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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

ROBERT P. THOMAS
DIRECTOR

February 3, 1989

G. ERLING LINGG
ASSISTANT DIRECTOR

WALTER S. UEDA
DEPUTY DIRECTOR

1231 I STREET
SUITE 400
SACRAMENTO, CA
95814-2977

916-449-5200

DIVISIONS:
CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM AND HISTORY
PARKS
RECREATION
ZOO

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: City Support of the Sacramento Sesquicentennial Celebration

SUMMARY

This report recommends that the Budget and Finance Committee approve this report and forward it to the full City Council. Further, it is recommended that City Council, by resolution, approve the allocation of \$25,000 from administrative contingency funds and provision of other in-kind services to support the Sacramento Sesquicentennial Celebration.

BACKGROUND INFORMATION

August 13, 1989, marks the 150th anniversary of John Sutter's landing on the American River near Sacramento. To commemorate this significant event and the events that followed, the Sacramento Sesquicentennial Celebration Committee has been formed.

The purpose of this Committee is to coordinate a series of events and activities which will focus on 150 years of history and progress in the greater Sacramento region since John Sutter's arrival in 1839. These events will focus national and international attention on Sacramento as the historical capital of the far west and will foster cooperation and improved communications between historic, cultural, social, and ethnic groups.

The Sesquicentennial Committee has appointed Ms. Barbara Clemons as the Executive Director, and has identified five main program areas:

- The Kick-off Reception will be held on February 23, 1989, at the Sacramento History Center.
- The Passport Program will focus on the sites of historic interest and importance in the development of greater Sacramento. The Committee hopes to enable children to have greater access to the region's history.

- The Parade held on May 13, 1989, will kick off the summer events. It will chronologically depict 150 years of history and progress in Sacramento.
- The Birthday Celebration Weekend of August 11, 12, and 13, 1989, will be the culmination of the year's events. This will include a re-enactment of the landing of Sutter's party and a dinner at Sutter's Fort.
- The Calendar will list all events in the greater Sacramento area that have relevance to the celebration.

In addition, many related events are being developed that the Committee will be collaborating and assisting where possible. An example of these are:

- Sacramento Symphony will premiere a new piece of music.
- Sacramento Ballet will stage "The Donner Party."
- Sacramento Opera will stage "Girl of the Golden West."
- SCCF will sponsor a "Day in the Life of Sacramento" video contest.
- KVIE will produce and air a program on the life of John Sutter.
- UCD and McGeorge will stage mock court and trials in the historic Supreme Court room in Old Sacramento.
- National History Day competition will focus attention of the individual this year. Local children will be encouraged to enter. The United Swiss Lodge will hold an essay contest on John Sutter.

FINANCIAL DATA

An estimated \$180,000 will be needed for the celebration. The Sacramento Sesquicentennial Celebration Committee is proposing that the City of Sacramento support the celebration with a \$25,000 appropriation from the general fund administrative contingency (1-01-710-7012-4999) to the Department of Parks and Community Services, Museum and History Division (1-01-450-4651-4258), and provision of other in-kind services necessary to the celebration. The current balance of the general fund administrative contingency is \$604,000. The \$25,000 appropriation would provide:

Salaries (clerical)	\$ 6,000
Supplies	4,000
Printing	5,000
Postage	5,000
City flag design contest	5,000
Total:	<u>\$25,000</u>

City of Sacramento in-kind support:

Typewriter/word processor terminal	\$ 1,000
City staff salaries	6,000
City services for Sesquicentennial parade	2,000
Traffic control for birthday party	500
History Center reception (staff support and facility rental)	700
Admission fees to city facilities as part of the passport program	<u>9,000</u>
Total In-kind services:	\$19,200
 Total city support:	 \$44,200

A list of other sponsors, pledges, and contributions is provided in Exhibit A.

POLICY MATTERS

No considerations.

MBE/WBE

No impact.

RECOMMENDATION

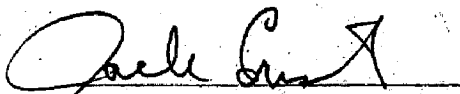
It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. Further, it is recommended that the City Council, by resolution:

1. Support the Sesquicentennial Celebration by appropriating \$25,000 from the General Fund Administrative Contingency to the Department of Parks and Community Services, Museum and History Division operating budget; and
2. Approve the provision of other in-kind services equaling \$19,200.

Respectfully submitted

for - R. P. Thomas
 Robert P. Thomas, Director
 Parks and Community Services

Recommendation Approved:


 Jack R. Crist
 Deputy City Manager

RPT:ja

February 14, 1989
All Districts

Contact Person: Patti Gonzales, Administrative Services Officer
Parks and Community Services
449-5375

RESOLUTION No.

Adopted by The Sacramento City Council on date of

RESOLUTION AMENDING THE 1988-89 FY ADMINISTRATIVE CONTINGENCY FUND IN SUPPORT OF THE 1989 SACRAMENTO SESQUICENTENNIAL CELEBRATION

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

1. That the City Council supports the efforts of the Sacramento Sesquicentennial Celebration Committee.
2. The city budget for FY 1988-89 is hereby amended by appropriating \$25,000 from the General Fund Administrative Contingency to transfer to the Department of Parks and Community Services Museum and History Division operating budget for the purpose stated in paragraph one above:

General Fund Administrative Contingency	1-01-710-7012-4999	[\$25,000]
Museum and History Division	1-01-450-4651-4258	<u>\$25,000</u>

3. That the provision of other in-kind support and services equaling approximately \$19,200, by city staff and facilities, is hereby approved.

MAYOR

ATTEST:

CITY CLERK

CONTRIBUTIONS AND PLEDGES

The Sesquicentennial Committee has secured \$80,000 in financial support from the following major sponsors:

- KXTV Channel 10
- Sacramento Cable
- Cellular One
- A T & T
- Mercy Health Care
- Lorelei Productions
- Teichart and Son, Inc.
- Friends of the Library
- Active 20/30 Club
- California State Historical Site Docents
- Sacramento Convention and Visitors Bureau
- KFBK News Radio 1530
- Burnett Miller and Sons
- United Swiss Lodge of California

Additional pledges of support for the Sesquicentennial year have been secured from the following:

- California State University, Sacramento
- Sacramento Hyatt Regency
- McClellan Air Force Base
- KVIE Channel 6
- Sacramento Magazine
- California State Library Foundation
- Swiss National Tourists Office, Zurich
- KCRA Channel 3
- Sacramento Pioneer Association
- California State Archives
- Sacramento Book Collectors Club
- California Department of Parks and Recreation
- American River Natural History Association
- American Association of University Women, Sacramento Chapter
- Sacramento Regional Transit District
- Altrusa Club of Sacramento
- Sacramento Hispanic Chamber of Commerce
- The Business Journal
- Junior League of Sacramento
- KXPR FM 91

A \$75,000 grant has been approved by the Sacramento County Board of Supervisors in support of the Sesquicentennial Celebration.