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**DEPARTMENT OF PARKS
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METROPOLITAN ARTS
MUSEUM AND HISTORY
PARKS
RECREATION
ZOO

May 2, 1989

Budget and Finance Committee
Sacramento, Ca

Honorable Members in Session:

SUBJECT: 1988-89 City Life Program

SUMMARY

This report presents information on the FY87-88 City Life Program and recommendations for FY88-89. In addition, it is recommended that a Limited Term Arts Program Coordinator position be approved to oversee program activities.

BACKGROUND

On August 23 and September 6, 1988 two meetings were held with City Life staff and representatives of the Arts Commission, Dept. of Parks & Community Services, and the Dept. of Planning & Development to review and evaluate the City Life Program. In addition, staff also met individually with representatives of the Mayor's Downtown Action Committee, several Councilmembers and SHRA staff to get feedback on the program.

1988 City Life Program:

The 1988 City Life Program's goals were: (a) to create a positive image of downtown, using the arts as a magnet to attract new and wider audiences for downtown cultural events; (b) to expand and replicate successful downtown programming efforts in two additional redevelopment sites; (c) to establish downtown Sacramento as a viable venue for cultural activities which incorporates Sacramento's highly diverse cultural traditions and creative skills and which attracts broad public interest and participation; (d) build on local interest and local arts resources to develop collaborative programming efforts; and (e) adopt an experimental spirit toward programming.

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Budget and Finance Committee

City Life took place over a seven-week period, July 1, 1988 - August 20, 1988, on Wednesdays and Fridays in City Plaza between the hours of 11:30 am to 1:30 pm. A farmers' market was held each Wednesday. In addition, three children's days were programmed in City Plaza with continuous arts activities occurring between 11:00 am to 2:00 pm. A total of 22 days were programmed with over 70 events that involved more than 250 artists, arts organizations, and other community service groups. Daily average attendance at City Plaza totalled 2,500 with the children's days audience averaging 3,500.

The 1988 program expanded to two additional redevelopment sites: Hagginwood and McClatchy parks. Three cultural programs were produced by City Life staff in Hagginwood and included a kickoff event coinciding with the opening of the Hagginwood farmers' market, a Saturday children's festival, and the annual neighborhood beautification program. The McClatchy Park site also included a weekly farmers' market and four events sponsored in part by the Sacramento Bee and coordinated by the Oak Park Concert Series Steering Committee between June and September.

Program Budget:

The total budget for the 1988 City Life Program was \$81,025 (not including in-kind donations). The total program cost was \$73,870, with a balance of \$7,155. The remaining balance will be applied to the 1989 program year. A budget breakdown is attached in Exhibit A. A total of 28 sponsors/donors participated in the program. The projected program budget was set at \$110,000: \$70,00 from City sources and \$40,000 from outside contributions and grants. A development consultant was hired to solicit contributions for the program. Due to the short lead time and the fact that many potential funders had already allocated their resources for 87-88, the goal of \$40,000 was not realized and the number of program days was reduced from four to two days a week. For a complete list of City Life participants, artists, and donors see Exhibit B.

Public Response:

The public's response to City Life events was strongly favorable, with 83% of those polled enjoying the events "a lot". When asked about the expansion of City Life (more than one option could be selected) the public's response was as follows: 58% wanted a festival, 42% weekend events, 42% additional sites, 39% evenings, 15% after work, and 6% no expansion. The median number of events attended by an individual in City Plaza was 3.

Results in Hagginwood Park were as follows: 93% polled said they enjoyed the City Life events "a lot" and when asked about expansion of the program 83% favored a festival, 83% weekend events, 77% evenings, 44% additional sites, 10% after work, and 0% response to no expansion. The median attendance at Hagginwood was 3 events indicating most people attended all three events.

1989 City Life Program:

On the basis of the information gathered during the evaluation process, the following program elements are being recommended for the third year of programming:

1. In City Plaza, expand the farmers' market to twice a week (Mondays and Wednesdays), May through November.
2. Continue arts programming at the same funding levels as last year for two redevelopment parksites: Hagginwood (\$4,000) and McClatchy (\$5,000). Coordination and logistical/technical support for the program will be the responsibility of the Hagginwood Community Center staff and the Oak Park Concert Series staff. Funds provided by the City Life Program are to be used solely for artists' fees and must receive approval from the Arts Commission prior to any activities taking place.
3. Continue arts activities in City Plaza one day per week for four weeks and coordinate a one day downtown fall festival which will showcase Sacramento's visual/performing arts. It will enlist the cooperation of the merchants, arts organizations, and artists to participate in a fall preview of the lively arts with an emphasis on Sacramento's multi-cultural community and families. It will also involve the participation of other community groups, schools, and civic groups. The festival will feature a wide variety of arts activities and include local and statewide performing artists.

The fall festival component addresses a strong need expressed by the arts community and public alike for a community-wide arts festival and would also provide an opportunity for the the Arts Commission to generate earned income through vendor fees, sales of festival items such as T-shirts, posters, and other related items.

The overall projected budget for the 1989 City Life Program is \$112,829 (see Exhibit C). City funding for this program is included in the FY88-89 budget at \$40,000 and \$2,129 in carry over funds from previous program year and \$700 collected in farmer market fees. In FY89-90 an anticipated appropriation of \$30,000 brings the total amount of City funds available to \$72,829. A total of \$40,000 in additional revenues is anticipated to be raised through grants and corporate contributions. Included in this amount is \$4,326 in unspent funds raised by Friends of the Arts Commission for the recently completed program. A development consultant has been hired to fundraise for the program and to develop earned income opportunities. The consultant's efforts will be strengthened by the involvement of Friends of the Arts Commission, an all volunteer membership, 501(c)-3, tax exempt organization.

The 1989 City Life program budget provides funding for staffing and related program expenses. Staff recommends that a limited term arts program coordinator be hired May - September 1989 to oversee program management including but not limited to: developing program content, scheduling and booking artists, liasion to the downtown merchants, and promotional duties. This is a change from the past two years in which the Administrative Assistant assumed responsibility for overall program management. The increased workload generated by this program necessitates the limited term position. Funds for this position, estimated at \$15,400, is included in the 1989 City Life program budget.

FINANCIAL DATA

The total projected budget for the 1989 City Life Program is \$112,829. This budget includes \$72,829 in City funds and \$40,000 projected to be raised from outside contributions that span two fiscal years. No additional City funds are requested. At no time will expenditures exceed the total amount of City funding and private donations raised for this program.

Revenues received from grants, contributions, and earned income will be deposited with the Friends of the Arts Commission and earmarked for the City Life program.

POLICY MATTERS

None.

MBE/WBE

Every effort will be made to comply with the City's MBE/WBE goals.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. In addition, this report recommends that City Council, by resolution:

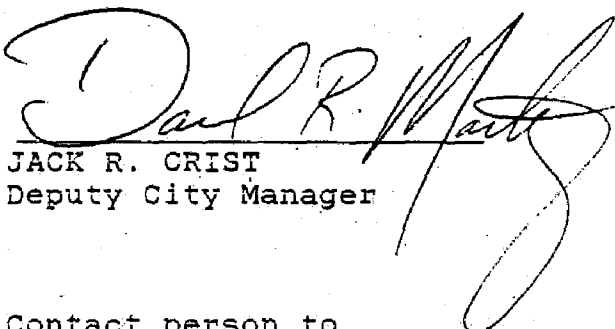
1. Approve the program for FY88-89; and
2. Approve a .36 FTE limited term arts program coordinator position.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:

for 
JACK R. CRIST
Deputy City Manager

Contact person to
answer questions:

Wendy Ceccherelli
Director, Metro Arts Div.

Attachments

All Districts
May 16, 1989

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION APPROVING THE FY88-89
CITY LIFE PROGRAM FOR THE DEPARTMENT OF
PARKS AND COMMUNITY SERVICES
(METROPOLITAN ARTS DIVISION)

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

1. That the 1989 City Life program is hereby approved.
2. That a .36 FTE Limited Term Arts Program Coordinator position is hereby approved.

Mayor

ATTEST:

CITY CLERK

gm2/clresolu

EXHIBIT A

CITY LIFE PROGRAM BUDGET
1988

INCOME

City of Sacramento	\$ 70,000
Calif. Arts Council	875
National Endowment for the Arts	1,375
Musicians Perf. Trust Fund	1,660
Friends of the Arts	6,415
Fees	<u>700</u>

TOTAL INCOME: \$ 81,025

EXPENSES

Consultant Salaries	\$ 27,904
Artists' Fees	27,764
Printing	2,800
Rental of Equipment	3,538
Security	1,140
Office Supplies	2,094
Sound/Tech/Crew	8,490
Misc. Services	<u>140</u>

TOTAL EXPENSES: 73,870

BALANCE: \$ 7,155*

Notes:

- * \$2,129 City G.F. carryover
- \$4,326 Remaining Friends balance
- \$ 700 Fees collected & deposited in Metro Fund

1/clbud

CITY LIFE 1988

The City Life program is produced by the Sacramento Metropolitan Arts Commission and funded by the City of Sacramento. This program was also made possible by the following:

GRANTS

California Arts Council
National Endowment for the Arts

DONORS

Participating Sponsors: \$500 and up:

Chevron USA
Friends of the Arts Commission
Lankford & Cook
Local 12, Musicians Union
McDonough, Holland & Allen
Charles Soderquist
USAA

Associate Sponsors: \$200 to \$499:

Crystal Cream & Butter Company
Dreyfuss Blackford Engler Architects
KSAC Radio
Nacht & Lewis
Nolte & Associates
Point West Bank
Resource Management International
Runyon Saltzman Inc.
Sacramento Old City Association
Dr. Michael J. Schermer

Contributing Sponsors: \$50 to \$199:

Bravo! Group
Michael Himovitz Company
Mogavero and Associates
Fennisi's
J.C. Sheridan
I.I. Levine
Niiya/Calpo/Hom & Dong, Inc.
Procida Florist
D.J. Smith Associates

CITY LIFE 1988

ARTISTS/PARTICIPANTS

- Rejean Anderson (string quartet)
- Shelly Burns (vocalist)
- Ernest Burton (jazz group)
- Christine Bush (Grant High School)
- Gary Campbell (jazz group)
- Cap'n Mitch and Delta Dog (KSCH Channel 58)
- Julie Campbell (face painter)
- Capezio Dance Theatre Shop
- Gloria Casey (Casey's Country Corner swing dancers)
- Rory Castillo (salsa dancers)
- Tom Castor (crew)
- Wendy Ceccherelli, Director, Metro Arts (guest speaker)
- Dan Chandler (Mozarab middle-eastern dance and music)
- Armando Cid (visual artist)
- Clown of Hearts and Classy Acts (John Liikala - balloon artist)
- Dorothy Cormack/Jim Kelly (balloon artists)
- Crocker Art Museum
- Marsha Dainaskus (Marsha's Madness - balloon art)
- Mike Dart (crew)
- Alonzó Davis (visual artist)
- Tracy Davis (musician)
- David de Berry (Sacramento Theatre Company - group performance)
- Deseret Industries
- Anthony Dey (musician)
- Joyce Diamond (vocalist)
- Rina Dion (face painter)
- El Dorado Brass Band
- Carolyn Elder (costume designer)
- Emma's Tacos
- Pete Escovedo and His Latin Jazz Band
- Lyla Ferris, Councilmember (guest speaker, Hagginwood Park)
- Four Seasons Nursery & Florist
- Friends of the Library
- James Gallegos (Greek Bouzuki band)
- Anna Gastelum (vocalist)
- Joseph Gillman (jazz trio)
- Mark Goff (costume designer/face painter)
- Suzan Goodban (visual artist)
- Grant High School Cheerleaders and Songleaders (volunteers)
- Edith Griffith (jazz quartet)
- Libby Harmor (costume designer)
- John Heartsman (blues band)
- Be Herrera (visual artist)
- Maru Hoeber (visual artist)
- Stephen Holsapple (face painter)
- Italian Cultural Society (dance/music)
- Melinda Johnson (visual artist)
- Loyd Jones (country-western band)

- KJ's Oasis (vendor)
- KKSA Radio
- KRAK Radio Live Remote
- KSAC Classical AM Radio Live Remote
- KXTV Channel 10
- Terry Kastanis, Councilmember (guest speaker, City Plaza)
- Leslie Korengold (face painter)
- Jeannie La Combe (Neokyma Greek Dancers)
- Melissa La Vesque (vocalist)
- Dixie Laws (face painter)
- Mark Bon Ton St. Mary Zydeco & Red Hot California Band
- Geri McBeth, Metro Arts (City Life Coordinator)
- Kristen Miranda (vocalist)
- Kristen Miranda Quartet
- Les Moncada (Passage Latin jazz group)
- Charles Moselle (musician)
- Sandra Nelson, Metro Arts (Publicity/Evaluation)
- North American Bunraku Puppet Theatre
- Juanishi Orosco (visual artist)
- Doug Pauly (Dai Go Zivo Bulgarian band/dancers/singers)
- Doug Pauly Quartet with Ruth Rosenberg Dance Ensemble
- John Pollard (actor)
- Karen Pollard (actor)
- Don Price (visual artist)
- Rainbow Shaved Ice (vendor)
- Jimmy Robinson (jazz quartet)
- Le Grand Rogers (event coordinator)
- Rosa Montoya's Bailes Flamencos
- Anne Rudin, Mayor (guest speaker, City Plaza)
- Antoinette Rosatto (visual artist)
- Sacramento Bee
- Sacramento Childrens' Museum
- Sacramento Opera Association
- Sacramento Regional Transit
- Sacramento Science Center and Junior Museum
- Sacramento Sound (sound technicians)
- Sacramento Tree Foundation
- Sacramento Water Festival
- Sacramento Weavers and Spinners Guild
- Jamie Scholnick (visual artist)
- Kim Scott (visual artist/face painter)
- Joe Serna, Councilmember (guest speaker, City Plaza)
- Jacqueline Sheridan (fund development consultant)
- David Shore, Councilmember (guest speaker, City Plaza)
- Shoshannah (visual artist)
- Sidewalk Pizza
- John Skinner Orchestra (big band)
- Norman Smith (musician)
- Howard Starrett (crew)
- Step One Sacramento Dance Academy

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City Life 1988 - Artists/Participants

- Cathy Stone/David Stone (visual artists)
- Claudette Stone (vocalist)
- Sutter Community Hospitals
- Sweet Meats Barbeque (vendor)
- Michele Thomas (face painter)
- Izzy Tooinsky (juggler)
- Carolyn Himes Tucker (Ensemble Afrique - African dance/music)
- Maggie Upton (guest speaker, City Plaza)
- Arika Viau (actor)
- Dalia Visgirda (visual artist)
- D.R. Wagner (visual artist)
- Janice Akers Wagner (event coordinator)
- Watercolor Artists of Sacramento Horizons
- Wishing Well
- Richard L. Yates (group)

CITY LIFE CELEBRATION BUDGET
1989

PROJECTED INCOME

City of Sacramento	\$ 72,829*
Friends of the Arts Commission	40,000*

TOTAL PROJECTED INCOME: \$112,829

PROJECTED EXPENSES

Salaries	21,400
Consultant (Development)	8,000
Artists' Fees	44,673**
Graphic design & printing	8,000
Crew/Security	1,876
Rental of Tents	4,280
Sound Equipment	5,000
Materials and art supplies	6,000
Advertising	1,700
Equipment Rental (pianos, chairs)	1,700
Stage Rental	700
Publicity	2,000
Signage & kiosks	5,000
Photographer	500
Contingency	2,000

TOTAL PROJECTED EXPENSES: \$112,829

Note:

*Includes carryover from previous year

**Includes Hagginwood & Oak Park funding