

1

CITY OF SACRAMENTO



CITY MANAGER'S OFFICE
RECEIVED
DEC 1 1982

DEPARTMENT OF COMMUNITY SERVICES
3520 FIFTH AVENUE SACRAMENTO, CALIFORNIA 95817
TELEPHONE (916) 449-5200

CROCKER ART MUSEUM DIVISION
GOLF DIVISION
METROPOLITAN ARTS DIVISION
MUSEUM AND HISTORY DIVISION
RECREATION DIVISION
PARKS DIVISION
ZOO DIVISION

ROBERT P. THOMAS
DIRECTOR

November 30, 1982

City Council
Sacramento, California

APPROVED
BY THE CITY COUNCIL

Honorable Members in Session:

JAN 25 1983

SUBJECT: Information - Economic Development Study
of Selected Park Sites

OFFICE OF THE
CITY CLERK

SUMMARY

This report provides information on the economic development study that is to be conducted at four city recreation facilities: Camp Sacramento, Haggitt Oaks Golf Course, Miller Park and William Land Park. The study, conducted by Economic Research Associates, is part of the planning process for the City-wide Recreation Service/Facilities Master Plan update. This report is provided for Council information. No action is required.

BACKGROUND INFORMATION

On July 6, 1982, the City Council accepted a Federal Recovery Action Plan Grant from the National Park Service for the purpose of updating the City's 1968 Park and Recreation Master Plan. Significant elements of the Master Plan include the identification of park acreage; a facility and service needs assessment; and a comprehensive resource plan. The resource element of the plan will address existing and long-term methods of financing the City's park and recreational system.

The resources element of the Master Plan update is the most critical chapter of the City-wide plan. Presently, the City park and recreation system is faced with two major trends that are in direct conflict: (1) more individuals are recreating and placing greater demands on City parks, facilities, programs and services; and (2) compared to previous years, less City funding is available to maintain current service levels or meet increased recreation demands. Therefore, to maintain or increase park and recreation services, the resource element of the Master Plan must clearly address the various alternative methods of financing the system.

1948

1948

To assist in the development of the resources section of the master plan, contractual arrangements have been made with Economic Research Associates, a San Francisco marketing research firm, to study four park sites: Camp Sacramento; Haggin Oaks Golf Course; Miller Park; and William Land Park. The purpose of the study is to explore the potential for generating additional revenue from each site. Specific goals of the study are:

- 1) To reduce the general fund support of the department's operations by initiating or expanding revenue generating capabilities at the selected sites;
- 2) To encourage public/private partnerships and other forms of creative financing to expand park and recreation opportunities in the community;
- 3) To establish a standardized format for the evaluation of future revenue producing activities and as a guide for managing selected City resources;
- 4) To develop base information for the resources element of the park and recreation master plan update; and
- 5) To evaluate the need for future economic development studies of the City park system.

Economic Research Associates is one of the largest firms in the country that specializes in the financing, marketing and planning of public and commercial park and recreation systems. A partial list of clients includes: Disneyland, Disneyworld, Sea World, Marriott's Great America, Universal Studios, Philadelphia Zoo; Petaluma Small Crafts Harbor, National Park Service, Bureau of Outdoor Recreation and the California State Department of Parks and Recreation.

THE STUDY

As previously identified, the study will analyze the revenue potentials for each site and make specific recommendations for new or increased operational opportunities. An overview of the work program for each of the selected park sites is as follows:

Camp Sacramento - Camp Sacramento is used exclusively as a summer camp. The study will evaluate the potential for winterizing the facility for year-round use. The study will also examine the potential of marketing the facility for management retreats and other forms of high revenue producing activities. The proper balance of family camp, high revenue producing activities and year-round use will be evaluated.

Haggin Oaks Golf Course - Haggin Oaks Golf Course offers several opportunities for increased revenue. First, the undeveloped land at the golf course will be evaluated as to its potential for commercial, recreational or residential use. Secondly, the facility will also be evaluated in terms of expanded opportunities for concession operations for food services.

William Land Park - William Land Park may have the potential for expanded or new concession operations. The study will also address attendance at the Zoo and Fairytale Town. Future marketing strategies will be developed based upon characteristics of the current visitors, average spending and other data obtained from park user surveys.

Miller Park - This property appears to have potential for expanded water-oriented experiences by the enlargement of its marina operation. With the potential of an expanded marina, opportunities may exist for commercial supported facilities which are normally found in most public and private marinas.

FINANCIAL DATA

The contract with Economic Research Associates is for \$10,000. The Department has funds budgeted for this project and no additional appropriation is necessary.

RECOMMENDATION

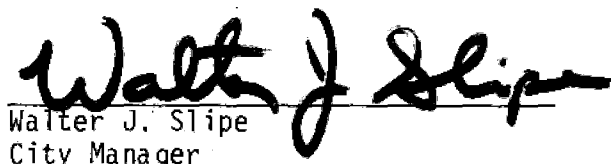
This report is provided for Council information. Results of the study and recommendations will be presented to the City Council in May of 1983.

Respectfully submitted,



ROBERT P. THOMAS
Director of Community Services

For City Council Information:



Walter J. Slipe
City Manager

January 25, 1983
All Districts

