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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

CITY OF SACRAMENTO  
CALIFORNIA

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SACRAMENTO, CA  
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ROBERT P. THOMAS  
DIRECTOR

August 28, 1987

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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: Parks and Community Services Program Contract Increase

SUMMARY

This report requests authorization to increase the contract amount awarded to "Marketing by Design" in order to complete Phase II of the Parks and Community Services Identity Program. No additional General Fund support is required.

BACKGROUND INFORMATION

On June 30, 1987, City Council authorized the City Manager to award a consultant services contract in an amount not to exceed \$33,500 to "Marketing by Design" to complete Phase II of the Department Identity Program. The Identity Program is funded through a National Park Service Urban Park and Recreation Recovery Program grant.

Through the Identity Program, a logo (or identity) will be implemented. The logo, a new visual concept, will provide a sense of unity around which the diverse divisions of the department can strongly market their services and facilities, attract new audiences, and work towards the Department's goal of 50% self-sufficiency.

Phase I of the Identity Program, completed in May 1986, included a thorough graphic audit and development of a logotype solution. Phase II of the identity program consists of: (1) refinement of the logotype designed in Phase I; (2) development of detailed graphic guidelines for application on all written and visual materials produced by the Department and each of the divisions; and (3) guidelines on implementation of the new identity via a corporate identity manual.

It will be necessary to both redesign the logotype developed in Phase I and increase the graphic materials and implementation guidelines contained in the identity manuals in order to incorporate the Sacramento Science Center, which became a part of the Department in September 1986. This revision will increase design and print costs by \$4,500, thereby bringing the consultant services contract to a total of \$38,000.

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FINANCIAL DATA

Additional funds in the amount of \$4,500 are available to finance the revised cost of Phase II of the Identity Program through the National Park Service Urban Parks and Recreation Recovery grant.

No additional City funds are required to support this contract increase.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for approval. Further, it is recommended that the City Council, by resolution, increase the consultant services contract with "Marketing by Design" by \$4,500 to complete Phase II of the Department Identity Program.

Respectfully submitted,



ROBERT P. THOMAS, Director  
Parks and Community Services

Recommendation Approved:



JACK R. CRIST  
Deputy City Manager

RPT:ja

September 8, 1987  
All Districts

## RESOLUTION No.

Adopted by The Sacramento City Council on date of

RESOLUTION TO INCREASE THE CONSULTANT  
SERVICES CONTRACT FOR THE DEPARTMENT  
OF PARKS AND COMMUNITY SERVICES'  
IDENTITY PROGRAM - PHASE II

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

1. That an increase in the total amount authorized for the consultant services contract with "Marketing by Design" is necessary to complete Phase II of the Department of Parks and Community Services Identity Program.
2. That the City Manager is hereby authorized to increase the amount of the consultant services contract with "Marketing by Design" by \$4,500 for a total contract amount not to exceed \$38,000.

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MAYOR

ATTEST:

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CITY CLERK