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DEPARTMENT OF PARKS
AND COMMUNITY SERVICES

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September 18, 1987

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CROCKER ART MUSEUM
GOLF
METROPOLITAN ARTS
MUSEUM & HISTORY
PARKS
RECREATION
ZOO

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Arts Marketing and Promotion Campaign - Authorization to Call for Proposals

SUMMARY

This report provides information relating to the Sacramento Metropolitan Arts Commission two-year marketing and promotion campaign and requests that City Council authorize the call for proposals to develop and produce this campaign.

BACKGROUND INFORMATION

On May 5, 1987, City Council accepted the National Endowment for the Arts (NEA) Locals Test Program grant of \$200,000 awarded to the Sacramento Metropolitan Arts Commission. The purpose of this grant is to develop a thorough and comprehensive program to strengthen the Commission and the Sacramento arts community via a three-step approach: Communication and Technical Assistance, Funding/Regranting, and Promotion of the Arts. In turn, the Commission earmarked \$80,000 of that amount for the production costs of a two-year marketing and promotion campaign to increase the visibility of the arts in Sacramento.

On the basis of the recommendations of the "Report of the Sacramento Metropolitan Arts Commission 1986 Planning Process", the objectives of the marketing and promotion campaign are as follows:

- Develop a marketing plan to promote Sacramento's arts community, artists and arts organizations, including market survey/studies, advertising, promotion, media mix, and case studies.
- Generate new audiences for local artists/arts organizations.
- Increase corporate and individual contributions to the arts.
- Include traditionally underserved art constituencies in campaign materials; i.e., multi-cultural groups, the disabled and senior citizens.

- Provide smaller arts organizations with marketing tools and expertise.
- Develop potential income-producing products.

The successful proposer will develop, coordinate, and implement the marketing and promotion campaign. The Commission will review the progress of the campaign at the end of the first year of the campaign and will reserve the right to recommend the campaign continue or not on the basis of products and services delivered during the first year. In addition, the Commission will retain full ownership of the artwork and production materials developed for the campaign.

Staff have developed the Requests for Proposals for the arts marketing and promotion campaign. A copy of these proposal specifications is on file in the City Clerk's office. In order to reach as many potential proposers as possible, an advertising campaign designed to encourage proposals, including minority- and women-owned business enterprises, has been planned and will be implemented following City Council authorization to call for proposals.

FINANCIAL DATA

This two-year arts marketing and promotion campaign will be funded by \$80,000 earmarked from the three-year National Endowment for the Arts Locals Test Program grant awarded to the Metropolitan Arts Commission in early 1987.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. Further, it is recommended that Council authorize, by resolution:

1. The Request for Proposals for the arts marketing/promotion campaign; and
2. The City Clerk to advertise for proposals for the arts marketing/promotion campaign pursuant to the provisions of Chapter 58 of the Sacramento City Code.

Respectfully submitted,



ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:



JACK R. CRIST
Deputy City Manager

RPT:ja

September 29, 1987
All Districts

RESOLUTION No.

Adopted by The Sacramento City Council on date of

**A RESOLUTION AUTHORIZING THE REQUEST FOR PROPOSALS FOR
THE ARTS MARKETING/PROMOTION CAMPAIGN AND AUTHORIZING
THE CITY CLERK TO ADVERTISE FOR PROPOSALS FOR
THE ARTS MARKETING/PROMOTION CAMPAIGN**

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

1. That the Request for Proposals for the arts marketing/promotion campaign for the arts in Sacramento is hereby authorized.
2. The Sacramento City Council hereby invites and calls for sealed offers or proposals for the arts marketing/promotion campaign in accordance with the specifications entitled "Request for Proposals for the Arts Marketing/Promotion Campaign." Copies of the specifications are available in the office of the City Clerk, Room 300, 915 I Street, Sacramento, California 95814. Sealed offers or proposals shall be submitted to the City Clerk no later than 10:30 a.m. October 27, 1987.
3. The offers or proposals will be opened on October 27, 1987 by the City Clerk in the Council Chambers, 915 I Street, Sacramento, California at 10:30 a.m. or as soon thereafter as practicable.
4. The City Clerk shall publish this resolution in the official newspaper of the City once a week for two consecutive weeks.

MAYOR

ATTEST:

CITY CLERK