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June 11, 1998

**APPROVED**  
BY THE CITY COUNCIL

**JUN 23 1998**

OFFICE OF THE  
CITY CLERK

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Combining the Regional Arts Consortium with the Downtown Enterprise Department

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:**

This report recommends City Council approval of the attached resolution combining the Regional Arts Consortium organization (Golf, Metro Arts, Crocker Art Museum, Sacramento Museum of History, Science and Technology, Archives, City Cemetery, Zoo and Fairytale Town) with the Downtown Enterprise Department effective July 1, 1998.

**CONTACT PERSON:** Betty Masuoka, Deputy City Manager, 264-5704  
Tom Lee, Deputy City Manager, 264-8109

**FOR COUNCIL MEETING OF:** June 23, 1998 (afternoon)

**SUMMARY:**

This report provides a brief summary of the organizational history of the activities currently operating as the Regional Arts Consortium. Further, the report recommends combining the Regional Arts Consortium activities under the leadership of the Downtown Enterprise Department. The recommended transfer has no financial impacts to any fund.

**COMMITTEE/COMMISSION ACTION:**

None.

**BACKGROUND INFORMATION:**

As part of the 1997-98 Approved Budget, the City Council formed the Downtown Enterprise Department consisting of Downtown Redevelopment/Economic Development; Sacramento Convention Center, Downtown Parking Facilities, Old Sacramento, and Sacramento Marina. The following divisions remained as a "Consortium" under the City Manager's Office:

Golf, Metro Arts, Crocker Art Museum, Sacramento Museum of History, Science and Technology (SMHST), Archives, City Cemetery, Zoo and Fairytale Town.

The Consortium group has been linked together organizationally for twenty years and provides a strong presence in the region. Most recently the group was part of the now disbanded Community and Visitor Services Department. Policy direction for the past year has been provided by the City Manager's Office, however the administrative support has remained within the administrative unit within the Downtown Enterprise Department.

These entities include programs that are administered by the City as well as their non-profit groups and several have a City-County role. Characteristics common to the Consortium include a focus on proactive marketing with a regional base, and attendance-based and self-generating revenue activities. Some Consortium members receive joint City/County funding. All rely heavily on a business-like approach for operations and development. The potential to become more financially independent from the General Fund has been an underlying goal.

During the last six months, staff from the Consortium programs have met together with the Deputy City Manager and DED staff on a regular basis in order to draft a common Vision, Mission, Values, and Goals (see Exhibit A), and to evaluate the values the group might exemplify. The Consortium, or group goals include establishing a collaborative funding strategy for the Consortium, creating a Consortium marketing package for use with the Convention Center, and other regional outreach, and serving as the nucleus for volunteer partnerships within the region.

The conclusion reached in these discussions is that whereas economic development in Sacramento as the cultural and economic heart of the region falls naturally under the auspices of the DED, the needs and the long-term goals of the DED, the City, the Consortium and the region could therefore best be served by bringing the Consortium activities under the umbrella of the DED. Under the recommended organizational chart, the DED will provide the Consortium with the administrative support and policy direction necessary to assure consistency of objectives and development with the overall direction of the City.

It is therefore recommended that Council approve the attached resolution combining the Regional Arts Consortium organization (Golf, Metro Arts, Crocker Art Museum,

City Council

Combining the Regional Arts Consortium with the Downtown Enterprise Department

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Sacramento Museum of History, Science and Technology, Archives, City Cemetery, Zoo and Fairytale Town) with the Downtown Enterprise Department effective July 1, 1998.

**FINANCIAL CONSIDERATIONS:**

The recommended transfer has no net financial impact to any fund.

**ENVIRONMENTAL CONSIDERATIONS:**

The recommended transfer is exempt from CEQA review pursuant to Section 15061(b)(3): "It can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment".

**POLICY CONSIDERATIONS:**

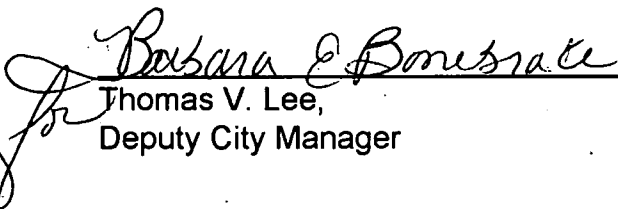
The transfer of the Arts Consortium to the DED conforms to City policy to provide effective leadership which is consistent with Council priorities of providing opportunities for:

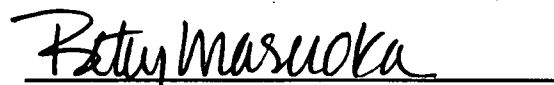
- Economic Development, and
- Fiscal Viability and Reinventing of City Government

**MBE/WBE:**

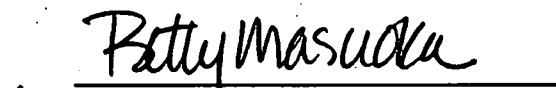
None. No goods or services are being purchased.

Respectfully submitted,

  
Thomas V. Lee,  
Deputy City Manager

  
Betty Masuoka,  
Deputy City Manager

**RECOMMENDATION APPROVED:**

  
William H. Edgar  
City Manager

## **EXHIBIT A**

### **SACRAMENTO REGIONAL CULTURE, ARTS, LEISURE AND EDUCATION AGENCY**

Comprising: Crocker Art Museum; City Cemetery; Fairytale Town; Capital City Gold Division; History & Science Division; Sacramento Museum of History, Science and Technology; Sacramento Metropolitan Arts Commission; Sacramento Zoo

#### **AGENCY GOALS**

1. The Agency will be organized within the Downtown Enterprise Department in FY 1998-99.
2. The Agency will develop a marketing package to promote its vision to the region in FY 1998-99.
3. The Agency will develop a collaborative funding strategy for its vision, to be functional for the year 2000.
4. The Agency will be a nucleus for volunteer opportunities within the region.
5. The Agency will be recognized as a valuable resource in regional revitalization and economic development of the Sacramento region.

**APPROVED**  
BY THE CITY COUNCIL

**JUN 23 1998**

OFFICE OF THE  
CITY CLERK

**RESOLUTION NO. 98-305**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

**COMBINING THE REGIONAL ARTS CONSORTIUM WITH THE  
DOWNTOWN ENTERPRISE DEPARTMENT**

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

The City Manager is authorized to effect the transfer of the Consortium activities (Golf, Metro Arts, Crocker Art Museum, Sacramento Museum of History, Science and Technology, Archives, City Cemetery, Zoo and Fairytale Town) to the Downtown Enterprise Department effective July 1, 1998.

\_\_\_\_\_  
MAYOR

ATTEST:

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

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

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

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