



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



3

February 26, 1991

Transportation/Community Development  
and Budget & Finance Committees  
Sacramento, CA

Honorable Members in Session:

SUBJECT: Change in Organizational Structure for the Downtown  
Partnership.

SUMMARY

The attached report is submitted to you for review and  
recommendation prior to consideration by the Redevelopment Agency  
of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution approving  
the organizational structure.

Respectfully submitted,

ROBERT E. SMITH  
Executive Director

TRANSMITTAL TO COMMITTEE:

  
\_\_\_\_\_  
JACK R. CRIST  
Deputy City Manager

Attachment



# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY



February 19, 1991

Redevelopment Agency of the  
City of Sacramento  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Change in Organizational Structure for the Downtown  
Partnership

## SUMMARY

This report requests a change in the organizational structure proposed in the Sacramento Cultural and Entertainment District Master Plan.

In accordance with a City Council resolution passed July 10, 1990, the Executive Director of the Sacramento Housing and Redevelopment Agency (SHRA) was authorized to select a District Manager and a Retail Recruitment Specialist after receiving recommendations from the Sacramento Downtown Partnership Executive Committee. This report recommends a change in the organizational structure to allow the Retail Specialist to report directly to the Sacramento Downtown Association (SDA, the business association for K Street Mall) rather than the Partnership.

## BACKGROUND

On May 22, 1990, the City Council approved the Cultural and Entertainment District Master Plan. The implementation strategy in the plan created an umbrella organization, tentatively called the Sacramento Downtown Partnership, that would coordinate the activities of all the Downtown business and entertainment-related organizations.

## Change in Organizational Structure

The original structure of the Cultural and Entertainment District umbrella organization was designed to have both the District Manager and the Retail Specialist report to the Partnership Executive Committee. At that time, as can be seen in Attachment A, the duties of the Retail Specialist were in rather broad scope. In addition to the business and recruitment activities, mentioned above, the specialist's tasks included:

(1)

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the  
City of Sacramento  
February 19, 1991  
Page 2

- Monitoring the sidewalk cleaning assessment district,
- Coordinating with RT for service hours and joint promotions,
- Maintaining special mall lighting,
- Coordinating social service activities with SHRA and City Police, and
- Coordinating seasonal decorations, planting and security for special entertainment events and retail events.

These activities can, and in many cases would, impact the entertainment district. Therefore it was appropriate to have the Retail Specialist and District Manager working for the same governing body -- the Partnership Executive Committee.

However, developments that have occurred since that organizational chart was approved last spring now suggest it makes more sense to have the Retail Specialist report directly to SDA rather than the Partnership Executive Committee. The primary reason for such a change is the fact SDA has contracted with a full-time administrator whose duties incorporate many of the tasks previously assigned to the Retail Specialist. It would be redundant and counterproductive for the Retail Specialist to be performing similar tasks for the Partnership Committee.

As a result of the SDA reorganization, it is also recommended that the Retail Specialist position be modified so that he or she is focusing almost exclusively on retail recruitment. Given this, it is recommended that the "Broker" position listed on the organizational chart be eliminated and have the broker's duties incorporated into the Retail Specialist responsibilities. (See Attachment A)

The specialist will function primarily as a commercial broker, and will be responsible for the preparation of a leasing mix plan and recruitment of new businesses for the K Street Mall. The specialist's tasks will include developing a data base of space currently available and about to become available as leases expire, and will be keeping track of the organizations and businesses that have shown interest in locating downtown. He or she will be working directly on a daily basis with these business and property owners.

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the  
City of Sacramento  
February 19, 1991  
Page 3

It is hoped that daily contact with the Retail Specialist will help persuade owners to upgrade the retail environment along K Street Mall and centralize their recruitment efforts similar to efforts occurring now in Old Sacramento. This connection between specialist and business owner is diluted if the Retail Specialist is reporting to the Partnership's Executive Committee, which is mandated to have a more global perspective.

This re-configuration will also put the Sacramento Downtown Association on a more equal footing with the Old Sacramento Management Board (which already receives public funds for a Retail Specialist/Manager) and Downtown Plaza, which has sufficient private funds to retain sophisticated business recruitment and promotional staff. Like the other two business associations, the Retail Specialist would be directly accountable to the business association membership. The organizational chart attached as Attachment B illustrates this balanced relationship.

The program will still be linked closely with the Partnership Executive Committee and the District Manager. The Executive Committee will be reviewing Sacramento Downtown Association's twelve-month workplan, leasing mix plan, and recruitment strategy and coordinating it with its other activities. Furthermore, the District Manager and the Retail Specialist will be sharing the same office space and secretarial services.

The Executive Committee unanimously approved the organizational change recommended in this report at its first meeting held February 4, 1991, and approved the person recommended by SDA for the Retail Specialist position.

## FINANCIAL DATA

There are no financial implications. An amount of \$80,000 was already approved for allocation to SDA at the City Council meeting of July 10, 1990 to implement the retail recruitment strategy. There is a commitment to continue this financial support for three years.

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the  
City of Sacramento  
February 19, 1991  
Page 4

## MBE/WBE

No MBE/WBE considerations are pertinent at this time. All efforts to contact and inform WBE/MBE firms were made during the RFP and advertising process. The selection process will give MBE/WBE firms strong consideration.

## ENVIRONMENTAL REVIEW

This report only recommends administrative action, and therefore, requires no environmental review.

CEQA: Exempt per 15378 (b) (3)

NEPA: Not applicable - no federal funding

## POLICY IMPLICATIONS

The proposed action is consistent with the Agency and City objective of enhancing economic development in the Downtown and the Central City. Allowing this organizational change will ensure that the Retail Recruitment Specialist is working most directly with the people key to retail revitalization of downtown--the downtown property owners and merchants.

## VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of February 20, 1991, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolution. The votes were as follows;

AYES: Amundson, Diepenbrock, Moose, Pernell, Simon, Simpson, Strong,  
Wiggins, Williams, Wooley, Yew

NOES: None

ABSENT: None

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the  
City of Sacramento  
February 19, 1991  
Page 5

## RECOMMENDATION

The staff recommends adoption of the attached resolution which approves the revised organizational structure of the Downtown Partnership.

Respectfully submitted



ROBERT E. SMITH  
Executive Director

TRANSMITTAL TO COUNCIL:

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WALTER J. SLIPE  
City Manager

Contact Person: Cynthia Shallit, Program Manager  
440-1318

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# RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF \_\_\_\_\_

## DOWNTOWN CULTURAL AND RETAIL DISTRICT SELECTION OF RETAIL SPECIALIST, CHANGE IN DUTIES

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE  
CITY OF SACRAMENTO:

Section 1: Resolution 90-052, "Downtown Cultural and Retail District Request for Proposals", is amended in pertinent part by this resolution.

Section 2: The organizational structure of the Sacramento Downtown Partnership shall be changed to allow the Retail Specialist to report directly to the Sacramento Downtown Association.

\_\_\_\_\_  
CHAIR

ATTEST:

\_\_\_\_\_  
SECRETARY

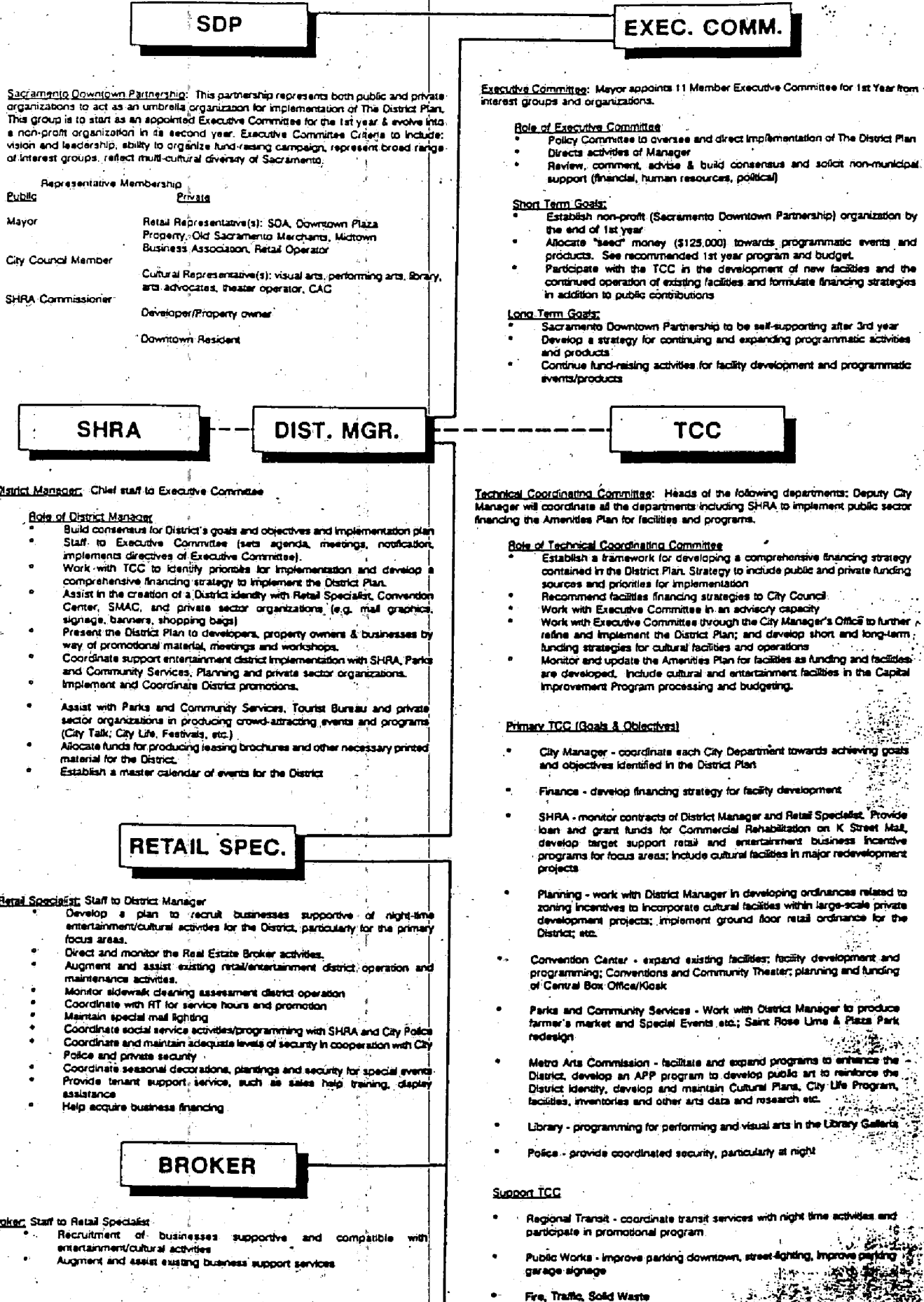
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\_\_\_\_\_  
FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

ORGANIZATIONAL FRAMEWORK FOR IMPLEMENTING THE RETAIL & CULTURAL & ENTERTAINMENT DISTRICT PLAN





# Sacramento Downtown Partnership

