

May 6, 2003

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
May 13, 2003

**MERVYN'S BEACH BASH
BANNER DISPLAY
SUMMER 2003**

Recommendation

Staff recommends that Council approve the attached Mervyn's Beach Bash light pole and street banner plan.

Background

To advertise Beach Bash 2003, 3'X7' light pole banners decorated the Strand, Pier Avenue and Hermosa Avenue. The banners reflected Mervyn's event marketing theme of beach activities. Banner images captured the spirit of the event in an aesthetically pleasing way, and were further adopted for the City of Hermosa Beach Street Safety Program.

Banners for 2003 will reflect the main components of Beach Bash: beach volleyball and extreme games. A picture of current marketing theme is attached for review.

Analysis

Last year, Mervyn's was granted approval for light pole and street banner display. Merchants and residents have repeatedly commented that the banners are an attractive addition to the downtown area. Banner installation occurs four weeks prior to the event, creating a festive anticipatory atmosphere. Banner removal occurs immediately the day afterward.

Fiscal Impact: None

Attachments:

- A. Light Pole & Street Banner Plan
- B. Sample of Marketing Theme

Respectfully submitted,

Concur:

Lisa Lynn
Recreation Supervisor

Stephen R. Burrell
City Manager