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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

CITY OF SACRAMENTO  
CALIFORNIA

1231 I STREET  
SUITE 400  
SACRAMENTO, CA  
95814-2977

ROBERT P. THOMAS  
DIRECTOR

916-449-5200

G. ERLING LINGGI  
ASSISTANT DIRECTOR

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

WALTER S. UEDA  
DEPUTY DIRECTOR

February 26, 1988

Budget and Finance Committee  
Sacramento, Ca

Honorable Members in Session:

SUBJECT: City Life 1988-Report Back

SUMMARY

This report provides an update on the 1988 downtown "City Life" programming plan and detailed budget as requested by the Budget and Finance Committee on January 26, 1988. This report is for Council information only.

BACKGROUND

In FY86-87 the City Council approved the pilot downtown programming plan which was administered and presented by the Sacramento Metropolitan Arts Commission. The program funded at \$90,000 from the City and the Sacramento Housing and Redevelopment Agency included a weekly farmers' market in City Plaza and targeted City Plaza and St. Rose of Lima as key sites for cultural programming. On January 26, 1988 the Budget and Finance Committee approved the downtown plan for 1988 with a budget of \$70,000 and referred the report to Council for final action. However, the Committee stipulated that the Department prepare a report back with a detailed program budget on funding for the two new neighborhood sites which are additions to the 1987 City Plaza and St. Rose of Lima sites. The City Council approved the program plan on February 2, 1988 (Res. #CC88-103).

On February 22, 1988 the following representatives were present at a meeting called by the Department staff to discuss cultural programming for McClatchy Park: Robert Thomas, Director, P & CS; Wendy Ceccherelli, Director, Metro Arts; Geri McBeth, City Life Coordinator; Ann Moore, SHRA; PAC members Veronica Pereria,

Violet Benjamin, Leon Weston; Butch Cox, The Sacramento Bee; Dan Best, Certified Farmers' Market; Derrell Roberts, Concert Series Coordinator; Robin Ware; Leslie Palmer and Dagne Tedla, Office of Economic Development; and Carolyn Keyes, Oak Park Business Association.

As a result of this meeting the following items were mutually agreed upon:

1. The Department of Parks & Community Services and The Sacramento Bee will work cooperatively on funding for local programming for McClatchy Park and the north area site.
2. A Farmers' Market will take place in McClatchy Park starting in July on Thursday afternoons. A location has not been determined for the north area site for a Tuesday afternoon market.
3. The Department will provide technical assistance, joint booking and promotion, as well as fundraising assistance where appropriate.
4. The Department of Parks & Community Services will provide certain equipment and staffing for staging productions.

The Department will enter into a contract with each of the satellite sites specifically for the purpose of providing funds to hire local performers. Butch Cox of The Sacramento Bee coordinated last year's McClatchy Park series and will continue to do so for the 1988 McClatchy Park summer series. He has also agreed to assist the north area site in developing and coordinating its summer program. Under the terms of the contract the satellite areas must match City funding with other funds on a 1:1 basis. City funding must be used for artists' fees to Sacramento-based artists or arts organizations and the funds will be provided on a reimbursement basis upon completion of services.

On February 23, 1988 the Department staff and Dan Best met with Councilmember Lyla Ferris to discuss cultural programming in a north area site which has yet to be determined. Meetings will continue with community representatives.

#### FINANCIAL DATA

The total program budget for the 1988 downtown program, "City Life" is \$110,000. An allocation of \$9,000 has been earmarked for the two new sites: \$5,000 to McClatchy Park and \$4,000 to a north area site. For further detail see attached Exhibit A.

No additional City funds are requested.

Budget and Finance Committee  
February 26, 1988  
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RECOMMENDATION

This report is for Council information only.

Respectfully submitted,

*for - G. Eiling Linger*  
ROBERT P. THOMAS, Director  
Parks and Community Services

Recommendation Approved:

  
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JACK CRIST  
Deputy City Manager

March 15, 1988  
All Districts

## EXHIBIT A

CITY LIFE 1988PROJECTED REVENUE:

	TOTAL
City	\$ 70,000
California Arts Council	5,000
Contributions/In Kind Services	<u>35,000</u>
TOTAL:	\$110,000

PROJECTED EXPENSES:

Professional Services	\$ 33,808 <sup>1</sup>
Artist Fees	37,592 <sup>2</sup>
Printing	6,500
Crew	4,000
Security	1,000
Equipment Rental	5,000 <sup>3</sup>
Sound/Tech	6,000
Promotion	10,500
Supplies	2,000
Contingency	<u>3,600</u>
TOTAL:	\$110,000

Program budget includes noontime events (music, dance, and visual arts activities) in City Plaza, 3 days/week and 18-24 performances for approximately 6-8 weeks; City Plaza farmers' market will take place on Wednesdays beginning in May; McClatchy Park summer series of events and a farmers' market is scheduled on Thursday afternoons beginning in July; a north area site (to be determined) will include summer events and a Tuesday farmers' market.

Footnotes:

1. Arts Consultant fees, fundraiser
2. Includes \$9,000 to satellite sites
3. Does not include stage rental fees for City Plaza