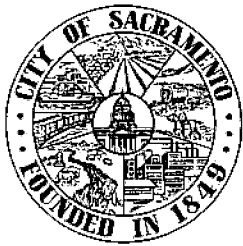


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CITY OF SACRAMENTO
CALIFORNIA

OFFICE OF THE
CITY MANAGER

August 5, 1981

CITY HALL
915 I STREET - 95814
(916) 449-5704

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Three-Party Agreement for the Construction of the Sacramento History Center

SUMMARY

This report recommends that the Mayor be authorized to execute an Agreement with the County of Sacramento and Sacramento History Center, Inc. designating the City as Lead Agency for the construction of the Sacramento History Center.

BACKGROUND INFORMATION

On January 13, 1981 the City Council adopted Resolution 81-022 authorizing the City Manager to negotiate an Agreement for the construction of the Sacramento History Center with the County of Sacramento and Sacramento History Center, Inc. The attached Agreement represents the final draft of the subject Agreement. The Agreement provides the following:

1. Designated the City as Lead Agency to construct the Sacramento History Center on a specified real parcel within the Old Sacramento Historic District.
2. Specifies the amounts and method of contribution of the three-parties to the Agreement.
 - a. City - \$1,060,000
 - b. County - \$1,200,000
 - c. History Center, Inc. - \$740,000
3. Excludes exhibitry (this is the sole responsibility of the Sacramento History Center - estimated cost \$1.2 million).
4. Apportions liability pursuant to Government Code Section 895.4.
5. Vests title to all buildings, facilities and improvements with the City.

APPROVED
BY THE CITY COUNCIL

AG 81019

AUG 11 1981

OFFICE OF THE
CITY CLERK

FINANCIAL DATA

Funds for the construction of the Sacramento History Center have been appropriated from the following sources:

FY 77-78	1974	State Park Bonds (County)	\$ 250,000
FY 77-78	1976	State Park Bonds (County)	250,000
FY 78-79		GRS (City)	500,000
FY 79-80		GRS (City)	500,000
FY 79-80		T.O. Tax (County)	500,000
FY 81-82	1980	SPBA (County)	200,000
		Shig Tahara Fund (City)	60,000
		Sacramento History Center, Inc.	<u>740,000</u>
TOTAL FUNDS AVAILABLE			\$3,000,000

The preliminary project cost provided by the architectural consultant is \$2,620,000 and an additional \$30,000 in furnishings is estimated by the City staff. Overall project administrative costs by the City require additional appropriations during the life of the project which is estimated to be two years in duration. A report will be filed with the Budget and Finance Committee identifying the funding needs and sources in the immediate future.

RECOMMENDATION

It is recommended that the City Council, by resolution, authorize the Mayor to execute the three-party Agreement on behalf of the City for the construction of the Sacramento History Center.

Respectfully submitted,

Solon Wisham, Jr.

SOLON WISHAM, JR.
Assistant City Manager

Recommendation Approved:

Walter J. Slipe

Walter J. Slipe
City Manager

August 11, 1981
All Districts

RESOLUTION NO. 81-596

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION AUTHORIZING CITY MANAGER AND
CITY CLERK TO EXECUTE AGREEMENT AMONG
CITY OF SACRAMENTO, COUNTY OF SACRAMENTO
AND SACRAMENTO HISTORY CENTER, INC.
REGARDING THE SACRAMENTO HISTORY CENTER

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

That the City Manager and City Clerk are authorized and directed to execute that certain agreement by and among the City of Sacramento, County of Sacramento and Sacramento History Center, Inc. designating the City as Lead Agency for the construction of the Sacramento History Center. The total sum of funds authorized pursuant to this agreement is \$1,060,000.00 according to the terms and conditions of the agreement.

MAYOR

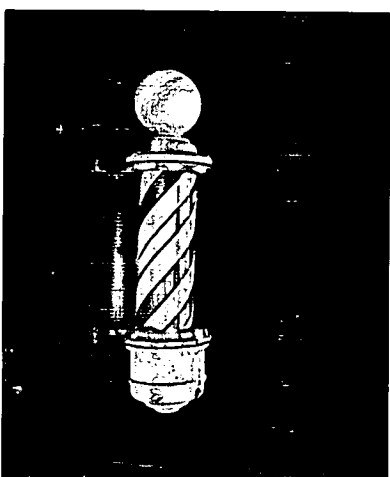
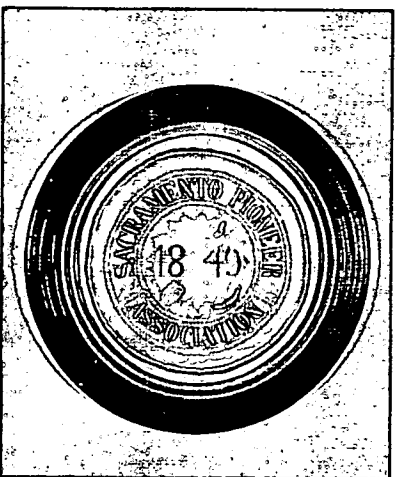
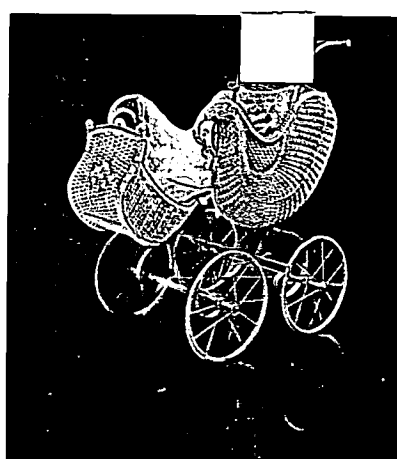
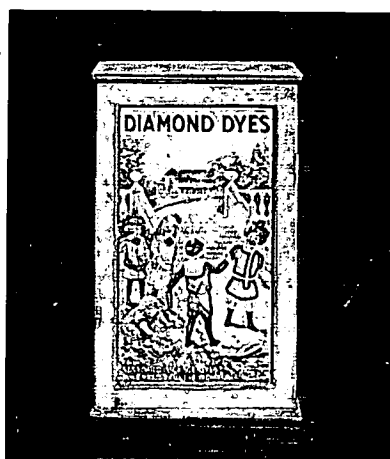
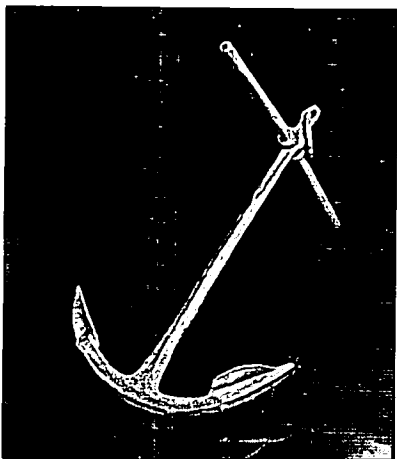
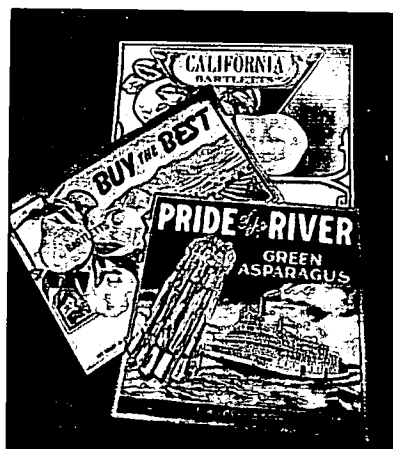
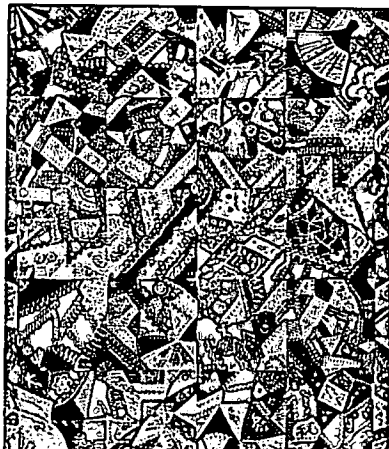
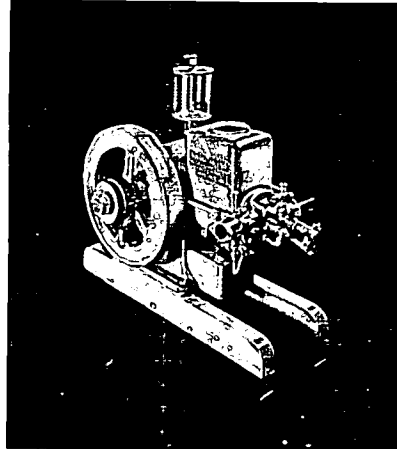
ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

AUG 11 1981

OFFICE OF THE
CITY CLERK



*The challenge is ours...
 ... to carry forward the heritage of Sacramento
 and the Valley for future generations...*

The Sacramento History Center Building Campaign



*"Strike from the map the
of Sacramento, and
civilization on the Pacific
will lose one of its bright
jewels."*

*Weekly Union,
November 5, 1852*

A Proud Heritage

The history of the Sacramento Valley is a stirring panorama of dramatic events, varied cultures and daring enterprise unlike that of any other region in California.

Great undertakings of national significance centered here: the Gold Rush... the Pony Express... the beginning of the trans-continental railroad... the creation of the rocket engines that lifted man off the moon.

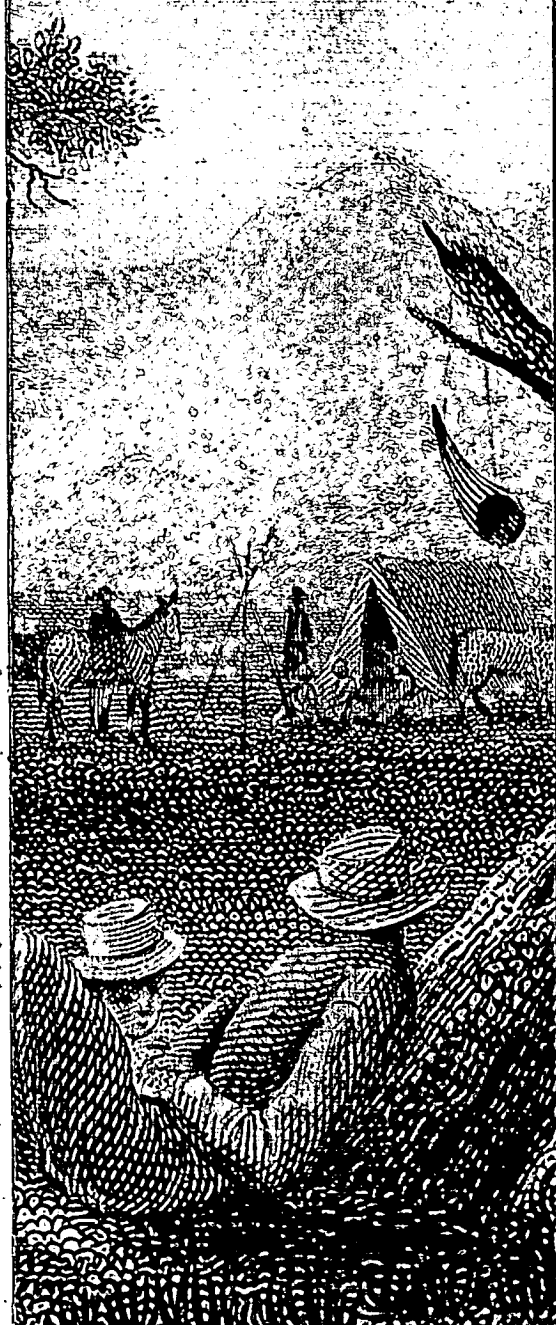
Wagon train, paddle wheel steamboat, and stageline played pioneering roles in the opening of the Valley to mining and settlement. Each has a rich story to tell.

A succession of peaceful Native Americans, Hispanic soldier-explorers, daring mountain men, visionary land-barons set the stage for the Forty-niners. Asians, Europeans and Americans from every state in the Union mined the gold, built the railroad, became merchants, farmers, ranchers. Valley history took shape from their energy and vision.

Above all, the Valley's story is the story of people: adventurers like Gabriel Moraga, who opened the way to the Missions... pioneers such as Josette Work, who trapped beavers by side with her husband... legendary heroes like the Black Mountain man Jim Beckwourth, who discovered the Pass that took the Western Pacific to the Sierra.

The hub of Valley life was the City of Sacramento: starting point of the Sierra diggings; pivot of commerce, transportation, agriculture and communication; California's historical Capital.

"Here," wrote a miner in 1851, "swarm, bustle, and activity of men of all nations, the contrasts of customs, manners, languages" produced a colorful, frontier scene.



gon boys, with hair
 oned, loping through
 on horseback, their
 ' trailing, raising a
 ' dust! Wild cattle,
 ing the Sacramento,
 up the banks, and
 ' Ned' with our tents
 nder."
 sence of Sacramento."

The site was the City's great vantage point. At the confluence of two mighty waterways, it offered a strategic route for trade goods, miners and settlers to the northern interior.

To hold that advantage, the City fought fire, flood and pestilence. Her courageous struggle for existence, wrote the *Daily Star* in 1861,

"developed her nerve and muscle and proved her vitality beyond that of any city of modern times."

Known to all Americans are the great names of Sutter, Stanford, Crocker and many more. But there are others who merit celebration:

- the seventeen physicians who died fighting the cholera scourge of 1850...
- the Masons and Odd Fellows who refused to flee the city and stood fast to care for the stricken...
- the women who founded Sacramento's first care centers for orphans and the aged...
- and the anonymous merchant who devised a bold scheme to save Sacramento from the floods that threatened its future.

In less than twenty years from its founding, the boom town of wood and canvas had given way to the elegant Capital, graced with splendid architecture and lush gardens.

Here, Judge E.B. Crocker brought art treasures from Europe. Proudly, the women's Saturday Club presented Madame Schumann-Heink and Fritz Kreisler.

The Valley flourished, as Pelton's water wheel raised gold productivity to new heights. Brand names developed by the region's food processors soon established the national standard for quality.

Today, Sacramento is the business and financial center of one of the most productive agricultural areas on earth. It has become a world shipping center; one of the top-ranking growth markets in the country; acclaimed for its quality of life.


Now, for the first time, there will be a place to exhibit its vivid pageantry, from the beginning to the present.

That place is Sacramento's own History Center — a dream long-cherished, whose time has come.

CALIFORNIA STATE
FAIR
SACRAMENTO

SEPT. 2 TO 9

7 DAYS - 7

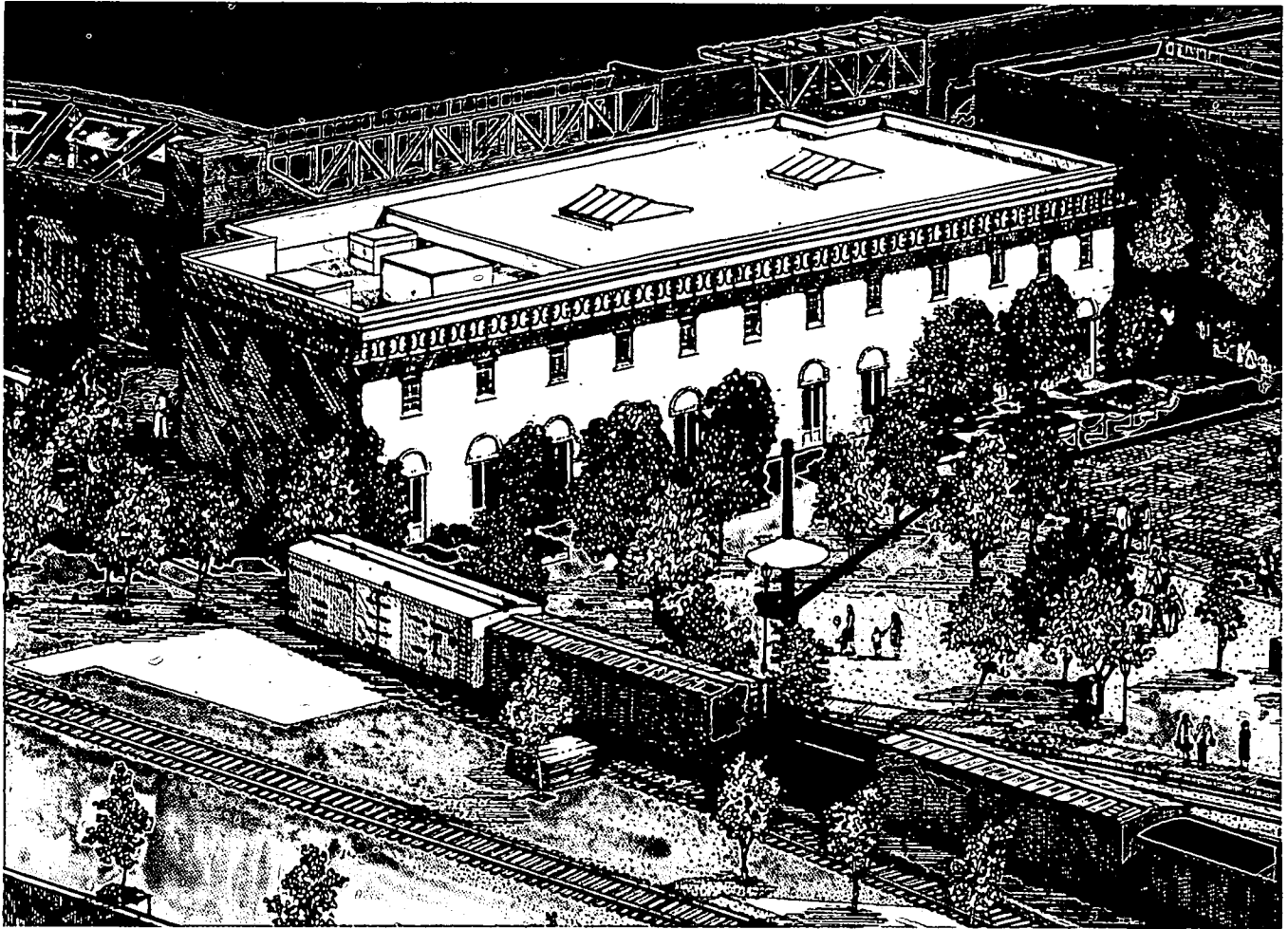


FREE NATIVE BORN Admission Day Celebration - FREE
 FREE LA BOM DAY CELEBRATION - FREE
 FREE ELECTED GARDENAL - FREE
 FREE AGRICULTURAL PAVILION SCHEM - FREE

100,000 Premiums, Prizes, Entertainment, and More
 10 Shows: 10 Shows, 10 Shows, 10 Shows, 10 Shows
 One Admission Pays For All Shows, Prizes, Exhibits
 Covered Free. Liberal Premiums for the best of anything

WILLIAM F. KEAR, President.

For Information and Program List, address ALBERT LENTLEY, Secretary, Sacramento, Cal.



The Sacramento History Center

The History Center's single purpose is to make the heritage of California's Capital City and Sacramento Valley accessible to the public on a scale never before possible.

To fulfill that mission, the History Center will provide:

- An innovative exhibition center, depicting the panorama of Valley history from pre-Gold Rush days to the present.
- An educational resource, featuring authentic historical materials, interpretive tours, and activities for all ages.
- A preservation bank, where valued memorabilia of the past and present can be held in safekeeping for the future.

The Center will be an integral part of Old Sacramento, the Capital's restored National Historic Landmark District. It will be built at the corner of Front and I Streets, immediately next to the state's Railroad Museum.

The exterior will be an authentic reproduction of Sacramento's original City Hall and Waterworks, erected on that site in 1854.

Inside, the space opens into expansive galleries, where state-of-the-art displays summon visitors to see, hear, touch and interact with the reality of the past.

One of the largest assemblages of gold ore specimens in the United States will be there; Governor Leland Stanford's elegant carriage; and the Eleanor McClatchy collection of memorabilia from the Gold Rush Era.

"There is not within a thousand miles of Sacramento another so beautiful city. The site... is unequalled. It is well shaded and favored every evening with a refreshing breeze from the ocean. In soil and climate no other city can surpass the City of the Plains."

Sacramento Evening Post
October 22, 1859

"Not one despairing face did we meet the morning succeeding the fire. The determination expressed by business men is to rebuild the city."

Weekly Union, November 6, 1852



A computerized Discovery Center will give access to hundreds of thousands of feet of rare television news film capturing the highlights of 20th Century history.

Or visitors may trace key aspects of Valley life portrayed in 21,000 catalogued photographs going back to the mid-1800's.

The original nucleus of the History Center's collections was brought together by the Sacramento Society of California Pioneers, founded in 1854.

Since 1959, the Sacramento Museum and History Commission added extensive materials. Now the collections number more than 90,000 catalogued items which embody the heritage of Sacramento and the Valley.

It was essential to build a regional museum to display this unique treasury. In 1979, the Sacramento History Center, Inc., a private non-profit organization headed by business and community leaders, was established for this purpose.



"This day some kind of mettle was found in the tail race [of Sutter's sawmill]... looks like goald."

*Henry Bigler, Diary
January 24, 1848*

Architectural estimates place the cost of constructing the museum at \$4,200,000, of which \$3 million is allocated to the building and \$1.2 million to the exhibitry.

Toward these costs, the City of Sacramento has committed one million and the County Supervisors \$1.2 million. A grant of \$300,000 from the National Endowment for the Humanities will provide endowment for future operating costs.

An outstanding gift of \$500,000 from the McClatchy Newspapers and Foundation leads the roster of support from the private sector.

The three private organizations which helped to found the History Center have pledged their support: the Sacramento Trust for Historic Preservation, the Sacramento Pioneer Association and the Friends of the Sacramento History Center.

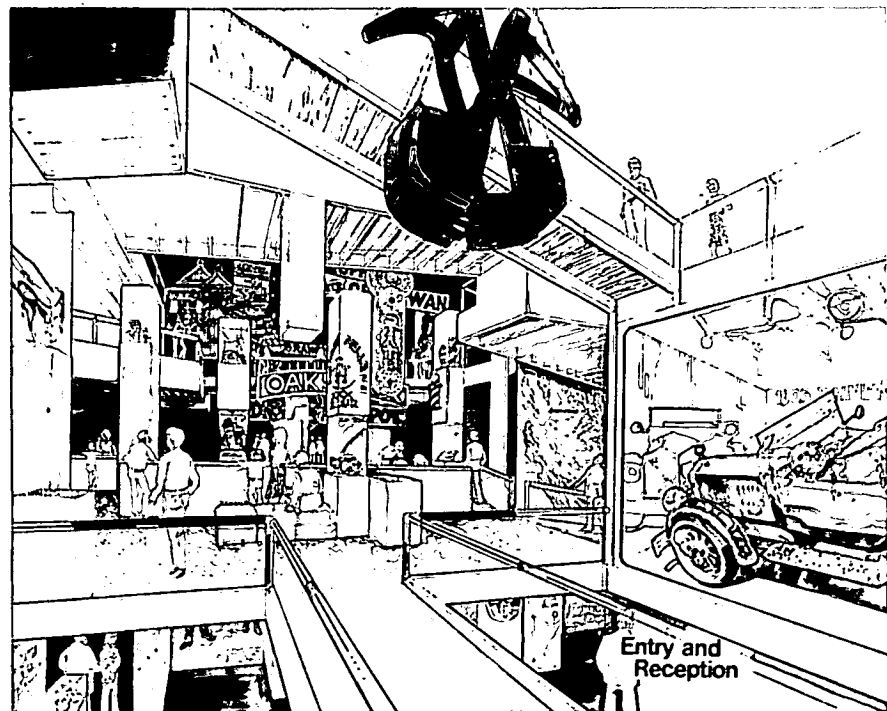
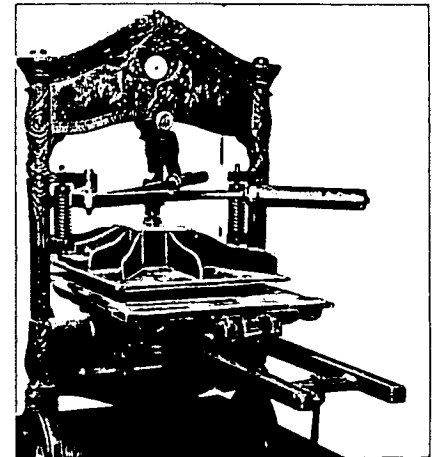
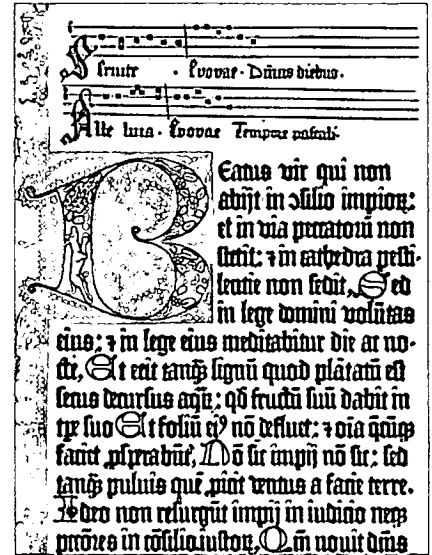
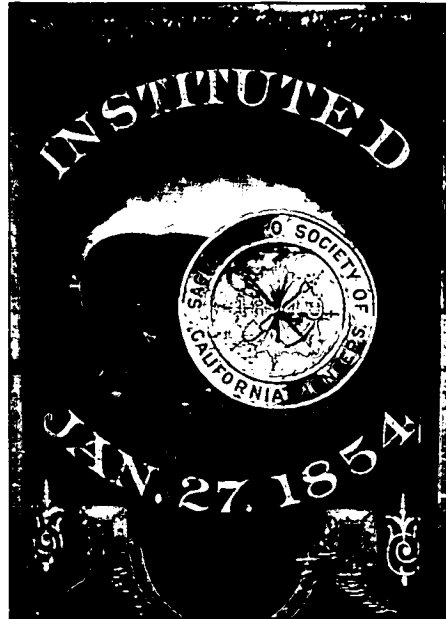
Other groups contributing major funds include the Rotary Clubs of the Greater Sacramento Area and the Sacramento Junior League.

Building on this solid foundation, the Board of Trustees of the Sacramento History Center is launching a community and state-wide drive to raise the remaining \$1.5 million needed for construction.

Heading the campaign is a Steering Committee of distinguished community leaders chaired by Herbert S. Rodebaugh, Sacramento District Manager, Pacific Gas and Electric Company.

Funds will be sought from a wide range of sources, including business and industry, private foundations, and friends.

All those with a commitment to the Valley and a pride in its heritage are invited to participate. It is a once-in-a-lifetime opportunity to make the dynamic story of Sacramento and the region a visible and lasting inheritance for all of California and the nation.



A Journey of Discovery

What will visitors actually see and experience at Sacramento's new History Center?

"In the beginning there was no sun, no moon, no stars. All was dark, and everywhere there was only water."

Mahto creation tale

It will be a journey of discovery dominated by four dynamic themes that shaped the Valley's destiny: The Geological Imperative; Community; The Human Dialogue; Technology. Within each major gallery, multimedia displays, advanced exhibit design and authentic objects are used to awaken a keen sense of place. Specific events in Sacramento's history are related to what was happening at the time in other parts of California, the country and the world.

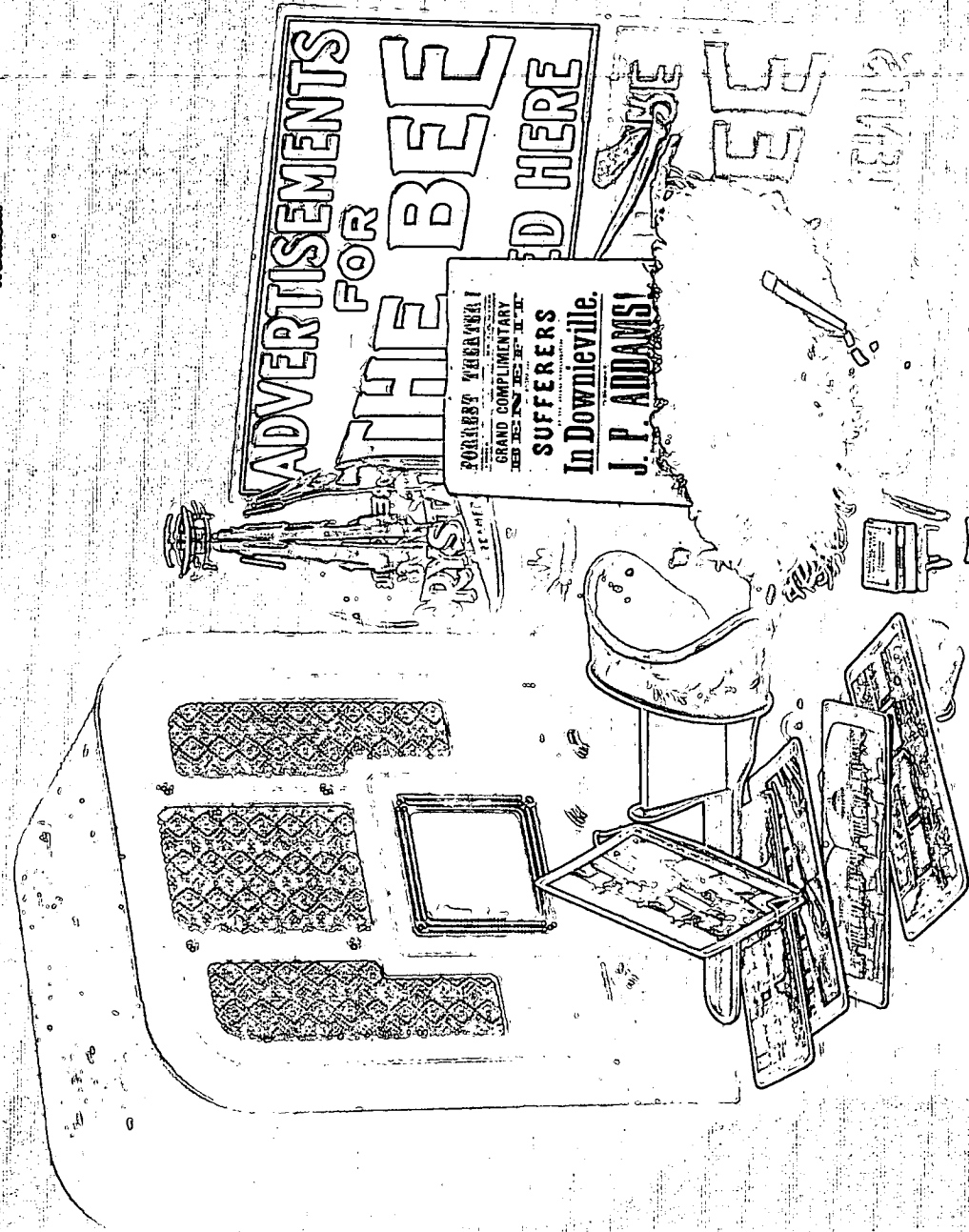
At the end of the journey, the visitor emerges with a realization of deep kinship with the Valley's roots and its future.

The Geological Imperative — the first of the four major themes depicts the cataclysms that molded the land and rivers and deposited their mineral wealth.

- It tells the story of
- Mahto and Miwok creation myths... Native American ways of managing the land and its resources.
 - The gold ore of the Mother Lode.
 - The impact of mineral extraction... and the dramatic effects of land reclamation.
 - The Valley's energy resources and solar potential.

Community — exploring the many ways in which people have banded together to survive and build for the future.

- The exhibits highlight
- Native American communities... and the early Mexican, European, Russian and American explorers and trappers.
 - The founding of Sacramento: Gold Rush communities.
 - Struggles against flood, fire and disease from frontier town to Capital City.
 - How people lived at home, at work, at play; pioneer churches, schools.
 - Commerce and agriculture: Sacramento's growth as a leading metropolitan center.
 - Profiles of outstanding men and women.



The Human Dialogue — People communicating with people.

- Letters and diaries; Pony Express; newspapers; printing presses; 20th Century media.
- California's first theater; music, education, the fine arts.
- Politics: election triumphs and disasters; personalities and issues: women's suffrage, prohibition, Nissei relocation.
- Social groups and pioneer fraternal organizations.
- Photography, radio, television: capturing the kaleidoscope images of change.

Technology

On September 9, 1895, 30,000 people thronged into the City of Sacramento to celebrate the coming of electricity.



Power was generated twenty-two miles away at the Natomas Company's dam in Folsom, making the transmission the longest ever attempted in the United States.

That night, Sacramento's streets flared in a great festival of light. A brilliant ray streamed from the Capitol dome. On major thoroughfares below, illuminated floats glided past brightly lit buildings. Stretched across the line of parade, glittering signs welcomed the crowd to the "New Sacramento."

The event symbolized America's love of mechanical ingenuity and new inventions. The History Center will show how life in the Valley was transformed not only by electricity but by the first washing machines and automobiles... by Benjamin Holt's caterpillar tractor and the clam shell dredge... by solar converters and space rockets.

Animation is the keynote of the Technology gallery. Exhibits show a montage of working mechanisms of increasing complexity and power, propelling the Valley toward new prosperity.

In every gallery, the abundance of materials displayed urges visitors to return for further exploration. Additional objects will be constantly rotated from the historical collections and new exhibits introduced. Major themes may change in response to current insights and events.

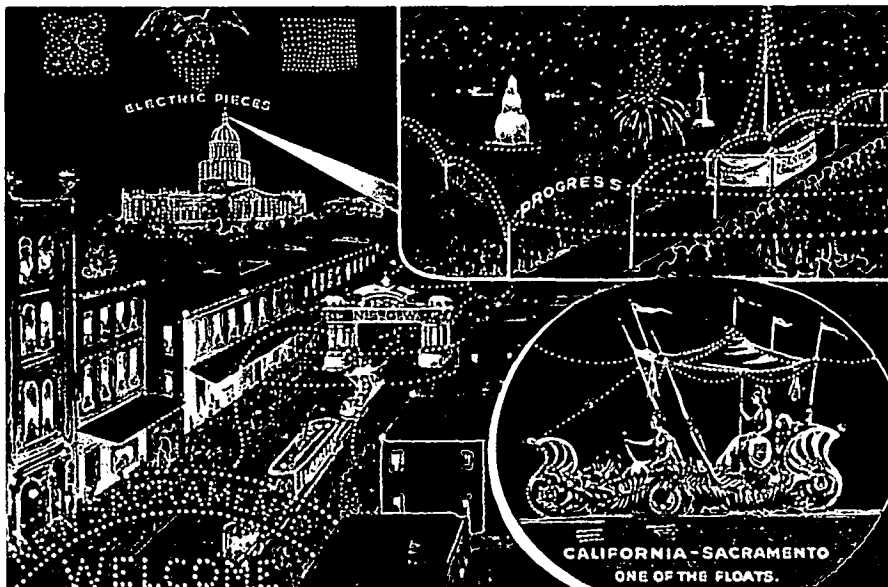
Thus the History Center will always be a living resource, rewarding the visitor with fresh discoveries on every visit.

"What happy times we had... when the boys dropped in, took a chance at our frugal repast, imbibed just a taste of whisky, puffed their short pipes, wrapped themselves snugly in their blankets and were comfortable, sleeping so soundly, so sweetly... We were then a happy people!"

"Reminiscence of Sacramento."

*Sunday, March 8, 1914:
"With this day opens a new volume of my life history. Twenty years have been completed. On this, my twentieth birthday, I must face life as a young woman. And oh how good to me life looks. It is full of hopes and ambitions..."*

Catherine Patterson, *Diary*



"The Citizens of Sacramento, California, cordially invite you to join them in the Grand Electrical Carnival, commemorative of the... greatest operative electrical plant on the American Continent."

Invitation Committee
September 9, 1895



QUAIT'S
WILD CHERRY
TONIC
COMPOUND
THE W. L. QUAIT CO.

LINDLEY'S
MOTOR
BRAND

SIXTY
Have
Simpson
addings

100 PAGES
150 PAGES
100 PAGES
150 PAGES

THE COUNTY OF SACRAMENTO
IN SENATE ASSEMBLY
JANUARY 1885

SENATOR

James A. [unclear]



A distinctive feature of the new Sacramento History Center is the vertical core that holds the Resource Center.

Here are the archives used in tracing family history; the age of one's home; the founding of a business; the development of a community area. Within these prime sources can be found the memoirs of a fraternal organization; the biography of a political cause.

Through the original stone archway to the *Sacramento Eye*, visitors will find the Eleanor McClatchy Memorial Gallery, a delight to all lovers of California's history and the printer's art.

A prayer written in Chinese is reportedly the oldest text printed on paper. There is a page from the Gutenberg Bible, and the first printing done in English.

Rare 15th and 16th Century maps attest to the long-held belief that California was an island.

Visitors may browse through issues of a thousand different California newspapers, beginning with the first paper started in Monterey in 1846. The romance of theater history can be seen in more than 500 posters, programs and memoirs.

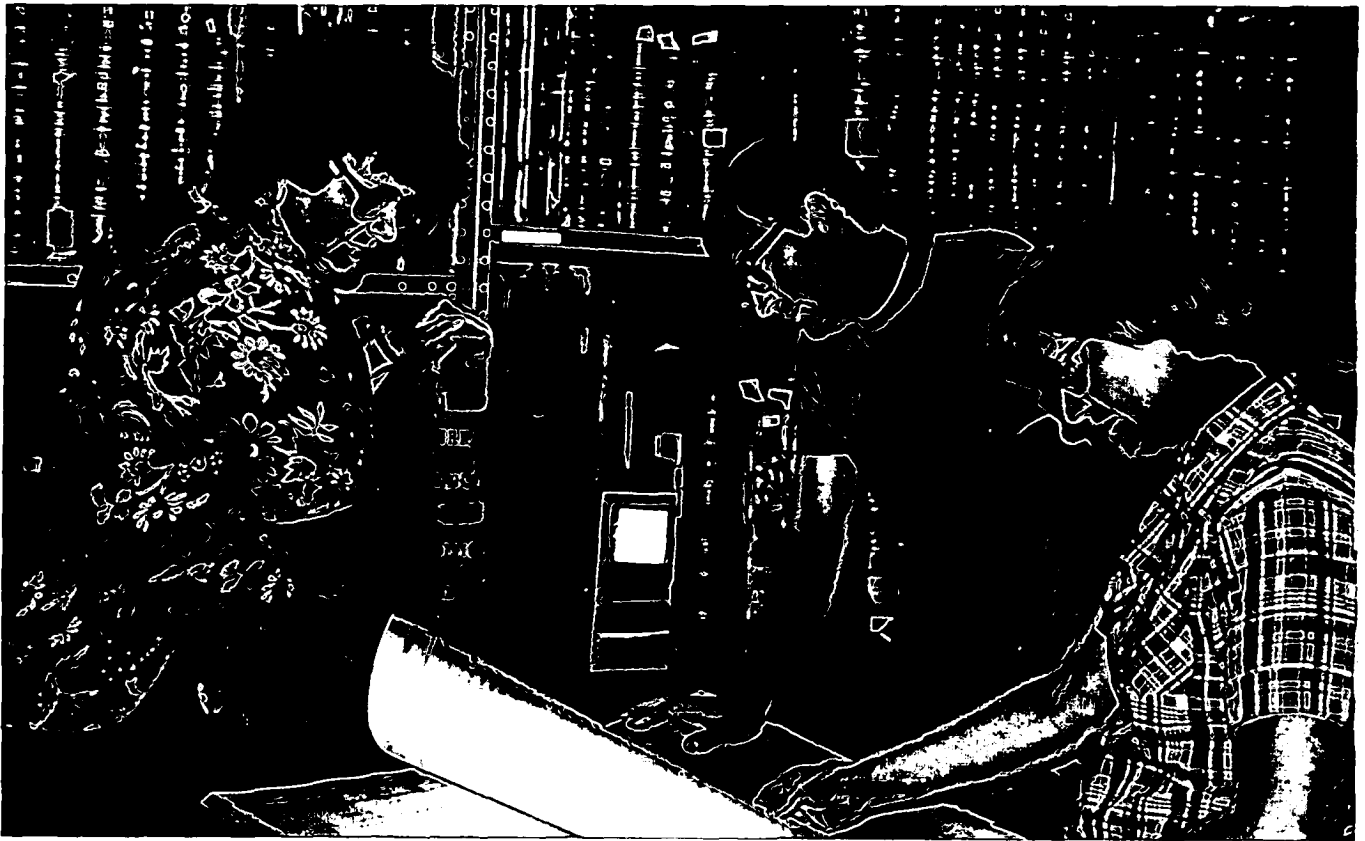
While all the collections of the History Center cannot be put on display, all are open to students and history buffs. Artifacts include parade costumes, wedding and christening gowns, household furnishings and decorative arts spanning 125 years of change.

Colorful signs and advertisements document the growth of commerce and industry. Tools and instruments mark the milestones in agricultural development.

Riverboat memorabilia, primitive drayage wagons, elegant carriages and turn-of-the-century automobiles evoke the transformation of transportation.

Because these objects are "the real thing," they conjure vivid images of the way people actually lived, thought and acted. Without such materials, our knowledge and understanding of the past would be forever dimmed.

Enriched by every new generation, the collections are an inexhaustible treasury that grows in value and meaning with every passing year.



Outreach to the Community

"The best proof of the industry, the energy, the enterprise and liberality of the Sacramentans, is... the magnificence of their City."

Sacramento Directory.
I. N. Irwin, Publisher
San Francisco, 1857

"[The City] possesses an attractiveness to the man of family, which bespeaks its future wealth and happiness."

Placer Times, May 27, 1850

Enthusiastic volunteers have for years found pleasure and satisfaction in helping professional staff preserve and care for the collection.

The new museum building will open many new opportunities for participation. Volunteers will act as hosts and hostesses, museum interpreters, or will take programs to classrooms and community groups.

The History Center's goal is to become a focal point for community activities, learning, and enjoyment related to historical interests.

Its active outreach program will begin with interpretive tours for all ages. Docents will work with schools to develop activities that will enrich classroom education. Speakers and special programs will be made available to clubs and organizations.

Opportunities to explore historical sites and the changes occurring in the region are available through the Friends of the Sacramento History Center. The Friends' program features tours, lectures, and other activities, and membership is open, at modest fees, to everyone.



For All Californians

"We present in these pages several views of Sacramento as she is, and as she has been...we refer you to the history of her trials and misfortunes...we point you to her present achievements...to her unconquerable energy, which has triumphed successfully through Pestilence, Fire and Flood...and we ask, what may we not expect for her Future?"

*Sacramento Illustrated,
Baker & Baker,
Sacramento, 1855.*

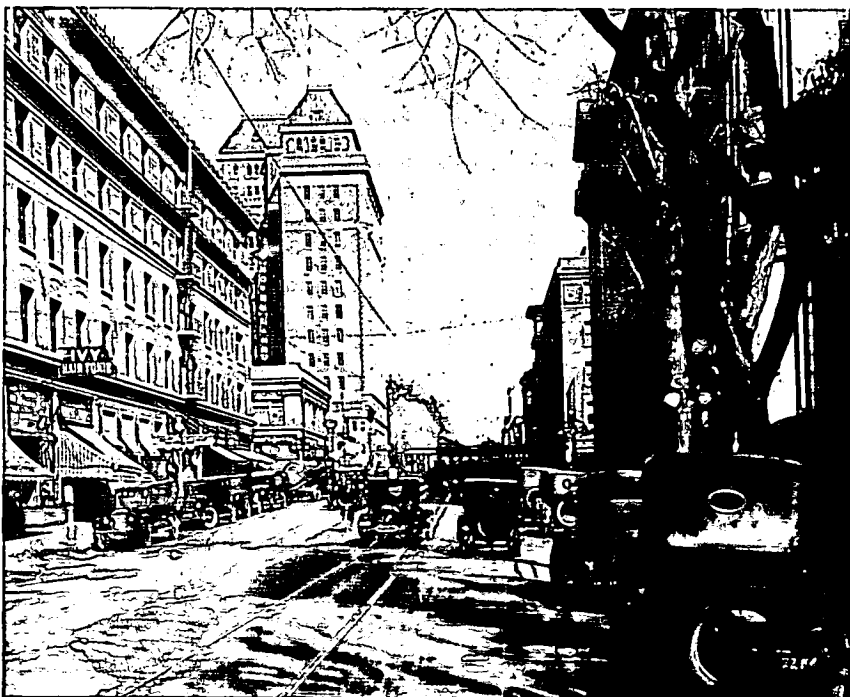
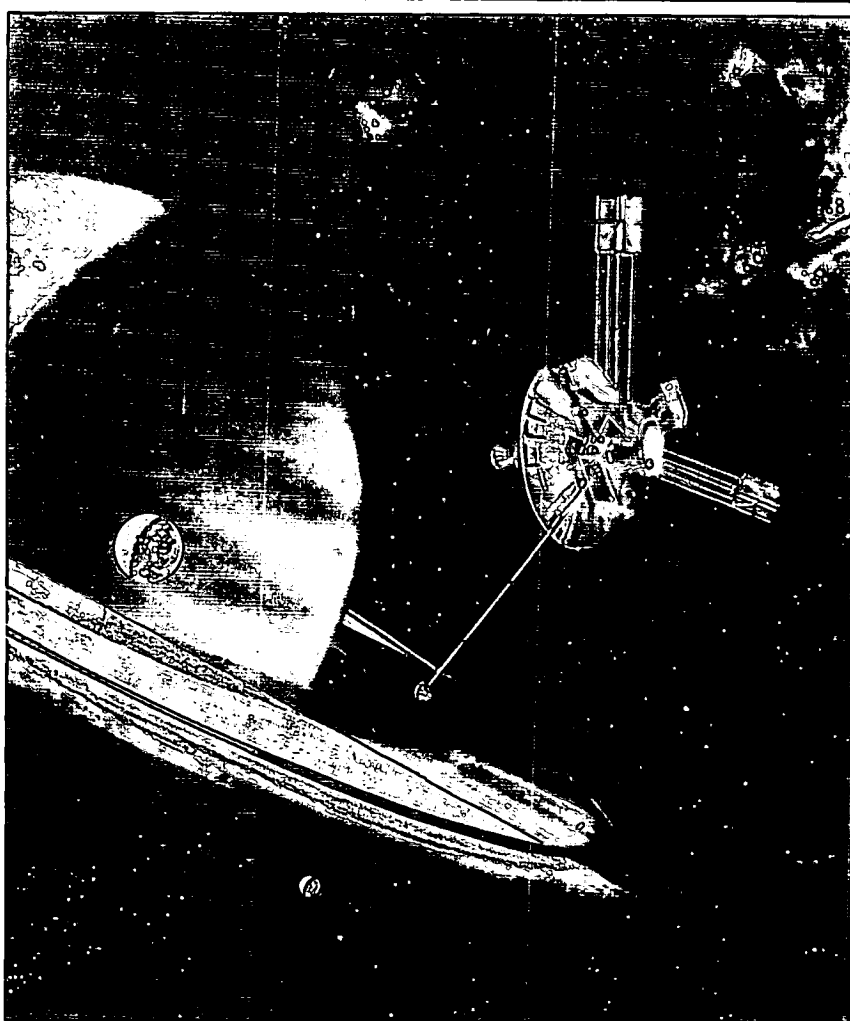
The Sacramento History Center is destined to become a place of special significance for all Californians. For it displays the trials, achievements, and triumphs of their own Capital City.

Today, in every region of California, families enjoy tracing their genealogies. Significant architecture is being restored to fresh usefulness. And the streets of important historic sites, such as Old Sacramento, are again flourishing with people and commerce as they were in past centuries.

But though the History Center plays a vital role in this renewed interest in California's heritage, it is not just about the past. For new history is being made every day. You, your family, your work, your business are a part of it.

The History Center is the place that links your unfolding story with the Capital's past so that both may become a living, vital part of tomorrow.

With your help, this special place will become a reality in Sacramento, for you and your generations to come.



The Benefits of Your Investment

Few investments indeed can yield greater or more lasting returns than investment in the Sacramento History Center.

1) The History Center enriches the quality of life in the Sacramento area by offering rewarding activities and experiences for every age.

Behind the many reasons which account for the Valley's remarkable growth and achievements lies a deeper truth. The Sacramento area has progressed because more and more people want to live here and enjoy the quality of life which the region offers for themselves and their children.

The History Center provides a new center of activities, enjoyment and learning for all, with programs for volunteers, school children, families and a community-wide membership.

2) It will foster a new appreciation of the region's heritage.

There has never before been an institution dedicated to exhibiting the history of Sacramento and the region.

There has never before been a showcase for the Center's unique historical collections.

Now, there is an opportunity to build this important resource, which will accrue a rich harvest of benefits to the community and the state.

3) The History Center will enhance the region as an outstanding locality and market for business and industry.

Because business firms recognize the importance of the community's quality of life to their business and to their employees, more and more corporations across the country are supporting cultural institutions such as museums.

For example, corporation gifts to museums rose from \$10 million in 1976 to \$17.1 million in

1978, a 70% gain in just two years.

Significantly, the largest share of dollars given by corporations to cultural institutions — 19% — went to museums.*

4) The History Center reinforces Old Sacramento as an outstanding family attraction.

In five years, museum attendance nationwide has increased by 50 million: from 300 million in 1975, to 350 million in 1979.*

Sacramento's Historic District restoration draws more than 7,250,000 visitors each year, who generate an estimated \$145 million in business for the City.**

The History Center will add an important dimension to every family's enjoyment of the Historic District and help to keep its economic benefits strong.

5) By highlighting the pioneer city where western railroading began, the History Center becomes an important partner to the State's new Railroad Museum.

As the center of transportation for the West and Northwest, Sacramento's story features not only the railroads, but sloops, paddlewheel steamboats, wagon trains, overland stages, carriages and early automobiles.

Because it presents the full, historical dimensions of the City where railroading began, the History Center enlarges the visitor's perspective and becomes an essential complement to the State's Railroad Museum.

6) Your investment builds a focus of pride for all Californians, for it is the only institution which portrays and transmits the history of the Capital.

The Sacramento History Center's community is no less than all of California, for its story is that of the State Capital.

For all Californians, therefore, Sacramento's History Center is also their own.

7) Your gift not only preserves the past, but is an investment in the future.

Each rare artifact preserved, each brave event commemorated, each tragedy examined, enlarges the capital of knowledge and inspiration we draw on in building the future.

The History Center is the keeper of that rich inheritance, ensuring that it will be passed to those who follow.

Planning Your Gift For Tax Savings

Federal tax laws encourage a high level of generosity to projects such as the History Center Building Campaign by allowing impressive tax savings for donors. Often, these savings will enable a donor to give significantly more than would otherwise be possible.

It makes good sense, therefore, to plan your gift to realize the maximum possible tax savings for you, as well as the greatest possible support for the History Center.

Corporations are permitted by federal income tax laws to deduct up to 5% of their annual net income before taxes. Since this reduces the corporation's taxable income by the amount of the gift, the out-of-pocket cost to the company is substantially less than the actual gift.

In 1980, total corporate contributions to all philanthropy reached \$2.55 billion. In spite of a drop in pretax income for all businesses, this was the highest total ever given by the business community. It represented 1.05% of corporate pretax income, the largest percentage since 1970.*

Below are some of the ways you can accrue tax advantages through your gift. We suggest that you consult your tax advisor for details on the giving mode that is best for you.

Pledging a Gift of Cash

Budgeting, or pledging, a gift over a three-year period makes it possible for donors to give the larger amounts necessary if the History Center campaign is to succeed. Contributors receive the related tax deduction during each year in which the pledge payments are made.

*Giving USA, 1981 Annual Report. American Association of Fund Raising Counsel, Inc., New York.

**Estimates furnished by the Sacramento Convention and Visitors Bureau.

Annual cash payments towards your pledge result in a current income tax deduction of up to 50% of Federal Adjusted Gross Income (AGI) (20% for California purposes). Any unused gifts are allowed as carryovers for the next five years.

Gifts of Capital Assets

Gifts of land, securities, or other capital assets which have been held for more than a year and have appreciated in value, offer additional tax advantages.

The donor avoids paying capital gains tax on such gifts and may deduct their current market value from taxable income, subject to certain limitations.

However, if capital assets have depreciated in value, you should sell them yourself prior to donating the proceeds to the History Center. This method will result in two tax benefits. First, you may take, subject to certain limitations, a capital loss deduction on the sale; and second, you may deduct the cash gift as a charitable contribution.

Because of the additional advantage of not paying taxes on the gain, the giving of appreciated land or securities offers a way for many donors to make larger gifts than could be given in cash.

In most cases, contributions of appreciated property are allowable to the extent of 30% of Federal AGI (20% for California purposes). Any unused gifts are allowed as carryovers for the next five years.

Gifts in Kind

Gifts in kind are additional ways of giving which can realize high levels of generosity to the History Center and provide tax savings for you.

Gifts in kind would be donations of materials and services of others needed for the building construction, landscaping, exhibitry, equipment and furnishings. Unfortunately, neither the Federal or California tax laws allow charitable deductions for the value of an individual's personal time.

The History Center will be glad to consider such gifts with appropriate donors, in order to determine their acceptability. The valuation for tax purposes of such gifts is the responsibility of the donor.

Deferred Giving

Insurance, bequests and charitable trusts are forms of deferred giving which allow donors to make a gift now that will benefit the History Center in the future. Many forms of trusts allow the donor or surviving spouse to receive a lifetime income from the gift, as well as substantial tax advantages.

While deferred gifts cannot be applied toward the building fund, they can be of great benefit to the endowment fund to support the History Center's ongoing operations.

Commemorative Gift Opportunities

Portions of the History Center building or its exhibitry may be named as a tribute to persons whom donors wish to honor.

In addition, such gifts may most appropriately bear the name of the donor, as a visible expression of commitment to Sacramento and the region, and an inspiration for others.

Individual galleries and exhibits; reception and orientation areas; the Archives Center and study room; the docent and tour center; exhibit preparation space; the garden and entrance courtyards are among the various parts of the museum which may be named for the donor or his or her designate.

A bronze plaque will be placed within the appropriate area in accordance with the donor's wishes.

Such memorials are enduring monuments to a beloved family member, the founder of a business or organization, or any other individual whom the donor holds in deep regard.

It is an unusual opportunity to commemorate the lives of those who have made significant personal contributions to the history of Sacramento and the Valley.

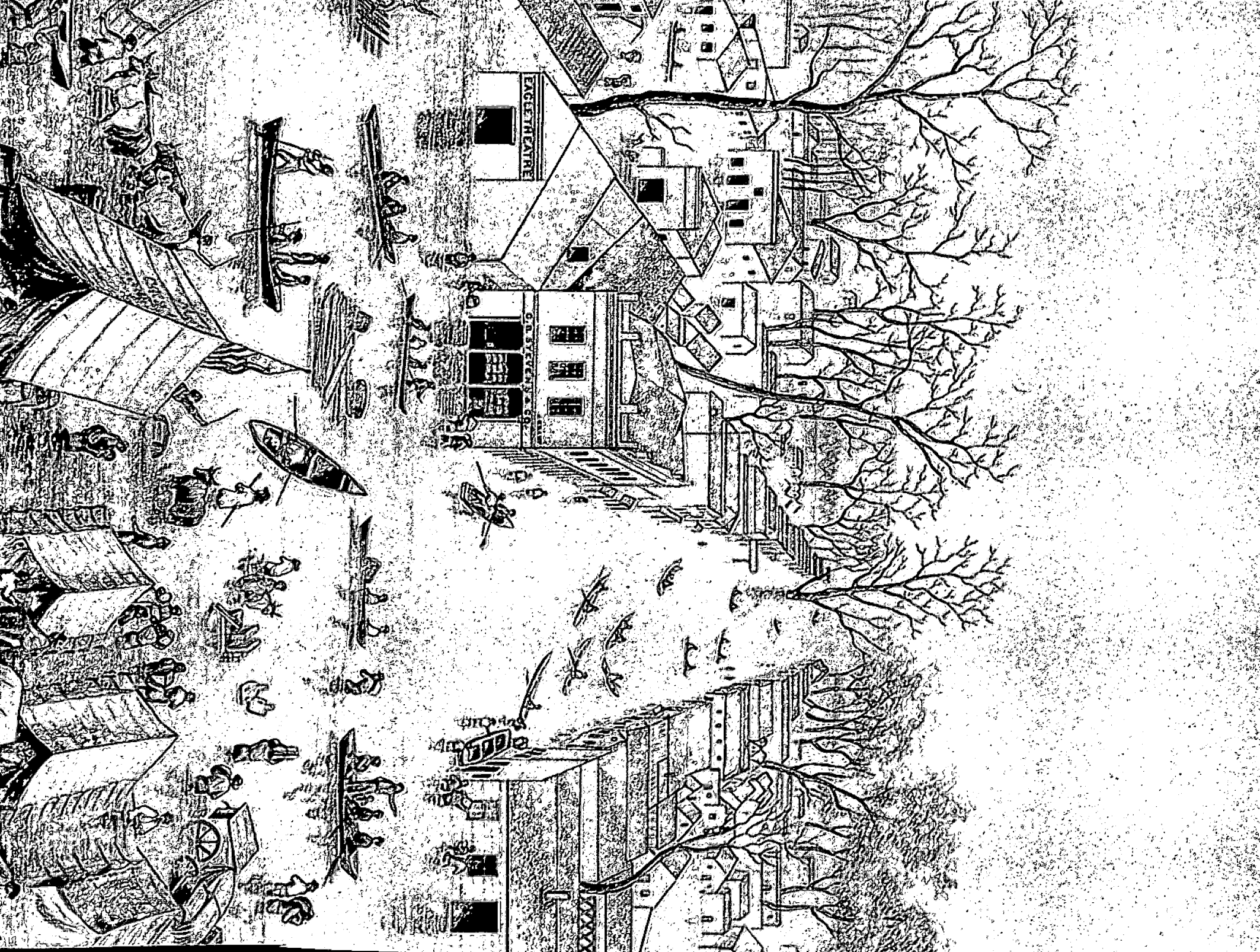
SAMPLE TAX SAVINGS*

The following table gives you some idea of the tax savings to be generated by your gift to the History Center. You should consult your tax advisor for the actual tax benefits to be generated by your own gift.

TAXABLE INCOME before contribution and California tax deduction	\$25,000.	\$35,000.	\$45,000.	\$60,000.	\$90,000.
Amount of gift	\$ 5,000.	\$ 5,000.	\$ 5,000.	\$ 5,000.	\$ 5,000.
Reduction in Federal income taxes	\$ 1,290.	\$ 1,640.	\$ 1,920.	\$ 2,190.	\$ 2,400.
Reduction in California income taxes	\$ 290.	\$ 420.	\$ 540.	\$ 550.	\$ 550.
Total tax savings	\$ 1,580.	\$ 2,060.	\$ 2,460.	\$ 2,740.	\$ 2,950.
Percentage of gift paid through tax savings	31.6%	41.2%	49.2%	54.8%	59.0%

*Based on:

- Tax rates applicable to a married couple filing jointly
- Assumes the donor is subject only to the normal tax rate



The Spirit of Sacramento

"Plainly, Sacramentans mean to work for the next generation as well as for themselves."

Nevada Transcript, 1866.

Is there a time, an event, a turning point in history, that can crystallize the spirit of a city?

For Sacramentans, such a time came in January, 1850. The event: a raging flood that threatened to wipe out the pioneer town.

Following two months of heavy rains, the Sacramento River had risen alarmingly fast. On January 8, the swollen waters surged over the banks, sweeping away piles of merchandise on the embarcadero and in a single day engulfing the streets.

People fled their tents and flimsy wood shelters. Merchants struggled frantically to haul their wares onto high ground. Cots carrying the sick were caught up in the waist-high waters and swirled helplessly about. Every available boat was commandeered to rescue women and children.

After months of struggle against mud and water, Sacramentans faced a choice. They could abandon their flourishing City, moving homes and businesses to rival towns. Or they could fight for the riverbank site that offered a vital waterway to the mines and the settlement of the interior.

The choice was made. By the time the next rainy season came around, a levee five feet high and twenty feet wide at the base stood between Sacramento and the river.

But the river was not yet done with the City. In March '52, new floods broke the embankment, and again in September. On Christmas Day, Sacramento was under water for the third time.

Now the confidence of the citizens was shaken! Rival towns were quick to hold out inducements to merchants willing to move. James McClatchy and other prominent citizens were promised money and land if they would re-settle in Sutterville.

Taken from: *Early Attempts to Save the Site of Sacramento*. Barbara Lagomarsino, M.A. thesis, Sacramento State College, 1969. A member of the Board of Trustees of Sacramento History Center, inc., Mrs. Lagomarsino has written an eloquent and comprehensive account of the raising of the business district.

In the midst of growing doubt and indecision, the *Daily Union* published a letter written anonymously by a leading merchant. It proposed a bold plan to save Sacramento from all future threat of flooding.

If the waters cannot be contained by a levee, the letter said, then we must lift the City above them!

It could be done, said the writer, by adding enough fill on top of the main streets to raise them to a point above high water mark, creating a high, dry business district.

The plan captured the imagination of Sacramentans. Spurred by still further flooding in the spring of '53, and undeterred by the fact that such a task had never been attempted before, they set to work.

With pick axe and scrapers, they dug the fill, carried it to the streets in wheel barrows and one-horse dump carts, and tamped and smoothed it down. By Thanksgiving, the main business areas of J and K had been elevated three to five feet, and future work promised well.

For eight years Sacramento prospered. It was the Capital of California now, but held the privilege none too firmly. Three out of seven members of a legislative committee studying the issue favored moving the Capital elsewhere.

Sacramentans knew that confidence in their City must be kept high if they were to hold the Capital and the prosperity that went with it.

Then on December 9, 1861, the American River overflowed the embankment at the northeastern part of town. Water rushed down 13th and 14th until blocked by the R Street levee. There it piled up and backed into the City, racing toward the embarcadero.

"Sacramento is doomed!" declared the *Nevada Transcript*. "It is an act of folly to maintain the city at its present location," echoed the *San Francisco Morning Call*. Immediately, legislators introduced a bill to change the Capital.

It was vital for Sacramentans to show the world they did not despair. Their determination was voiced by the *Bee*. We are here to stay, it wrote. That is a fixed fact. And the *Bee* held firm though two weeks later its own presses were under water.

Now the battle cry was mustered: Raise the streets higher! Property owners erected brick bulkheads on either side of the streets in front of their buildings to hold great quantities

of fill. Thousands of cartloads of sand and gravel were dredged from the river bottoms, dumped on the streets, tamped and paved, to reach high grade.

It was a herculean task! And after it was done, each home or place of business had to be elevated to a matching level, at the owner's personal expense.

To lift the St. George Hotel, one of the largest buildings in town, 250 jack screws had to be painstakingly inserted under its foundation. The screws were in place by August, 1865, and then the turning began, inch by inch. By October, the 2,000-ton structure had been elevated eight feet. It came through the ordeal without an external scratch.

Not every property owner was as lucky. But the results justified the enormous costs and hardships. The legislature voted to retain Sacramento as California's permanent Capital. Real estate values climbed. Fine new stores were built. And the City began to expand beyond the boundaries it had known.



Sacramento's pioneers left a far greater legacy than a dry business district which allowed the City to prosper. Their legacy to us was the City itself.

They were motivated by a determination to build, not just for themselves, but "for the next generation."

Their challenge to us is to forward that spirit: to build the Sacramento History Center so that the heritage of a great city and region may live on in the hearts of those to come.

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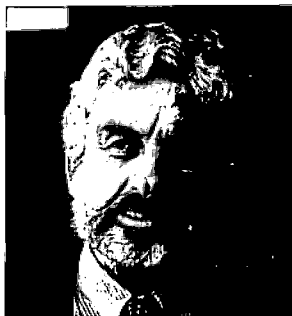
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