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OFFICE OF THE  
CITY MANAGER

CITY OF SACRAMENTO  
CALIFORNIA

CITY HALL  
ROOM 101  
915 I STREET  
SACRAMENTO, CA  
95814-2684

**APPROVED**  
BY THE CITY COUNCIL

March 29, 1990

APR 3 1990

916-449-5704  
FAX 916-449-8618

City Council  
Sacramento, California

OFFICE OF THE  
CITY CLERK

Honorable Members in Session:

**SUBJECT: RESOLUTION ENDORSING FUND RAISING EFFORTS TO RESTORE  
THE CITY COLLEGE AUDITORIUM**

**SUMMARY**

At the March 27, 1990 City Council meeting, representatives from the Friends of the Center for Performing Arts at Sacramento City College asked for a formal resolution of endorsement of their efforts to raise funds for restoration of the City College Auditorium.

**BACKGROUND**

City Councilmembers requested that a Resolution of support be developed by staff in order to respond to the request of the Friends of the Center for Performing Arts at Sacramento City College.

Attached is a proposed Resolution Endorsing Fund Raising Efforts to restore the City College Auditorium. Also attached is background materials provided by the Friends of the Center for Performing Arts of Sacramento City College.

**FINANCIAL DATA**

No City funds are requested by this project at this time.

**MBE/WBE**

The action proposed in this report has no direct MBE/WBE impact.

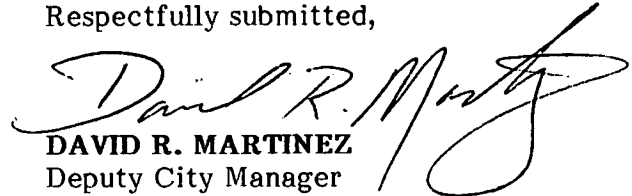
**POLICY CONSIDERATIONS**

While the location of the City College Auditorium is not within the immediate boundaries of the Downtown Cultural Arts and Entertainment District Plan, in the proposed plan the City College Auditorium is listed as one of the "Areas for Future Study". It is consistent with the overall thrust of the plan to improve and restore existing arts venues within the City of Sacramento.

**RECOMMENDATION**

Staff recommend review and adoption of the proposed draft resolution included in this report.

Respectfully submitted,

  
DAVID R. MARTINEZ  
Deputy City Manager

RECOMMENDATION APPROVED:



Walter J. Slipe  
City Manager

All Districts  
April 3, 1990

**RESOLUTION NO. 90-259**

**APPROVED**  
BY THE CITY COUNCIL

ADOPTED BY THE SACRAMENTO CITY COUNCIL

APR 3 1990

OFFICE OF THE  
CITY CLERK

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

**RESOLUTION ENDORSING FUND RAISING EFFORTS  
TO RESTORE THE CITY COLLEGE AUDITORIUM**

WHEREAS, the Friends of the Center for Performing Arts at Sacramento City College has asked the City Council to endorse fund raising efforts to restore the City College Auditorium; and

WHEREAS, the Center serves a wide range of community groups such as the Capitol City Ballet, the Camellia Symphony and the Sacramento Chamber Music Society; and

WHEREAS, the facility badly needs renovation. Seats need replacing and the stage needs revamping and sound and lighting systems are no longer adequate; and

WHEREAS, the State is providing some of the funds for health and safety and improvements. However, additional funds are needed for this facility to make it a first class operation, and

WHEREAS, additional arts venues are needed in Sacramento and the remodeling of the Center will serve to enhance many of the activities planned as part of the City of Sacramento's Downtown Cultural Arts and Entertainment District Plan;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Sacramento, that fund raising efforts to restore the City College Auditorium are hereby endorsed.

\_\_\_\_\_  
MAYOR

ATTEST:

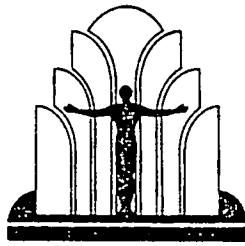
\_\_\_\_\_  
CITY CLERK

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**FOR CITY CLERK USE ONLY**

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

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



**Center for the  
Performing Arts**  
AT SACRAMENTO CITY COLLEGE



K-  
Fy 1  
Please ✓ w/  
the Mayor -  
will she put  
this on an  
agenda?  
JP

March 13, 1990

Josh Pane  
City Council  
City Hall  
Sacramento, CA 95814

Dear Mr. Pane:

The Friends of the Center for Performing Arts at Sacramento City College (FCPASCC or "Friends") would like to ask for your help in raising money to restore the City College Auditorium in order to provide a much needed venue for local performing arts groups.

Currently, the Center serves a wide range of community groups like the Capitol City Ballet, the Camellia Symphony and the Sacramento Chamber Music Society. But 50 years have taken their toll. The facility badly needs renovation. Seats need replacing, the stage needs revamping and the sound and lighting systems are no longer adequate.

The State is providing some of the funds for health and safety improvements. But, the additional funds needed to make it a first class facility have to come from somewhere else.

No, we are not asking the City for money.

However, an official endorsement or indication of support from the City Council for this worthwhile project will help us raise the \$1.2 million needed from a combination of private and foundation sources. We would appreciate being put on the agenda in the near future, so that we can give the City a much needed "state of the art" small-to-medium sized theatre that will be affordable for small community groups.

We are enclosing a package detailing the project and will call you in the next week to answer any questions you may have.

Sincerely,

Friends of the Center for Performing Arts  
at Sacramento City College

*Handwritten signature: Judy K...*

*Handwritten signature: Jennie Daniels*

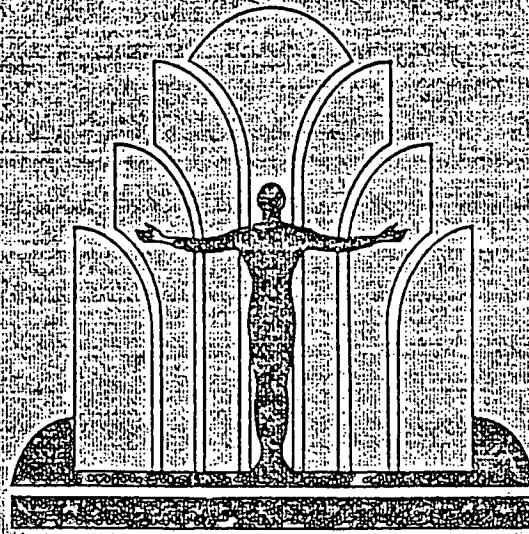
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*Handwritten signature: Monica Van Com*

*Handwritten signature: Carol J. Conte*

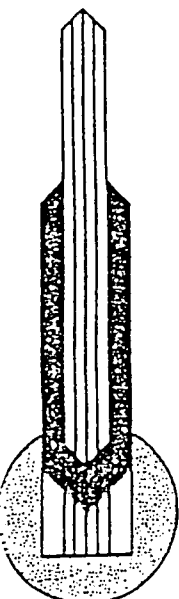
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Center for the  
**Performing Arts**  
AT SACRAMENTO CITY COLLEGE

## HISTORY

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The Center for Performing Arts at Sacramento City College is an 1,100 seat auditorium built by the Federal Works Progress Administration (WPA) in 1937. Constructed at an original cost of \$221,000, the Center was designed by local Sacramento architect Harry J. Devine. The style of the handsome brick structure is Art Moderne, which carries over to the mahogany woodwork, porthole doors and stainless steel fixtures. The colorful ceiling panels are based on native Indian designs and the 8-by-30 foot mural in the lobby was painted by the renowned artist Ralph Stackpole.

The CPASCC currently serves a wide range of community groups like the Capitol City Ballet, Sacramento Chamber Society, Camellia Symphony, as well as local theatre companies.

But fifty years of service have taken a toll on Sacramento's theatrical grand dame. The seats are in need of replacing, the stage needs revamping and the sound and lighting systems are no longer adequate to meet the demands of today's theatergoers. And, most of all, the theatre needs air conditioning.

The CPASCC needs a major facelift.

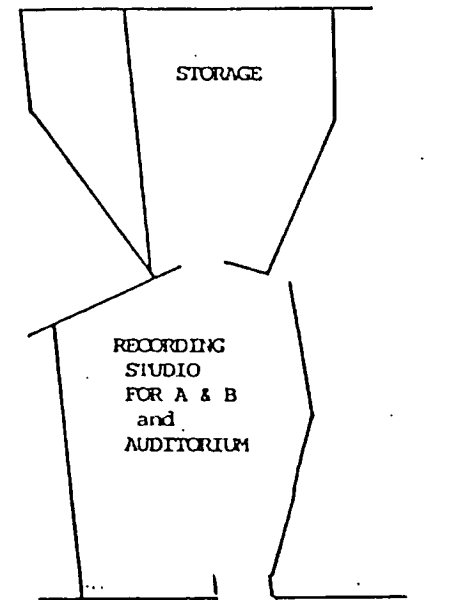
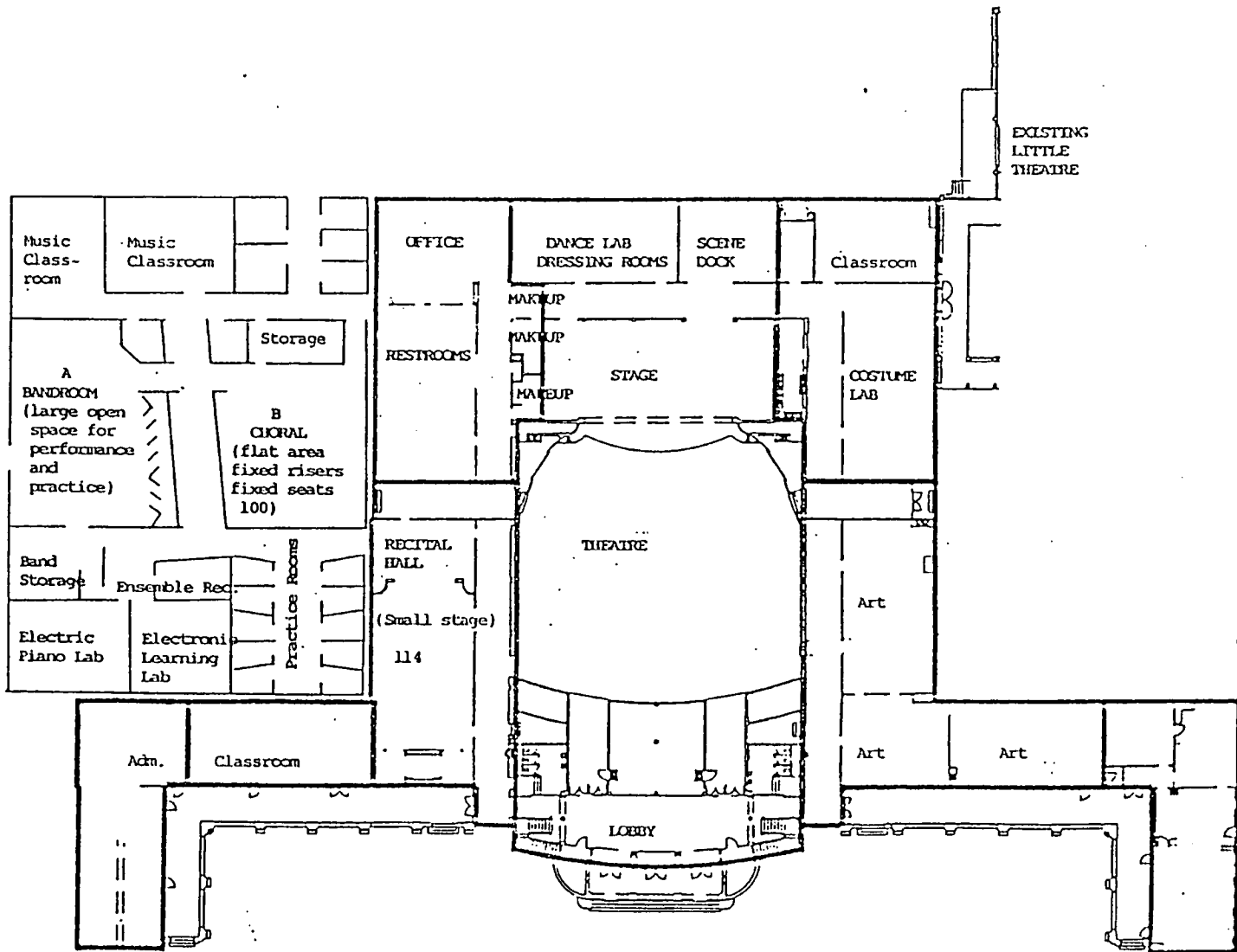
Envisioned as a multi-cultural center eminently suited to Sacramento's identified need for such a facility, the CPASCC is now in the process of an ambitious renovation project to restore its splendor and make it the state-of-the-art showplace Sacramentans need and deserve. Because the State Education Code prohibits funding for restoration of publicly-used auditoriums like the Center, a group of arts patrons has formed a non-profit corporation for the sole purpose of raising the funds to restore this landmark. To accomplish this,

we need your support. The cost is anticipated at only \$1.5 million---small compared to the costly estimate for the Memorial Auditorium renovation.

Matching your contributions to donations of in-kind services, the extensive renovation will include new seating, improved lighting and sound, and additional comforts. Opening date for the fully restored CPASCC is targeted for Spring of 1991. You can help give Sacramento the prestigious multi-cultural Center it deserves. This is a wonderful opportunity to make the arts accessible for everyone.

Because the renovation is planned in conjunction with State funded renovations of the City College facility, we are able to realize substantial savings. But, it must be done now, in order take advantage of savings in planning, construction supervision and purchases of the necessary equipment.

The future of the Center for Performing Arts at Sacramento City College is in the hands of arts patrons who have vision. We believe this Center will make a difference for the future of your favorite performing arts group.



SECOND FLOOR

CENTER FOR THE PERFORMING ARTS AT CITY COLLEGE



## COMMUNITY NEEDS

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### FUTURE NEEDS

In 1986, the City of Sacramento commissioned the Sanger Report, an ambitious and comprehensive planning study. The Sanger Report looked at Sacramento's rapid development, studied the community's future needs, and identified as one of the most urgent the need for a "new mid-size performance facility."

### THE FACTS

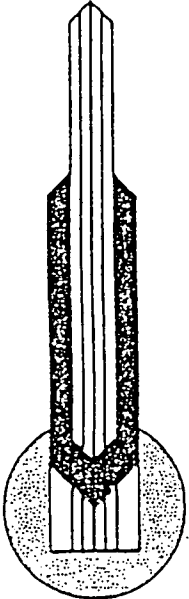
The report found a community with a theatrical venue of 2,400 seats ( the Community Center) and those of far reduced accommodations, like the Sacramento Theatre Company's 400 seat McClatchy Theater, or the even small Sierra II Center, which seats a mere 250. Absent was the centrally-located and midrange-capacity facility the study said Sacramento most needed.

### RECOMMENDATION

The Sanger report, then recommended construction of "a new 600-800-seat performance facility for theater, dance, music and other performance activities to serve local performing arts organizations and small touring companies, filling a major gap in available facilities in terms of size."

### WHY CPASCC

The new facility the Sanger Report proposed was estimated at a cost of \$6 million ( in 1984 dollars), and was targeted to serve smaller community arts groups, the kinds of groups the CPASCC currently serves. The cost to renovate the CPASCC is only \$1.5 million. And, with its greater seating capacity range (800-1,100), its versatility, its availability, its affordability and its central location, the CPASCC is a most



attractive cost-effective performance option.

#### AFFORDABLE FOR PATRONS

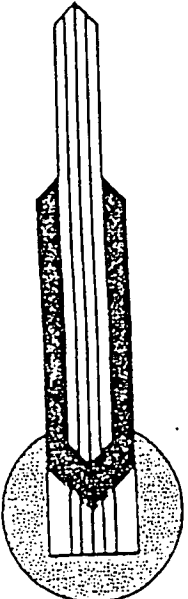
A marketing study commissioned in 1988 found a significant percentage of potential Sacramento art patrons can't partake of the types of programs Sacramento is currently offering. At an average cost of \$60+ per couple, a night at the opera or symphony is an evening many Sacramentans simply can't afford. Many of those surveyed said they would support cultural activities if such activities were scaled at lower prices. What's needed then is an affordable theatrical venue to capture this new untapped market. CPASCC can fill this gap.

#### AFFORDABLE FOR ARTS GROUPS

By utilizing the CPASCC, community arts groups can benefit by operating at a fraction of the rental costs of many other Sacramento facilities. With costs kept to a minimum, local companies can then consider offering tickets at reasonable prices and group rates. We believe the CPASCC already meets the criteria of the facility the Sanger Report recommended. We believe the CPASCC not only meets Sacramento's identified need for a mid-range, multi-cultural theater...it exceeds them.

## OUTSTANDING FEATURES AND BENEFITS

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### VERSATILITY

Exceeding by 300 the number of seats the Sanger Report recommended in its 1986 report on community arts facilities, the Center for Performing Arts at Sacramento City College is capable of being partitioned to smaller, more intimate settings. This versatility allow CPASCC users greater range in booking and programming.

### PRESTIGE

Besides its availability to community groups and its obvious entertainment value, the community itself would derive significant benefits from such a facility. There would be an overall enhancement of the downtown area and an increase in stature for Sacramento as a cultural center.

### AFFORDABILITY

More affordable in terms of capitalizaion costs (\$1.5 million, as opposed to the 1986 \$6 million Sanger Report estimate for a facility of this size), the CPASCC is also less expensive for the small community based groups who rent it.

### MORE PERFORMANCES

Sold-out symphony and opera performances prove Sacramentans are eager to support the arts. And recently commissioned studies show Sacramento's support of cultural activities would increase even more if more programs were available. With the wide array of artistic disciplines it can accommodate, at affordable prices, the CPASCC can serve the community's desire for more and varied cultural programming.

#### TOP NOTCH DESIGN

Design of the renovation is being jointly coordinated by Arco Arena architect Randy Haight and the Sacramento firm Stafford and King. New or improved features planned include new lighting and sound systems, a newly constructed orchestra pit and a control booth, air conditioning, new seating, a stage renovation, and acoustical curtains and partitions to allow the Auditorium to be divided from its maximum 1,100 seat capacity to a more intimate setting for 600.

#### AVAILABILITY AND CONVENIENCE

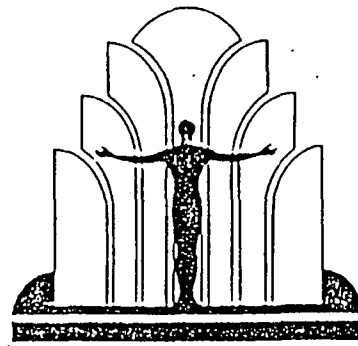
CPASCC's size, central location and ample weekend parking make it ideally suited to Sacramento's diverse cultural needs, which other venues such as the Crest, Memorial Auditorium and Convention Center cannot provide.

Once completed, Sacramento City College will assume responsibility of the day-to-day operations and expenses, such as upkeep, bookings, utilities management, and technical support services.

This will allow CPASCC to maintain the low, affordable rental rates that current users now enjoy.

Imagine a multi-cultural center of classical design where you can see live theater, ballet, pocket opera, string quartets or jazz, recitals or lectures. Imagine further that small community groups can rent this Center at reasonable rates. Imagine you're not imagining: this Center does in fact exist.

The Center for Performing Arts at Sacramento City College is a splendid Art Moderne structure which was designed by architect Harry J. Devine and built by the WPA in 1937. This handsome brick structure, painted to resemble pink sandstone, has a capacity of 1100, and is divisible down to smaller units for more intimate settings. Its colorful ceiling panels are based on native Indian designs, and the 8 by 30 foot mural in the entry was painted by the eminent artist Ralph Stackpole. The building's size and its central location make it ideally suited to Sacramento's diverse cultural needs, which other local venues such as the Crest, Memorial Auditorium and Convention Center will not provide.



## Center for the Performing Arts

AT SACRAMENTO CITY COLLEGE

One of Sacramento's architectural grande dames, The Center for the Performing Arts at Sacramento City College is in need of repairs to restore its splendor and make it the state-of-the-art showplace Sacramentans need and deserve. **To accomplish this, we need your support.**

Because the State Education Code prohibits funding for restoration of publicly-used auditoriums like the Center, a group of concerned citizens recently formed a non-profit corporation to raise the needed \$2 million to restore this landmark building and have it open for a full cultural program by the fall of 1988. Initial pledges of over \$100,000 of in-kind contributions from contractors, unions and individuals have been received but we still have a long way to go. The money you contribute will be spent on lighting and sound improvements, acoustical upgrade, and creature comforts, everything necessary to make the Center *the* multi-cultural showplace in Sacramento.



*Please join us in our effort to restore this landmark by sending your check or money order to:*

Center for the Performing Arts at Sacramento City College  
c/o Sacramento Regional Foundation  
1900 Point West Way  
Sacramento, CA 95815

*Or call 927-2241 and make your pledge*

*Don't forget, your contributions are deductible, so won't you please lend the Center your support? Sacramento deserves it and so do you.*

We intend to put your contribution dollars to immediate use. As the \$2 million starts coming, construction on the Center will begin in phases to meet the projected opening date of Fall, 1988.

The planned phases are:

**SIGHT:** Installation of new lighting controls and circuitry, new stage lighting positions, and new counter weight system for curtains and backdrops.

**SOUND:** The Center needs an all new sound system, a re-engineered state-of-the-art acoustical treatment, and the installation of a new integrated control booth.

**COMFORT:** Resurfacing of the stage, all new seats, a new orchestra pit, and an entirely new air conditioning system are required to ensure the maximum in creature comfort.

**ADORNMENT:** Last, but certainly not least, the Center will be completely repainted and new carpets and drapes will be installed.

YOUR CONTRIBUTION WILL NOT GO UNNOTICED, AND THE FOLLOWING CATEGORIES FOR CONTRIBUTORS WILL BE MEMORIALIZED AS FOLLOWS:

\$2500—

Contributions of \$1000 or more will be memorialized on a marble Wall of Fame prominently displayed inside the theatre.

\$500—

For a contribution of \$500 you can "Adopt-a-Seat" in the Orchestra with your name tastefully engraved on a brass plaque.



\$100—

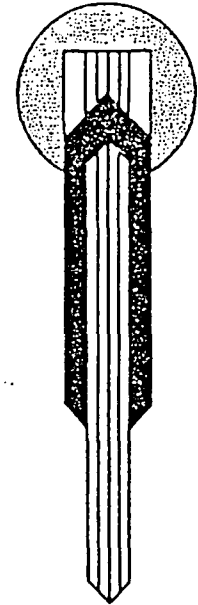
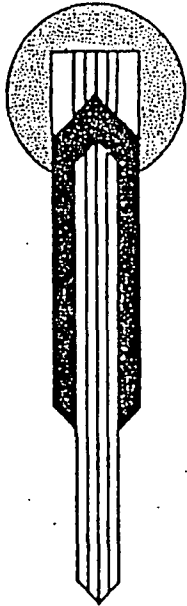
Your contribution of \$100 will entitle you to a *très chic* French T-Shirt with the Center's distinctive logo. (extra-large)

\$250—

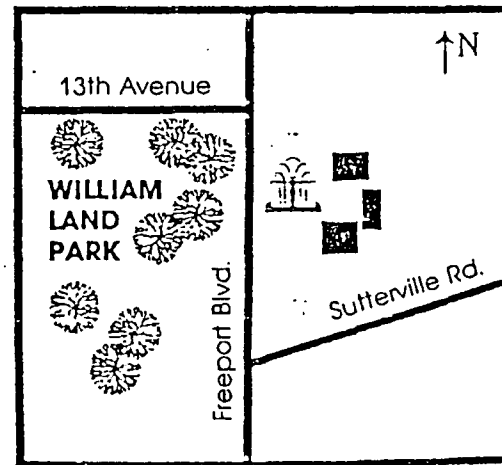
The seat you adopt will bear your name, but it will be in the balcony.

\$50—

Take your morning cup of java in a Center-logged mug.



The Center for the Performing Arts at Sacramento City College is located on Freeport Boulevard across from William Land Park.



## BUDGET

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The project at City College will cost an estimated \$1.5 million, with approximately 30% of the funds already secured from designated sources and in-kind services.

Already pledged are approximately \$400,000 of the renovation costs for:

- . New Downstairs Seating
- . New Air Conditioning
- . New Catwalks
- . New Rigging and Battens
- . New Interior Painting and Design Treatments
- . Some Architectural and State Fees
- . Some Carpeting
- . Some New Doors

An additional \$1.1 million is needed. Funds, services or equipment are needed for:

. New Sound and Lighting Systems	\$560,00
. New Orchestra Pit	75,000
. New Stage/Backstage Equipment	154,500
. New Painting, Carpeting, Doors	22,000
. New Balcony Seats	84,900
. Architectural, State Fees, Inspector	140,649
. Contingency	53,549

TOTAL \$1,090,549

YOUR HELP CAN MAKE A MODERATE SIZED, MULTI-CULTURAL STATE-OF-THE-ART PERFORMANCE FACILITY POSSIBLE FOR SACRAMENTO.

SUPPORT THE NEW CENTER FOR THE PERFORMING ARTS AT CITY COLLEGE.  
IT'S THE BEST ARTS BARGAIN TODAY!

SACRAMENTO CITY COLLEGE

CENTER FOR THE PERFORMING ARTS  
AUDITORIUM RENOVATION

FUNDING NEEDS

1568/M02

ITEM DESCRIPTION	ESTIMATED TOTAL COST	STATE FUNDING	IN-KIND	ADDITIONAL FUNDING NEEDED	DUE DATE
ARCHITECTURAL FEES	\$27,300	\$13,500	-0-	\$13,800	JANUARY 1, 1989
OSA CHECKING FEES	\$2,740	\$1,410	-0-	\$1,330	JANUARY 1, 1989
NEW SEATING MAIN FLOOR: 828 SEATS @ \$130 EACH BALCONY: 462 SEATS @ \$130 EACH	\$107,640 \$60,060	\$82,800 -0-	-0- -0-	\$24,840 \$60,060	MARCH 1, 1989
COUNTERWEIGHT LOADING PLATFORM	\$50,000	-0-	-0-	\$50,000	MARCH 1, 1989
CARPET HOUSE & LOBBY	\$47,000	\$34,000	-0-	\$13,000	MARCH 1, 1989
AIR CONDITIONING	\$210,000	\$210,000	-0-	-0-	MARCH 1, 1989
REPLACE CATWALKS	\$20,000	\$20,000	-0-	-0-	MARCH 1, 1989
REPAIR EXISTING RIGGING	\$18,000	\$18,000	-0-	-0-	MARCH 1, 1989
ARCHITECTURAL FEES	\$21,357 \$21,357 \$18,305	-0- -0- -0-	-0- -0- -0-	\$21,357 \$21,357 \$18,305	NOVEMBER 1, 1989 AUGUST 1, MARCH 1,
OSA CHECKING FEES	\$34,500	-0-	-0-	\$34,500	MARCH 1, 1990
NEW SOUND SYSTEM	\$100,000	-0-	-0-	\$100,000	AUGUST 1, 1990
NEW LIGHTING CONTROL SYSTEM	\$250,000	-0-	-0-	\$250,000	AUGUST 1, 1990
ADDITIONAL LIGHTING INSTRUMENTS	\$20,000	-0-	-0-	\$20,000	AUGUST 1, 1990
SIDE LIGHTING	\$30,000	-0-	-0-	\$30,000	AUGUST 1, 1990
RELOCATE LIGHT BEAM	\$50,000	-0-	-0-	\$50,000	AUGUST 1, 1990
NEW FOLLOWSPOTS	\$30,000	-0-	-0-	\$30,000	AUGUST 1, 1990
CONTROL BOOTH	\$45,000	-0-	-0-	\$45,000	AUGUST 1, 1990
ACOUSTICAL PARTITION AT BALCONY	\$35,000	-0-	-0-	\$35,000	AUGUST 1, 1990
NEW DOOR CURTAINS	\$5,000	-0-	-0-	\$5,000	AUGUST 1, 1990
ORCHESTRA PIT	\$75,000	-0-	-0-	\$75,000	AUGUST 1, 1990
ADDITIONAL COUNTERWEIGHT SETS	\$50,000	-0-	-0-	\$50,000	AUGUST 1, 1990
NEW DRAPERY, SKYDROP & SCRM	\$34,500	-0-	-0-	\$34,500	AUGUST 1, 1990
RESURFACE STAGE	\$20,000	-0-	-0-	\$20,000	AUGUST 1, 1990
NEW DOORS	\$8,800	\$4,800	-0-	\$4,000	AUGUST 1,
CONTRIGENCY 7% OF ADDITIONAL FUNDING	\$53,500	-0-	-0-	\$53,500	AUGUST 1, 1990
REPAINTING	\$15,000	-0-	\$15,000	-0-	JANUARY 1, 1991
INSPECTOR	\$30,000	-0-	-0-	\$30,000	AUGUST 1, 1990
TOTAL PROJECT COST	\$1,490,059	\$384,510	\$15,000	\$1,090,549	