

December 5, 2002

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
December 10, 2002

**COMMERCIAL BANNER PROGRAM**

**Recommendation:**

That the City Council continue the Commercial Banner Program for another two-year period with minor changes in the administration of the program.

**Background:**

The Commercial Banner Program was approved in December 2000 for a two-year period. The program was modified in December 2001. A report is attached that details the use of the program over the last two years. The program has raised over \$117,000 for local non-profit groups.

Staff has suggested two changes in the administration portion of the program. First, to allow periods of one month instead of three months so groups that can only secure a sponsor for one month may participate; and, second, to set a new deadline schedule of four weeks prior to reserved time to complete all aspects of the application.

Respectfully submitted,

Stephen R. Burrell  
City Manager