



CITY OF HUNTINGTON BEACH

City Council Meeting – Council Member Items Report

To: City Council
From: Mayor Pro Tem Twining
Councilman Don Kennedy
Date: June 2, 2026
Subject: **Lifeguard Tower Advertising License Agreement**

ISSUE STATEMENT

In October 2024, the City released an RFP for management and operations of advertisements on lifeguard towers. The project goal is to create public-private partnerships in which the City can sell advertising space on unused blank areas on the outside of lifeguard towers to generate revenue.

On May 6, 2025, an agreement was approved between the City and Rio Media and Advertising, Inc. for licensing lifeguard towers for advertising.

To accommodate the creative selection of advertisements, I propose to allow for copy content to allow reference to Resort and Casino, and specifically to “Yaamava Resort & Casino” and their intent to advertise on at least ten lifeguard towers and execute an amended license agreement. This agreement with Rio Media makes for a strong, advertising partnership with Yaamava Resort & Casino, a high profile concert venue which hosts top music and entertainment performances and anticipated to yield more than \$300,000 in direct economic impact.

RECOMMENDED ACTION

Direct staff to allow for copy content related to gambling and delegate authority to the City Manager to execute an amended agreement for the Lifeguard Tower Advertising License Agreement allowing for copy content related to resort and casinos.

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.