee of Fifteen Thousand Dollars (\$15,000).
- The operator is responsible for all operations, management, maintenance, and marketing of Stewart's Boathouse (lower level) at Fairmount Park.
- The City shall bear no financial responsibility for concessionaire operations.

FISCAL IMPACT:

The total fiscal impact of the agreement is an increase in estimated revenue of \$15,000 per year, or \$30,000 for the term of the agreement. Funds will be deposited in the account listed in the table

below.

Table 1. Estimated Annual Revenue

Fund	Account Name	Account	Total
General Fund	PRCS - Misc Park Receipts	5205000-343620	\$15,000
Total			\$15,000

Prepared by: Desiree Gurrola, Recreation Supervisor
 Approved by: Pamela M. Galera, Parks, Recreation and Community Services Director
 Certified as to
 availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer
 Approved by: Kris Martinez, Assistant City Manager
 Approved as to form: Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

1. Concessionaire Agreement
2. Presentation