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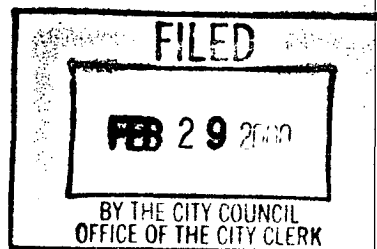
JACK CRIST  
DEPUTY CITY MANAGER

NEIGHBORHOODS,  
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February 22, 2000

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: BUDGETED FUNDS TO SUPPORT GOLD RUSH DAYS – 2000 – CITY OF SACRAMENTO 150<sup>th</sup> ANNIVERSARY**

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:** Informational

**CONTACT PERSON:** Alan Tomiyama, Administrative Services Officer,  
150<sup>th</sup> Anniversary Citywide Coordinator, 264-8958

**FOR COUNCIL MEETING OF:** February 29, 2000

**SUMMARY:**

The City of Sacramento, Sacramento Convention and Visitors Bureau, and Old Sacramento Management Board have joined forces to create Gold Rush Days, a historic tribute to the gold rush era to be held Labor Day weekend 2000. The event will serve as the highlight of the City's 150<sup>th</sup> anniversary celebration. The 150<sup>th</sup> Anniversary Office has earmarked \$50,000 as seed funding for the event. Moreover, additional funding for Gold Rush Days will be secured through the private sector.

**BACKGROUND INFORMATION:**

The main venue for the City of Sacramento's anniversary celebration will be Gold Rush Days, a festival commemorating the City's rich multicultural heritage, scheduled from September 1-4, 2000.



Situated in historic Old Sacramento, Gold Rush Days will transform this commercial sector back to the gold rush era. Old Sacramento is home to the largest concentration of historic buildings in the State. It features one of the world's largest railroad museums, the California State Railroad Museum; the historic Sacramento waterfront depicting an 1870 riverside scene with paddle wheelers and sailing vessels; and the Eagle Theatre, the first theater built west of the Mississippi.

Old Sacramento will appear just as authentic as it did during the gold rush era. The streets will be covered in dirt and motor vehicles will not be allowed into the area. There will be miners' tents, saloons, a jail, a blacksmith shop, an apothecary and theatre; workers dressed in period costume; shops and saloons will sell the merchandise products and food of the period; and street dramas, musicians and story tellers will provide lively gold rush style entertainment.

Ethnic villages will be created to display the various ethnic communities involved in the gold rush depicting life the way it was for them, good and bad, during the 1800's. Storytellers and historians will provide lively narration accurately depicting the lives and times of Native Americans, Africans, Asians, Mexican ranchers and miners and others.

A living history will envelope Old Sacramento, including sheriffs and jailers, miners, stagecoach drivers, barbers (doctors), merchants, print shop workers, spinning and rope making, blacksmiths, and carpenters. The streets and selected venues will have a constant schedule of various forms of re-enactment, including the historic Eagle Theatre hosting authentic entertainment of the era; various ethnic communities performing musical and dramatic scenes; the arrival of the Pony Express; and the excitement of new gold discoveries.

In addition, a 150<sup>th</sup> anniversary BBQ will be held on the 1849 historic grounds in Old Sacramento. There will be a nominal fee charged to patrons. Also, as an option patrons may attend the event dressed in period costumes or western wear. It is estimated that more than 700 people will attend this event. The festive evening event will have several exciting elements and activities, including international cuisine, entertainment, complimentary photographs of patrons dressed in period costume, raffles, and a thundering fireworks display above the waters of the Sacramento River.

The City of Sacramento, Sacramento Convention and Visitors Bureau, and Old Sacramento Management Board will also work collaboratively with the State of California Parks and Recreation Department to bring its "Portals to The Past" to Sacramento. The event will be the sesquicentennial finale for the State of California, consuming the length of Capitol Mall, and transforming it into a living history celebration.

#### **FINANCIAL CONSIDERATIONS:**

The total amount allocated to Gold Rush Days 2000 is \$50,000. Sufficient funds exist in the 150<sup>th</sup> anniversary budget for this event.

**ENVIRONMENTAL CONSIDERATIONS:**

This effort is exempt from the California Environmental Quality Act (CEQA)

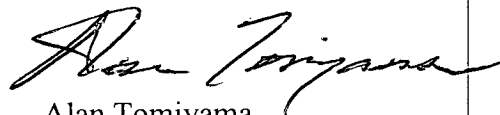
**POLICY CONSIDERATIONS:**

None

**ESBD CONSIDERATIONS:**

Not Applicable

Respectfully submitted,



Alan Tomiyama  
Administrative Services Officer  
150<sup>th</sup> Anniversary Citywide Coordinator

**RECOMMENDATION APPROVED:**

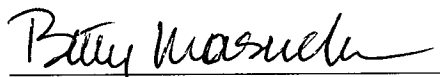


Jack Crist  
Deputy City Manager



Thomas Lee  
Deputy City Manager

**APPROVED:**



Robert Thomas  
City Manager