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**DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES**

**CITY OF SACRAMENTO  
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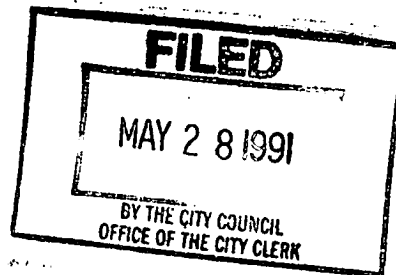
DIVISIONS:  
GOLF  
CROCKER ART MUSEUM  
HISTORY AND SCIENCE  
METROPOLITAN ARTS  
SACRAMENTO ZOO  
PARKS AND RECREATION  
• NORTH  
• SOUTH  
• CITY-WIDE

May 28, 1991

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Summer In The City 1991



SUMMARY

This report provides information on "Summer In The City 1991", a second annual summer-long program that, through corporate sponsorships, promotes the diverse City/County activities and facilities managed by the City of Sacramento Department of Parks and Community Services. This very successful program also provides free admission offers to residents and visitors and, in turn, benefits the region through a food drive and a recycling drive. This report is for information only.

BACKGROUND INFORMATION

"Summer in The City" was developed to introduce and encourage the use of the Sacramento's cultural, recreational, and educational programs and facilities to non-users in the greater Sacramento area. In partnership with "Summer In The City" sponsors Sacramento Bee, Bel Air Stores, Y 92 FM, and the City of Sacramento Solid Waste Division, a myriad of public special events and exhibitions will be widely promoted through newspaper and radio advertisements, public transit ads, summer calendars, posters, and more, resulting in significantly increased visibility and attendance from throughout the greater Sacramento area.

Free admission offers, a canned food drive benefitting the Sacramento Food Bank, a recycling drive, and a passport program sponsored by the Sacramento Bee will be part of "Summer In The City 1991". Free admission will again be offered each Thursday in June, July, and August. Last June, "Thursday Can Days" netted over six tons of canned food from visitors to the Zoo, Fairytale Town, Crocker Art Museum, Sacramento History Museum, Sacramento Science Center, and municipal swimming pools in return for free admission. The goal for 1991 is to meet or exceed this amount. In July, visitors who bring recyclable newspapers,

aluminum cans, and/or plastic beverage containers to these facilities will receive free admission on "Thursday Recycle Days". The City's Solid Waste Division will collect the recyclable materials and distribute information on recycling to all visitors. "Recycle Days" will be widely promoted by V 92 FM, sponsors for this particular "Thursday Special". In August, free admission will be given to all visitors from 5:00 - 8:00 p.m. "Free Family Nights", sponsored by the Sacramento Bee, will give greater access to all facets of our community. Last summer, these free admission offers increased attendance by as much as 400%.

"Summer In The City" has been expanded this year to include the month of September in all advertising and promotion. Additionally, the Sacramento Children's Museum has been added as a "Summer In The City" facility. The Museum will participate in Thursday specials and be promoted to the community through "Summer In The City" promotional materials.

The goal for "Summer In The City 1991" is to expand on the success of the 1990 program and further encourage residents and visitors to enrich their lives and enjoy the many quality programs and facilities we have to offer.

#### FINANCIAL DATA

No additional General Fund support is requested.

#### POLICY MATTERS

None.

#### MBE/WBE

No impact.

#### RECOMMENDATION

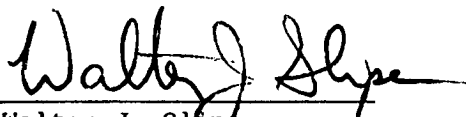
This report is for Council information only.

Respectfully submitted,



Robert P. Thomas, Director  
Parks and Community Services

Approved for Information:



Walter J. Slupe  
City Manager

RPT:ja

May 28, 1991  
All Districts

K:Year/SITC1991

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