



**Report to the
REDEVELOPMENT AGENCY OF
THE CITY OF SACRAMENTO**

915 I Street, Sacramento, CA 95814-2604
www.cityofsacramento.org

CONSENT ITEM
September 20, 2005

Honorable Chair and Members of the Board:

Subject: Downtown Commercial Rebate Funds for Marilyn's on K Street

Location/Council District: Marilyn's is located at 908 K Street (Council District 1)

Recommendation: Approve Downtown Commercial Rebate Funds for Marilyn's on K Street

Contact: Laura Sainz, Senior Project Manager, (916) 808-2677

Department: Economic Development Department

Division: Downtown Development Group

Organization No: 4451

Summary:

Marilyn's Bar and Grill is moving to a new location on K Street Mall. The new location requires a number of unique exterior improvements including signage over a staircase leading to the basement and the construction of an outdoor patio space. In an effort to work with existing property and business owners to facilitate the redevelopment of the K Street Mall, staff is recommending approval of up to \$50,000 from the Downtown Commercial Rebate Program for Marilyn's exterior improvements.

Committee/Commission Action: Not applicable

Background Information:

Marilyn's is a local blues club that moved from 12th and K streets to a basement space at 908 K Street. The new location offers more entertainment space for blues bands and other local acts as well as additional seating and facilities. Although the location at 908 K Street is in the basement, it will be accessible from K Street via a unique art deco staircase and elevator that the building owners are providing. However, the entrance and outdoor area associated with the new space are not adequate to attract clients from K Street to a welcoming and safe environment. In order to improve on the safety, accessibility and marketability of the space, Marilyn's owners have decided to design a unique indoor/outdoor entertainment venue, complete with art deco signage, an outdoor patio with seating, a fireplace, additional lighting and unique landscaping.

In order to assist with these improvements, staff is recommending up to \$50,000 from the Downtown Commercial Rebate Program be dedicated to Marilyn's. The required matching funds will include dollars expended by Marilyn's owners on both the exterior and interior improvements for the new space. This amount is greater than the \$15,000 maximum that tenants are allowed to receive under the administrative program guidelines. It is also over the lifetime cap of \$100,000 for the building, since the building owners have also used the program for improvements to the site. Therefore, this application requires City Council approval. The required matching funds will include dollars expended by Marilyn's owners on both exterior and interior improvements.

Financial Considerations:

Funding for the Marilyn's improvements will come from the Downtown Commercial Rebate program.

Environmental Considerations:

Exterior rebate projects funded under this program are exempt from environmental review as ministerial projects and as rehabilitation of existing structures under CEQA Guidelines Sections 15268 and 15301 (d) and (e). The proposed action is exempt from National Environmental Policy Act per 24 CFR Section 58.34(a)(3) related to administrative activities and Section 58.35(a)(3)(ii) which exempts rehabilitation of existing commercial structures.

Policy Considerations:

The use of the exterior façade rebate funds for Marilyn's is consistent with the following goals identified in the 2005-2008 City of Sacramento Strategic Plan:

1. Achieve sustainability and livability; and
2. Expand economic development throughout the city.

Emerging Small Business Development (ESBD):

No goods or services are being purchased at this time.

Respectfully Submitted by: 
 Wendy S. Saunders
 Economic Development Director

Recommendation Approved:


 for ROBERT P. THOMAS
 City Manager

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RESOLUTION NO.

Adopted by the Redevelopment Agency
of the City of Sacramento
on date of

**APPROVAL OF DOWNTOWN COMMERCIAL REBATE FUNDS
FOR MARILYN'S ON K STREET**

BACKGROUND

- A. Marilyn's, a local entertainment venue, is moving from 12th and K Streets to 908 K Street. The new location includes a unique basement and outdoor space that is currently inadequate for attracting clients into the new location.
- B. The Redevelopment Agency of the City of Sacramento, in an effort to work with existing property and business owners to redevelop the K Street Mall, would like to use Downtown Commercial Rebate Funds to assist Marilyn's in developing a unique, safe and attractive venue accessible off of K Street.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

- Section 1. Up to \$50,000 from the Downtown Commercial Rebate Program may be used to fund the signage and other exterior improvements at the new Marilyn's site at 908 K Street.
- Section 2. The required matching funds will include dollars expended by the Marilyn's owners for both interior and exterior improvements at the new location.