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DOWNTOWN DEPARTMENT

CITY OF SACRAMENTO
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APPROVED
BY THE CITY COUNCIL

DEC 8 1998

OFFICE OF THE
CITY CLERK

AG 98-219

November 17, 1998

City Council
Sacramento, California

Honorable Members in Session:

**SUBJECT: AUTHORIZATION TO EXECUTE FISCAL YEAR 1998-99 AGREEMENT
WITH SACRAMENTO AREA COMMERCE AND TRADE ORGANIZATION
(SACTO)**

LOCATION AND COUNCIL DISTRICT: City-Wide

RECOMMENDATION:

It is recommended that the City Council, by resolution, authorize the City Manager to execute an agreement for Fiscal Year 1998-99 with the Sacramento Area Commerce and Trade Organization (SACTO) providing \$53,276.00 in City funding for SACTO services to the City.

CONTACT PERSON: Thomas V. Lee, Deputy City Manager
Downtown, Regional Enterprise Department, 264-8109

FOR COUNCIL MEETING OF: December 8, 1998

SUMMARY:

This report reviews the jointly funded City and County SACTO program and requests Council authorization for the City Manager to execute an agreement for SACTO in the amount of \$53,276.00 for Fiscal Year 1998-99.

COMMITTEE/COMMISSION ACTION:

None.

BACKGROUND INFORMATION:

SACTO conducts sales and marketing programs to promote Sacramento in order to attract new businesses to this area. City funding to Sacramento Area Commerce and Trade Organization (SACTO) in Fiscal Year 1997-98 was \$53,276.00. The proposed agreement is consistent with the FY 1997-98 agreement. SACTO Funding from Sacramento County for FY 1998-99 is \$60,000.

In exchange for these funds, SACTO will successfully influence the location of new business payrolls to the City by:

- Conducting sales and marketing travel programs on a state, national, and international basis;
- Developing an advertising program for selected business and industrial periodicals with regional distribution in market target areas
- Mounting a public relations and public affairs effort in the Greater Sacramento Area to improve recognition of the Sacramento Area Commerce and Trade Organization.
- Promoting more joint commercial efforts with Yolo County and Placer County industrial search teams,

The Economic Development department manager, or his authorized designee will determine "acceptable evidence of satisfactory performance" based upon SACTO's quarterly written reports detailing the activities performed during the prior quarter.

FINANCIAL CONSIDERATIONS:

Funding in the amount of \$53,276.00 has been included in the Downtown Department operating budget for Fiscal Year 1998-99 from the Community Center Fund.

ENVIRONMENTAL CONSIDERATIONS:

Pursuant to the California Environmental Quality Act, California Public Resources Code Section 15268, CEQA does not apply to ministerial projects.

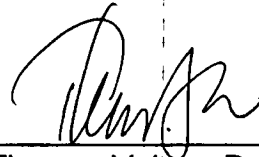
POLICY CONSIDERATIONS:

This agreement between the City and SACTO is consistent with the City's commitment to enter into formal agreements with outside agencies which provide services to the City and its residents; and also with Council's goals of encouraging a vital economy and a flourishing cultural and entertainment district in downtown Sacramento, and in the Greater Sacramento Area.

MBE/WBE:

None. This agreement is consistent with prior annual agreements with SACTO

Respectfully submitted,



Thomas V. Lee, Deputy City Manager
Downtown, Regional Enterprise Department

RECOMMENDATION APPROVED:



William H. Edgar
City Manager

APPROVED
BY THE CITY COUNCIL

DEC 8 1998

OFFICE OF THE
CITY CLERK

RESOLUTION NO. 98-610

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION AUTHORIZING THE CITY MANAGER TO
EXECUTE AGREEMENT BETWEEN THE CITY AND THE
SACRAMENTO AREA COMMERCE AND TRADE
ORGANIZATION (SACTO) FOR FISCAL YEAR 1998-99**

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

- The City Manager is directed to execute an agreement between the City of Sacramento and the Sacramento Area Commerce and Trade Organization (SACTO) in the amount of \$53,276.00 for Fiscal Year 1998-99 funding for services to the City of Sacramento.
- Funds for this agreement are available in the Community Center Fund.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO: _____

DATE ADOPTED: _____