

RESOLUTION NO. 2003-024

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF JAN 23 2003

**RESOLUTION APPROVING THE PROPOSED POLICY ISSUES RELATIVE TO
THE RECOMMENDATIONS OF THE 2002 SACRAMENTO BUSINESS PLAN**

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

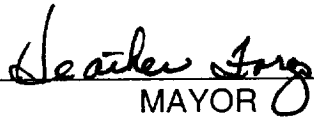
1. That the City Council accept the Sacramento Convention Center Business Plan;
2. That the City Council affirm and approve the following existing policies relative to the recommendations of the 2002 Sacramento Business Plan Update:
 - Maintain the Center's competitive position by continuing to follow industry standards and practices.
 - Follow the Convention Sports and Leisure 1998 Operations Analysis.
 - Maintain and evaluate opportunities to expand current service provider contracts, such as Audio Visual, Communications, and Ticketing.
 - Continue emphasis on the increasing growth of Group A Business.
 - Continue effort be placed on Group B business in order to maximize occupancy.
 - Complete Community Center Theater Renovation Project analysis in order to pursue renovation and update the facility so that it may compete with new, state-of-the-art venues emerging in the area.
3. That the City Council approve the following policy directives relative to the recommendations of the 2002 Sacramento Business Plan Update:

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- Seek optimal use from a net revenue perspective, rather than attempting to maximize the number of events. Specifically, allow Group A and high revenue Group B uses to displace lower revenue events.
- Accelerate square foot rental rates as part of the upcoming budget process for exhibit space at the SCC to reach market levels within the near term and delegate authority to increase rental rates to the Convention Center General Manager, not to exceed a 10% average annual increase.
- implement a rate increase as part of the upcoming budget process for electric services, following the authority specified in the previous recommendation.
- Evaluate the opportunity to expand retail foods in the Convention Center, similar to the addition of Starbucks.
- Consider additional positions to the areas of Sales, Administration, Event Services, and Box Office, over the next five years, as budget allows.
- SCC management reviews and approves SCVB event proposals in order to maximize yield management.


MAYOR

ATTEST:


CITY CLERK

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