



1418

JACK CRIST
DEPUTY CITY MANAGER

NEIGHBORHOODS,
PLANNING AND DEVELOPMENT
SERVICES DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
ROOM 302
SACRAMENTO, CA
95814-2904

ADMINISTRATION
916-264-7598
FAX 916-264-8329

November 8, 1999

City Council
Sacramento, California

Honorable Members in Session:

**SUBJECT: CONDITIONAL APPROVAL TO ALLOCATE BUDGETED FUNDS
TO SUPPORT SECOND GREAT GOLD RUSH - 2000**

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION: City Council Conditional Approval

CONTACT PERSON: Alan Tomiyama, Administrative Services Officer,
264-8958

FOR COUNCIL MEETING OF: November 16, 1999

SUMMARY:

Staff recommends conditional approval authorizing the City Manager to allocate funds from the 150th anniversary budget in support of the Second Great Gold Rush 2000 only after the event's organizers have met the following conditions:

1. Obtain additional funding from the County of Sacramento in support of the Second Great Gold Rush 2000;



2. Secure The Sacramento Bee and a major electronic media outlet as major media sponsors of Second Great Gold Rush 2000;
3. Create a business plan, timeline and benchmarks for the Second Great Gold Rush 2000;
4. Adhere to all deadlines relevant to the success of Second Great Gold Rush 2000;
5. Work cooperatively with other entities to showcase their museum and activities, including the State of California Parks Department, Golden State Museum, Discovery Museum, California State Railroad Museum, California Military Museum, California State Fair, and the Crocker Art Museum.

BACKGROUND INFORMATION:

The grand finale for the City of Sacramento's yearlong celebration will be its Second Great Gold Rush, a festival commemorating the City's rich multicultural heritage, currently scheduled for the beginning of September 2000.

Situated in historic Old Sacramento, the Second Great Gold Rush will transform this commercial sector back to the gold rush era. Old Sacramento is home to the largest concentration of historic buildings in the State. It features one of the world's largest railroad museums, the California State Railroad Museum; the historic Sacramento waterfront depicting an 1870 riverside scene with paddle wheelers and sailing vessels; and the Eagle Theatre, the first theater built west of the Mississippi.

During the Second Great Gold Rush, the city will look just as authentic as it did during the gold rush era. Motor vehicles will not be allowed the streets will be covered in dirt. There will be miners' tents, saloons, a jail, a blacksmith shop, an apothecary and theatre; workers dressed in period costume; shops and saloons will sell the merchandise products and food of the period; and street dramas, musicians and story tellers will provide lively gold rush style entertainment.

Ethnic villages will be created to display the various ethnic communities involved in the gold rush depicting life the way it was for them, good and bad, during the 1800's. Storytellers and historians will provide lively narration accurately depicting the lives and times of Native Americans, Africans, Asians, Mexican ranchers and miners and others.

A living history will envelope Old Sacramento, including sheriffs and jailers, miners, stagecoach drivers, barbers (doctors), merchants, print shop workers, spinning and rope making, blacksmiths, and carpenters. The streets and selected venues will have a constant schedule of various forms of re-enactment, including the historic Eagle Theatre hosting authentic entertainment of the era; various ethnic communities performing musical and dramatic scenes; the arrival of the Pony Express; and the excitement of new gold discoveries.

The City of Sacramento and the Second Great Gold Rush will work collaboratively with the State of California Parks and Recreation Department to bring its "Portals to The Past" to Sacramento. The event will be the sesquicentennial finale for the State of California, consuming the length of Capitol Mall, and transforming it into a living history celebration.

FINANCIAL CONSIDERATIONS:

The total amount allocated to the Second Great Gold Rush 2000 is \$50,000 and there are sufficient funds in the 150th anniversary budget to support this event.

ENVIRONMENTAL CONSIDERATIONS:

This effort is exempt from the California Environmental Quality Act (CEQA)

POLICY CONSIDERATIONS:

None

ESBD CONSIDERATIONS:

Not Applicable

Respectfully submitted,



Alan Tomiyama
Administrative Services Officer
150th Anniversary Citywide Coordinator

APPROVED:



Robert P. Thomas
City Manager