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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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January 12, 1988

CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM & HISTORY
PARKS
RECREATION
ZOO

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Downtown Programming

SUMMARY

This report presents the findings of the pilot downtown program, "City Life", for City Council review (Exhibit A). In addition, it is recommended that City Council approve the 1988 summer program and amend the FY 87-88 City operating budget for the program.

BACKGROUND

The City's concern over downtown revitalization and the need to improve the image of the central city has been the focus of the Mayor's Downtown Action Committee, Urban Design Plan, and the Sacramento Metropolitan Arts Commission (SMAC). The City Council in 1986-87 funded study by SMAC on how other American cities have used cultural programming in redevelopment areas. Under the first phase of the Urban Design Plan, the City Council then approved funding to SMAC in 1986-87 to develop a plan to animate downtown through cultural programming.

On April 14, 1987 the City Council approved the plan submitted by SMAC and arts consultants Adams and Goldbard and appropriated \$70,425 from the City's General Fund Administrative Contingency and \$20,000 from the Sacramento Housing and Redevelopment Agency to begin implementation of the pilot program.

The major goals of the plan included:

1. Establishing downtown Sacramento as a viable venue for cultural activities which incorporate Sacramento's highly diverse cultural traditions and creative skills and which attract broad public interest and participation;
2. Building on local interests and local arts resources to develop collaborative programming efforts; and
3. Adopting an experimental spirit toward programming during the pilot project.

Additional goals in 87/88 are:

4. To create a positive image of downtown, using the arts as a magnet to attract new and wider audiences for downtown cultural events; and
5. To expand and replicate successful downtown programming efforts in two additional redevelopment sites.

City Life 1987

The 1987 pilot program, titled "City Life Summer Series", was administered and presented by SMAC which assembled a team on May 1st to produce cultural events. Overall coordination of the project was under the direction of staff member Geri McBeth who served as project leader. The other two members of the team were arts consultants LeGrand Rogers and Janice Wagner who were responsible for developing and booking music, performing, and visual arts programs, coordinating sound/technical needs and graphics. On June 1st a publicity consultant, Beth Duncan, was hired to handle public relations and promotion for "City Life".

An important component of "City Life" was the Farmers' Market held on Wednesdays 10 a.m. - 2 p.m., July through October in City Plaza. Up to 2,600 people visited the weekly Plaza market making it one of the most popular Farmers' Markets according to Dan Best, Manager, Certified Farmers' Market. The '88 season calls for expanding the Farmers' Market and cultural programming to include two additional park sites: McClatchy and another site to be determined. The Parks Division will provide logistical support and staging as needed for the events at these additional sites.

Food vendors during the program hours included one food service cart in St. Rose of Lima Park and two vendors in City Plaza. Due to the short lead time it was difficult to get the support of vendors to participate in the program prior to July 1st. Since the program's success however, staff has received numerous requests from interested vendors for next season's program.

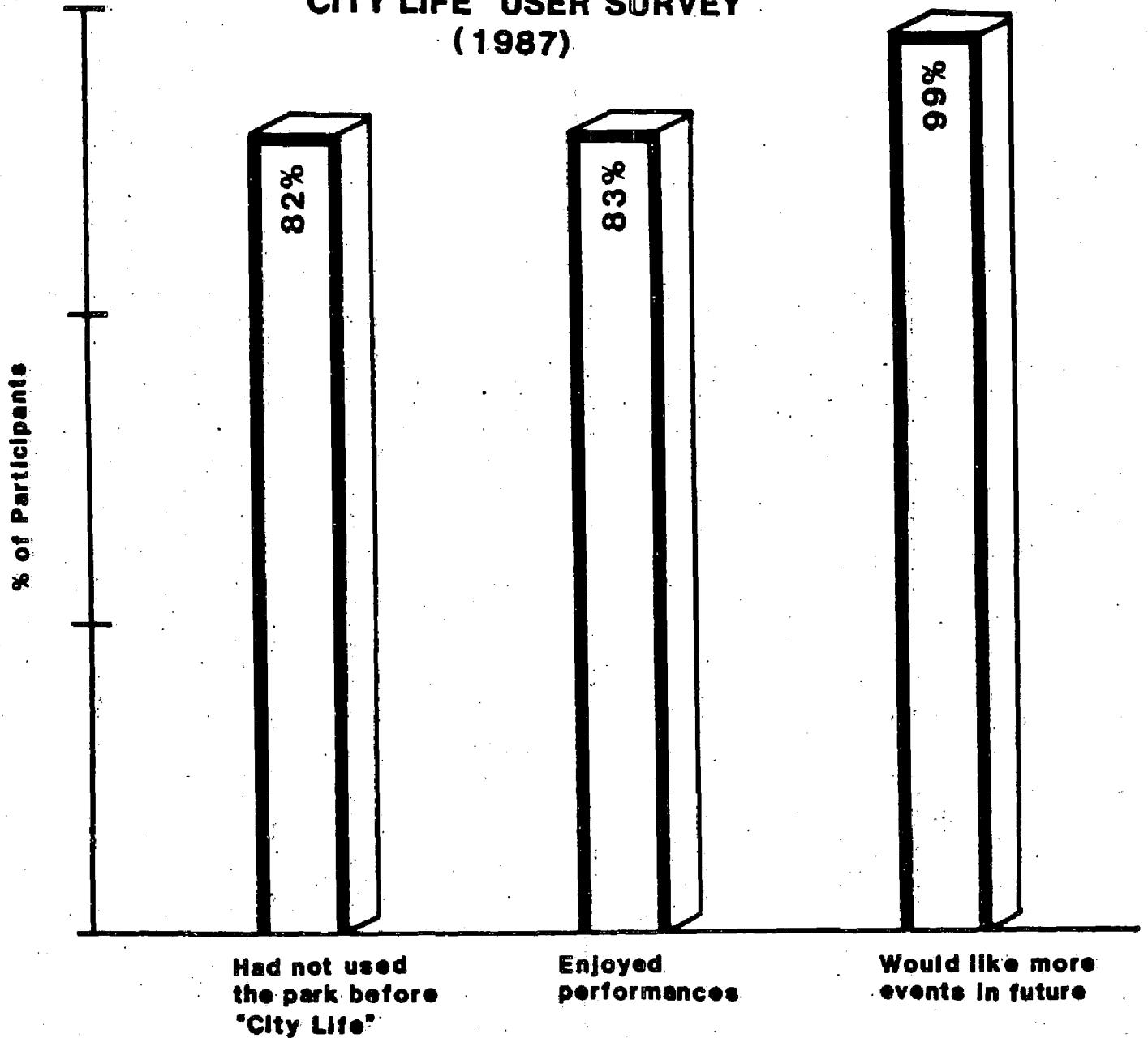
An extensive promotions campaign was key in the success of "City Life". The events were booked in two week blocks with flyers detailing the activities. Thirty thousand program flyers were distributed along with 1,500 posters in English and 200 posters in Spanish. Two hundred buscards were placed in all Regional Transit buses and Regional Transit staff distributed biweekly programs on Light Rail and at ticket outlets. A bi-weekly calendar of "City Life" was printed in Office Hours and during the month of August The Bee printed the "City Life" calendar of events. Information to the public was also available on the Arts Hotline and the "City Life" team worked with several arts organizations on direct mail flyers promoting specific events. Remote broadcasting from City Plaza and on-air promotions by several radio stations throughout the series also increased attendance in the parks.

In order to evaluate "City Life", SMAC employed various survey techniques. Daily headcounts were taken in both parks at approximately 12:20 p.m. A staff member conducted random interviews each day using a prepared questionnaire to elicit comments regarding the events, physical setting, and general information to establish a user profile. On the average, 310 people attended performances in City Plaza each program day, with 100 attending at St. Rose of Lima Park.

Public Response

The public's response to "City Life" was strongly favorable. Results of the random sampling of 315 audience members interviewed at City Plaza and St. Rose of Lima Parks are presented on the following page.

**"CITY LIFE" USER SURVEY
(1987)**



During the month of August 950 postcards soliciting audience comments were passed out. The Arts Commission received a 38% rate of return (364 responses). Eighty-seven percent of the responses were clearly favorable, 10% were mixed and 2% were clearly negative. These results indicate that the City should continue "City Life" and upgrade City Plaza's facilities to include permanent staging for performances (see Exhibit A page 19).

Zipcode surveys indicate that "City Life" audiences reside throughout the City and County (see Exhibit A page 20). For further significant results of the participant and user surveys (see Exhibit A pages 21-24). Results of a K-Street Mall merchants survey are described in Exhibit A pages 25-27.

A public meeting was held on September 16, 1987 to review the downtown cultural program and solicit comments from the public. A representative from the Downtown Plaza Association (DPA) stated that while the program was very successful in attracting a noontime audience at St. Rose of Lima Park, the DPA felt that the program detracted from noontime retail sales. The DPA would like to see events take place primarily on the weekends and at hours other than noontime. Staff will work closely with the DPA on coordinating activities and program scheduling.

Evaluation of City Life, 1987

At \$90,425 the budget was inadequate to produce a program to meet the goals as outlined in the Adams and Goldbard Plan. To augment fiscal resources the "City Life" team solicited cash and in-kind contributions of \$23,975 bringing the program cost to \$114,400. This figure, however, does not include staff's labor costs, nor does it reflect undocumented subsidies by staff in extra hours worked and the use of creative "corner cutting" which are tolerable for a pilot program but cannot be accepted practice for an established program. The time spent by staff approximates .75 FTE or \$21,097 in labor costs which brings the actual total cost of the program to \$135,497.

The success and enthusiasm of the "City Life" program is documented by numerous letters of support (Exhibit B) including the Sacramento Metropolitan Chamber of Commerce, City Planning Department, and area merchants.

City Life 1988

Interest in support for the next season is promising, with preliminary discussions already held with the Musicians Performing Trust Fund, California Arts Council, and other potential contributors.

A brief program description with budget detail for the completed pilot program and two program options that have been considered for the proposed 1988 season are attached for review (Exhibit C). The options are:

Option A. On the basis of the City Life evaluation report the staff recommended and the Arts Commission concurred on October 13, 1987, that the '88 downtown cultural program be funded at \$200,000 as described in Phase II of the Urban Design Plan and include the following elements:

(1) continue and extend programming to include a major multi-cultural festival, (2) extend season to include Christmas programs, (3) develop and schedule more comprehensive weekend events, (4) continue to upgrade quality and strengthen variety, and (5) work with businesses and merchants on program sponsorship. This appropriation is to be offset by anticipated contributions in the amount of \$40,000. Presenting cultural programs is labor-intensive, requiring a team approach with professional management and extensive planning to ensure that standards of high quality are met. The budget under this option provides for one full-time coordinator, half-time clerical support, security, printing, technical and rental fees, publicity and artists' fees.

Option B. The Director of Parks and Community Services is very pleased with the accomplishments of "City Life". The program was well attended, of high quality, and received very positive evaluations. Due to funding constraints in FY 87-88 the Director recommends a funding level of \$110,000 with \$70,000 in City support and a goal of \$40,000 to be raised from grants, earned income, and private sector contributions. City funding will be spread over the two fiscal years the program spans. While increased programming and expansion is desirable, the Director recommends completion of a second year to refine the program before recommending further expansion. The program will include: (1) downtown cultural programming in City Plaza, three days a week with multi-media presentations up

to eight weeks, and (2) a weekly Farmers' Market in City Plaza with two additional Farmers' Market sites (one in McClatchy Park with the other site to be determined). Funding in the amount of \$4,000 has been earmarked for cultural programming during summer '88 at each of these additional park sites. The budget includes professional/artists' fees, technical support, equipment rental, security, printing, and publicity. This budget does not include stage rental for City Plaza. It is anticipated that permanent staging will be available before the summer's activities begin. A sample calendar of events is attached (Exhibit D).

FINANCIAL DATA

The Director of Parks and Community Services recommends that the 1988 "City Life" program include a Farmers' Market in City Plaza and two additional sites and noontime series of cultural programming in City Plaza. This program requires an amendment to the FY 1987-88 City operating budget. It is recommended that \$40,000 be transferred from the General Fund Administrative Contingency to the Metropolitan Arts Division's operating budget for FY 87-88. An allocation of \$70,000 will be included in the City Manager's FY 88-89 proposed budget and will cover remaining program activities begun in FY 87-88 as well as start up program costs for FY 88-89.

RECOMMENDATION

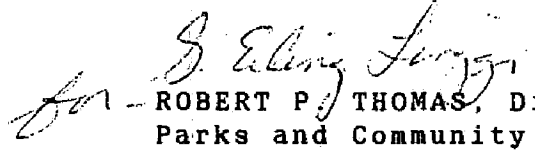
It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. In addition, this report recommends that City Council, by resolution approve the following:

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1.(a) Approve the 1988 season's downtown cultural program as recommended by the Director of Parks and Community Services; and

(b) Amend the FY 87-88 City budget by transferring \$40,000 from the General Fund Administrative Contingency to the Metropolitan Arts Division's operating budget for implementation of the 1988 "City Life" program.

Respectfully submitted,

for 
- ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation approved:



JACK CRIST
Deputy City Manager

January 26, 1988
All Districts

OCP/COUNRPT

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF
RESOLUTION AMENDING THE FY 1987-88 CITY OPERATING
BUDGET 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 1988 season of the City Life Program administered by the Metropolitan Arts Division is hereby approved.
2. That the FY 1987-88 budget is hereby amended for the purposes stated above as follows:

General Fund Administrative Contingency	101-710-7012-4999	(\$40,000)
Metro Arts Division (Program Contributions)	101-450-4643-4213 101-450-4643-4258	4,000 <u>36,000</u> \$40,000

MAYOR

CITY CLERK