



Council Agenda Item 25-0405R

MEETING DATE: May 12, 2025

SUBJECT/TITLE: RESOLUTION AUTHORIZING A THREE-YEAR AGREEMENT WITH CAMPBELL PRODUCTIONS FOR THE OPERATION AND MANAGEMENT OF THE PARK POINT BEACH HOUSE.

SUBMITTED BY: Bridget Erickson, Parks & Recreation

RECOMMENDATION: Approve

BOARD/COMMISSION/COMMITTEE RECOMMENDATION: N/A

PREVIOUS COUNCIL ACTION: N/A

BACKGROUND: Parks & Recreation has been operating the beach house since 2021. Prior to 2021, the City held a contract with the Duluth YMCA for management of the beach house. Since 2021, the City has developed permitting guidelines, made improvements to the facilities, and learned more about the desired uses, necessary operations, and potential for the future use of this facility. Operations have increased, so the City is now seeking a third party operator to manage beach house event rentals in 2025-2027.

The City issued a request for proposals on January 17, 2025 to select an organization to provide operations and event management services at the Park Point Beach House and received one response. Campbell Productions' proposal was evaluated and is recommended for award by the RFP review committee.

Under the terms of the agreement, Campbell Productions will be responsible for all aspects of beach house event and rental operations, including but not limited to booking, scheduling, and staffing events; promotion and marketing for the beach house; providing janitorial services; and working cooperatively in shared spaces within the beach house with the Duluth YMCA's lifeguarding program.

The City will be responsible for contracting and paying for utilities, performing necessary major repairs and non-routine maintenance of the facilities, removal of sand from patio and sidewalks, and winterizing the facility.

BUDGET/FISCAL IMPACT: Revenue share to the City: 25% rental fees in 2025 and 20% rental fees 2026-27

OPTIONS: N/A

NECESSARY ACTION: Approve.

ATTACHMENTS: Agreement attached as Exhibit A