



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

CONSENT
February 5, 2008

Honorable Mayor and
Members of the City Council

Title: Agreement: California Musical Theatre

Location/Council District: Memorial Garage at 15th & H Streets/Council District 3

Recommendation: Adopt a **Resolution** authorizing the City Manager to execute a parking agreement with the California Musical Theatre for discounted parking at Memorial Garage during the 2008, 2009 and 2010 performance seasons.

Contact: Matt Eierman, Program Specialist, 808-5849

Presenters: None

Department: Transportation

Division: Parking Services

Organization No: 3461

Description/Analysis

Issue: Since 2002 the City of Sacramento has provided discounted parking for season ticket holders of the California Musical Theatre's (CMT) Music Circus. CMT and the City would like to continue this parking program whereby CMT season ticket holders and volunteers can purchase discounted parking passes to park at Memorial Garage.

Policy Considerations: This recommendation is consistent with the City's strategic plan and the goal of the City Council to achieve sustainability and enhance livability, and to expand economic development throughout the City.

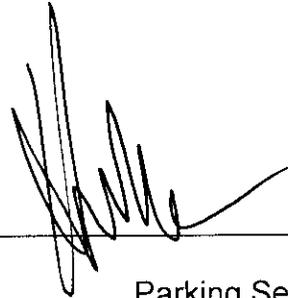
Environmental Considerations: This project is exempt from the California Environmental Quality Act (CEQA) under Section 15301, "Operation of existing public structures or facilities involving no expansion of use".

Rationale for Recommendation: Each year over 130,000 patrons attend Music Circus productions. Memorial Garage, located directly across from the Music Circus' Wells Fargo Pavilion, is the primary source of parking for patrons and volunteers, helping to reduce on-street parking congestion in the surrounding neighborhoods. Under this agreement, the City will commit up to 500 parking spaces in Memorial Garage for CMT evening and weekend performances and up to 200 spaces for weekday, matinee performances.

Financial Considerations: Season ticket holders who park at Memorial Garage may purchase \$6 discounted parking passes from CMT; the standard event parking rate at Memorial Garage is currently \$8. On a monthly basis, CMT will pay the City \$6 for each pass used by its season ticket holders and volunteers. Based on the average sale of 15,000 discounted parking passes during performance seasons, it is projected the City will collect \$90,000 annually from this agreement. Prices for discounted parking tickets sold under prior agreements started at \$3 in 2002 and increased to \$5 for the past three years.

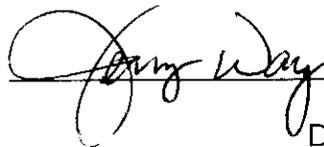
Emerging Small Business Development (ESBD): N/A

Respectfully Submitted by: _____



Howard Chan
Parking Services Manager

Approved by: _____



Jerry Way
Director of Transportation

Recommendation Approved:



RAY KERRIDGE
City Manager

for

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RESOLUTION NO.

Adopted by the Sacramento City Council

AGREEMENT: CALIFORNIA MUSICAL THEATRE

BACKGROUND

- A. Each year, over 130,000 patrons attend Music Circus productions.
- B. The City's Memorial Garage, located directly across from the Music Circus' Wells Fargo Pavilion, is the primary source of parking for patrons and volunteers.
- C. Since 2002, the City of Sacramento has provided discounted parking at Memorial Garage for the season ticket holders and volunteers of the California Musical Theatre's (CMT) Music Circus. CMT and the City would like to continue this parking program whereby CMT season ticket holders and volunteers can purchase discounted parking passes to park at Memorial Garage.
- D. Under this agreement, the City will commit up to 500 parking spaces in Memorial Garage for CMT patrons and volunteers for evening and weekend performances and up to 200 spaces for weekday, matinee performances. This agreement will significantly reduce on-street parking congestion in the surrounding neighborhoods.
- E. Season ticket holders who wish to park at Memorial Garage may purchase \$6 discounted parking passes from CMT. The standard event parking rate at Memorial Garage is currently \$8. On a monthly basis, CMT will pay the City \$6 for each pass used by its season ticket holders and volunteers. Based on the average sale of 15,000 discounted parking passes during performance seasons, it is projected the City will collect \$90,000 annually from this agreement. Prices for discounted parking tickets sold under prior agreements started at \$3 in 2002 and increased to \$5 for the past three years.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Manager is authorized to execute an agreement with California Musical Theatre to provide a discounted parking program for season ticket holders and volunteers of the 2008, 2009 and 2010 Music Circus performance seasons at the rate \$6 for each pass for up to 500 parking spaces in Memorial Garage for evening and weekend performances and up to 200 spaces for weekday, matinee performances.