

MOTION

During the Fiscal Year 2025-26 Budget Hearings, members of the Budget and Finance Committee inquired about potential new revenue generating opportunities for the Department of Recreation and Parks (RAP) to further monetize RAP properties to help generate revenue for their maintenance expenses. Currently, the RAP maintains and operates an extensive portfolio of assets, including 559 park sites, hundreds of athletic fields, 411 playgrounds, 319 tennis courts, 123 recreation centers, over 130 outdoor fitness areas, 59 swimming pools and aquatic centers, 29 senior centers, 27 skate parks, and 13 golf courses.

As part of the 1996 Proposition K (Prop K) Ballot Measure, 15 percent of the total assessment over 30 years was designed for maintenance of complete acquisitions and improvements. During the 2024-25 Prop K Maintenance Funding application cycle, the RAP was awarded \$4M for eligible project maintenance expenses. With the upcoming sunset of the Prop K Program, the RAP is at risk of losing funding that for the past several years has supported the maintenance of their facilities. To prepare for this loss and until voters consider a similar ballot measure, the RAP should explore options for generating revenue such as the use of digital signage at park facilities.

I THEREFORE MOVE that the City Council request the Department of Recreation and Parks with the assistance of the Planning Department, the Department of Building and Safety, and in consultation with the City Attorney to report on the feasibility and options for a pilot program in Council District 10 for permitting digital signage at Department of Recreation and Parks facilities, including stadiums and other street facing facilities, to generate revenue for the Department's expenses in Council District 10.

PRESENTED BY:



HEATHER HUTT

Councilmember, 10th District

SECONDED BY:



ORIGINAL

SEP 03 2025

