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CITY OF SACRAMENTO

DEPARTMENT OF

PARKS AND COMMUNITY SERVICES

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ROBERT P. THOMAS
DIRECTOR

G. ERLING LINGGI
ASSISTANT DIRECTOR

CITY MANAGER'S OFFICE
RECEIVED
MAR 20 1985

CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

March 13, 1985

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Crocker Art Museum Centennial Celebration

APPROVED
BY THE CITY COUNCIL

MAR 26 1985

OFFICE OF THE
CITY CLERK

SUMMARY

This report provides information relating to Crocker Art Museum's Centennial Celebration. It is requested that the City Council approve a transfer of \$10,000 from the Administration contingency reserve fund to support the Centennial Celebration.

BACKGROUND INFORMATION

The Crocker Art Museum is the oldest public art museum in the west and one of the oldest such institutions in the United States. Crocker Art Museum offers the public a full range of museum experiences including viewings, films, lectures, concerts, family festivals, and special programs for senior citizens, youth, and disabled persons. Museum attendance during the first six months of FY 1984-85 was 10% higher, or nearly 5,000 persons, over the previous 6-month period. Additionally, museum generated revenue for the first 6 months of FY 1984-85 exceeded that for the previous six months by 26% or in excess of \$9,000.

Nineteen hundred and eighty-five marks Crocker Art Museum's Centennial Year and will culminate in a week long Centennial Celebration from May 18 through 25. A large volunteer committee has spent hundreds of hours planning this public festival, the goals of which are two-fold: 1) the mounting of a spectacular community celebration of Crocker's Centennial; and 2) increasing the visibility of the museum in an effort to encourage membership and attendance.

The Centennial Celebration will provide a multitude of cultural and recreational activities to the public at no charge. Events will include the re-creation of the Festival of Flowers given by the City of Sacramento in 1885 to honor Margaret Crocker for her gift of the museum, a parade and daylong festivities with performing groups and special displays, culminating with a twilight concert by the Sacramento Symphony. Additional activities include an educational slide show to be presented throughout the community, commemorative booklets, and a citywide youth art contest. It is anticipated that the Centennial Celebration will generate extensive publicity, both locally and statewide, for the Crocker as a focal point of Sacramento's cultural life.

To date, fund raising efforts have resulted in approximately \$40,000 worth of contributions to the Centennial Celebration. It is anticipated another \$10,500 can be raised through private and corporate donations.

The total cost of the Crocker Art Museum's Centennial Celebration is estimated at \$65,500. Private sector contributions totaling \$40,000 have been secured to date. Crocker Art Museum Association (CAMA) has pledged \$4,500 from their operating budget and museum shop proceeds. Of the remaining \$20,500 needed to stage the Centennial Celebration, it is proposed that \$10,000 be transferred from the Administrative Contingency Reserve Fund. It is anticipated the \$10,500 can be secured through private and corporate contributions.

FINANCIAL DATA

A \$10,000 transfer of appropriations from the Administrative Contingency Reserve Fund is requested to support the Centennial Celebration. Excess revenue from admissions (\$9,000) partially offsets this one-time use of Administrative Contingency Reserve Funds.

RECOMMENDATION

It is recommended that the City Council authorize, by resolution, a transfer of \$10,000 from the Administrative Contingency Reserve Fund to the Crocker Art Museum budget to provide funding for the Centennial Celebration.

Respectfully submitted,

for 
ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:


WALTER J. SLIFE
City Manager

RPT: jm
Attachments

March 26, 1985
District No. 1

11

RESOLUTION NO. 85-220

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AMENDING THE FY 1984-85 BUDGET FOR THE
DEPARTMENT OF PARKS AND COMMUNITY SERVICES, CROCKER ART
MUSEUM, FOR THE CROCKER ART MUSEUM CENTENNIAL CELEBRATION

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

1. That the need to support the Crocker Art Museum's Centennial Celebration requires an appropriation increase for the Department of Parks and Community Services' budget;
2. The City FY 1984-85 budget is hereby amended by transferring \$10,000 from the Administrative Contingency Reserve Fund Budget No. 1-01-7012-0000-4399 to the Crocker Art Museum Division Budget No. 1-01-4630-7208-4258 for the purpose stated in paragraph 1 above.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

MAR 06 1985

OFFICE OF THE
CITY CLERK