



## CITY OF SACRAMENTO

PHILLIP L. ISENBERG

Mayor

City Hall, Room 202

Sacramento, California 95814

(916) 449-5400

February 19, 1981

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Community/Convention Center Handling of Rail Fair and  
Track Meet Tickets

### SUMMARY

Two events will be occurring this year which will bring people, money, and nationwide attention to Sacramento. The Rail Fair Pageant which will celebrate the opening of the State Railroad Museum in Old Sacramento may generate as many as 54,000 people during its three day operation (May 2, 3 and 4th) and the 1981 TAC Track and Field Championships on June 19, 20 and 21 has the potential of attracting a like number.

Because of the size and importance of these two events, each of these two organizations is requesting permission to contact Sam Burns, General Manager of the Sacramento Community/Convention Center, to arrange for the Community Center Box Office to handle the ticket sales and distribution.

By contacting the Community Box Office to handle our tickets, we would be going into an established system for the ticket-buying public so each organization only has to sell the idea of the Track and Field Meet or the Rail Fair and not spend needless time and space identifying where to buy tickets. Also, since a very large sum of money will change hands, it is imperative to have good accounting procedures and controls. Because of the national interest in both events, it is convenient to have tickets available on the Ticketron system throughout the U.S.

APPROVED  
BY THE CITY COUNCIL

### BACKGROUND

The following are reasons for this request:

1. Established, professional box office.
2. Daily accountability, with final audit at completion of the events by Finance Department, City of Sacramento.

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OFFICE OF THE  
CITY CLERK

3. Complete service: ordering tickets, supervision, tellers, daily change funds, advance sale if desired, attendance reports, pass control, etc.
4. Fifty satellite box office throughout Northern California.
5. Two computer ticket terminals:
  - A. Ticketron--a nationwide network of 800 outlets in major U.S. cities, 200 of which are in California.
  - B. Bay Area Seating Service (BASS)-- A California network with 45 outlets in the Bay Area and south as far as Modesto.
6. Charge by Phone. Customers may charge tickets on their Visa and Mastercharge cards.
7. The box office has established information phone lines and a 24-hour recording. Both would be most helpful in dispersing information to the public on the Rail Fair Pageant and Track Meet's details and fees.
8. Close working relation with the Sacramento Convention Bureau for advance distribution of tickets to tour agents.
9. Group sales. Has current lists of schools, senior citizen organizations, civic groups, etc.

#### FINANCIAL DATA

There will be no direct cost to the City since the Community Center Box Office will be using existing staff and facilities.

#### RECOMMENDATION

The Community Center Box Office be given approval to handle ticket sales and distribution for the Rail Fair Pageant and TAC Track and Field Championships.

Respectfully submitted,

  
Phillip L. Isenberg  
Mayor

February 24, 1981  
All Districts