

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Andrea Draeger – Senior Center, Enrichment, and Office Manager

Date: 4/20/2026

Subject: banner application

Background

The Parks, Recreation, and Forestry Department is proposing the use of an updated banner application for community partners to display advertising banners at designated Parks & Recreation facilities.

Historically, banners have been installed by local organizations; however, a formal application process previously in place was not consistently utilized. In an effort to improve consistency, transparency, and oversight, the application has been updated with review and input from the City Attorney.

At this time, a comprehensive review of a broader banner policy is pending through the City Attorney's Office. The updated application is intended to serve as an interim administrative tool to guide banner requests and ensure appropriate use of City facilities.

Budget Goal

2. Maintain indoor and outdoor recreational facilities to enhance safety, overall health, and quality of life.

Financial Impact

Previously, fees were not consistently collected for banners. A proposed \$100 fee per banner would be implemented, with total revenue pending the number of banners installed.

Recommendation

Staff recommends approval of the updated Banner Application for use on an interim basis, pending completion of the full banner policy review by the City Attorney's Office.

Motion: approve the updated Banner Application for interim use, pending completion of a comprehensive banner policy review by the City Attorney's Office.