



**Sacramento  
Housing &  
Redevelopment  
Agency**

## **REPORT TO THE REDEVELOPMENT AGENCY of the City of Sacramento**

**915 I Street, Sacramento, CA 95814-2671  
www. CityofSacramento.org**

**CONSENT  
May 16, 2006**

Honorable Chair and Members of the Board and  
Honorable Mayor and Members of the City Council

**Subject:** Downtown Sacramento Partnership Agreement for Old Sacramento Services

**Location/Council District:** Old Sacramento, District 1

### **Recommendation:**

For the Redevelopment Agency: Adopt a Resolution authorizing the Executive Director to execute an Individual Project Agreement (IPA) with the City of Sacramento to provide a three-year retail recruitment program in the Old Sacramento Historic District, and to amend the budget to allocate an amount not to exceed \$185,000 from Merged Downtown Tax Increment.

For the City Council: Adopt a Resolution authorizing the City Manager or his designee to execute an agreement with the Downtown Sacramento Partnership (DSP) to provide a three-year retail recruitment program for the Old Sacramento Historic District, and to amend the budget to allocate an amount not to exceed \$185,000 from Merged Downtown Tax Increment.

**Contact:** Sheryl A. Taylor, Senior Project Manager, 808-7204  
Leslie Fritzsche, Downtown Development Manager, 808-7223

**Presenters:** Not applicable

**Department:** Economic Development

**Division:** Downtown Development

**Organization No:** 4451

### **Summary:**

The Old Sacramento Historic District is one of the City's most popular tourist destinations. In order to assure its continued viability and strengthen the District's retail position, staff is requesting authorization for the City Manager or his designee to execute a three-year agreement between the City of Sacramento with DSP to provide a pilot, three-year retail recruitment program and funding shall not exceed \$185,000. Staff is also requesting authorization for Agency funding, through an IPA between the Agency and the City, under the Master Project Agreement for this pilot program.

**Committee/Commission Action:** None



**Background Information:**

The Historic Old Sacramento Foundation (HOSF) and Old Sacramento Business Association (OSBA) were established in 2003 to improve Old Sacramento as a cultural asset by preserving and protecting the historic district and to fulfill the historic and economic potential of this unique area. In February 2004, Old Sacramento stakeholders completed a strategic plan to build upon the success of the Old Sacramento Historic District. A number of stakeholder meetings were held which resulted in successfully defined strategies and action plans. One of the strategies included the formation of a retail committee to oversee the development of a retail plan. In January 2005, the retail plan was completed and emphasized the need for a retail recruiter that will focus on the unique aspects and challenges of the Old Sacramento retail environment.

The momentum to enhance the Old Sacramento Historic District is under way. In the brief time since the HOSF and OSBA have been incorporated, several accomplishments have been made:

- In June 2005, the Old Sacramento Business Association commissioned a Marketing Summary Report and Plan which helped to market the District more effectively with a unified approach.
- Weekend and nighttime security was improved in collaboration with Old Sacramento Management and the Sacramento Police Department.
- Storefronts and boardwalks were improved with the adoption of a sign ordinance.
- A retail plan was established, creating criteria for unique new businesses.
- The number of historical events, such as the monthly Living History Day and the recurring Historic Walking Tour, has increased.
- Several Disposition and Development Agreements are currently under way to develop the Agency-owned vacant lots in the District.

A retail recruitment program will reinforce and complement these and other efforts achieved thus far in the Old Sacramento Historic District.

DSP is in the process of creating a database of commercial space in Old Sacramento to document leasable space. Furthermore, DSP contracts with specialists who provide marketing and retail recruitment services. Since economies of scale can be leveraged by utilizing DSP's database and marketing and retail recruitment specialists, staff recommends utilizing DSP's affiliations to provide a pilot, three-year retail recruitment program for Old Sacramento.

**Financial Considerations:**

This program will be funded from the Merged Downtown Tax Increment fund and shall not exceed \$185,000 for a three-year period.

**Environmental Considerations:**

The proposed action is not a project subject to environmental review per CEQA Guidelines Section 15378. NEPA does not apply.

**Policy Considerations:**

The need for a retail recruitment program for the Old Sacramento Historic District assists the City in meeting several goals listed in the 2005-2008 City of Sacramento Strategic Plan including:

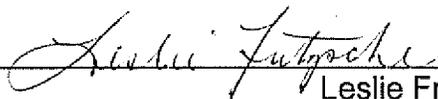
- 1) Achieve sustainability and livability; and
- 2) Expand economic development throughout the City.

It is also consistent with achieving the goals identified in the 2005 Merged Downtown Sacramento Redevelopment Project Area Implementation Plan, including:

- 1) The elimination of blighting conditions such as underutilized lot and high vacancies and dilapidation and deterioration of historic buildings.
- 2) The strengthening of retail and other commercial functions in the downtown area, the strengthening of the economic base of the Merged Project Area and the community by stimulating new commercial expansion, employment and economic growth;
- 3) Establish and strengthen community and regional partnerships to enhance the quality of life; and
- 4) Promote and support economic vitality.

**M/WBE Considerations:**

No federal funds are utilized in the action recommended in this staff report; therefore, M/WBE does not apply.

Approved By:   
 Leslie Fritzsche  
 Downtown Development Manager  
 on behalf of the Redevelopment Agency  
 of the City of Sacramento

Recommendation Approved:

  
 RAY KERRIDGE  
 City Manager

Table of Contents

Pg	1-3	Report
Pg	4-5	Agency Resolution
Pg	6	City Resolution

## **RESOLUTION NO.**

Adopted by the Redevelopment Agency of the City of Sacramento

### **EXECUTING AN INDIVIDUAL PROJECT AGREEMENT WITH THE CITY OF SACRAMENTO TO PROVIDE A RETAIL RECRUITMENT PROGRAM IN THE OLD SACRAMENTO HISTORIC DISTRICT**

#### **BACKGROUND**

- A. The momentum to enhance the Old Sacramento Historic District is under way.
- B. In February 2004, Old Sacramento stakeholders completed a strategic plan to build upon the success of the Old Sacramento Historic District.
- C. In January 2005, the retail plan was completed and emphasized the need for a retail recruiter that will focus on the unique aspects and challenges of the Old Sacramento retail environment.
- D. The Old Sacramento retail plan emphasizes the need for a retail recruiter to focus on the unique aspects and challenges of the Old Sacramento retail environment.
- E. The Downtown Sacramento Partnership currently provides various services such as security, marketing, and retail recruitment for the Downtown. Staff proposes the City contract with Downtown Sacramento Partnership to provide similar services in Old Sacramento.
- F. Resolution No. 2001-064 authorizes the City Manager and the Executive Director of Economic Development to execute Independent Project Agreements (IPA).

#### **BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE AGENCY RESOLVES AS FOLLOWS:**

- Section 1. After due consideration of the evidence presented, the findings, including the environmental findings regarding this action, as stated in the staff report that accompanies this Resolution, are approved.

- Section 2. The Agency budget is amended to allocate an amount not to exceed \$185,000 from the Merged Downtown Tax Increment for a three-year retail recruitment program for the Old Sacramento Historic District to be provided by the City of Sacramento through a contract with the Downtown Sacramento Partnership.
- Section 3. The Executive Director, or her designee, is authorized to enter into an IPA regarding the provision of services by the City of Sacramento in the amount of \$185,000.

## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **EXECUTING AN AGREEMENT WITH THE DOWNTOWN SACRAMENTO PARTNERSHIP TO PROVIDE A RETAIL RECRUITMENT PROGRAM IN THE OLD SACRAMENTO HISTORIC DISTRICT**

#### **BACKGROUND**

- A. The momentum to enhance the Old Sacramento Historic District is under way.
- B. In February 2004, Old Sacramento stakeholders completed a strategic plan to build upon the success of the Old Sacramento Historic District.
- C. In January 2005, the retail plan was completed and emphasized the need for a retail recruiter that will focus on the unique aspects and challenges of the Old Sacramento retail environment.
- D. The Old Sacramento retail plan emphasizes the need for a retail recruiter to focus on the unique aspects and challenges of the Old Sacramento retail environment.
- E. The Downtown Sacramento Partnership currently provides various services such as security, marketing, and retail recruitment for the Downtown. Staff proposes the City to contract with Downtown Sacramento Partnership to provide similar services in Old Sacramento.

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

- Section 1. The City Manager is authorized to enter into an Individual Project Agreement regarding the provision of services with the Sacramento Housing and Redevelopment Agency in the amount of \$185,000.
- Section 2. The City Manager is authorized to execute an agreement with the Downtown Sacramento Partnership to provide a three-year retail recruitment program for the Old Sacramento Historic District in an amount not to exceed \$185,000.

