



DEPARTMENT OF TRANSPORTATION  
PARKING SERVICES DIVISION

**CITY OF SACRAMENTO**  
CALIFORNIA

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March 31, 2005

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: AGREEMENT BETWEEN THE CITY OF SACRAMENTO AND CALIFORNIA  
MUSICAL THEATRE FOR DISCOUNTED PARKING AT MEMORIAL GARAGE  
DURING THE 2005, 2006 AND 2007 MUSIC CIRCUS SEASONS**

**LOCATION AND COUNCIL DISTRICT:** 14<sup>th</sup> and H Streets, District 3

**RECOMMENDATION:**

This report recommends the City Council, by resolution, authorize the City Manager to execute an agreement with California Musical Theatre to implement a discounted parking program for Music Circus patrons and volunteers parking in Memorial Garage, located at 14<sup>th</sup> and H Streets.

**CONTACT PERSON:** Howard Chan, Parking Manager, 264-7610

**FOR COUNCIL MEETING OF:** April 14, 2004

**SUMMARY:**

Subject to City Council approval, a three-year agreement has been negotiated with California Musical Theatre for discounted parking at Memorial Garage during the 2005, 2006 and 2007 Music Circus summer performance seasons.



**COMMITTEE/COMMISSION ACTION:**

N/A

**BACKGROUND INFORMATION:**

For almost ten years, the City of Sacramento has provided discounted parking for patrons of the California Musical Theatre's (CMT) Music Circus. The City would like to continue a parking program whereby CMT patrons and volunteers can purchase discounted parking passes to park at Memorial Garage located across from the Music Circus at 14<sup>th</sup> and H Streets. CMT operates a summer season of performances that runs from approximately July 1 through August 31. The last agreement with CMT, signed in 2001, was for the 2002, 2003 and 2004 theatre seasons.

The City will commit up to 500 parking spaces in Memorial Garage for CMT patrons and volunteers for evening and weekend performances and up to 200 spaces for weekday, matinee performances. Participating CMT ticket holders will receive a parking pass for each Music Circus performance purchased, allowing them to park in the Memorial Garage during the event. The cost to CMT patrons will be \$5 per pass. The prices of passes sold under the prior agreement with CMT were: \$3 in 2002 and 2003 and \$4 in 2004.

**FINANCIAL CONSIDERATIONS:**

On a monthly basis, CMT will pay the City \$5 for each pass used by its patrons and volunteers. Based on last years sales of 15,000 tickets, it is projected the City will collect \$75,000 annually from the sale of CMT parking passes. Tickets sold under this agreement are discounted approximately 28% from the standard market rate charged for event parking at Memorial Garage. The estimated loss in revenue is approximately \$30,000.

**ENVIRONMENTAL CONSIDERATIONS:**

This project is exempt from the California Environmental Quality Act (CEQA) under Section 15301, "Operation of existing public structures or facilities involving no expansion of use".

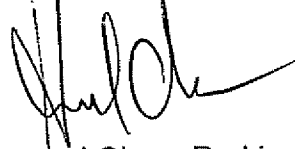
**POLICY CONSIDERATIONS:**

The attached agreement is consistent with the City of Sacramento's Strategic Plan to preserve and expand the arts and improve the transportation system.

**ESBD CONSIDERATIONS:**

N/A

Respectfully submitted,



Howard Chan, Parking Manager

**RECOMMENDATION APPROVED:**



ROBERT P. THOMAS  
City Manager

Approved:



Marty Hanneman  
Director, Department of Transportation

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**RESOLUTION NO.**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

**AGREEMENT BETWEEN THE CITY OF SACRAMENTO AND CALIFORNIA MUSICAL THEATRE FOR DISCOUNTED PARKING AT MEMORIAL GARAGE DURING THE 2005, 2006 AND 2007 MUSIC CIRCUS SEASONS.**

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

1. The City Manager is hereby authorized and directed to execute an agreement with California Musical Theatre to provide a discounted parking program for patrons and volunteers of the 2005, 2006, and 2007 Music Circus seasons

\_\_\_\_\_  
MAYOR

ATTEST:

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

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

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

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