



APPROVED
BY THE CITY COUNCIL

AUG 12 1997

OFFICE OF THE
CITY CLERK

4.1
A697-134

OFFICE OF THE
CITY MANAGER

CITY OF SACRAMENTO
CALIFORNIA

CITY HALL
ROOM 101
915 I STREET
SACRAMENTO, CA
95814-2684

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August 5, 1997

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Contract Between the City of Sacramento and the Convention and Visitors Bureau

LOCATION AND COUNCIL DISTRICT:

District 1 with citywide impacts

STAFF RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution directing the City Manager to execute a contract between the City of Sacramento and the Sacramento Convention and Visitors Bureau establishing a reimbursement agreement for a portion of the Chief Executive Officer's salary and benefits.

CONTACT PERSON: William H. Edgar, City Manager - 264-5704

FOR THE COUNCIL MEETING OF: August 12, 1997

SUMMARY:

The proposed contract is a follow up to previous City Council action authorizing the formation of a City of Sacramento Downtown Department. Specifically the contract sets forth the arrangement whereby an executive of the City will serve as the Chief Executive Officer (CEO) of the Convention and Visitors Bureau for a three year period. This will effectively separate the management of the Convention Center and the Convention and Visitors Bureau. However, it is intended to closely coordinate activities of both entities through working committees of staff, Bureau Board and City Council, on an as needed basis.

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BACKGROUND INFORMATION:

In carrying out the City Council's direction to create a City Downtown Department, there has been a need to examine and redefine the new department's role as it relates to the Sacramento Convention and Visitors Bureau. Under the previous organizational structure, the Director of the City's Community and Visitor Services Department also served as the Chief Executive Officer for the Sacramento Convention and Visitors Bureau which is a private non-profit created under Section 501C.6 of the Tax Code.

The current incumbent has served in the dual capacity as Director of the Community and Visitor Services Department as well as CEO of the Convention and Visitors Bureau. It is now planned that he will focus solely on being the CEO for the Convention and Visitors Bureau. He will continue to be a City employee but will be paid jointly by the Bureau and the City pursuant to the arrangement set forth in the attached contract. A new classification and salary range will be established for the position of CEO of the Convention and Visitors Bureau. The Bureau will contribute \$58,400 annually toward his salary, the contract will run for three years, have established performance standards, and have a 60 day cancellation clause.

Additionally, it is planned for the Bureau to move from its present city-owned location to a nearby office. This will then make room for the offices of the Downtown Department as well as the Convention Center staff.

This new organizational configuration will enable the Bureau CEO to focus all of his efforts on the marketing of Sacramento. It will also relieve him of some of the many administrative burdens previously required under the old structure which is consistent with this year's Grand Jury recommendation. These include the management responsibility for such wide-ranging programs and activities as the Zoo, Golf, Crocker Art Museum, Old Sacramento as well as the Convention Center itself.

In order for the Bureau CEO to be as effective in his new assignment, the staff is requesting that the Mayor appoint two or three Council Members to work jointly with the Bureau's Board of Directors to develop an agreement on the proper marketing relationship between the Bureau and the City. This agreement will set forth the appropriate marketing tools for use by the Convention and Visitors Bureau in promoting Sacramento.

Under the new organizational format, leisure and cultural programs have been organized into a consortium which will be staffed by the Deputy City Manager for Administration. The new Downtown Department will be managed by a new Deputy City Manager and contains the following key components: downtown economic development and redevelopment and operational responsibility for the Convention Center Complex, Old Sacramento and Marina, Off-

Street Parking, and the K Street Mall (including Chinatown).

Special Services (which handles logistics for special events) has already been transferred from the former Community and Visitors Services Department to the Neighborhoods, Planning and Development Services Department.

FINANCIAL CONSIDERATIONS:

The Convention and Visitors Bureau will contribute \$58,400 annually toward the CEO's salary and the City will pay the balance. A new classification and salary range will be established for the position of CEO of the Convention and Visitors Bureau. There are sufficient funds to cover this expense in both the Bureau and Convention Center budgets.

ENVIRONMENTAL CONSIDERATIONS:

There are no environmental impacts involved in this matter.

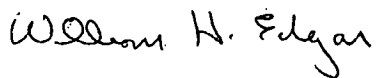
POLICY CONSIDERATIONS:

The proposed contract is consistent with the City Council's policy to create the Downtown Department. It establishes guidelines for greater cooperation and a positive working relationship between the City and the Sacramento Convention and Visitors Bureau.

MBE/WBE:

No goods are being purchased through this action. The contract is to continue an existing City employee and therefore would also have no impact on the City's Affirmative Action performance.

Respectfully submitted,



William H. Edgar
City Manager

Attachments

APPROVED
BY THE CITY COUNCIL

AUG 12 1997

OFFICE OF THE
CITY CLERK

RESOLUTION NO. 97-466

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION DIRECTING THE CITY MANAGER TO
EXECUTE A CONTRACT WITH THE SACRAMENTO CONVENTION AND
VISITORS BUREAU FOR PARTIAL REIMBURSEMENT FOR A LOANED
EXECUTIVE FROM THE CITY TO SERVE AS THE
CHIEF EXECUTIVE OFFICER OF THE BUREAU**

WHEREAS it is in the best interest of the City to maintain a close working relationship with the Sacramento Convention and Visitors Bureau (Bureau); and

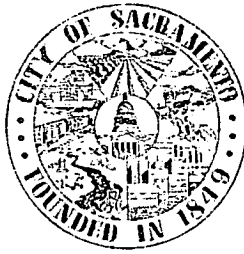
WHEREAS it is the desire of the City to provide, with partial reimbursement, a loaned City employee to serve as the Bureau Chief Executive Officer (CEO) for a period of up to three years;

THEREFORE, BE IT RESOLVED that the City Manager is hereby directed to finalize and execute a contract with the Bureau which provides a loaned City Executive to the Bureau for a 3-year period, with a 60-day cancellation provision. Annual reimbursement for this position shall be specified in the contract, with the first year to be \$58,400.

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____ 4



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LOCATION AND COUNCIL DISTRICT:

District 1 with citywide impacts

STAFF RECOMMENDATION:

It is recommended that the City Council:

1. Adopt the attached resolution directing the City Manager to execute a contract between the City of Sacramento and the Sacramento Convention and Visitors Bureau establishing a reimbursement agreement for a portion of the Chief Executive Officer's salary and benefits.
2. Appoint a working group from the City Council to work with a committee from the board of the Convention and Visitors Bureau to develop a protocol agreement regarding the marketing tools to be used by the Bureau.

CONTACT PERSON: William H. Edgar, City Manager - 264-5704

FOR THE COUNCIL MEETING OF: August 12, 1997

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COUNCIL AGENDA MATERIAL

MTG. DATE 8-12-97 ITEM NO. 4.1
FROM: CITY CLERK'S OFFICE



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