



CITY OF SACRAMENTO

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DEPARTMENT OF COMMUNITY SERVICES

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(916) 449-5200

SACRAMENTO, CA 95817

SOLON WISHAM, JR.
DIRECTOR

CITY MANAGER'S OFFICE
RECEIVED
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CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

April 6, 1981

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Admission Fee Modification--Crocker Art Museum

APPROVED
BY THE CITY COUNCIL

MAY 14 1981

OFFICE OF THE
CITY CLERK

*Cont
to
5-26-81*

SUMMARY

This report recommends admission fee increases and modifications to the admission schedule and policy for the Crocker Art Museum. This report also recommends repealing the City Code section related to the Crocker Art Museum admission fees to be consistent with the current City policy of adopting fees by Council resolution.

BACKGROUND INFORMATION

Prior to July 1978, there was no charge for admission to the Crocker Art Museum. In July of 1978, a general admission fee of \$.50 was enacted. Under this policy, ages 12 and under and Sacramento school tour groups are fee exempt as are Crocker Art Museum Association members. The imposition of an admission fee and the closure of the Art Gallery building for renovation in late 1977 to October 1979 resulted in a significant drop in attendance.

An increase in admission fees to the Crocker Art Museum is an attempt to defray expected rising operating costs and to reduce reliance on the City's General Fund. As an offset to the minimal loss in attendance, the staff proposes the following changes in admission policy:

1. Delete admission fees for organized groups representing physically and/or mentally handicapped persons.
2. Add a group rate schedule for organized groups of all ages.
3. Expand the authority of the Director of Community Services to approve short-term promotionals as a special admission fee.

In addition, the staff proposes to add the following current practices to the admission policy:

1. Add fee exempt admission for members of CAMA committees and other art-related groups for meetings and presentations.
2. Add fee exempt admission for museum affiliated group events as determined by the Co-trustees.
3. Add fee exempt admission for CAMA members.

To accomplish the changes recommended herein, the following rate schedule and admission policy should be approved by the City Council:

New

I. GENERAL ADMISSION FEES

Ages 12 years and under	Fee Exempt
Ages 13 through 18 years	\$.50
Age 19 and over	1.00
Senior citizens*	.50

New

II. GROUP RATE SCHEDULE

(for organized groups of 15 or more persons
with one week notification)

Age 12 years and under	Fee Exempt
Age 13 through 18 years	\$.25
Age 19 and over	.50
Senior citizens*	.25

III. FEE EXEMPTIONS

Existing

1. All organized school groups with one week notification. One/ten adult/student ratio on regular school days only.

New

2. All physically/mentally handicapped groups with one week notification on weekdays only. Assistance requirements depending on user group.

Existing

3. Invitational exhibition openings, receptions, special fund raising activities, and other similar events as determined by the Co-trustees.

Existing

4. Members of CAMA, committees and other art-related groups requiring entry into the Museum for meetings and presentations.

Existing

5. Crocker Art Museum Association members shall be admitted into the Museum at all times, upon presentation of a valid membership card.

* Senior citizens age 65 years and older. Adequate identification required.

New

IV. SPECIAL FEES

-

For special, short-term promotions of the Crocker Art Museum, the admission fees may be modified at the discretion of the Director of Community Services so long as there is no significant revenue loss.

Existing

V. FACILITY USE

Ballroom	\$200/event
Forum	100/event
Kitchen	100/event

Personnel Services:

Custodian (set-up and clean-up)	75/facility
Security	25/hour

Equipment Use:

Tables	\$1.00/table per event
Tablecloths	1.50/table per event
Chairs	1.00/unit of 10 chairs or portion thereof
Projector and screen set-up	10.00/event
Microphone and lectern set-up	10.00/event

Normal hours of availability*

Tuesday through Sunday:

Ballroom	6:00 p.m. till 10:00 p.m.
Forum	10:00 a.m. till 10:00 p.m.
Kitchen	10:00 a.m. till 10:00 p.m.

*Consideration of other times requires approval of the Director of the Crocker Art Museum.

In addition, the Crocker Art Museum fee schedules and admission policy is included in the City's Comprehensive Fees and Charges Resolution. This report recommends repealing City Code Section 2.333, relating to the Crocker Art Museum admission fees, to be consistent with the current City policy of adopting fees and charges by Council resolution.

FINANCIAL DATA

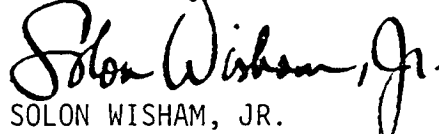
The Crocker Art Museum is supported by the City General Fund and all revenues derived from the Crocker Art Museum lessen the actual demand on City funds from other sources. The proposed fee schedule will produce an estimated \$28,000 in revenues to the City or an increase of \$13,237 over fiscal year 1979-80.

City Council
April 6, 1981
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RECOMMENDATION

It is recommended that the City Council adopt the attached resolution and ordinance pertaining to the Crocker Art Museum fees and policies effective July 1, 1981.

Respectfully submitted,



SOLON WISHAM, JR.
Director of Community Services

Recommendation Approved:



WALTER J. SLIPE
City Manager

SW:js

May 5, 1981 - PFP
May 14, 1981 - Action
All Districts

RESOLUTION NO.

Adopted by The Sacramento City Council on date of

RESOLUTION AMENDING FEES AND CHARGES FOR VARIOUS
COMMUNITY SERVICES (CROCKER ART MUSEUM) RELATED
LICENSES, PERMITS, SERVICES AND FACILITIES

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

1. That Resolution No. 80-427, which established fees and charges for various City licenses, permits, services and facilities, is hereby amended effective July 1, 1981 to reflect the Community Services (Crocker Art Museum) related fees and charges as set forth in Exhibit A, attached hereto and incorporated herein by reference.
2. That the City of Sacramento Fee and Charge Report (Crocker Art Museum), page 41a, is hereby amended to reflect the Community Services related fees and charges as set forth in Exhibit A attached hereto, effective July 1, 1981.

MAYOR

ATTEST:

CITY CLERK

COMMUNITY SERVICES
CROCKER ART GALLERY

Effective July 1, 1981

I. GENERAL ADMISSION FEES

Age 12 years and under	Fee Exempt
Age 13 through 18 years	\$.50
Age 19 and over	1.00
Senior citizens*	.50

II. GROUP RATE SCHEDULE

(for organized groups of 15 or more persons with one week notification)

Age 12 years and under	Fee Exempt
Age 13 through 18 years	\$.25
Age 19 and over	.50
Senior citizens*	.25

III. FEE EXEMPTIONS

1. All organized school groups with one week notification. One/ten adult/student ratio on regular school days only.
2. All physically/mentally handicapped groups with one week notification on weekdays only. Assistance requirements depending on user group.
3. Invitational exhibition openings, receptions, special fund raising activities, and other similar events as determined by the Co-trustees. Only those events sponsored by Museum affiliated groups for the benefit of the Museum shall qualify for Co-trustee consideration.
4. Members of Crocker Art Museum Association committees and other art related groups requiring entry into the Museum for meetings and presentations.
5. Crocker Art Museum Association members shall be admitted into the Museum at all times, upon presentation of a valid membership card.

IV. SPECIAL FEES

For special, short-term promotions of the Crocker Art Museum, the admission fees may be modified at the discretion of the Director of Community Services so long as there is no significant revenue loss.

*Senior citizens age 65 and older. Adequate identification required.

V. FACILITY USE

Ballroom	\$200/event
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Personnel Services:

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Projector and screen set-up	10.00/event
Microphone and lectern set-up	10.00/event

Normal hours of availability*

Tuesday through Sunday:

Ballroom	6:00 p.m. till 10:00 p.m.
Forum	10:00 a.m. till 10:00 p.m.
Kitchen	10:00 a.m. till 10:00 p.m.

*Availability subject to City funding availability.

Consideration of other times requires approval of the Director of the Crocker Art Museum.

ORDINANCE NO.

FOURTH SERIES

AN ORDINANCE REPEALING SACRAMENTO
CITY CODE SECTION 2.333 RELATING
TO CROCKER ART GALLERY ADMISSION FEES

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO AS FOLLOWS:

SECTION 1.

That Section 2.333 of the Sacramento City Code is hereby repealed.

SECTION 2. Effective Date.

This ordinance shall take effect on July 1, 1981.

SECTION 3.

This ordinance will be published in full within ten days after its adoption.

ENACTED:

EFFECTIVE:

MAYOR

ATTEST:

CITY CLERK

REPEALED IN ENTIRETY

Sec. 2.333 Crocker Art Gallery admission fees.

(a) A fee shall be charged for admission to the Crocker Art Gallery. Said fee is imposed upon all persons, except persons under twelve (12) years of age and persons on school tours. The admission fee shall be established by resolution of the city council.

(b) In addition to the fee imposed under subsection (a) of this section, a fee established by resolution of the city council is hereby imposed for admission to special exhibitions at the Crocker Art Gallery where city funds are utilized for said exhibition. Said fee is imposed upon all persons, except persons under twelve (12) years of age and persons on school tours.

(c) Fees for the use of the Crocker Art Museum, including fees for facility use, equipment use and custodial and security personnel shall be as established by resolution of the city council.