

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: September 12, 2018

TITLE: Mayor's Yard Beautification Program 2018

Prepared by: Vice Chair Michael Burke and Commissioner Barbara Eastman

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Discuss the Mayor's Yard Beautification Program for 2018 including marketing materials, awards and where the funds would be appropriated from.

BACKGROUND / DISCUSSION:

The purpose of the beautification program is to encourage the efforts of community members (individuals, homeowner's associations, apartment complexes, businesses, non-profits, etc.) in beautifying and improving their homes, buildings and properties and to publicly acknowledge and recognize their pride in being part of the Desert Hot Springs community. The program will help to promote and enhance a positive community image both within Desert Hot Springs and beyond its borders. The awards show our neighbors and visitors that Desert Hot Springs recognizes the importance and value of keeping our city beautiful.

The Community will vote for their favorite yard displays within city limits for the following categories: Residential, Neighborhood, Business, Organizations and Institutions.

Voting will take place via documents located at City Hall, Vista Montana Clubhouse and Desert Hot Springs Police Department and online via Google forms (which can be embedded on the City's website and shared across online mediums like e-mail, social media and shared in local community groups).

The timeline for the program would be as follows:

September, 2018	Media will be contacted
October 1 - October 15, 2018	Nominations
October 29 - November 2, 2018	Voting
November 20, 2018	Recipients will be awarded at Council meeting.

The recipients will receive a customized yard sign. The Commission should discuss other award options for recipients (plaque, money, etc.).

FISCAL IMPACT:

Discuss the amount of the award and where the funds should be used from.

EXHIBITS:

- 1) Application
- 2) Program details, rules and criteria.