



**APPROVED**

FEB 29 2000

OFFICE OF THE  
CITY CLERK

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AG 2000-027

THOMAS V. LEE  
DEPUTY CITY MANAGER  
DOWNTOWN DEPARTMENT

CITY OF SACRAMENTO  
CALIFORNIA

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February 8, 2000

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** AUTHORIZATION TO EXECUTE A TEN YEAR AGREEMENT TO  
PRODUCE THE SACRAMENTO JAZZ JUBILEE (2000-2010)

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:**

It is recommended that the City Council, by resolution, authorize the City Manager to execute a ten-year agreement between the City and the Sacramento Traditional Jazz Society to produce the Sacramento Jazz Jubilees from the year 2000 through the year 2010.

**CONTACT PERSON:** Barbara Bonebrake, Regional Enterprise Department  
Manager, 264-7733

**FOR COUNCIL MEETING OF:** February 29, 2000 (afternoon)

**SUMMARY:**

This report reviews the history of the Sacramento Jazz Jubilee, including the current five-year agreement between the City and the Sacramento Traditional Jazz Society which expires in May 2000 following this year's Jazz Jubilee. This report further discusses the significant terms of the proposed ten-year agreement between the City and the Sacramento Traditional Jazz Society to cooperate in the production of the Sacramento Jazz Jubilees from the year 2000 through the year 2010, and requests that Council authorize the City Manager to execute this agreement.

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**COMMITTEE/COMMISSION ACTION:** None.

**BACKGROUND INFORMATION:**

- ◆ The Sacramento Traditional Jazz Society produced the first annual Jazz Jubilee in May 1974 with a budget of \$32,000 and an attendance of 3,000;
- ◆ The Jubilee now draws over 100,000 attendees each year and boasts a \$1.6 million budget;
- ◆ The Jubilee is presented with the support of 3,800 volunteers;
- ◆ The Jubilee has become the largest Traditional Jazz Festival in the world, drawing performers and spectators from all over the world, as well as becoming an event of international prestige;
- ◆ The Jubilee continues to grow larger every year, drawing more and more visitors to the community;
- ◆ The Jubilee has become a significant source of both direct and indirect income to the area; and
- ◆ In past years, the City has cooperated with Jubilee organizers and has signed yearly agreements to provide some services either at cost, at no cost, or at a reduced cost, in order to facilitate the event.

The City and the Sacramento Traditional Jazz Society are beneficiaries of a new 10 year agreement whereby the Sacramento Jazz Jubilee is hosted in Sacramento. Solidifying the business points provides stability for the City and the Jubilee in their long-term plans.

The significant points of the proposed ten-year agreement differ from the five-year agreement as follows:

- Event must be held Memorial Day weekend;
- Society agrees to pay "tipping" fees for solid waste removal;
- Society agrees to pay for all police services, to a maximum of \$15,000;
- Society agrees to pay for "bagging" on-street parking meters at the usual rate;
- Society agrees to pay \$1,100 for fire inspection during setup;

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- Society agrees to use parking lots for set up, performance or staging areas only;
- City agrees to offer the employee parking program to individual Society staff and volunteers;
- Society shall furnish the City with verification of insurance of not less than three million dollars (\$3,000,000) for bodily injury or death to each person, and not less than three million dollars (\$3,000,000) total for each accident (increased from one million dollars for each person and one million total for each accident).

**FINANCIAL CONSIDERATIONS:**

A 1998 Jubilee demographic study prepared by Sacramento Jazz Jubilee estimated the total dollars spent in the Sacramento area by people attending the Jubilee at \$20,300,00. Every available hotel room is booked on what had traditionally been a "slow" weekend up to the foothills. Additionally, the downtown parking lots are at capacity. The annual costs for additional City services related to the Sacramento Jazz Jubilee are estimated at \$100,000. These services include additional police officers, fire services, solid waste, Sacramento Convention Center, and Off-Street Parking. It is anticipated that the proposed ten-year agreement will result in direct cost recovery of approximately \$15,000 of these costs each year, primarily for Police services. The remaining costs will be absorbed into the operating budgets of the City department providing the services, including the Sacramento Convention Center, the Solid Waste Division, the Parking Division, and the Special Events Section.

**ENVIRONMENTAL CONSIDERATIONS:**

CEQA Section 15323 provides for an exemption for, "Normal operations of existing facilities for public gatherings provided that facilities were designed for such gatherings and similar kind of activity has been occurring for at least three years." Therefore, this activity is exempt from CEQA review.

**POLICY CONSIDERATIONS:**

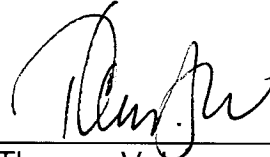
The adoption of this agreement is consistent with the City policy of encouraging activities which promote economic and cultural benefit to the City of Sacramento.

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**ESBD CONSIDERATIONS:**

None. No goods or services are being purchased.


Respectfully submitted,



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Thomas V. Lee  
Deputy City Manager  
Economic Development and  
Regional Enterprise Agency

**RECOMMENDATION APPROVED:**



*for*  
Robert P. Thomas  
City Manager

**APPROVED**  
FEB 29 2000  
OFFICE OF THE  
CITY CLERK

# RESOLUTION 2000-088

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

AUTHORIZATION TO EXECUTE A TEN YEAR AGREEMENT TO  
PRODUCE THE SACRAMENTO JAZZ JUBILEE (2000-2010)

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

The City Manager is authorized to execute a ten-year agreement between the City  
and the Sacramento Traditional Jazz Society to produce the Sacramento Jazz  
Jubilees from the year 2000 through the year 2010.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
FOR CITY CLERK USE ONLY

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_