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DATE: May 11, 1999

TO: Mayor and City Council Members

FROM: Thomas V. Lee, Deputy City Manager 

SUBJECT: Report of Citizen's Advisory Committee for the Rehabilitation of
Memorial Auditorium

Attached is a report from the Citizen's Advisory Committee for the Rehabilitation of Memorial Auditorium, scheduled for Special Presentations on May 25 at 7:00 p.m. This report summarizes the committee's accomplishments over the past seven years and makes recommendations for the future of the Memorial Auditorium. Among its other accomplishments, the committee has begun efforts to rehabilitate the Auditorium's pipe organ and to reinstall the chimes on the roof of the Auditorium.

As the committee sunsets on June 30, 1999, I ask that Council recognize the efforts of the CAC with the attached Resolution.

**CITIZENS' ADVISORY COMMITTEE
FOR THE REHABILITATION OF MEMORIAL AUDITORIUM**

May 25, 1999

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Report of Citizens' Advisory Committee for the Rehabilitation of Memorial Auditorium (CAC)

LOCATION AND COUNCIL DISTRICT: 1520 J Street, Council District 1

RECOMMENDATIONS:

1. That the City continue rehabilitation of the Memorial Auditorium using the list of priority contained in Attachment A;
2. That City Council authorize the Convention Center staff to look into implementing a funding source, for the purpose of generating funds to continue the rehabilitation and support some of the specialized maintenance of the building;
3. That the Convention Center staff prepare a maintenance plan specifically designed for Memorial Auditorium as a historic building, and that the staff undergo periodic training in its use;
4. That Friends of Sacramento Memorial Auditorium (a non-profit organization) be recognized as an informal advisory body to the Memorial Auditorium staff with regard to further rehabilitation and fund-raising efforts.

CONTACT PERSON: Ted Sheedy, 646-4550; Bob Rakela, 447-2277

FOR COUNCIL MEETING OF: May 25, 1999

SUMMARY:

The Citizens' Advisory Committee for the Rehabilitation of Memorial Auditorium (CAC) created in 1992, sunsets on June 30, 1999. This is the committee's report of its accomplishments, and its recommendations for the future. The committee is making four recommendations.

COMMITTEE/COMMISSION ACTION:

None.

BACKGROUND INFORMATION:

The Citizens' Advisory Committee for the Rehabilitation of Memorial Auditorium (CAC) is a fifteen-member committee created in 1992 under the provisions of Measure H.

- ◆ Measure H obligated the committee to plan, guide, and oversee the rehabilitation of Memorial Auditorium.
- ◆ Then-mayor Anne Rudin charged the committee with developing three schemes for the rehabilitation, from ideal to minimal.

At City Council's request, the minimal scheme was implemented. With only \$10,800,000, the minimal rehabilitation was completed, and the building reopened in 1996.

- ◆ The committee provided the City with a safe, functional, and attractive rehabilitated Memorial Auditorium that has been serving the community well ever since.
- ◆ Since 1996, the CAC, in cooperation with Friends of Sacramento Memorial Auditorium, has successfully begun the rehabilitation of the auditorium's huge pipe organ.
- ◆ Since 1996, the CAC has made arrangements to reinstall the chimes to the roof of the auditorium and make them functional again. This project will be completed in fall 1999.
- ◆ During part of the last two years the CAC has identified, prioritized, and estimated costs for continued rehabilitation of areas of the building that need additional work.

1. Continue Rehabilitation In collaboration with the Memorial Auditorium staff, the CAC has generated a list of items that still need to be addressed. The priority items, have each been assigned an estimated cost.

- ◆ The top priorities--those that should be accomplished as soon as possible--are discussed in Attachment A. Additional high priority items are also included in Attachment A.

2. Funding Source To accomplish some of the items listed in Recommendation 1, the CAC looked at various fund-generating options, such as selling bricks and staging events.

- ◆ The committee has concluded that the best option is for the City staff to develop a plan for an on-going source of revenue, that would be:
 - ◆ Easily accomplished
 - ◆ Cost effective
 - ◆ Inclusive; all members of the community would participate.

3. Maintenance Plan Maintenance plans are an integral part of preservation of historic properties. Just as special care was taken with the building rehabilitation, maintenance of materials which have performed for more than their original life expectancy takes careful planning and execution.

- ◆ The City spent \$10.8 million rehabilitating the building and returning it to its original splendor. As a historic structure with sensitive, character-defining historical features, Memorial Auditorium has specialized maintenance needs.
 - ◆ To protect the City's investment in the building,
 - ◆ To identify the historic features and assure their appropriate treatment.

- ◆ In order to become familiar with the specialized plan and be able to successfully utilize it, maintenance personnel responsible for Memorial Auditorium should undergo periodic training in the treatment of historic features.

4. Friends of Sacramento Memorial Auditorium "Friends" is a volunteer organization that has already established a working relationship with the Memorial Auditorium staff.

Goals of Friends of Sacramento Memorial Auditorium:

- ◆ Raise funds
- ◆ Advise Memorial Auditorium regarding further rehabilitation
- ◆ Advise and support the staff's stewardship of the Auditorium
- ◆ Support and encourage community-oriented uses
- ◆ Encourage increased awareness and appreciation of the auditorium

This arrangement will benefit the Memorial Auditorium:

- ◆ "Friends" can help satisfy the auditorium's need for a stable constituency.
- ◆ "Friends" continues the involvement of people with extensive knowledge concerning the building.
- ◆ "Friends" can provide the City with a tactical advantage. "Friends" is able to:
 - ◆ Identify community groups to work with;
 - ◆ Fund raise for special projects (e.g. the organ); and
 - ◆ Find and effectively apply in-kind resources and volunteer energy.

FINANCIAL CONSIDERATIONS

1. Continue Rehabilitation

The continued rehabilitation has a high cost, as noted in Attachment A. This cost is expected to be spread over a period of several years. Funds for the work could come from several sources, including the private sector.

2. Funding Source

This would have a positive fiscal impact, by producing revenue specifically dedicated to the Memorial Auditorium.

3. Maintenance Plan

No financial impact.

4. Friends of Sacramento Memorial Auditorium

Friends has already invested considerable of their own funds into the organ project.

"Friends" will be involved in raising additional funds for special projects at the auditorium, and in getting donations of goods and services. The fiscal benefit of these efforts could be substantial, but cannot be calculated at this time.

In exchange, "Friends" may at times request reduced rates for fund-raising and community-related events. As a non-profit 501 (c) (3) organization, "Friends" is already eligible for the auditorium's lowest rates. Additional savings might include caps on rental and box office fees.

ENVIRONMENTAL CONSIDERATIONS

No environmental impacts will result from actions recommended in this report. However, all future rehabilitation work will be consistent with CEQA Guidelines.

POLICY CONSIDERATIONS

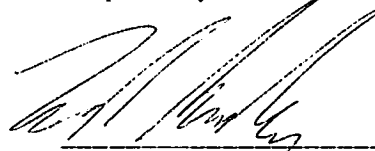
Activities recommended in this report are consistent with City policy to:

- ◆ Provide cultural amenities
- ◆ Provide programs of benefit to the community
- ◆ Include a majority of the community in the activities
- ◆ Provide responsible stewardship for the City's historical resources
- ◆ Contribute to the financial stability of a valuable community resource

ESBD CONSIDERATIONS

No goods or services are contracted by the recommendations in this report. However, any future contracts will be consistent with ESBD.

Respectfully submitted,



Ted Sheedy, Chairman
Citizens' Advisory Committee for the
Rehabilitation of Memorial Auditorium

Addendum 1

CITIZENS' ADVISORY COMMITTEE FOR THE REHABILITATION OF MEMORIAL AUDITORIUM

The Citizens' Advisory Committee for the Rehabilitation of Memorial Auditorium (CAC) is a fifteen-member committee created in 1992 under the provisions of Measure H.

The Committee's charge

- ◆ According to Measure H the committee's duties were to plan, guide, and oversee the rehabilitation of Memorial Auditorium.
- ◆ Then-mayor Anne Rudin selected to original committee and charged it with beginning by developing three schemes for the rehabilitation, from ideal to minimal.
- ◆ At City Council's request, the minimal scheme was implemented. With only \$10,800,000, the minimal rehabilitation was completed, and the building reopened in 1996.

Accomplishments

- ◆ The committee worked with City staff to develop plans for the rehabilitation.
- ◆ The committee consulted with City staff throughout the construction process to assure adherence to the provisions of Measure H.
- ◆ The committee planned the grand opening festivities.
- ◆ The committee provided the City with a safe, functional, and attractive rehabilitated Memorial Auditorium that has been serving the community well.
- ◆ Since 1996, the CAC, in cooperation with Friends of Sacramento Memorial Auditorium, has successfully begun the rehabilitation of the auditorium's huge pipe organ.
- ◆ Since 1996, the CAC has made arrangements to reinstall the chimes to the roof of the auditorium and make them functional again. This project will be completed in fall 1999.
- ◆ During part of the last two years the CAC has identified, prioritized, and estimated costs for continued rehabilitation of areas of the building that need additional work.
- ◆ The committee has developed a donor recognition policy.
- ◆ The committee recognizes the potential to encourage the use of local businesses in providing goods and services.
- ◆ The committee has worked with the Friends of Jeannie Runyon to help plan for the rehabilitation of the Little Theater.

Attachment A

PRIORITIES FOR CONTINUED REHABILITATION

- ♦ The needs of a complete rehabilitation for Memorial Auditorium were not met with the allocated \$10.8 million. The available funds were spent on the minimum requirements to open the facility. After 2 1/2 years of operation, inadequacies exist in many areas of the facility's infrastructure and in deferred maintenance.
- ♦ According to Measure H, all work on the building should utilize the Historic Building Code and must be consistent with *The Secretary of the Interior's Standards for the Treatment of Historic Properties*.
- ♦ The CAC recommends that the items listed below be funded as soon as possible.
- ♦ The first area of inadequacy is in electrical supply to the auditorium from SMUD and in both the stage end and the lobby end of the building. The amount of electrical upgrade completed in the rehabilitation was thought to be minimally sufficient, but has proven to be inadequate. The cost of bringing the top priority electrical inadequacies up to the needs of current and future bookings is \$90,000. This should be completed as soon as possible.
- ♦ The other matter of urgency is the fly system. The Convention Center and the stage hands union believe the fly system to be dangerous. The inadequacy and dangerous state of the fly system has prevented, and will continue to prevent, certain events from using the auditorium.
- ♦ Correcting the deferred maintenance is necessary to prevent further deterioration that could lead to additional problems.

Priorities for Continuing Rehabilitation/Deferred Maintenance

Top priorities

Additional rehabilitation

Electrical upgrade		\$90,000
On-stage electrical rewiring and replacement	(\$70,000)	
Electrical to Little Theater, Memorial Hall, Projection Room, and for follow spots		
New 800 amp service to basement for road shows	(\$10,000)	
200 amp service to area above ceiling for lighting	(\$10,000)	
Replace fly system		\$400,000

Deferred Maintenance

Repair cast stone railings at exterior balconies		\$25,000
Check and repair glazing		\$20,000
Add gutter and downspouts in several locations		\$10,000

High priorities

Lighting control system for public areas	\$25,000
New transformer from SMUD	\$60,000
Window coverings for arched windows in auditorium	\$175,000
Paint HVAC supply and return vents to match finishes	\$5,000
Repair/replace covers of ramps at side exits to floor	\$5,000
Repair/modify area where floor slides against wall	\$2,500
Refurbish seating in balcony	\$500,000
New orchestra pit covers	\$10,000
Create follow spot areas in south corner of auditorium	\$5,000
Cover old seat platforms in balcony with carpet	\$20,000
Permanent hanging points for basketball scoreboard	\$5,000

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