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DEPARTMENT OF
FINANCE

BUDGET DIVISION

CITY OF SACRAMENTO
CALIFORNIA

CITY HALL
ROOM 14
915 I STREET
SACRAMENTO, CA
95814-2696

July 31, 1990

916-449-5845

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: REPORT BACK ON THE FUNDING REQUEST FROM THE SACRAMENTO
THEATRE COMPANY FOR \$28,500

SUMMARY

During the 1990-91 Budget Hearings the Sacramento Theatre Company made a request to the City for \$28,500 to prepare conceptual designs for a new facility and to complete a market study. Staff recommended that this request, as well as all other community group requests, be deferred for consideration until after the Budget was approved. This report provides a recommendation on how to respond to the Theatre Company's request.

In summary, it is recommended that the request by the Sacramento Theatre Company for \$28,500 be considered in December or January when the Cultural and Entertainment District has a Board of Directors and a General Manager. This would allow the Theatre Company's plans to be coordinated with the rest of the District. The Theatre Company has not provided any information that would suggest that this approach would have a negative impact on their expansion plans.

BACKGROUND

On May 8, 1990 the City Council approved a Downtown Cultural and Entertainment District Master Plan. Below are excerpts from the Master Plan that address the approach that was agreed upon for developing theatre locations within the District.

Downtown Cultural and Entertainment District Master Plan

The goal of the Master plan is to create a concentrated mix of cultural and entertainment facilities that will be capable of contributing to downtown's night and weekend activity. The plan is intended to serve as a guide for the various public and private sector groups and agencies concerned about downtown.

In its broadest definition, the Cultural and Entertainment District encompasses the entire central city area from historic Old Sacramento on the Riverfront to the restaurants and shops in Midtown. Within the larger district there are three distinct areas; Museum Mile, Downtown Plaza, and the East End District.

The East End District includes a number of focus areas recommended for intensive cultural programming efforts, an extension of ground floor retail requirements and specialized street furniture and lighting requirements. As shown on Attachment 1, these areas include :

- * A "theatre row" area between 12th and "K" Streets, the present site of the Sacramento Theatre Company, and the Memorial Auditorium. In addition to an existing concentration of cultural facilities, this area includes a number of potential development sites for new performing art venues and could be the focus of zoning and development incentive programs. However, future planning efforts for this area must be sympathetic to concerns of the neighboring residential communities.

- * Hyatt Plaza
- * Cathedral Square
- * St. Rose of Lima Park
- * Library Galleria
- * Plaza Park

The Master plan also included an exhibit that provided a list of cultural facilities along with corresponding issues. This exhibit is provided as Attachment 2.

The Master Plan calls for the activities of the District to be overseen by an Executive Committee of public and private representatives. The staff to the Executive Committee would be comprised of four positions:

- * District Manager
- * Retail Specialist
- * Broker
- * Clerical

Sacramento Theatre Company's Request and the Master Plan

The Sacramento Theatre Company has made a request to this Committee for \$28,500 to prepare conceptual design plans and a market study. The Proposal calls for a start date in August with a scheduled completion date of January 1991.

Implementation of the Downtown Cultural and Entertainment District Master plan is currently underway. It is expected that the Executive Committee will be appointed in October, with the District Manager to be hired following appointment of the Executive Committee (within 2 to 3 months). As detailed in Attachment 2, the Master Plan recommends that a feasibility study for the Sacramento Theatre Company be undertaken immediately. The budget for the District has been established by the City Council for 1990-91 at a level of \$250,000.

Funding the Sacramento Theatre Company request at this time would eliminate any involvement from the Executive Committee or the District management in the Theatre Company's planning efforts. It is therefore recommended that this Committee refer the funding request to the Executive Committee of the Downtown Cultural and Entertainment District in October when they are appointed.

FINANCIAL DATA

This report is for information only. There are no financial impacts associated with the staff recommendation; however, the requested amount (\$28,500) is not included in the \$250,000 budget for the Downtown Cultural and Entertainment District. If the Executive Committee decides to pursue the Sacramento Theatre Company's proposal then it is likely that the City Council will be asked to fund the request out of the general fund contingency.

POLICY CONSIDERATIONS

The recommendation to refer the funding request of the Sacramento Theatre Company's to the Executive Committee is consistent with Council policy as reflected in the Downtown Cultural and Entertainment District Master Plan.

If Council desires to change this policy it is recommended that SHRA serve as the contract administrator for the funds. This would ensure a smooth transition of the contract to the District Management Staff when they are established.


MBE/WBE

None.

RECOMMENDATION

Funding the Sacramento Theatre Company request at this time would eliminate any involvement from the Executive Committee or the District management in the Theatre Company's planning efforts. It is therefore recommended that this Committee refer the funding request to the Executive Committee of the Downtown Cultural and Entertainment District when they are appointed.

Respectfully submitted,



Bill Farley
Senior Management Analyst

Approved for Committee Information:

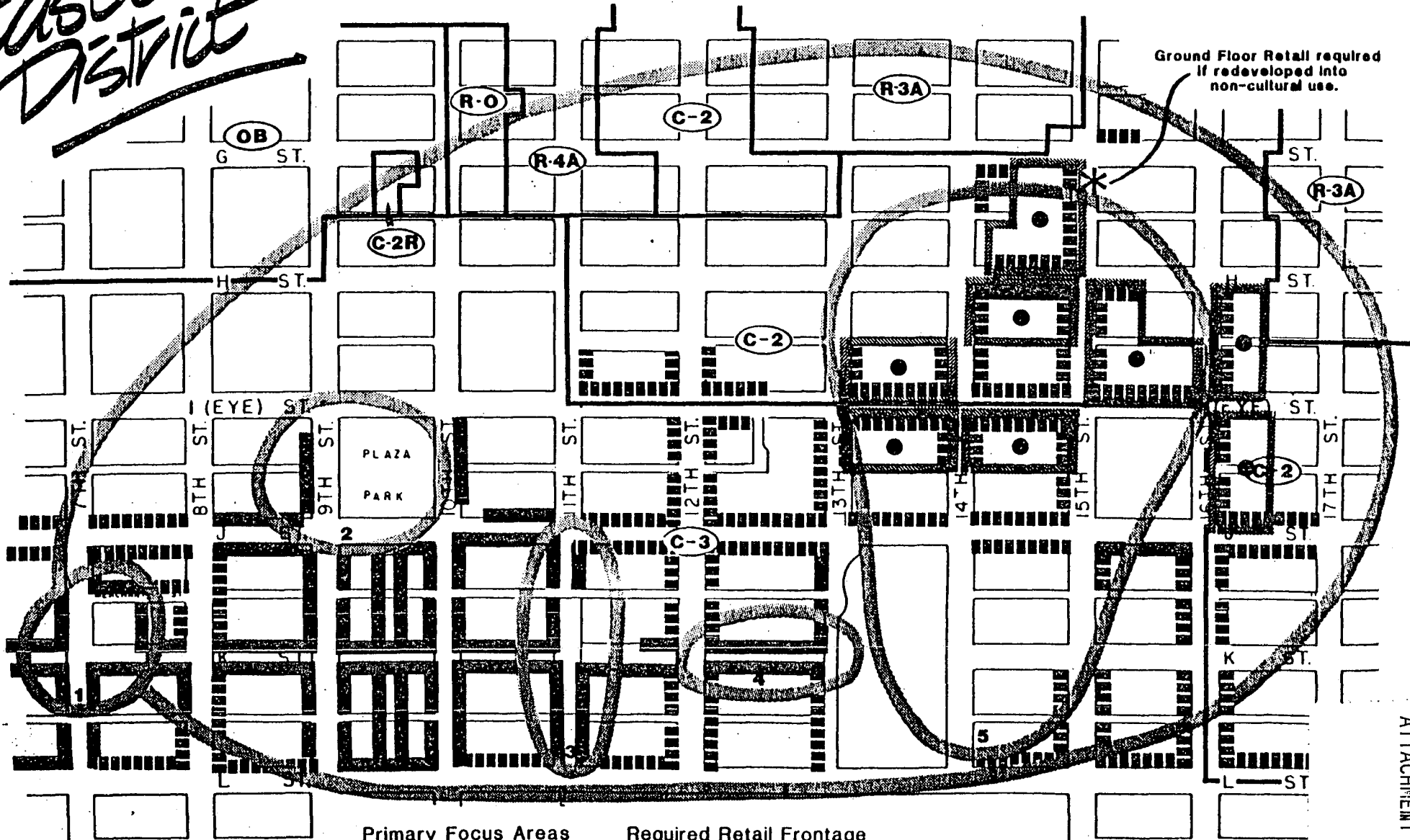


Jack Crist
Deputy City Manager

Contact Person:
Bill Farley, 449-5845

August 14, 1990
District 1

EAST END DISTRICT



Ground Floor Retail required if redeveloped into non-cultural use.

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ATTACHMENT 1

Sacramento Downtown Cultural and Entertainment District Master Plan

Primary Focus Areas

- 1-ST. ROSE OF LIMA
- 2-PLAZA PARK
- 3-CATHEDRAL SQUARE
- 4-EAST END PLAZA
- 5-THEATER ROW

Required Retail Frontage

- 75% FRONTAGE
- % FRONTAGE



-OPPORTUNITY SITES

(C-3) - DENOTES ZONING AREAS

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**SACRAMENTO DOWNTOWN CULTURAL AND ENTERTAINMENT DISTRICT
AMENITIES PLAN FOR FACILITIES AND PROGRAMS**

CULTURAL FACILITIES				SUPPORTING ELEMENTS		
Facility	Size/ Description	Preferred Location	Timing/ Comments	Indoor/Outdoor Programming	Streetscape	
PUBLIC	Convention Center expansion	Expansion of exhibit hall and meeting space	Already determined	In design development phase	• Plaza Park	• Street banners
	Memorial Auditorium	2,500-seat mixed-use theater	Already determined	In design phase	• East 'K' St.	• Ticket Kiosk
	Crocker Art Museum expansion Phases III and IV	Museum support space	Already determined	Will require private and public funding	• Library Galleria	• East 'K' St. Mall/ 13th St.
	Library Galleria	5,700 square feet	Already determined	Under construction	• Cathedral Square	• Convention Center--'J' St., 13th to 15th
PUBLIC/ PRIVATE	Sacramento Theatre Company (STC)	650-seat theater plus 200-250 seat theater	Theater Row	Undertake feasibility study immediately; implement by 1995	• St. Rose of Lima Park	• Old Sacramento
	Mid-Size Multi-Purpose Theater	500-700 seats	Theater Row	Implement following STC (1997-2000)	• Lot A	• Memorial Auditorium Perimeter
	Small Performance Theater	199 seats	Theater Row	Short-Term	• Museum Mile	
	Studio Theater #1	99 seats	K-Street Mall	Immediate		
	Studio Theater #2	99 seats	Theater Row	Long-term		
	Center for Contemporary Art/ Exhibit Space	10,000-15,000 square feet	Within CBD	Immediate		
	Galleria de Posada and La Raza Bookstore	7,500 square feet	Within CBD--near retail uses	Immediate		
AREAS FOR FUTURE STUDY	Crest Theater Science Center Childrens Museum Public Market Security Pacific Building					

- Leadership**
- Establish Partnership
 - District advocacy and promotion
 - Facility financing and development
- Other Elements**
- Supporting retail and entertainment uses
 - Security and maintenance
 - Facility operation and maintenance
 - Parking

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sacramento
T H E A T R E C O M P A N Y

May 23, 1990

The Honorable Kim Mueller
City Hall
915 I Street, Second Floor
Sacramento, CA 95814

Dear Councilmember Mueller:

Enclosed is the Sacramento Theatre Company's proposal to the City Council for partial funding of a Site Study.

The past seasons have been highlighted by many accomplishments. The 1988-89 season ended with the American premiere of an acclaimed Australian play that reached national and international media. In the Fall of 1989, FENCES, by August Wilson, had everyone talking about its poignant story of an African-American family in 1955 Pittsburgh.

As the reputation and artistic quality of STC continues to grow, the need for an appropriate structure within which to perform these plays continues to grow. A Site Study is a critical first step in the process.

Thank for your time and consideration.

Sincerely,

MARK CUDDY

Mark Cuddy
Artistic Director

Sacramento Theatre Company
1419 H Street
Sacramento, CA 95814

Contact Pe
Mark Cuddy
Artistic Director
(916)446-7501

Amount Requested:
\$28,430.00

Project Start Date:
August 1, 1990

Completion Date:
January 31, 1991

Proposal Summary

Funding would be used to hire an architectural team to develop four distinct conceptual designs for the construction of a two-theatre complex to house the Sacramento Theatre Company in the Downtown Cultural District in accordance with the recently completed Master Plan. In addition, two Market Surveys will be conducted to explore financing alternatives. The amount requested equals 50% of project costs. A matching proposal has been submitted to the County of Sacramento.

Proposal

The Sacramento Theatre Company is at a place in its city's evolution where many other regional theatres - the Arena Stage in Washington, DC; the Alley Theatre in Houston; Baltimore's Center Stage; the Berkeley Repertory Theatre; the San Diego Repertory - have been. They all began in modest facilities with meager funding. As artistic skills grew and fundraising became more sophisticated, needs expanded to require larger and more modern facilities. The Sacramento Theatre Company is the core professional resident theatre company in the city. At present, STC is housed in a fifty-year old, 300-seat mainstage theatre with an 80-seat Stage Two theatre. Wing and fly spaces do not exist. Further growth and development can only be achieved with a proper-sized facility which accommodates both the growing audience and ever-improving artistic accomplishments.

In developing the four conceptual designs, four sites would be considered: the present location at 1419 H Street; another C-2 zoned site with a parking garage component; a C-3 zoned site with a high-rise component; and an adaptive re-use of an existing structure. Each scheme would include one 1/8" scale Preliminary Site Plan, one 1/8" scale Preliminary Site Sectional drawing, and one 1/16" scale Preliminary Site/Building Mass Model.

At the same time, two Market Surveys would be done to explore Capital Projects financing alternatives: a private Capital Campaign directed by STC; and a General Obligation Bond that would include other capital projects. Both of these alternatives directly affect the Sacramento community. This assumes that other alternatives such as Development Incentives, Tax Increment Funding, etc., would be explored as well, but outside this funding request.

The culture of a city is defined by the shape and character of the arts within. Already in place are government buildings, and soon the downtown will become a corporate and financial center. All that is missing is the cultural/artistic component. In order to turn the downtown into a lively, vibrant 16-hour-a-day people-oriented center, the arts must be a part of the mix.