

February 1, 2005

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
February 8, 2005

BEACH VOLLEYBALL NET ADVERTISEMENT

Recommendation

The Parks, Recreation, and Community Resources Advisory Commission recommends that Council approve program proposal for commercial advertisement of beach volleyball court nets.

Background

Hermosa Beach is a prime area for visual advertisement; for which there is monetary value. The Community Resources Department receives numerous requests from commercial groups to supply volleyball nets in exchange for advertising. The company name or product is reproduced on the rim of the net. Historically, there has been no fee associated with net advertisements.

The Community Resources Department budget allocation for beach volleyball courts is \$1,000 annually. This amount does not meet the demand for repair and replacement. Proceeds from net sponsorship would augment budget allocation for maintenance and repair, as well as, both net and post replacement. Further, it would allow for additional equipment purchases, such as, volleyballs and lines needed for beach volleyball camps and classes.

The proposed fee is \$1,000 per net, per year. The advertiser is responsible for net provision and installation, per City standards. Upon expiration date of the ad, the advertiser agrees to donate the net to the City, regardless of contract renewal. Sponsors of City approved tournaments may temporarily replace nets in the commercial zone, between 11th street and 14th street for the duration of an event.

Attachments:

- A. Beach Volleyball Net Advertisement Application

Respectfully submitted,

Concur,

Lisa Lynn
Community Resources Director

Stephen R. Burrell
City Manager