

## **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 March 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:

- |                                           |                    |
|-------------------------------------------|--------------------|
| • 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