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COMMUNITY/CONVENTION CENTER  
City of Sacramento  
ADMINISTRATION OFFICES

February 15, 1994

APPROVED  
BY THE CITY COUNCIL

MAR 1 1994

OFFICE OF THE  
CITY CLERK

City Council  
Sacramento, California

Honorable Member in Session:

**SUBJECT: AUTHORIZATION FOR THE CROCKER ART MUSEUM ASSOCIATION  
TO COLLECT AND RETAIN ADMISSION FEES AT THE CROCKER  
ART MUSEUM**

**LOCATION AND COUNCIL DISTRICT:**

Crocker Art Museum -- District 1

**RECOMMENDATION**

It is recommended that the City Council, by resolution, authorize the Crocker Art Museum Association (CAMA) to retain admission revenue at the museum to offset the costs of maintaining and operating the museum.

**CONTACT PERSON:**

Barbara Gibbs, Director  
Crocker Art Museum -- 264-5423

**FOR COUNCIL MEETING OF: March 1, 1994**

**SUMMARY**

This report requests the City Council approve a resolution authorizing the Crocker Art Museum Association to retain admission revenue to offset the costs of maintaining and operating the museum.

### COUNCIL/COMMISSION ACTION

City Council approved the transfer of certain operational responsibilities to CAMA as part of the Department of Community Services General Fund 1993-94 Proposed Budget Adjustments. Further, City Council approved authorizing CAMA to retain admission revenue to offset the costs of maintaining and operating the museum.

### BACKGROUND INFORMATION

Due to budget constraints in the City's General Fund, the Department of Community and Visitor Services (Department) was requested to reduce the budgets of several divisions including the Crocker Art Museum. The Department proposed transferring certain operational responsibilities to CAMA. These responsibilities include maintenance and clerical functions and would eliminate 6.0 full time equivalent (FTE) positions. These positions would include 1.0 Sr. Custodian, 2.0 Custodian, 1.0 Cashier, and 2.0 Typist/Clerk. CAMA would assume responsibility for these positions and offset a portion of the expenses by earning and retaining admission revenue. City Council approved this action resulting in a net reduction of approximately \$50,000. However, prior to the CAMA's assumption of these responsibilities, it is necessary for the City Council to authorize CAMA to collect and retain admission revenue to offset its costs for these functions.

In this regard, the Department recommends that City Council, by resolution, authorize CAMA to retain admission revenue to offset the costs of maintaining and operating the museum. Any increases in the admission prices at the museum would require prior written approval by the Director of the Department of Community and Visitor Services. Additionally, the City Council would be able to rescind this resolution without cause upon one hundred and eighty (180) days' written notice to CAMA.

### FINANCIAL CONSIDERATIONS

Transferring certain operation responsibilities to CAMA and authorizing CAMA to retain admission revenue would result in a net general fund budget reduction of approximately \$50,000 and an annual reduction in general fund revenue of \$115,000 (which has been prorated for the current fiscal year). The net City support for the Crocker Art Museum would be \$738,000 while CAMA support for the museum would be approximately \$1.3 million.


### POLICY CONSIDERATIONS

The recommendation is consistent with City Council's goal to reduce general fund expenditures while ensuring access to cultural facilities for public use. The recommendation is also consistent with the City's goals to develop non-profit partnerships which benefit the City.

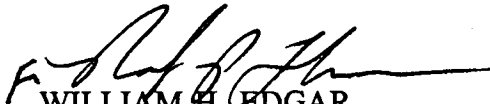
**MBE/WBE EFFORTS**

None. No goods or services are being purchased.

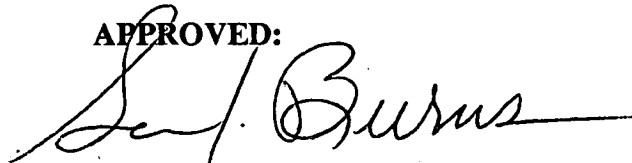
Respectfully submitted,

  
for Barbara Gibbs, Director  
Crocker Art Museum

**RECOMMENDATION APPROVED:**

  
WILLIAM H. EDGAR  
City Manager

**APPROVED:**

  
SAM J. BURNS, Director  
Community and Visitor Services

BG:tlv

a:camaagr.rpt

**RESOLUTION NO. 94-114**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

**APPROVED**  
BY THE CITY COUNCIL  
MAR 1 1994  
OFFICE OF THE  
CITY CLERK

**RESOLUTION AUTHORIZING THE CROCKER ART MUSEUM ASSOCIATION  
(CAMA) TO COLLECT AND RETAIN ADMISSION REVENUE  
AT THE CROCKER ART MUSEUM**

**WHEREAS**, the City of Sacramento and the Crocker Art Museum Association (CAMA) have been for many years partners in managing and operating the Crocker Art Museum; and

**WHEREAS**, the City has reduced its budget allocation for the museum requiring CAMA to assume an even greater role and responsibility; and

**WHEREAS**, the City Council deems it appropriate that the museum admission fees be collected and retained by CAMA to be used for the purpose of maintaining and operating the museum.

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

1. The Crocker Art Museum Association (CAMA) is authorized to collect and retain admission revenue at the Crocker Art Museum to offset CAMA's costs of maintaining and operating the museum, effective March 1, 1994.
2. Any increase in the admission prices at the Crocker Art Museum must have the prior written approval of the Director of the Department of Community and Visitor Services.
3. The City Council may rescind this resolution without cause upon one hundred and eighty (180) days' written notice to CAMA.

\_\_\_\_\_  
MAYOR

ATTEST:

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

FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_ 4

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