

**APPROVED**  
BY THE CITY COUNCIL

**AUG 5 1999**

OFFICE OF THE  
CITY CLERK



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**THOMAS V. LEE**  
DEPUTY CITY MANAGER  
DOWNTOWN DEPARTMENT

**CITY OF SACRAMENTO**  
CALIFORNIA

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July 22, 1999

AG99-131  
CC99-442

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: AUTHORIZATION TO EXECUTE FISCAL YEAR 1999-00 AGREEMENT  
WITH SACRAMENTO AREA COMMERCE AND TRADE ORGANIZATION  
(S.A.C.T.O.)**

**LOCATION AND COUNCIL DISTRICT:** City-Wide

**RECOMMENDATION:**

It is recommended that the City Council, by resolution, authorize the City Manager to execute an agreement for Fiscal Year 1999-00 with the Sacramento Area Commerce and Trade Organization (S.A.C.T.O.) providing \$53,276 in City funding for S.A.C.T.O. services to the City.

**CONTACT PERSON:** Thomas V. Lee, Deputy City Manager, 264-8109  
Economic Development and Regional Enterprise Department

**FOR COUNCIL MEETING OF:** August 5, 1999

**SUMMARY:**

This report reviews the jointly funded City and County S.A.C.T.O. program and requests Council authorization for the City Manager to execute an agreement for S.A.C.T.O. in the amount of \$53,276 for Fiscal Year 1999-00.

**COMMITTEE/COMMISSION ACTION:**

None.

**BACKGROUND INFORMATION:**

S.A.C.T.O. conducts sales and marketing programs to promote Sacramento in order to attract new businesses to this area. City funding to Sacramento Area Commerce and Trade Organization (S.A.C.T.O.) in Fiscal Year 1998-99 was \$53,276. The proposed agreement is consistent with the FY 1998-99 agreement. S.A.C.T.O. Funding from Sacramento County for FY 1999-00 is \$60,000.

In exchange for these funds, S.A.C.T.O. will successfully influence the location of new business payrolls to the City by:

- Conducting sales and marketing travel programs on a state, national, and international basis;
- Developing an advertising program for selected business and industrial periodicals with regional distribution in market target areas
- Mounting a public relations and public affairs effort in the Greater Sacramento Area to improve recognition of the Sacramento Area Commerce and Trade Organization.
- Promoting more joint commercial efforts with Yolo County and Placer County industrial search teams,

The Economic Development department manager, or his authorized designee will determine acceptable evidence of satisfactory performance based upon S.A.C.T.O.'s quarterly written reports detailing the activities performed during the prior quarter.

**FINANCIAL CONSIDERATIONS:**

Funding in the amount of \$53,276 has been included in the Regional Enterprise Department operating budget for Fiscal Year 1999-00 from the Community Center Fund.

**ENVIRONMENTAL CONSIDERATIONS:**

Pursuant to the California Environmental Quality Act, California Public Resources Code Section 15268, CEQA does not apply to ministerial projects.

**POLICY CONSIDERATIONS:**

This agreement between the City and S.A.C.T.O. is consistent with the City's commitment

City Council

AUTHORIZATION TO EXECUTE S.A.C.T.O. AGREEMENT FOR FY 1996-97

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to enter into formal agreements with outside agencies which provide services to the City and its residents; and also with Council's goals of encouraging a vital economy and a flourishing cultural and entertainment district in downtown Sacramento, and in the Greater Sacramento Area.

**ESBD CONSIDERATIONS:**

None. This agreement is consistent with prior annual agreements with S.A.C.T.O.

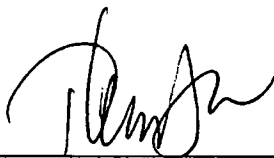
Respectfully submitted,



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

**RECOMMENDATION APPROVED:**



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Robert P. Thomas  
City Manager

**APPROVED**  
BY THE CITY COUNCIL

**AUG 5 1999**

OFFICE OF THE  
CITY CLERK

**RESOLUTION NO. 99-442**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

**RESOLUTION AUTHORIZING THE CITY MANAGER TO  
EXECUTE AGREEMENT BETWEEN THE CITY AND THE  
SACRAMENTO AREA COMMERCE AND TRADE  
ORGANIZATION (S.A.C.T.O.) FOR FISCAL YEAR 1999-2000**

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

- The City Manager is directed to execute an agreement between the City of Sacramento and the Sacramento Area Commerce and Trade Organization (SACTO) in the amount of \$53,276.00 for Fiscal Year 1999-00 funding for services to the City of Sacramento.
- Funds for this agreement are available in the Community Center Fund.

\_\_\_\_\_  
MAYOR

ATTEST:

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

FOR CITY CLERK USE ONLY

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

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