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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

CITY OF SACRAMENTO  
CALIFORNIA

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SUITE 400  
SACRAMENTO, CA  
95814-2977

ROBERT P. THOMAS  
DIRECTOR

June 19, 1987

916-449-5200

G. ERLING LINGGI  
ASSISTANT DIRECTOR

DIVISIONS:

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

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Sacramento Softball Complex Advertising Contract Award

SUMMARY

This report recommends that the City of Sacramento Department of Parks and Community Services enter into a consultant/broker services agreement with California Connections to sell advertising at the Sacramento Softball Complex.

BACKGROUND INFORMATION

On March 17, 1987, the City Council called for proposals to be received for the selling of advertising at the Sacramento Softball Complex.

The City received three proposals. The proposals are as follows:

<u>Proposer</u>	<u>Proposed Fees</u>
California Connections	20% of sales
Circle Star Graphics	20% of sales
Seraphein Beyn	20% of sales (18% to the firm and 2% to recreation groups)

In addition to fee proposed, the proposers were evaluated on such criteria as staff support for the sales of advertising; methodology in carrying out proposed sales; knowledge of potential local and national advertisers; and references. Staff from the Department's Revenue Development Section, the General Recreation Supervisor of the Sports Section, and a representative from the Recreation Superintendent's office reviewed and interviewed the proposers and were unanimous in recommending that California Connections be awarded the Sacramento Softball Complex advertising contract.

In response to the City Council's direction at their meeting of October 8, 1986, the RFP for the advertising contract contained specific language that no advertising for alcohol or tobacco products would be accepted. The contract

specifies that the City has final approval for all advertising sold, signage graphics and signage materials.

Terms of the proposed contract include a one year contract renewable for an additional year, up to six years, if the estimated revenue to the City has been met. The advertising agency will receive 20% of gross receipts less any expenses for the promotion of sales, as agreed upon by the City. The City will receive the remaining 80%.

#### FINANCIAL DATA

Revenue from the sale of advertising will be deposited into the Sacramento Softball Complex Special Revenue Fund.

A projection of revenue to the City for the sale of advertising follows:

<u>Year</u>	<u>Estimated Revenue to City</u>
1987/88	\$125,000
1988/89	100,000
1989/90	100,000
1990/91	150,000
1991/92	125,000
1992/93	125,000
1993/94	125,000

#### 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 City Council, pursuant to the provisions of Chapter 12, Article III of the City Code, award the Sacramento Softball Complex advertising contract to California Connections at a contract fee payable to California Connections in the amount of 20% of the gross receipts, less any agreeable expenses, from the sale of advertising.

Respectfully submitted,



ROBERT P. THOMAS, Director  
Parks and Community Services

Recommendation Approved:



JACK R. CRIST  
Deputy City Manager

RPT:ja

June 30, 1987  
District No. 2

**RESOLUTION No.**

**Adopted by The Sacramento City Council on date of**

**RESOLUTION AUTHORIZING THE CITY MANAGER TO  
AWARD THE SACRAMENTO COMPLEX ADVERTISING  
CONTRACT TO CALIFORNIA CONNECTIONS**

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

That pursuant to the provisions of Chapter 12, Article III of the City Code, the City Manager is hereby authorized to award the Sacramento Softball Complex advertising contract to California Connections at a contract fee payable to California Connections in the amount of 20% of the gross receipts, less any agreeable expenses.

\_\_\_\_\_  
MAYOR

ATTEST:

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CITY CLERK