

ARTS, PARKS, LIBRARIES, AND COMMUNITY ENRICHMENT COMMITTEE REPORT relative to changes to current policy needed to facilitate the acceptance of private donations related to Department of Recreation and Parks (RAP) signage.

Recommendations for Council action:

1. INSTRUCT the RAP, with the assistance of the City Administrative Officer (CAO) and the Chief Legislative Analyst (CLA), and in consultation with the City Attorney, to report back with a proposed draft framework for an Off-site Advertising Sign Pilot Program at RAP facilities and an analysis of the policy, operational, and revenue impacts of the proposed Program.
2. INSTRUCT the RAP to report with a proposed mechanism to dedicate a specific amount or percentage of funds collected from the presentation of commercial logo placement/sponsorships to support Council Districts in reducing the cost incurred by constituents for summer and holiday camps.
3. REQUEST the City Attorney, in consultation with the Department of Building and Safety and RAP, to prepare and present a draft Ordinance to amend the City's Sign Regulations to permit the placement of off-site advertising signs for RAP amenities, including but not limited to sports fields, courts, performance spaces, and bandshells within RAP facilities.

Fiscal Impact Statement: None submitted by the RAP. Neither the CAO nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted

SUMMARY

At its meeting held on August 11, 2026, your Arts, Parks, Libraries, and Community Enrichment Committee considered the Adopted Budget Recommendation, dated July 30, 2025, and the RAP report, dated July 30, 2026, relative to recommended changes to the RAP's Sponsorship Recognition Policy (Policy) and the City's regulatory framework that are needed to facilitate the acceptance of private donations and sponsorship recognition. Representatives of the RAP provided an overview of the current Policy that provides guidelines and limitations for the acceptance of private, monetary, in-kind, and capital contributions in relation to signage, logo placement, and off-site advertising on park facilities. The Committee and RAP representatives discussed the City's current regulatory framework, policy ambiguity for off-site advertising on park facilities that applies to the naming of parks, the allocation of donations and sponsorship funding, and sponsorship opportunities that could generate funding to support RAP programs, facility renovation projects, and amenities through an Off-site Advertising Sign Pilot Program. After discussion and having provided an opportunity for public comment, the Committee moved to approve the item as amended by a Motion introduced by Councilmember Jurado and seconded by Councilmember Hernandez, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

ARTS, PARKS, LIBRARIES, AND COMMUNITY ENRICHMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
JURADO:	YES
HERNANDEZ:	YES
NAZARIAN:	YES

AXB
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-NOT OFFICIAL UNTIL COUNCIL ACTS-