



## **STAFF REPORT TO THE CITY COUNCIL**

**DATE:** Regular Meeting of January 22, 2019

**TO:** Honorable Mayor and Members of the City Council

**SUBMITTED BY:** Christopher Roke, Parks & Recreation Director

**SUBJECT:** City Banner Program

### **RECOMMENDED ACTION:**

Receive Report, Discuss, and Provide Direction, if any.

### **COMMISSION/SUBCOMMITTEE ACTION AND RECOMMENDATION:**

N/A

### **FISCAL IMPACT OF RECOMMENDATION:**

Currently there are 4 banner locations within the City of Hercules with the intent to generate revenues for recreation programs and to assist with the promotion of businesses, programs and/or events. The following fees apply for each location:

- |                                           |                              |
|-------------------------------------------|------------------------------|
| • Sycamore Avenue and Refugio Valley Road | Res \$250/Non-Resident \$300 |
| • Sycamore Avenue and San Pablo Avenue    | Res \$250/Non-Resident \$300 |
| • Sycamore Avenue and Willow Avenue       | Res \$200/Non-Resident \$250 |
| • Willow Avenue and Park & Ride           | Res \$200/Non-Resident \$250 |

Approved non-profits are charged \$35 a month for their banner use pursuant to the Master Fee schedule.

The banner program brings in anywhere between \$10,000-\$20,000 in revenue on an annual basis.

### **DISCUSSION:**

The City Council had requested on October 23, 2018, that this item be placed on a future agenda to allow for a review and discussion of the City's existing banner program. The existing Banner

Advertisement Policy is attached along with a spreadsheet that shows the use of the spaces over the past 2 calendar years.

Over the past 2 years, slightly less than 20% of the available spaces were used by City recognized Nonprofit groups at the reduced rate. Additionally, approximately 25% of the available space went unrented. Whenever a space goes unrented, the Parks and Recreation Department uses the space to promote internal and/or City programs.

#### **ATTACHMENTS:**

Attachment 1 - Banner Advertisement Policy

Attachment 2 - Banner Use spreadsheets for 2017 and 2018

#### ***Financial Impact***

**Description:** The banner program generates revenues for the Parks and Recreation Department. Not only from the direct revenues which are generated from the banner space rentals but also for the advertising of classes, camps, events and/or programs.

**Funding Source:** Not Applicable

#### **Budget Recap:**

Total Estimated cost: \$ 0

New Revenue: \$ Unknown

Amount Budgeted: \$ 0

Lost Revenue: \$

New funding required: \$ 0

New Personnel: \$

Council Policy Change: Yes ☐ No ☒