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BY THE CITY COUNCIL
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THOMAS V. LEE
DEPUTY CITY MANAGER

DOWNTOWN DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

1030 15TH STREET
SUITE 250
SACRAMENTO, CA
95814-4009

June 15, 1999

PH 916-264-8109
FAX 916-264-7279

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: UPDATE ON GOLD FEVER!

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION:

For information only. No action required.

CONTACT PERSON: Dick Feinberg, Exhibition Manager, 264-8955

FOR COUNCIL MEETING OF: June 22, 1999

SUMMARY:

Opening August 1st, 1999 at the Sacramento Memorial Auditorium through October 31st, 1999. Exhibition opens to the public 7 days a week. Presented by the City and County of Sacramento and the Golden 1 Credit Union.

COMMITTEE/COMMISSION ACTION:

None

BACKGROUND INFORMATION:

- Gold Fever! will have access to the Memorial Auditorium on Monday, June 28th, 1999 to commence a one-month installation of the exhibition.
- Prior to the opening of the exhibit on August 1, 1999, a preview party for the media, sponsors and lenders will be held Thursday, July 29th, 1999 at noon.

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- Manned 24-hour security of the Memorial Auditorium and environs will begin on or about June 28th, 1999. Interior security will be provided by off-duty and reserve police officers 24 hours a day. A private security firm will provide outside overnight security. No one will have access to the building without the permission of the Gold Fever! interior security supervisor.
- The Sacramento Bee has stepped forth as a major sponsor and media partner with both significant cash and in-kind contributions. Other sponsors who have already contributed to Gold Fever! through the Gifts to Share Program are The Arata Brothers Trust, The Sacramento Trust for Historic Preservation, the California Cable Television Association, the Norman Wright Corporation and Cal Staff. Gold Fever! is finalizing sponsorship agreements with SMUD, the California State Fair, Wells Fargo, and the Hyatt Regency Hotel.
- In addition to the Sacramento Bee, KVIE (Channel 6) will be the presenting television sponsor and the four Chancellor Media radio stations – KFBK, KSTE, KGBY and KHYL will be joint radio sponsors. Other participating media partners are Sacramento Magazine, Capital Public Radio, and Comstock's Magazine.
- With the help of City Treasurer Tom Friery, a letter has been sent to key local businesses seeking both their support for Gold Fever! and their ideas and participation in activities that will eventually comprise the City of Sacramento's Sesquicentennial Celebration to be held next year (attached).
- County Administrator John O'Farrell has been very helpful in creating awareness of the Gold Fever! exhibition and the County's participation in it.
- Local business organizations are also supporting Gold Fever! The Sacramento Metropolitan Chamber of Commerce has provided a forum for sponsorship opportunities to be presented to its members.
- The Gold Fever! exhibition is an honest retelling of the Gold Rush era and pulls no punches in chronicling the stories of those that won or lost. Several ethnic minority groups have lent their support to the project. Gold Fever! has received the endorsement of both the Hispanic and Asian Pacific Chambers of Commerce. Further, Native and African American representatives are discussing participation in the event.
- Gold Fever! will have a strong physical presence outside the Memorial Auditorium. Beginning June 28th, 1999 the corner of 15th and J Streets will step back in time with covered wagons, gold panning troughs an assay office and period furnishings. The exhibition will host private, catered parties in the evening and give both the school children and general public a chance to pan for gold in midtown Sacramento!

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FINANCIAL CONSIDERATIONS:

- The Golden 1 Credit Union, in addition to their \$200,000 cash contribution as presenting sponsor, is contributing approximately an additional conservative estimate of \$150,000 in advertising and marketing for the event. Included in the \$150,000 Golden 1 is providing tickets for their employees, discounts for their customers, thirteen billboards throughout the region and a large presence in the local and regional media.
- Beginning June 28th, 1999 Gold Fever! will initiate a series of capital improvements and temporary modifications to the Memorial Auditorium, critical to the success of the exhibition. Among the capital improvements are new exterior locks on the building, an electronic perimeter alarm system and video surveillance of the entire interior floor space. These improvements will be funded by the Gold Fever! exhibition.
- Among the temporary modifications necessary to install the Gold Fever! exhibition are a humidification system, a shoring system to buttress the spring-loaded floor at critical points, and an air conditioning system for Memorial Hall, where the concession area and gift shop will be. The Gold Fever! exhibition is paying for the humidification and shoring; the City has agreed to provide temporary air conditioning to Memorial Hall.
- Deputy City Manager, Thomas Lee, Convention Center Manager, Michael Ross and Building Supervisor Ron Green have been instrumental in helping to resolve these problems in a timely and cost effective manner by allowing staff to provide advice and experience to Gold Fever! management.
- Many of the above expenses were not anticipated when the Gold Fever! budget was approved by City Council and the County Board of Supervisors in January 1999. These unforeseen expenses have created a scenario whereby it may be difficult to repay in full the County's \$200,000 loan to Gold Fever! or to pay in full the \$200,000 deferred rent on the Memorial Auditorium to the City of Sacramento. All prudent efforts are being taken to bring this immense undertaking in within budget. However, the unusual problems created when trying to install a complex and valuable museum exhibit in a building that has never been used for such a purpose are challenging and costly. We believe that the problems have been identified, costs ascertained, and there should be no further unexpected expenses.
- At present over \$50,000 in additional sponsorships has been received or committed to with another \$50,000 to \$100,000 being considered. In addition, over \$75,000 in trade or in-kind contributions has been received, with numerous other proposals awaiting finalization.

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- About half of the cash contributions so far are earmarked for our education fund which, at present, will allow for over 5,000 students (150+classes) to visit Gold Fever! as guests of corporate or individual donors. Right now over 100 classes are booked. We have the capacity to bring 20,000-30,000 school children to the exhibition, and would like to raise sufficient funds so that all classes that need financial help will receive it.

ENVIRONMENTAL CONSIDERATIONS:

None

POLICY CONSIDERATIONS:

None

Respectfully submitted,



Dick Feinberg
Gold Fever! Exhibition Manager



for Robert P. Thomas
City Manager



GOLD FEVER!

The Lure and Legacy Of The California Gold Rush

Gold Fever!, the most ambitious exhibition ever created on the Gold Rush era, will kick off a year long series of events this August to commemorate the 150th birthday of the City of Sacramento.

As the oldest incorporated city in California, Sacramento is rich in cultural growth and economic success and deserves a celebration of major proportions. The Mayor and City Council are moving forward with a plan to coordinate sesquicentennial events and have asked Tom Friery, City Treasurer, to help me, so that the public and private sectors of the community can join together to celebrate 150 years of Sacramento history in a variety of ways.

Already the Gold Fever! exhibition has created a public/private partnership whereby a significant cultural endeavor can be undertaken for the benefit of residents and visitors alike to the Sacramento area, and this blueprint can be successfully applied to the City's 150th birthday celebration, which will reach a crescendo in late August/early September of 2000.

We encourage you to look over the enclosed sponsorship materials for the upcoming Gold Fever! exhibition (opening August 1) and to support the effort the City and County of Sacramento, along with the Golden 1 Credit Union have made to bring an exhibition of this magnitude to Sacramento. In addition, we seek your ideas and participation for the series of activities that will eventually comprise the City's birthday celebration, so that local events can mesh with the State of California's plans to commemorate 150 years of statehood.

Thanks for your consideration.

Tom Friery, City Treasurer

Dick Feinberg, Gold Fever! manager