

City of Hesperia

STAFF REPORT



DATE: June 5, 2025
TO: Chair and Board Members, City Council Advisory Committee
FROM: Rachel Molina, City Manager
BY: Jacquelyn Castillo, Management Analyst
SUBJECT: Pride Enhancement Program Honoree Selection

RECOMMENDED ACTION

It is recommended that the City Council Advisory Committee (CCAC) review nominations and select an honoree for the City's Pride Enhancement Program.

BACKGROUND

The Pride Enhancement Program (PEP) recognizes and rewards Hesperia residents for contributing to the aesthetic appeal of the community by improving or enhancing their home's curb appeal. PEP encourages residents to take pride in their homes, neighborhoods, and the City of Hesperia.

ISSUES/ANALYSIS

Hesperia residents are encouraged to nominate neighbors who have enhanced the exterior of their home with features such as manicured landscaping, drought-tolerant landscaping, rock-scaping, flowers and trees, driveway resurfacing, window enhancements, attractive exterior paint, or overall curb appeal. One honoree is selected at each quarterly CCAC Meeting, and the winning nominee receives \$1,000 in gift cards, a PEP yard sign, and community recognition.

FISCAL IMPACT

Funding for the Pride Enhancement Program is included in the Fiscal Year 2024-25 budget in account 100.07.200.0000.7880.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

1. Attachment 1 – Pride Enhancement Program Nominees