



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

Staff Report
June 12, 2007

**Honorable Mayor and
Members of the City Council**

Title: Naming the Studios for the Performing Arts Project Building (BC36)

Location/Council District: 725 14th Street, District 1

Recommendation: Adopt a Resolution, approving the naming of the Studios for the Performing Arts project ("SPA Project") building "The E. Claire Raley Studios for the Performing Arts"

Contacts: Sheryl A. Taylor, Senior Economic Development Project Manager, Economic Development Department, 808-7204; Barbara Bonebrake, Director, Convention Culture and Leisure Department, 808-8225

Presenters: Sheryl A. Taylor, Senior Project Manager

Department: Convention Culture and Leisure

Organization No: 4310

Description/Analysis:

Issue: This Report requests City Council approve the naming of the SPA Project building "The E. Claire Raley Studios for the Performing Arts".

The SPA Project will create rehearsal, office and classroom space for four arts organizations, including The Sacramento Ballet, The Sacramento Opera Company, Sacramento Philharmonic Orchestra Association, and California Musical Theatre ("Arts Organizations"). The facility will be located at 725 14th Street. The Arts Organizations recommended this facility be named in perpetuity in honor of the SPA Project lead individual capital campaign donor.

Naming the Studios for the Performing Arts Project Building

Capital Campaign: The Arts Organizations commenced a concerted campaign to raise approximately \$11.4 million for the construction of the SPA Project. The capital campaign has been successful in receiving significant donations for the Project, including a lead individual donation from Joyce Raley Teel in the amount of \$5,000,000. Additionally, the City Council has allocated \$9 million of the Community Reinvestment Capital Improvement Program (CRCIP) funding and a \$5 million bridge loan to be repaid by the Arts Organizations.

Policy Considerations: The approval of the naming rights is consistent with the City's naming rights policy adopted on November 27, 2001 (Resolution No. 2001-779, attachment 2).

Environmental Considerations: This report concerns administrative activities that will not have any significant effect on the environment, and that do not constitute a "Project" as defined by as defined by California Code of Regulations, title 14, sections 15061(b)(3) and 15378(b). Additional environmental review, as needed, will occur at the time of development or improvement of the site.

Rationale for Recommendation: In recognition of the significant lead individual donation, staff recommends that the facility be named "The E. Claire Raley Studios for the Performing Arts".


Financial Considerations:

Budget & Financing Structure

The current cost estimate and participation structure for the SPA Project are depicted below:

City CRCIP Funding	\$9 million
City Bridge Loan (to be repaid by Arts Organizations)	\$5 million
<u>Arts Orgs Capital Campaign</u>	<u>\$11.4 million</u>
Total Cost Estimate and Funding Structure	\$25.4 million

Emerging Small Business Development (ESBD): Not applicable.

Respectfully Submitted by: 
Sheryl A. Taylor
Senior Project Manager, Economic Development Department

Approved by: 
Barbara E. Bonebrake
Director, Convention, Culture and Leisure

Recommendation Approved:



for Ray Kerridge
City Manager

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Background

In 2005, four arts organizations, including The Sacramento Ballet, The Sacramento Opera Company, Sacramento Philharmonic Orchestra Association, and California Musical Theatre (“Arts Organizations”), approached the City of Sacramento to seek a partnership in a public-private Project to provide rehearsal, office, and classroom space for the Arts Organizations. This Project will support performing arts within the region by providing a shared facility suitable for use by multiple nonprofit arts organizations. The Project aligns with the City Council’s strategic focus areas of culture and entertainment.

On October 11, 2005, City Council authorized the City Manager to identify Projects for a 2006 Community Reinvestment Capital Improvement Program (“CRCIP”) bond issuance. This Project was formerly known as the Arts Rehearsal Space Project and was included in the approved 2006 CRCIP bond issuance approved by City Council on May 23, 2006 for \$9.0 million. At that time, Council also approved a “bridge loan” in the amount of \$5.0 million that will be repaid by the Arts Organizations.

In March and April 2007, the Arts Organizations presented the SPA project and its design to several neighborhood organizations including the Alkali and Mansion Flats Neighborhood Association, the Boulevard Park Neighborhood Association, the Downtown Sacramento Partnership and the Midtown Business Association.

On May 16, 2007, the Design Review Commission unanimously supported the project.

The current cost estimate for the SPA project is \$25.4 million. The Arts Organizations have commenced a capital campaign to raise its portion of the project which is approximately \$11.4 million. The capital campaign has been successful in receiving a \$5 million donation from Joyce Raley Teel which is contingent upon naming the facility in perpetuity.

The Arts Organizations and City Staff are proposing the Studios for the Performing Arts Project be named in honor of the lead individual donor consistent with the Naming Rights Policy adopted by City Council on November 21, 2001 (Resolution 2001-779).

Joyce Raley Teel is recognized as a community philanthropist and major individual donor to the project.

AMENDED

RESOLUTION NO. 2001-779

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF NOV 27 2001

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SACRAMENTO ADOPTING THE FOLLOWING POLICY FOR NAMING CITY FACILITIES

Whereas, the City of Sacramento wishes to establish a consistent process to name new City facilities; and

Whereas, the City Council wishes to establish an open and deliberate community process for naming city facilities; and

Whereas, the following policy incorporates the goals of the City Council and the community for selecting and approving the naming of City facilities;

NOW, THEREFORE BE IT RESOLVED that the Council of the City Sacramento adopts the following Policy for Naming City Facilities:

CITY OF SACRAMENTO FACILITY NAMING POLICY

PURPOSE:

This policy establishes the City of Sacramento's procedures for naming city facilities including buildings, centers, parks, parkways and open space, and portions thereof as appropriate.

POLICY NAMING PRINCIPLES:

Facilities may be named for:

- A distinct geographic, environmental or developmental feature
- A neighborhood, community or access street

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DATE ADOPTED: NOV 27 2001

- A name of historical significance to the facility
- A reflection of the ethnic diversity of the community
- A community or civic group who has gained significant stature in the City
- An individual or family who has contributed significantly to the community or the facility:
 - Posthumously (at least one year since date of passing);
 - Living if they contribute substantially to the community or facility;
 - Background investigation will be conducted to ensure character of the individual or family;
 - Priority will be given to a deserving local individual or family.
- Re-naming of City facilities and parks is strongly discouraged.
- Parks should be named as soon after acquisition as possible to avoid the use of a temporary designation, which may become difficult to discontinue. Parks located adjacent to schools may be given the same name as the school particularly in joint use situations. City staff will develop a potential list of historic, Native American, topographical, and native flora and fauna names particularly useful for park naming to be considered by staff, City Councilmembers and the Citizens Advisory Committee for Parks and Recreation when reviewing future park names.

Special Circumstances:

- Naming opportunities may include specific, exhibits, significant park features (such as fountains, ball fields, playgrounds, etc.) to encourage private donations and shall be done with approval from the appropriate department, board, Committee, or commission and council member whose district the special feature is located.

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DATE ADDED: _____

- Staff conference rooms within existing facilities may be named by the respective department provided the "Policy Naming Principles" are followed by the department.
- This policy may be suspended by the City Council to reflect a special circumstance, need or opportunity (e.g., naming rights to a regional facility, complex or major community wide facility).

Naming Policy Procedure (excluding special circumstances):

- Naming recommendations come from the community or City Council members;
- Preliminary review of the proposed name is accomplished by the appropriate department for consistency with the principles set forth in this policy;
- City department advises the Council member whose district the facility is located in and the City Manager's Office/Cabinet about the proposed naming;
- Proposed naming is reviewed by the related board, commission, and/or committee and Neighborhood Services Department Area Leadership Group. The Neighborhood Services Department Area where the facility is located will notify the community in advance of the proposed naming for their review and discussion at a NSD Leadership Group meeting.
- Appropriate City boards, commissions and/or committees approve the naming for their particular facility taking into consideration any recommendations from the Neighborhood Services Department Area Leadership Group or other advisory groups.
- The proposed naming recommendation is forwarded to an ad-hoc committee of the City for approval appointed by the Mayor as appropriate.
- Final naming proposal is presented by the appropriate department to the City Council for approval.

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- The decision of the City Council is final and is implemented by the adoption of a resolution permanently naming the facility.
- Upon the adoption of the name, a plaque is installed at the facility to explain the significance of the naming (e.g., contributions to the community, donation of funds, historical record, etc.)

Skateboard
MAYOR

Attest:

Melvin A. Burrows
CITY CLERK

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DATE ADOPTED: NOV 27 2001

Naming the Studios for the Performing Arts Project Building

RESOLUTION NO.

Adopted by the Sacramento City Council

NAMING THE NEW BUILDING LOCATED AT 14TH & H STREETS, "THE E. CLAIRE RALEY STUDIOS FOR THE PERFORMING ARTS"

BACKGROUND

- A. In 2005, four arts organizations, including The Sacramento Ballet, The Sacramento Opera Company, Sacramento Philharmonic Orchestra Association, and California Musical Theatre ("Arts Organizations"), approached the City of Sacramento to seek a partnership in a public-private Project to provide rehearsal, office, and classroom space for the Arts Organizations. This Project will support performing arts within the region by providing a shared facility suitable for use by multiple nonprofit arts organizations. The Project aligns with the City Council's strategic focus areas of culture and entertainment.
- B. On October 11, 2005, City Council authorized the City Manager to identify Projects for a 2006 Community Reinvestment Capital Improvement Program (CRCIP) bond issuance. This Project was formerly known as the Arts Rehearsal Space Project and was included in the approved 2006 CRCIP bond issuance approved by City Council on May 23, 2006 for \$9.0 million. At that time, Council also approved a "bridge loan" in the amount of \$5.0 million that will be repaid by the Arts Organizations.
- C. In March and April 2007, the Arts Organizations presented the SPA project and its design to several neighborhood organizations including the Alkali and Mansion Flats Neighborhood Association, the Boulevard Park Neighborhood Association, the Downtown Sacramento Partnership and the Midtown Business Association.
- D. On May 16, 2007, the Design Review Commission unanimously supported the project.
- E. The current cost estimate for the Studios for the Performing Arts (SPA) project is \$25.4 million. The Arts Organizations have commenced a capital campaign to raise its portion of the project which is approximately \$11.4 million. The capital campaign has been successful in receiving a \$5 million donation from Joyce Raley Teel.
- F. The Arts Organizations and City Staff are proposing the SPA building be named "The E. Claire Raley Studios for the Performing Arts" which is consistent with the Naming Rights Policy adopted by City Council on November 21, 2001 (Resolution 2001-779).

Naming the Studios for the Performing Arts Project Building

- G. Joyce Raley Teel is recognized as a community philanthropist and major individual donor to the project.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The Studios for the Performing Arts Project building to be constructed and located at 725 14th Street shall be named "The E. Claire Raley Studios for the Performing Arts".