



PARKS, RECREATION AND BEAUTIFICATION STAFF REPORT

TO: Parks, Recreation and Beautification Commission

DATE: November 18, 2021

FROM: Kathy Petker, Parks and Recreation Director

PREPARED BY: Kathy Petker, Parks and Recreation Director

SUBJECT: Selection of Winners for 'Show Us Your Sign Contest'
Allocation of Beautification Funds

RECOMMENDATION

Reconsider the additional entries received and select winners of the 'Show Us Your Sign Contest' and provide recommendations for expenditure of street sign sales for beautification project(s) in City.

BACKGROUND

The City recently installed new street signs throughout the community and hosted a contest to the public to post pictures of the old signs and how the signs were creatively repurposed. At its last PRBC meeting a limited number of entries for the contest were received and staff is reviewing the contest with the additional entries received. The program was a huge success, and the outdated signs were sold for \$20 each and approximately \$16,000 in revenue was received. The Commission will be provided with the contest entries and determine winners for bragging rights.

FISCAL IMPACT

The City received approximately \$16,000 from the sale of the retired City-wide street signs. The funds should be allocated toward beautification efforts, new street trees on W. Grand Avenue, new lighting, and/or public art including a mural or other artistic piece.

ALTERNATIVES

The Commission has the following alternative to consider:

1. Receive new information on additional entries received for the 'Show Us Your Sign Contest' and choose a winner of the contest; provide recommendations for expenditure of street sign sales of \$16,000, as well as \$14,000 for a total of \$30,000 for beautification project(s) in the City for street lighting, public art, etc.; or

2. Provide other recommendations to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Street Sign Contest entries
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