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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

G. ERLING LINGGI  
ASSISTANT DIRECTOR

DIVISIONS:  
CROCKER ART MUSEUM  
GOLF  
METROPOLITAN ARTS  
MUSEUM AND HISTORY  
PARKS  
RECREATION  
ZOO

WALTER S. UEDA  
DEPUTY DIRECTOR

December 22, 1989

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

Subject: Golden Era - The Elder Craftsman

SUMMARY

This report requests authorization to execute an agreement with Heywood Associates for relocating the Golden Era office and storage area in Old Sacramento from the McDowell Building to the Heywood Building.

BACKGROUND

Golden Era - The Elder Craftsman is a senior citizens nonprofit crafts cooperative located in Old Sacramento. It was established in 1975 and originally sponsored by the Sacramento Housing and Redevelopment Agency. On February 2, 1988, the City Council authorized the transfer of the Golden Era program from SHRA to the Department of Parks and Community Services' Waterfront Management Section on the condition that: 1) the City's commitment will be for three years, at which time the program will be reevaluated for costs and benefits to the community; and 2) financial support for operating Golden Era will be offset by funding sources from SHRA, County of Sacramento, and program revenue.

The Golden Era program currently leases office and storage space at the McDowell Building and retail space at the B. F. Hastings Building (see Exhibit A).

Two recent provisions have occurred which necessitate relocating the present office and storage area at McDowell Building to the proposed Heywood Building. First, the City Council, during the Fiscal Year 1989-90 budget process, authorized \$55,000 for the implementation of the Old Sacramento Management Board's Business Enhancement Marketing Plan (BEMP). The appropriation of

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monies were allocated toward funding a contractual manager, establishing an office, and funding support staff. The manager was hired as of October 1, 1989, and has been working without a permanent office space.

Second, Golden Era - The Elder Craftsman has simply outgrown the current office and storage area of the McDowell Building. The tremendous growth both financially and in the number of senior citizens participating in the program requires additional space to conduct business effectively. Gross sales for the first fiscal year of operation totaled \$98,381; and an increase of Senior artisans occurred from 42 to 193, a 78% increase. This success can be attributed not only to a better location for retail sales but also establishing high standards for quality control of merchandise and new product development. Furthermore, the volume of merchandise that is received on consignment, recorded, tagged, and displayed for sale is far exceeding the program goals originally established when the City took over the operation of Golden Era - the Elder Craftsman.

Staff has met with representatives from the City's Real Estate Division, members of Golden Era and Heywood Associates, Inc. Key elements of the lease agreement of the proposed site located at 1011 Second Street include:

- A. Office area is within close proximity of store location;
- B. 1,000 square feet provides ample room for office, storage, meetings, and holiday/seasonal workshops;
- C. Convenient access in rear of building for Elder Crafters to load and unload merchandise;
- D. All utility bills such as heat/air, water, gas and electricity, sewer, water, and garbage collection;
- E. Term commences January 1, 1990, with 2 (two) one-year options.

FINANCIAL DATA

Rental terms for occupying the Heywood Building are \$6,000 per year. The Fiscal Year 1989-90 Waterfront Management Section allocates \$4,500 for rental of space. The additional \$1,500 will be absorbed in the operating budget.

POLICY MATTERS

None.

MBE/WBE EFFORTS

None.

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RECOMMENDATION

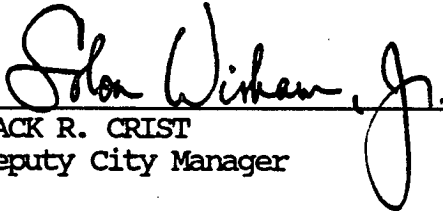
It is recommended that the Budget and Finance Committee approve this report and refer it to full City Council for action. Further, it is recommended the City Council authorize, by resolution, the City Manager to execute a lease on behalf of the City of Sacramento and Heywood Associates for the purpose of relocating the office and storage area for Golden Era - The Elder Craftsman.

Respectfully submitted,



Robert P. Thomas, Director  
Parks and Community Services

Recommendation Approved:



For: JACK R. CRIST  
Deputy City Manager

RPT:pmg  
Attachments

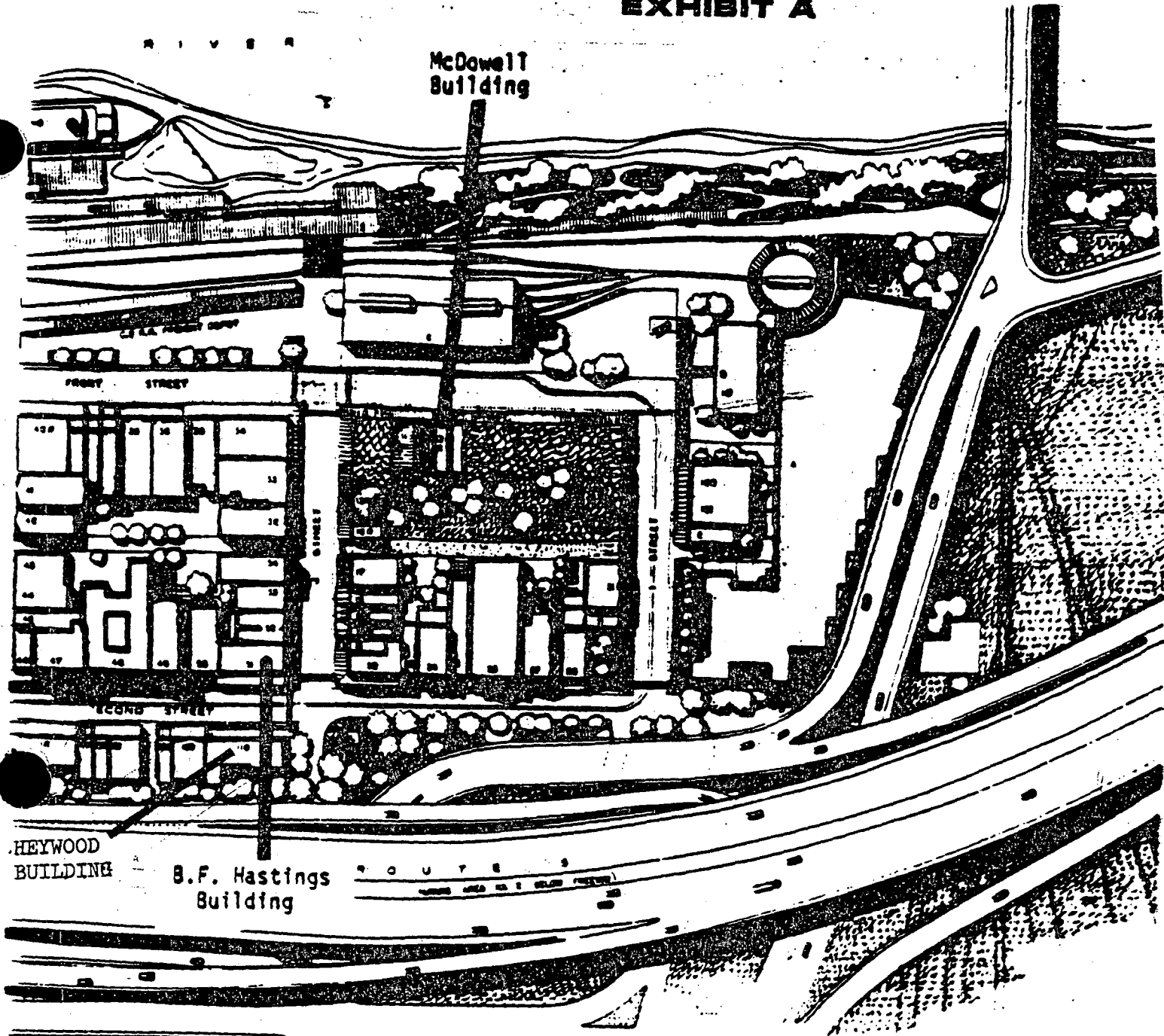
January 2, 1990  
All Districts

CONTACT: Larry Kelley, Recreation Superintendent, 449-2031

rbgga

# EXHIBIT A

McDowell Building



CLINED BY STATE DEPT. OF HIGHWAYS AND RECREATION

- 101 - 101 BUILDING
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# OLD SACRAMENTO

A REGISTERED NATIONAL HISTORIC LANDMARK

- 1 - CALIFORNIA STATE PALACE MUSEUM HISTORY BUILDING
- 2 - CITY COUNTY HISTORICAL MUSEUM
- 3 - 1840 WAREHOUSE RESTORED STEAMSHIP OFFICE
- 4 - CENTRAL WAREHOUSE RESTORED
- 5 - STEAMSHIP RESTORED BUILDING
- 6 -
- 7 - HISTORY STREET CAR BARN
- 8 - SOUTH WAREHOUSE
- 9 - STORE HOUSE, WAREHOUSE
- 10 - WAREHOUSE AREA WAREHOUSE AND PLAZA
- 11 - PEDESTAL WAREHOUSE TO DONOVAN PLAZA AND E ST. WALK
- 12 - SOME CONTAINERS FOR CARRIAGES WAREHOUSE AND PLAZA
- 13 - 1840 / 1840 WAREHOUSE - WAREHOUSE
- 14 - 1840 / 1840 STEAMSHIP OFFICE

## PICTORIAL PLAN

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY



RA NEW ARCHITECT, INC.

3075 10TH ST. 1ST FLOOR SACRAMENTO, CA 95811

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

RESOLUTION EXECUTING A LEASE  
AGREEMENT BETWEEN THE CITY OF  
SACRAMENTO AND HEYWOOD ASSOCIATES  
FOR THE PURPOSE OF OFFICE AND STORAGE  
SPACE FOR GOLDEN ERA

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

1. That the lease agreement for office and storage space with Heywood Associates not to exceed \$6,000 is hereby authorized in accordance with Section 1239 of the Sacramento City Code.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

FOR CITY CLERK USE ONLY

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

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