



**DEPARTMENT OF PARKS
AND COMMUNITY SERVICES**

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
SUITE 400
SACRAMENTO, CA
95814-2977

ROBERT P. THOMAS
DIRECTOR

916-449-5200
FAX 916-449-8584

G. ERLING LINGGI
ASSISTANT DIRECTOR

WALTER S. UEDA
DEPUTY DIRECTOR

January 15, 1991

- DIVISIONS:
- GOLF
 - CROCKER ART MUSEUM
 - HISTORY AND SCIENCE
 - METROPOLITAN ARTS
 - SACRAMENTO ZOO
 - PARKS AND RECREATION
 - NORTH
 - SOUTH
 - CITY-WIDE

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Pony Rides Lease

SUMMARY

This report provides information relating to the provision of pony ride services in William Land Park and requests authorization to call for proposals to provide pony ride services at William Land Park.

BACKGROUND INFORMATION

Pony ride services in William Land Park are provided by a private entity under a contractual agreement with the City. The existing contract for the Pony Ride Services will expire in April 1991.

The pony rides have been a family tradition in William Land Park for more than 40 years. Currently, approximately 10 shetland ponies work the park daily during the summer and on weekends during the school year. On an average day, each pony carries 50 to 75 children. Photographs of children on the ponies are presently offered as an additional service. A percentage of the gross receipts from all pony ride area activities is paid to the City as rent.

Zoo 2002: Master Plan for the Sacramento Zoo and Surrounding Area included the pony rides concession area. The approved Master Plan states that the pony ride concession should remain at its current site and that no further changes are recommended for the pony ride area.

The successful proposer shall be required to provide all equipment and livestock necessary for the operation of the contract; to carry full insurance with the City named as additional insured; and to pay a specified percentage of gross receipts with a minimum annual guarantee to the City.

The length of the contract term shall be determined depending on factors such as the return to the City. To secure a quality pony rides operator and maximize the

revenue to the City, a Request for Proposal for Pony Rides Services was developed. A copy of the proposed specification is on file in the City Clerk's office.

FINANCIAL DATA

The amount of revenue generated under the existing pony rides contract is as follows:

<u>Contract Year</u>	<u>1986-87</u>	<u>1987-88</u>	<u>1988-89</u>	<u>1989-90</u>
Pony Ride Revenue to the City	\$4,820	\$5,294	\$3,666	\$6,430

Revenue from the pony rides contract is deposited into the Special Revenue Account where it is used to offset the cost of operating Fairytale Town.

POLICY CONSIDERATIONS

Issuance of a Request for Proposals for Pony Rides Services is in accordance with Section 12.31 of the Sacramento City Code.

MBE/WBE EFFORTS

Efforts will be made to support the City's MBE/WBE goals by advertising for proposals in representative minority publications.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it the full Council for action. Further, it is recommended that the Council, by resolution: (1) Approve the Request for Proposal for Pony Ride Services at William Land Regional Park; and (2) Authorize the City Clerk to advertise for lease proposers for Pony Rides Services pursuant to provisions of Chapter 12.31, Article II of the Sacramento City Code.

Respectfully Submitted,

Robert P. Thomas
Robert P. Thomas, Director
Parks and Community Services

Recommendation Approved:

Jack R. Crist
Jack R. Crist
Deputy City Manager

Contact Person: Patti Bisharat -- 449-5375

January 15, 1991
District No. 4

RPT:ja

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION CALLED FOR SEALED
OFFERS OF PROPOSALS RELATING TO
THE PONY RIDES LEASE AT WILLIAM LAND PARK

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. The Sacramento City Council hereby invites and calls for sealed offers or proposals for the pony ride services lease at William Land Park in accordance with the specification entitled "Request for Proposals to Provide Pony Ride Services at William Land Park." Copies of the specifications are available at the Department of Parks and Community Services, 1231 I Street, Suite 400, Sacramento, California 95814. Sealed offers or proposals shall be submitted to the Department of Parks and Community Services no later 5:00 p.m. on February 28, 1991.
2. The City Clerk shall publish this resolution in the official newspaper of the City once a week for two consecutive weeks.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

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