

STAFF REPORT

TO: Community and Library Services Commission Members
FROM: Christopher Roke, Parks & Parks and Recreation Director
SUBJECT: City Banner Program
DATE: Regular Meeting of February 11, 2019

RECOMMENDED ACTION:

Conduct a discussion of the Parks & Recreation banner advertisement policy and direct staff.

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:

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

There is a reduced rate of \$35 per banner for city recognized Non-Profit Groups. The banner program brings in anywhere between \$10,000-\$20,000 in revenue on an annual basis to support Parks and Recreation services and programs.

DISCUSSION:

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

At the October 23, 2018 City Council meeting, the City Council requested that the Parks & Recreation bring back the banner advertisement program and policy for discussion. There were some concerns about how the program was being administered. The Banner Advertisement Policy is attached along with a spreadsheet that shows the use of the spaces over the past 2 calendar years.

ATTACHMENTS:

Attachment 1 - Banner Advertisement Policy
Attachment 2 - Banner Use spreadsheets for 2017 and 2018