



**DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES**

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

March 30, 1990

Budget and Finance Committee  
Sacramento, CA

Honorable Members in Session:

SUBJECT: Department of Parks and Community Services Annual Report 1988/89

SUMMARY

This report provides the City Council with a summary of the Department of Parks and Community services Annual Report 1988/89. This report is for information only.

BACKGROUND INFORMATION

The Department of Parks and Community Services Annual Report 1988/89, to be distributed to members of the City Council at the time this report is heard, presents an overview of Department-wide operations and programs, and the eight operating divisions' attendance and activities. The publication includes nine pages of statistical information, such as self-sufficiency, attendance and revenue.

The theme for this year's report is "In Partnership with the Community," an acknowledgement of the reciprocal efforts of the Department and the community to improve Sacramento's quality of life through outstanding leisure services and facilities.

Much of that support is channeled through the non-profit support groups which directly assist the Divisions with functions such as capital improvements, exhibit production, programming, promotion and facility operation and maintenance. During FY 1988/89 total non-profit membership reached 13,971, with a combined total budget of more than \$2 million. Volunteers contributed a total of 155,840 hours valued at more than \$663,000.

During FY 1988/89, the Department provided quality cultural, educational and recreational services to nearly 3 million residents and tourists. The Department's self-sufficiency increased to 41% of the total operating budget or more than \$10.26 million of \$25.15 million. Self-sufficiency for the previous four fiscal years ranged from 25% to 34%.

The importance of leisure to society has been well-documented during this century. On December 3, 1929 President Herbert Hoover declared his intention to call a White House Conference on Recreation in a speech to Congress with these words:

The times are changing rapidly. Invention and mass production have shortened the time of the worker. Labor saving devices have changed the daily program of the home, and the "shorter day" has increased time for individual pursuits.

The need for the best use of leisure time has become a national problem. Educators, psychologists, business leaders, and others will assist the President in his investigation, but it will remain for state, county and city officials to put into action the findings and recommendation of the President's conference.

More than 60 years later, the City of Sacramento Department of Parks and Community Services is still striving to identify and implement programs that best serve the needs of our populace.

The above excerpt was included as part of the Foreword in the 1929 Sacramento Recreation Department Annual Report, compiled when George Sim was the Superintendent of Recreation. Here are some highlights of the mimeographed document.

- Archery was a popular pastime, and the increasing interest prompted the Department to operate an archery range in the basement of the Memorial Auditorium. An outdoor range was located at Curtis Park.
- Employed young women were a special needs group. Evening gymnasium and dance classes were offered to "provide opportunity for physical exercise and recreation for young women who are employed indoors during the day."
- Rowing was a popular sport, and residents made frequent use of free boats on the South Side Park lake. Other activities on the lake included fishing contests and toy yacht races.
- In 1929 the Department was unexpectedly charged with the maintenance and upkeep of what was referred to as the Stadium, which we now call Hughes Stadium. The Department was not budgeted for this responsibility, but diverted funds from other programs in order to prepare the Stadium for a busy season of high school and college athletic events. Improvements included installing lights for night football practice and installing a phone system connecting the field to the score board and the press box.
- The Department operated two nine-hole golf courses, one at William Land Park (still in use) and one at Del Paso Park (replaced as part of the development of the new Haggin Oaks site.) Del Paso had clay tees, natural fairways, and and greens. One or two staff members handled course maintenance, made more difficult by the lack of water at the site. William Land was an all-grass course. Both courses had Golf Professionals who lived on site, and were awarded the concession of providing lunches and selling golf accessories.

- The Department operated one swimming pool, located at McClatchy Park. Sixteen and under fee was ten cents, and a quarter for seventeen and over. These fees included use of one towel and one bathing suit. The suits and towels were washed on-site, partially dried in a "centrifugal drier" and then hung on lines. The pool was emptied each night, scrubbed, and refilled with filtered water. The City Manager was authorized to establish free swim days for children sixteen and under, as long as the children brought their own suits and towels.
- The total operating budget was \$90,501, of which \$24,599 (27%) was generated through user fees at Land Park and Del Paso Golf Courses, McClatchy Park Pool and the Stadium.

**During 1930** the Department had 12 parks, 3 wading pools, 1 swimming pool, 14 tennis courts, 2 golf courses, 5 community centers, a stadium, and the McClatchy Park Card Room for Old Men. Services were provided to a Sacramento city population of 93,750 and a Sacramento county population of 141,999 (1930 census figures).

**During 1990** the Department has 120 parks, 10 wading pools, 9 swimming pools, 39 tennis courts, 6 golf courses, 11 community centers, three museums spanning art, history and science interests, a children's theme park, a zoo, a marina, 200 art works in public settings, and a softball complex. Services were provided to an estimated Sacramento city population of 339,900 and a Sacramento county population of almost a million. These figures represent a 365% increase in city population and a 700% increase in county population.

The Department of Parks and Community Services is committed to providing quality programs and leisure attractions of regional interest and quality neighborhood-based facilities and programs. Major projects for the next five years include: two new 18-hole golf courses, one in South Sacramento county near the town of Freeport and one at Hansen Ranch Regional Park site; Phase III expansion at the Crocker providing space for permanent and temporary exhibits and increased storage; construction of the Sacramento Zoo Rare Feline Breeding Center and Giraffe exhibit; commercial development of the Sacramento Marina; creation of Department-wide umbrella summer program promotion; construction of Meadowview and South Natomas community centers; expand the Johnson pool building into a community center; renovation of Clunie Clubhouse, expansion of George Sim Community Center and Senior Citizen's Center; phased site development at South Natomas, Granite, Belle Cooledge, Orchard, Olympic and Willow Creek park; expansion of human services such as latch-key programs at area elementary schools, and special discounted programs for seniors and the economically disadvantaged.

#### FINANCIAL DATA

The Department achieved a level of 41% self-sufficiency during FY 1988/89. Revenues offsetting the Department's General Fund contribution include fee-based program and services, leases, and concessions contracts.

#### POLICY CONSIDERATIONS

The primary mission of the Department of Parks and Community Services is to plan, acquire, develop, and maintain parks, recreational, cultural, and educational facilities; conserve them for future generations; and to administer quality public recreational, human services, cultural and educational programs that will service the needs of residents in the greater Sacramento area, visitors and tourists.

#### MBE/WBE EFFORTS

N/A

RECOMMENDATION

This report is for information only.

Respectfully submitted

*for Erling Linggi*  
Robert P. Thomas, Director  
Parks and Community Services

Approved for Information:

*Jack R. Crist*  
Jack R. Crist  
Deputy City Manager

RPT: lh

April 10, 1990  
All Districts

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