



CITY OF HUNTINGTON BEACH

City Council Meeting – Council Member Items Report

To: City Council
From: Mayor Pro Tem Butch Twining
Councilman Don Kennedy
Date: June 16, 2026
Subject: **PIER STAIRS ADVERTISING**

ISSUE STATEMENT

The Huntington Beach Pier stairs provide a high-visibility advertising opportunity in one of the City's most visited destinations. Custom stair wraps can capture the attention of residents and visitors as they access the beach and pier, creating a memorable and engaging experience. Activating a site, such as the steps, could allow the City to advertise upcoming, City-sponsored events. Additionally, the City could license the site to bring in revenues, with preference given to local vendors. Also, advertisers could align their messaging within a Specific Events Permit such as the U.S. Open of Surfing.

RECOMMENDED ACTION

Direct the City Manager to research and implement advertising on the stairs of the Huntington Beach Pier.

ENVIRONMENTAL STATUS

Not Applicable

STRATEGIC PLAN GOAL

Goal 2 - Fiscal Stability, Strategy A - Consider new revenue sources and opportunities to support the City's priority initiatives and projects.