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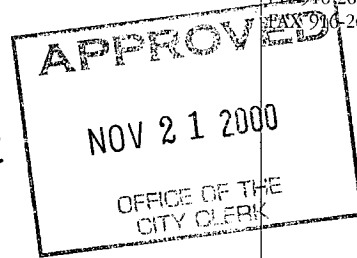
ECONOMIC DEVELOPMENT
DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

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November 2, 2000



AG 2000 184

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: AUTHORIZATION TO EXECUTE FISCAL YEAR 2000-01 AGREEMENT WITH SACRAMENTO AREA COMMERCE AND TRADE ORGANIZATION (S.A.C.T.O.)

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 FY 00-01 with the Sacramento Area Commerce and Trade Organization (S.A.C.T.O.) providing \$53,276 in City funding for S.A.C.T.O. services to the City.

CONTACT PERSON: Greg Schulte, Administrative Services Officer, 264-7116
Kristan Otto, Economic Development Manager, 264-7948

FOR COUNCIL MEETING OF: November 21, 2000

SUMMARY:

This report reviews the jointly funded City and County S.A.C.T.O. program and requests Council authorization for the City Manager to execute an agreement for S.A.C.T.O. in the amount of \$53,276 for FY 00-01. Agreement on file with City Clerk.

COMMITTEE/COMMISSION ACTION:

None.

BACKGROUND INFORMATION:

S.A.C.T.O. conducts sales and marketing programs to promote Sacramento in order to attract new businesses to this area. City funding to S.A.C.T.O. in FY 99-00 was \$53,276. The proposed agreement is consistent with the FY 99-00 agreement. S.A.C.T.O. Funding from Sacramento County for FY 00-01 is \$60,000.

In exchange for these funds, S.A.C.T.O. 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 S.A.C.T.O.;
- Promoting more joint commercial efforts between Yolo, Placer, El Dorado, Yolo and Sacramento City and County industrial search teams.

The City of Sacramento Economic Development Director, or authorized designee, will determine acceptable evidence of satisfactory performance based upon the S.A.C.T.O. quarterly reports detailing the activities performed during the prior quarter.

FINANCIAL CONSIDERATIONS:

Funding in the amount of \$53,276 has been included in the Convention, Culture and Leisure operating budget for FY00-01 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 S.A.C.T.O. 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.

ESBD CONSIDERATIONS:

None. This agreement is consistent with prior annual agreements with S.A.C.T.O.

Respectfully submitted,

APPROVED



Kristan Otto, Manager
Economic Development Group

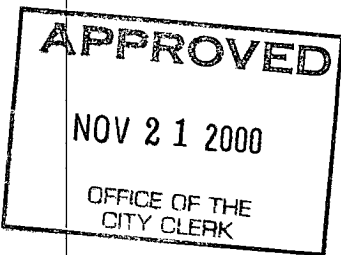


Andrew J. Plescia, Director
Economic Development Department

RECOMMENDATION APPROVED:



Robert P. Thomas
City Manager



RESOLUTION NO. 2000-666p

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 (S.A.C.T.O.) FOR FISCAL YEAR 2000-2001

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

- 1. 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 2000-01 funding for services to the City of Sacramento.
- 2. Funds for this agreement are available in the Community Center Fund.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO: _____

DATE ADOPTED: _____