



Amend Advertising Policy and Guidelines to Include Advertising at Ballfields and Associated Facilities

City Council
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BACKGROUND

- Council adopted the “Advertising Policy and Guidelines” on December 4, 2018, by Resolution RES-2018-217.
- Resolution RE-2018-217 erroneously refers to Policy 000-69, instead of the correct policy number 000-70.
- As approved, the policy relates to only Transit equipment and facilities.
- The policy addresses standard platforms and formats as well as 18 specific categories of prohibited content.

BACKGROUND (continued)

The proposed policy prohibits advertising for these categories:

- Demeaning or disparaging
- Tobacco
- Cannabis
- Alcoholic beverages
- Firearms
- Profanity
- Graffiti
- Human or animal graphics
- Violence
- Unlawful goods or services
- Unlawful or detrimental conduct
- False or deceptive commercial speech
- Libelous, copyright or patent infringement
- Obscenity or nudity
- Prurient interests
- Adult oriented goods or services
- Endorsement
- Injurious to the City or its Mission
- Religious advertising
- Political and social issues advertising

BACKGROUND (continued)

- On April 12, 2022, Council approved a license agreement with the PECOS League to operate a professional baseball team at Doyle Park.
- The license includes language allowing the display and sale of advertising to support the team operations and potential future field improvements, consistent with the City's Advertising Policy and Guidelines.
- Maintenance standards, advertising formats and general oversight conditions were defined.

ANALYSIS

- Many municipal organizations have advertising policies utilized at and on various city facilities.
- Proposed policy revision maintains strict regulation.
- The allowance for PECOS to display and sell advertising is significant to team and league operating costs.
- If successful, expanding allowance for other teams or leagues to enter into a similar license agreement could result in benefits to ballfield and facility improvements and maintenance.

RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by resolution, amend Council Policy Number 000-70 titled "Advertising Policy and Guidelines" expanding the authority to include ballfields and associated facilities as allowed through license agreements issued by the Recreation Division.