



DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

CITY OF SACRAMENTO
CALIFORNIA

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PARKS
RECREATION
ZOO

WALTER S. UEDA
DEPUTY DIRECTOR

March 15, 1990

Transportation and Community
Development Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: NAME CHANGE FOR SACRAMENTO HISTORY CENTER

SUMMARY

This report supports a recommendation from Sacramento History Center Association that the Center's name be changed to Sacramento History Museum.

BACKGROUND INFORMATION

Experiences of the past four and half years since the Sacramento History Center has been open, have indicated that the general public does not clearly understand what a History "Center" is. The Sacramento History Center Association Board of Trustees is recommending the name change to the Sacramento History Museum so that there can be an immediate understanding on the part of the general public and the targeted audiences of what the institution is.

As the Sacramento History Center Association prepares for the fifth anniversary celebrations this August, they are focusing upon marketing the Center in the greater Sacramento community. Consultants in the marketing industry have recommended the name change, making it easier to market the institution since there is a clearer perception and understanding of the name "Museum". The Sacramento History Center Association has voted to change its name to Sacramento History Museum Association if the City Council and County Board of Supervisors concur.

The Center is still the "best kept secret in town." Informal exit surveys and signatures in the guest registers reveal that three in four adult visitors to the Center are from out of Sacramento County. The Sacramento History Center Association has secured underwriting from the Sacramento Bee to undertake a twelve month direct mail campaign and membership drive. They are also negotiating underwriting for a simultaneous twelve month campaign of public service announcements for television and radio. The goals of the direct mail, membership and public service announcements campaigns are to educate the greater Sacramento community about the Center, to increase attendance and then to increase community participation in the Center's activities.

The Association has adopted a three year plan which aggressively targets community based interest groups. Starting in October 1990 and continuing into 1993, the Center will co-sponsor a series of special exhibitions about the histories of six ethnic communities in Sacramento. In conjunction with each special exhibition, the Association will sponsor lectures, workshops and classes for adults as well as young people, receptions and concerts. The co-sponsors of the special exhibitions and events will be the historical or cultural organizations within each ethnic group.

It is the Sacramento History Center Association's and staff's recommendation that the name change occur before the community-wide campaigns begin in April 1990 and special ethnic exhibitions series begin in October 1990.

FINANCIAL IMPACT

The Sacramento History Center Association will cover the modest costs of changing the name in the logo and of their printing. The Sacramento History Center's costs will be absorbed within the FY 1989-90 and 1990-91 general fund budgets and no increased funds will be required.

It is anticipated that the attendance revenue to the General Fund will increase by 10 percent over FY 89-90 in FY 90-91 and 15 percent in FY 91-92 as a result of the marketing campaigns and indirectly by the general public's recognition the name change will bring.

POLICY CONSIDERATIONS

Changing the History Center's name is consistent with the goals of the Department of Parks and Community Services to create greater understanding of and access the many facilities and services offered by the Department.

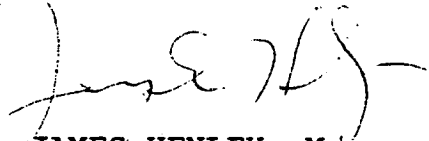
MBE/WBE EFFORTS

None.

RECOMMENDATION

It is recommended that the Transportation and Community Development Committee approve this report and refer it to the full City Council for action. Further, it is recommended that the City Council, by resolution, authorize the Sacramento History Center to change its name to Sacramento History Museum.

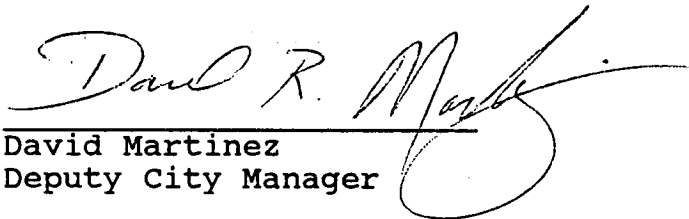
Respectfully submitted,



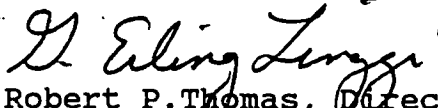
JAMES HENLEY, Manager
History & Science Division

Recommendation Approved:

Approved:



David Martinez
Deputy City Manager



Robert P. Thomas, Director
Parks and Community Services

Contact person: Kathryn Gaeddert, History Center Administrator,
449-2057

RPT/kg

March 27, 1990

Attachment

All Districts

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

A RESOLUTION AUTHORIZING THE SACRAMENTO HISTORY CENTER TO CHANGE ITS NAME

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

1. The name of the Sacramento History Center will be changed to Sacramento History Museum.

Mayor

Attest:

City Clerk

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____