

BUDGET AND FINANCE COMMITTEE
AGENDA

Tuesday, January 26, 1988

2:30 P.M.

City Council Chambers
915 I Street
Sacramento, California

1. Res. authorizing new Capital Improvement Project - Bell Avenue Water Transmission Main and transfer of funds in the amount of \$910,000. (D2)

RECOMMENDATION OF STAFF: RECOMMEND APPROVAL AND FORWARD TO COUNCIL

2. Res. amending the Capital Improvement Budget by the cancellation of Fleet Management Lead Free Sanding Booth Project and returning funds in the amount of \$50,000 to the Fleet Management Contingency Fund. (D-All)

RECOMMENDATION OF STAFF: RECOMMEND APPROVAL AND FORWARD TO COUNCIL

3. Res. amending the FY 1987-88 Department of Parks and Community Services (Waterfront Management) budget in the amount of \$38,803 and authorizing execution of agreements with Sacramento Housing and Redevelopment Agency, State of California, Old Sacramento Citizens and Merchants Association and Old Sacramento Management Board relating to the Golden Era Handicrafts Program. (D1)

RECOMMENDATION OF STAFF: RECOMMEND APPROVAL AND FORWARD TO COUNCIL

4. Res. amending the FY 1987-88 Department of Parks and Community Services budget in the amount of \$16,000 for completion of the William Land Park Duck Lake Renovation Project. (D4)

RECOMMENDATION OF STAFF: RECOMMEND APPROVAL AND FORWARD TO COUNCIL

5. Res. authorizing execution of an agreement with Gateway Center Associates and Willow Creek Associates to allow application of in-lieu Quimby fee credits toward Benefit Assessment District fees relating to the Willow Creek Parcel Map. (D1)

RECOMMENDATION OF STAFF: RECOMMEND APPROVAL AND FORWARD TO COUNCIL

AGENDA CONTINUED TO NEXT PAGE

BUDGET AND FINANCE COMMITTEE AGENDA (Continued)

6. Res. amending FY 1987/88 Department of Parks and Community Services (Metropolitan Arts Division) budget in the amount of \$40,000 for the 1988 season of the City Life Program. (D1)

RECOMMENDATION OF STAFF: **RECOMMEND APPROVAL AND FORWARD TO COUNCIL**

COMMITTEE MEMBERS: Serna (Chair), Chinn, Mueller, Pope



**Sacramento Metropolitan
Arts Commission**

800 10th Street, Suite 2
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A Public Agency

1987 "CITY LIFE" PROGRAM EVALUATION AND RECOMMENDATIONS

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"CITY LIFE-SUMMER SERIES" EVALUATION AND RECOMMENDATIONS
EXECUTIVE SUMMARY

"City Life-Summer Series" publicly demonstrated the City's commitment to downtown revitalization and community cultural development as described in the Sacramento Urban Design Plan. Produced by the Sacramento Metropolitan Arts Commission, the pilot program showcased a variety of artists, art forms and cultural events. Over an eight-week period, July 1 through August 28, four days a week simultaneously, artists performed in City Plaza and St. Rose of Lima Parks during the noon hour. A total of 71 performances over 36 days involved more than 100 arts organizations and employed over 500 artists. In addition, a Farmers' Market was held each Wednesday at City Plaza.

Daily average attendance at City Plaza totaled 310, with an average of 100 at St. Rose of Lima Park. Sixty-five zipcodes within and surrounding Sacramento were represented, with twenty documenting visitors from Puerto Rico to Canada.

According to a daily random survey, the public's response to "City Life" was strongly favorable, with 99% of those polled wanting more of the events in the future. Regarding attitudes toward the parks, 82% had never used the parks before the events started. When asked how they enjoyed the atmosphere in the park on a performance day, 81% said they enjoyed it a lot, and 19% stated they enjoyed it somewhat. Regarding the performances, 83% said they enjoyed the performances a lot; 16% said they enjoyed the performances somewhat; 1% said they did not enjoy the performances. Comment cards distributed during performances also support this favorable response. 87% were clearly favorable; 10% were mixed; 2% were negative. Of the artists who participated, 98% stated they would be willing to do it again.

Approximately 30 people attended a public meeting with a representative from the Downtown Merchant's Association stating that the program hurt business. The Arts Commission's survey, of 42 stores on the K Street Mall, however, indicated that only two stores believed that "City Life" had affected their business negatively. Five responded that the events affected their businesses positively; twenty-two were neutral; twenty-one did not know.

RECOMMENDATIONS: Program

Future programming of "City Life" should contain the following elements:

1. Extend programming at City Plaza and St. Rose of Lima Parks (or additional sites) over a 12 week period in the summer months.
2. Extend season to include holiday programming.
3. Develop and schedule more comprehensive weekend events.
4. Continue to upgrade quality and strengthen variety, e.g., ethnic festival, crafts fair, etc.
5. Make physical improvements to parksites i.e., permanent staging.

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Report prepared by
Geri McBeth and Sandra Nelson

CITY LIFE-SUMMER SERIES"
EVALUATION AND RECOMMENDATIONS

BACKGROUND AND HISTORY

"City Life-Summer Series" represents an important first-step in implementing the Sacramento Urban Design Plan which was approved by the Sacramento City Council in February, 1987. Drafted by the Sacramento Housing and Redevelopment Agency and the Sacramento Department of City Planning, it culminates over five years of study starting with the Central City Plan and the Sanger Redevelopment Strategy.

The Urban Design Plan calls for cultural activities to take place in City Plaza and St. Rose of Lima Parks as an important feature of downtown revitalization. Based on this directive, the consulting firm of Adams and Goldbard reviewed all reports, interviewed representatives of public and private agencies and conducted public meetings in order to prepare the Downtown Programming Plan: Pilot Project for City Plaza and St. Rose of Lima Parks. In April, 1987 the Sacramento City Council adopted the Adams and Goldbard plan and allocated a budget of \$70,425 for the program (an additional \$ 20,000 was contributed by the Sacramento Housing and Redevelopment Agency).

The City Council charged the Sacramento Metropolitan Arts Commission to produce the pilot program which would showcase a

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variety of artists and art forms. SMAC staff member, Geri McBeth coordinated the project with assistance from LeGrand Rogers and Janice Wagner. The team was responsible for developing and booking musical performances and visual arts programs; coordinating sound/technical needs; and overseeing graphics design and production. Publicity specialist, Beth Duncan, handled public relations and promotion.

The Adams and Goldbard plan called for cultural programming in both City Plaza and St. Rose of Lima Parks, targeting various audiences during mornings, at noontimes and in the period just after work, with special weekend activities on a larger scale scheduled for selected weekends. In addition, Adams and Goldbard recommended the following principles and approaches to programming:

- * Plan types of activities that attract many different audiences along with the existing arts audience;
- * Use local artists and arts groups first;
- * Enter collaborative producing relationships;
- * Highlight various local groups on the occasion of their anniversaries;
- * Adapt an experimental spirit in programming, combining the new and familiar, and experimenting with multiple presentation techniques;
- * Adapt a unifying theme for the program.

Based on these approaches to programming, Adams and Goldbard set the following mission and goals for "City Life":

Mission

To demonstrate the City's commitment to downtown revitalization and community cultural development.

Goals

- * To develop Sacramento's distinctive cultural identity;
- * To establish downtown Sacramento as a viable venue for cultural activities which can attract broad public interest and participation;
- * To begin to establish City Plaza as the central public cultural space described in the Urban Design Plan;
- * To experiment with modes of presentation which encourage audience members to seek out new forms of cultural activity available in the area;
- * To highlight and provide a public showcase for Sacramento's highly diverse cultural traditions and creative skills;
- * To provide many types of artists and performers in the Sacramento area with new opportunities for public work.

In order to determine the effectiveness of the program, SMAC employed a variety of evaluation techniques. Daily headcounts were taken at approximately 12:20 p.m. Each day a staff member conducted random interviews using a prepared questionnaire to

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elicit audience attitudes regarding the parks and the events, and to determine a user profile and other general information.

During the month of August 950 postcards soliciting general comments were distributed during the performances, of which 364 were mailed to the Arts Commission (an excellent return). In addition, a SMAC staff member surveyed 42 stores on the K Street Mall during August to determine the effect of the program on retail sales.

Further, a public meeting was held in September to review cultural programming and solicit comments from the public. Approximately 30 people attended and response was positive with suggestions for more business and public involvement. A representative from the Downtown Merchant's Association stated that while the program was successful, the Association believed that the program was in direct conflict with the goals and objectives of the merchants in the area. The Association would prefer to have events take place primarily on weekends and at hours other than noontime.

The Arts Commission's survey of 42 stores on the K Street Mall on August 6 found that only two stores believed that "City Life" had affected their business negatively. Five responded that the events affected their business positively; twenty-two stated the effects were neutral; twenty-one did not know.

TO DEVELOP SACRAMENTO'S DISTINCTIVE CULTURAL IDENTITY

Sacramento is an ethnically diverse community with both Western and non-European arts expressions. City Life provided a showcase for distinct cultures such as Latin, Afro, Asian, Greek, Balkan, Filipino and Cuban. Eighteen different programs featured the music, dance and visual forms of many countries, giving Sacramento a taste of its multi-cultural heritage.

[" I like to see more of them, especially cultural events. It provides a large cross-section of people a glimpse of other cultures, perhaps providing an opportunity for greater understanding between people."]

In addition to its ethnic traditions, Sacramento boasts major arts institutions which are experiencing significant growth and receiving recognition for their achievements. Companies such as the Sacramento Theatre Company, The Sacramento Ballet, The Sacramento Opera and certain musicians from the Sacramento Symphony performed short pieces from their repertoires.

["I came to see the Sacramento Ballet, but I would have liked to see more than one pas de deux. Otherwise, bravo to the "City Life" program. As a new Sacramento resident, it makes me feel glad I moved here."]

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Smaller music and dance organizations offered exciting programs of Jazz, Classical, American Folk, Big Band, Pop and Barbershop. Four experimental groups performed avant-garde forms of music, rounding out the variety of musical expression.

["Great! I didn't realize anyone was still interested in the type of jazz that has been played there the last few weeks. Thought it was all Rock 'n Roll and Madonna. I hope to get out more and hear more of the same."]

Additionally, over 40 visual artists provided a wide variety of hands-on projects, exposing participants to 14 different artistic media, and providing them with an experience of the creative process. These arts activities gave the public a recognition of its diverse and talented visual arts community.

["I Like it! Adds to the city in general. Creates the feeling that Sacto is an up-and-coming - maybe even upper-class city."]

Agriculture represents yet another important segment of Sacramento's cultural identity. Each Wednesday, from July through October, farmers sold a wide variety of fruits, vegetables and flowers to downtown residents and workers at City Plaza. According to Dan Best, Farmers' Market Manager, the City Plaza Market was one of the most popular of all the markets operating at different sites across the city with an average weekly attendance of 2,600.

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["Love the music - also Public Market. I'm starting to take my lunch to the park now to see "what's happening"."]

TO ESTABLISH DOWNTOWN SACRAMENTO AS A VIABLE VENUE FOR CULTURAL ACTIVITIES WHICH CAN ATTRACT BROAD PUBLIC INTEREST AND PARTICIPATION

The Sacramento Urban Design Plan describes cultural events as the magnetic thread required to draw interest, variety and enthusiasm to the downtown area. It envisions City Plaza as the natural heart of the city which should be an active, programmed space functioning as Sacramento's public living room. In addition, it calls for a variety of activities along the K Street Mall, including programmed events at St. Rose Of Lima Park.

With this in mind, Adams and Goldbard developed a cultural programming plan around these two sites, and recommended a unifying theme to tie these activities to downtown revitalization. In turn, the Sacramento Metropolitan Arts Commission created "City Life", a summer celebration of downtown cultural activities. The program showcased a variety of artists, art forms and cultural events over an eight week period, July 1 through August 28, four days a week simultaneously in both City Plaza and St. Rose of Lima Parks during the noon hour. A total of 71 performances over 36 days involved more than 100 arts organizations and employed over 500 artists.

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In addition to the noontime programming, four late-afternoon events (4:30 p.m. - 6:30 p.m.) were held on Thursdays, and two Saturdays with special events (11:00 a.m. - 1:00 p.m.) -- an ethnic dance group and a children's program -- took place in St. Rose of Lima Park.

Publicity for the events was covered by all media with special emphasis on posters and flyers. The "City Life" team booked events in two-week blocks with flyers detailing the activities. Thirty thousand program flyers were distributed along with 1,500 posters in English and 200 posters in Spanish. Regional Transit staff placed two hundred buscards in all buses and distributed bi-weekly programs on Light Rail and at ticket outlets.

Newspapers including the Sacramento Bee, The Sacramento Union, Office Hours and Neighbors covered the kickoff, finale, Farmers' Market and other special events with news and feature stories. A bi-weekly calendar of "City-Life" was printed in Office Hours and The Sacramento Bee.

Five TV and five radio stations also covered "City Life" special events such as the kickoff, finale and others. Moreover, P.S.A.'s were seen on 7 TV stations and heard on 11 radio stations, and two interviews were broadcast on public affairs radio. Two stations participated in promotions such as live AM remote, appearances by well-known local disc jockeys and a week-long air promotion.

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The Arts Hotline carried information to the public, and the City Life team worked with several arts organizations on direct mail flyers promoting specific events. Press releases were also mailed for the kickoff, finale and all special events. Invitations for the kickoff were mailed to all business and residences within the 95814 area, including 4,000 which were inserted in city employee paychecks.

As a result of this publicity and promotion strategy, daily average attendance at City Plaza totaled 310, with an average of 100 at St. Rose of Lima Park. Sixty-five zip codes within and surrounding Sacramento were represented among the random sample of audience members, with twenty zipcodes documenting visitors from Puerto Rico to Canada.

["Great! It makes Sacramento come alive. The cost (whatever) is worth it! Continue!!!"]

["As a rule I do not go to downtown Sacramento, but for the fine musicians and the Farmers' Market, it is well worth the trip. I have brought quite a few friends with me, and they too have enjoyed it. We all have lunch together downtown afterwards. I do hope the series will continue next summer."]

["I live in the suburbs. I took Light Rail to downtown and enjoyed the events very much (without worrying about parking!)."]

TO BEGIN TO ESTABLISH CITY PLAZA AS THE CENTRAL CULTURAL SPACE
DESCRIBED IN THE URBAN DESIGN PLAN

The Urban Design Plan calls for City Plaza to function as an active, programmed space to be known as Sacramento's "public living room". At the present time, however, City Plaza is known as "Wino Park" throughout the city. Police make regular sweeps of the park, arresting vagrants for public drunkenness. Though centrally located among city and private office buildings and providing a potentially pleasant spot for workers to eat lunch and congregate on breaks, few workers use the park. Audience surveys revealed that 70% of those responding had never used the park before "City Life" events began. Of the 30% who had used the park before, use usually meant walking through the park to get to another location, rather than spending time relaxing, eating lunch, etc.

["Appreciate your efforts to clean up "wino park". The music and Farmers' Market are great."]

With the inauguration of "City Life" events, however, 82% of all survey respondents said that they enjoyed the atmosphere in the park a lot, and 18% enjoyed the atmosphere somewhat.

["Seems fine. The degenerates are still there, but with all the "office" people showing up for music, the percentage of degenerates seems lower."]

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City Plaza presents problems in staging events because of traffic noise on all four boundaries. It was therefore necessary to program larger, more upbeat types of musical programs such as jazz, pop, rock and Big Band music. This mix generally pleased audiences with 82% of those surveyed responding that they enjoyed the performances a lot, 18% responding that they enjoyed the performances somewhat, and only 1% stating that they did not enjoy the performances.

["These events are absolutely wonderful. Sometimes we forget to take time to attend and enjoy music, dance and art. I think these park events in the middle of our workday make us remember to include art in our lives. And it makes me feel good about being a human being."]

Musical events ran from 11:45 a.m.- 1:45 p.m., with the largest numbers attending between 12:15 p.m. and 1:30 p.m. The Arts Commission did not attempt programming in City Plaza after work nor on weekends because workers are not in the area, and most businesses around the park are closed during these times.

Security at City Plaza consisted of one private security guard and occasional patrols by police on foot, which proved adequate.

["It's nice to see some activity in the park (especially Plaza Park). It makes you feel like you can walk through the park without getting mugged, robbed or hit on."]

TO EXPERIMENT WITH MODES OF PRESENTATION WHICH ENCOURAGE AUDIENCE MEMBERS TO SEEK OUT NEW FORMS OF CULTURAL ACTIVITY AVAILABLE IN THE AREA

Never before has a project the size and scope of "City Life" been attempted in Sacramento. It proved that cultural programming could animate public spaces, generate crowds and involve participation from large numbers of people. Holding to high standards of quality, The Sacramento Metropolitan Arts Commission encouraged artists and performers to develop modes of expression that were interesting, fun and diverse, and that allowed for audience participation when appropriate.

[" I think it has revived the inner city. It was great to see so many people in Plaza Park again. I was born here and had never seen so many people in that park; it was great."]

Musical presentations included Classical, Jazz, Folk, Pop, Rock, Latin and Ethnic. A full range of dance styles gave audiences a taste of Classical Ballet, Jazz and Modern dance, Country Swing and Clogging, and ethnic forms such as Japanese, Filipino, Greek, Brazilian, West African and Mexican. In addition, 14 different visual media, most involving audience participation were represented.

["It has been a nice change to the usual lunch hour. Music in

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the air at lunch provides a pleasant, festive atmosphere which makes me feel better psychologically, and makes me appreciate Sacramento more."]

But even more important than the range and quantity of media was the programming mix of visual arts and music, visual arts and dance which attracted large numbers and resulted in a high degree of audience involvement in St. Rose of Lima Park.

[" This afternoon the whole family attended, and we had no intention of being downtown."]

Thirty percent of all artists who responded to the artist survey stated that they had done something experimental because of environmental conditions. Most experimented with audience involvement techniques, some in media which might ordinarily involve only one participant.

["Very enjoyable. Thanks for being willing to do the nontraditional and improve our city's image."]

The programming approaches of quality, variety and audience participation appears to have worked with audiences. 74% of those surveyed said they would go to see these particular artists if they were performing in their area, with 18% not sure.

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["I attended the performance of the Sacramento Opera Association Tuesday, 8/25, and was delighted. I will attend some local operas this year because of exposure to our own talent."]

TO HIGHLIGHT AND PROVIDE A PUBLIC SHOWCASE FOR SACRAMENTO'S
HIGHLY DIVERSE CULTURAL TRADITIONS AND CREATIVE SKILLS

Ethnic arts groups expressed their distinctive cultural identity in music and dance. Authentic costumes added color and excitement to the performances and gave the public a strong visual sense of Sacramento's multi-cultural riches. Dance groups such as the Ballet Folklorico de Sacramento, Afrique, Filipino Cultural Dance Association, Minyo Doko Kai (Japanese Folk Dance) Shizumi Dance Theatre (Japanese Interpretive Dance), Neokyma (Greek) attracted large crowds with color and movement.

["I thought "City Life" was a great program! It made you aware of all the many and varied cultures in this city."]

All the musicians who participated in "City Life" are professionals of the highest quality available. Most are Sacramento residents who appear in local nightclubs and theatres. Many have occupied positions in such well known bands as Count Basie, Duke Ellington, Frankie Avalon and Stan Kenton.

["Most of the lunchtime musicians have been pretty inspirational and damn good!"]

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The participation of three major arts institutions (Sacramento Opera Association, Sacramento Ballet and the Sacramento Theatre Company) also lent an atmosphere of quality to the program because of their reputations within the community and beyond. Audience members made favorable comparisons to major institutions in San Francisco.

["They're great. I lived in San Francisco for years and haven't enjoyed Sacramento very much since arriving in 1976. I like it much better since I've been able to enjoy these experiences at lunchtime."]

TO PROVIDE MANY TYPES OF ARTISTS AND PERFORMERS IN THE SACRAMENTO AREA WITH NEW OPPORTUNITIES FOR PUBLIC WORK

Recognizing the need to present only the highest quality artists and performers, the "City Life" team hired over 100 professional artists and arts organizations, and paid a total of \$39,913 in fees to 500 participating artists. In addition to being locally well known, many of the artists and performers have performed with nationally known groups. Audiences frequently expressed surprise and appreciation at the pool of high-quality, local talent.

["It's been just wonderful. Sacramento has shown some of its

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talent and a lot of class to the general public. I hope this will continue in the years to come."]

Audience surveys show that on a three point rating scale from a lot, to somewhat, to not much, 83% of those polled enjoyed the performances a lot. 74% said that if these artists were performing in their area they would go to see them.

["I am from N.Y.C. and used to go to the theatre once a week, on and off-broadway. Since living in many small towns, the habit faded. "City Life" makes me realize what I am missing."]

From the artists' point of view, surveys indicate that 67% of the performers believe that they attracted new audiences as a result of their exposure with "City Life", and audience comments support this view. In addition, artists gave high marks to the Sacramento Metropolitan Arts Commission's team in implementing the program. 98% rated contracting procedures good to excellent; 92% rated technical support good to excellent; 64% rated publicity good to excellent. Overall, 98% said that they would do it again.

CONCLUSION

All evaluation techniques employed to evaluate "City Life- Summer

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Series show that the program met the goals established by Adams and Goldbard and proved to be extremely popular with audiences and artists alike.

["Wonderful. This is a way for everyone to enjoy the arts. So many people's lives have been touched by beauty at these events which would otherwise never have the opportunity."]

["I love them! Takes me back to when times were a little more safe and wholesome. I bring my 7 and 9 year old son and daughter for exposure. Sometimes my husband will meet us. We always have a picnic lunch and consider the events worth the drive from Roseville."]

["My wife and her friend talked me into coming down to the park today. It was nice to get out of the house and listen to the Dixieland Jazz. I'll be down next summer if you are."]

FUTURE RECOMMENDATIONS

Effective programming requires adequate time, staffing and financial backing. Without these three components any future program will fail. Planning is the essence of any program of this kind, and a strong marketing/promotion campaign requires professional staff to lay the groundwork. If the City desires future programming, attention to a fundraising program, in addition to the actual programming and booking of events, is one of the most critical elements.

IMPROVEMENTS TO THE PROGRAM

Expand locations

Extend seasons

Schedule late afternoon, evening, and/or weekends

Upgrade quality and strengthen variety of program

Upgrade amenities on location (vendor participation)

Specific examples:

Ethnic music/performing arts festival with food bazaar

High-quality crafts fair

Sculpture and/or other kinds of art installations

Educational component or residencies as adjunct to the main program

TGIF Program (life after five)

Collaboration between various arts disciplines

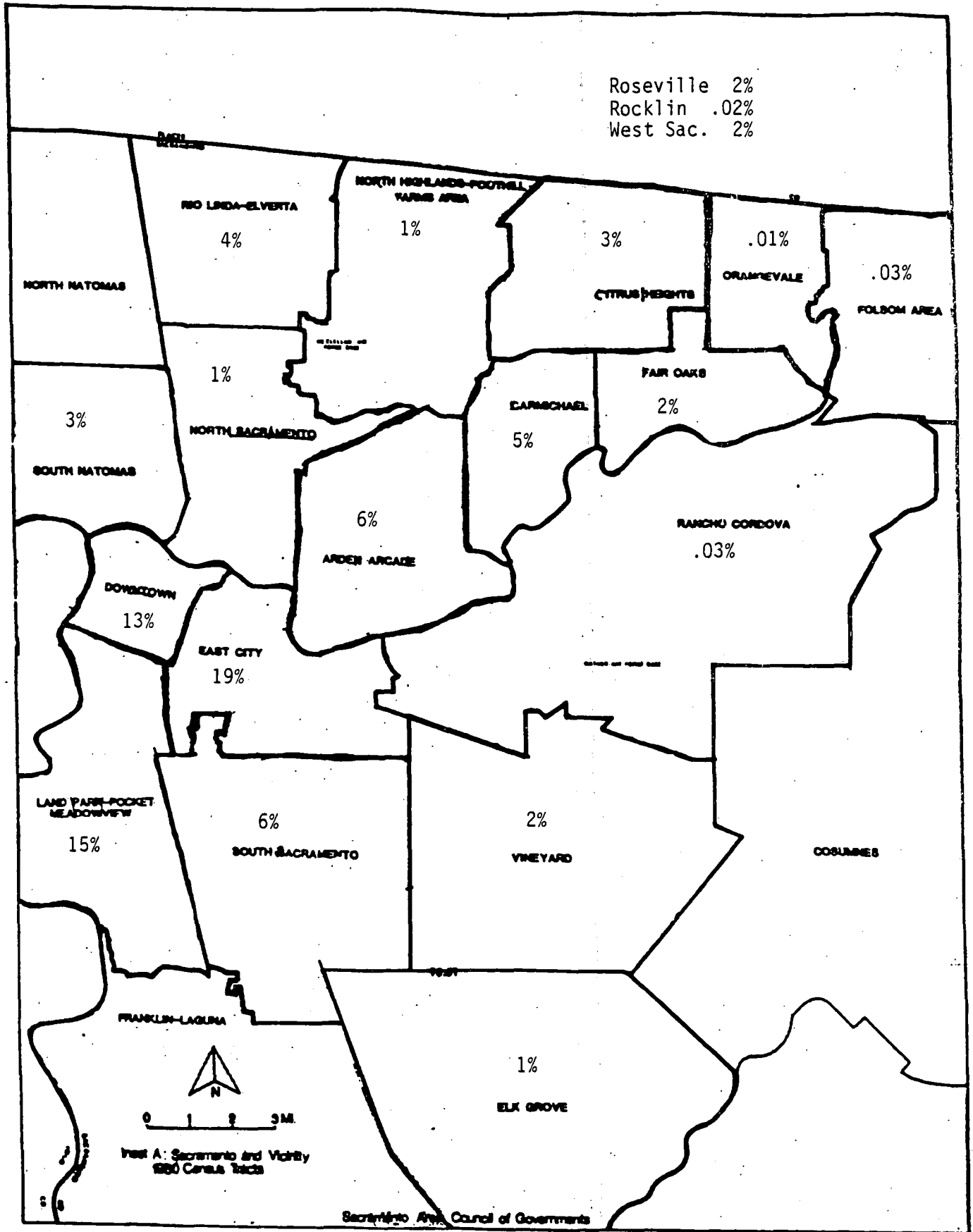
Holiday programming i.e., Christmas tree lighting, voices of song, etc.

PHYSICAL IMPROVEMENTS TO PARKSITES

Outdoor amphitheatre with flexible use for a variety of programming must include:

- stage area with dance floor (or room to lay a portable dance floor)
- covering (canopy /shell/roof)
- seating
- dressing/changing room(s)
- bathroom
- storage
- sound/technical (lights, control panels, dimmer, permanent electrical hookups)
- kiosks in the parksites to announce /advertise events, information center
- banners/flags to add color to parksites; can serve as announcements for events; large banner draped over stage, promotion for corporate sponsor (banners will require special mounts)
- backdrop for stage
- consider site lines in park for performances
- overall lighting of park; illuminate
- piano or ample room on stage and in storage for piano
- service entrance or provision for equipment/performer vehicles

SACRAMENTO AREA ZIPCODE REPRESENTATIONS



CITY PLAZA & ST. ROSE OF LIMA COMBINED

AUDIENCE SURVEY

Where were you just before you came to this event?

22% Home 7% Shopping 47% Work 11% Restaurant 12% Other

From there, how far did you travel to come here?

65% Less than a mile 13% 1-4 miles 7% 5-9 miles 15% over 10 miles

How did you get here?

60% Walk 29% Drive 8% Public transportation 3% Other

How did you learn about this event?

14% Newspaper 2% TV 3% Radio 17% Poster/flyer 18% Friend 47% Walk by

Have you used this park before these events started?

18% Yes 82% No

How did you enjoy the atmosphere in the park today?

81% A lot 19% Somewhat 0 Not much

How did you enjoy today's performances?

83% A lot 16% Somewhat 1% Not much

Would you like to have more of these events in the future?

99% Yes 0 No 1% Not sure

Where are you going after this event?

19% Home 10% Shopping 51% Work 5% Restaurant 12% Other

If you are going shopping, what type of store do you plan to visit?

43% Department store 19% Clothing store 15% Specialty shop 24% Restaurant

If you are going shopping, what type of purchase do you plan to make?

45% Clothing 0 Home furnish 2% Appliance 9% Health/beauty 43% Other

How often do you attend live music events?

____ Times per month ____ Times per year (see individual park)

How often do you attend live theatre or dance programs?

____ Times per month ____ Times per year (see individual park)

How often do you visit an art gallery/museum or attend an art show?

____ Times per month ____ Times per year (see individual park)

If these artists were performing in your area, would you go to see them?

74% Yes 7% No 18% Not sure

46% Male 54% Female

70% Wh 10% Bl 8% La 7% Asian/Pac 4% Other

3% 14-17 10% 18-24 25% 25-34 26% 35-44 20% 45-54 12% 55-64 5% 65+

Zip code

Comments:

CITY PLAZA

AUDIENCE SURVEY

Where were you just before you came to this event?

20% Home 3% Shopping 52% Work 10% Restaurant 14% Other

From there, how far did you travel to come here?

74% Less than a mile 11% 1-4 miles 4% 5-9 miles 11% over 10 miles

How did you get here?

70% Walk 23% Drive 5% Public transportation 2% Other

How did you learn about this event?

14% Newspaper 3% TV 4% Radio 20% Poster/flyer 14% Friend 46% Walk by

Have you used this park before these events started?

30% Yes 70% No

How did you enjoy the atmosphere in the park today?

82% A lot 18% Somewhat _____ Not much

How did you enjoy today's performances?

82% A lot 17% Somewhat 1% Not much

Would you like to have more of these events in the future?

99% Yes _____ No 1% Not sure

Where are you going after this event?

18% Home 8% Shopping 61% Work _____ Restaurant 12% Other

If you are going shopping, what type of store do you plan to visit?

45% Department store 21% Clothing store 14% Specialty shop 21% Restaurant

If you are going shopping, what type of purchase do you plan to make?

35% Clothing _____ Home furnish 3% Appliance 14% Health/beauty 48% Other

How often do you attend live music events?

_____ Times per month 4 Times per year (median)

How often do you attend live theatre or dance programs?

_____ Times per month 2 Times per year (median)

How often do you visit an art gallery/museum or attend an art show?

_____ Times per month 2 Times per year (median)

If these artists were performing in your area, would you go to see them?

69% Yes 11% No 20% Not sure

44% Male 56% Female

67% Wh 14% Bl 8% La 6% Asian/Pac 4% Other

3% 14-17 10% 18-24 29% 25-34 26% 35-44 19% 45-54 9% 55-64 3% 65+

Zip code

Comments:

ST. ROSE OF LIMA

AUDIENCE SURVEY

Where were you just before you came to this event?

25% Home 13% Shopping 40% Work 13% Restaurant 10% Other

From there, how far did you travel to come here?

52% Less than a mile 16% 1-4 miles 11% 5-9 miles 21% over 10 miles

How did you get here?

52% Walk 34% Drive 11% Public transportation 4% Other

How did you learn about this event?

13% Newspaper 2% TV 2% Radio 13% Poster/flyer 22% Friend 49% Walk by

Have you used this park before these events started?

26% Yes 74% No

How did you enjoy the atmosphere in the park today?

81% A lot 19% Somewhat _____ Not much

How did you enjoy today's performances?

85% A lot 14% Somewhat 1% Not much

Would you like to have more of these events in the future?

100% Yes _____ No _____ Not sure

Where are you going after this event?

21% Home 13% Shopping 42% Work 10% Restaurant 13% Other

If you are going shopping, what type of store do you plan to visit?

41% Department store 18% Clothing store 15% Specialty shop 26% Restaurant

If you are going shopping, what type of purchase do you plan to make?

52% Clothing _____ Home furnish _____ Appliance 7% Health/beauty 13% Other

How often do you attend live music events?

_____ Times per month 8 Times per year (median)

How often do you attend live theatre or dance programs?

_____ Times per month 5 Times per year (median)

How often do you visit an art gallery/museum or attend an art show?

_____ Times per month 5 Times per year (median)

If these artists were performing in your area, would you go to see them?

82% Yes 3% No 15% Not sure48% Male 52% Female74% Wh 5% Bl 8% La 8% Asian/Pac 5% Other2% 14-17 10% 18-24 22% 25-34 29% 35-44 21% 45-54 10% 55-64 7% 65+

Zip code

Comments:

ARTIST EVALUATION

Name of artist or performing group

Park site

Number of times you participated

How would you rate contracting procedures for this program?

76% Excellent 22% Good 4% Fair Poor

How would you rate technical support for this program?

78% Excellent 14% Good 6% Fair 2% Poor

How would you rate publicity for this program?

27% Excellent 37% Good 29% Fair Poor 7% NA

Did you aid in the promotion of this program?

61% Yes 39% No

If yes, how?

Brochures, flyers, newspapers, radio, TV, word of mouth

Do you think you attracted some new audiences as a result of this exposure?

67% Yes 12% No 20% Not sure

Was the venue appropriate for your artistic discipline?

90% Yes 2% No 8% Not sure

Would you be willing to do this again?

98% Yes No 2% Not sure

Did you have difficulty performing in an uncontrolled environment?

88% Not really 12% Somewhat A lot

Given the environment, what would you do differently if you were to participate again?

More audience participation.

Did you do anything experimental because of environmental conditions?

29% Yes 67% No 4% NA

If yes, what?

What would make this a better program?

"CITY LIFE"
 45 STORE SURVEY
 K STREET MALL
 AUGUST 6, 1987

A SMAC staff member surveyed 42 stores on the K Street Mall between the hours of 1:00 P.M. and 5:00 P.M. She asked shop personnel two questions: "How is business today?", and "Do the music events in the park at lunchtime affect your business?". Two stores responded that the events affected their business negatively; Five responded that they affected their business positively; Twenty-two stated the effects were neutral; Twenty-one did not know.

<u>STORE</u>	<u>HOW IS BUSINESS?</u>	<u>EFFECT ON BUSINESS?</u>
I. Magnin (Cosmetics)	So, so.	Clerk #1: No, not really. Clerk #2: Yes, if they're in the park they're not in here.
Casual Corner	Not too good.	If anything, it draws people.
Lane Bryant	Ok.	It depends. Hard to say.
Beneton	Busy.	Can't say.
Foxy Loxy	So, so.	Hard to say.
The Limited	Good.	Pretty much the same.
Irwin	Busy in spurts.	I don't think it does.
Plaza Shoes	Good.	No.
Florsheim	Very good.	Doesn't help or hurt.
B. Dalton	Good.	It varies. Really depends.
Sporting Feet	Very good.	Not really.
Boney & Gordon	Not too good.	No.
Macy's (Watches)	Busy.	Yes, we're busier.
Red Cross Shoes	Slow.	I don't know. Maybe that's why business is slow.
Shelly's	Good.	I'm sure it doesn't hurt.*
Malm	Slow.	I don't know.
Martyr & Curry	Good.	No, not at all.
Kaylah	Very fine.	I wouldn't know.

Honey Treat	Good.	No.
Joy of Cookies	Pretty good.	No. We're too far down.
The Crate	Very Good.	No, I don't think so. We get a pretty good lunchtime business because of the food shops.
Cinnamon Rolls	Very good.	No. If they want a cinnamon roll they come get it.
Wellaslee	Good.	I couldn't tell you.
General store	The same.	I don't think so. Business is pretty good.
GMC	Slow.	No. We get the State workers. I doubt they even hear it.
Orange Julius	Ok.	Don't know.
DeVon's	Very Good.	No, not at all.
Kauffman's	Pretty good.	Hard to say. If the guys don't come in at lunch, they come in on their break.
Samuels Jewelers	Very good.	It is very pleasant. No. I think it is the hot weather that affects people more than anything.
Weinstock's (Cosmetics)	Kind of slow.	I don't know about that. Maybe that's why business is so slow.
Joe Sun	Fine.	No. If anything, what we have on sale affects it.
Sharp Fashions	I'm dying.	No. I like it.
Blouse House	Pretty good.	Clerk #1: Yes, it does take away from business. The music is too loud. Its awful. Clerk # 2: No, it relly doesn't.
New Casual	So, so.	Don't know.
Tower	Really good.	Yes, its good. People come in here to buy music after they listen.
Gensler Lee	Slow.	I don't think so.

Daniels	Very good.	Its delightful. Doesn't affect one way or another. Gives the Mall a good atmosphere. It makes people happy. That's good for us.
LeRoy's	Good.	Don't know.
Fox	Fine.	Don't know.
Togo's	Real good.	Don't think so.
Imports/Mexico	Fine.	Can't say.
Pizza By the Slice	Good.	No.

*On August 1, the same SMAC staff member interviewed another salesperson at Shelly's on the same two questions. She responded that business had been affected negatively.

1987 CITY LIFE SUMMER SERIES PARTICIPANTSMUSIC

JOHN SKINNER ORCHESTRA (BIG BAND)
 MANDARIN DRUM AND BUGLE CORP
 FULTON STREET DIXIELAND JAZZ BAND
 LOS GALLOS (MARIACHIS)
 PASSAGE (LATIN MUSIC)
 THE ROOMATES (ROCK)
 HENRY ROBINETTE (JAZZ/FUSION)
 JONES TOWN & COUNTRY SWING BAND
 GEORGE WALKER QUARTET (JAZZ)
 PINE TAR & HONEY (OLD MOUNTAIN MUSIC)
 SACRAMENTO RECORDER SOCIETY
 DELTA SOCIETY (BARBERSHOP QUARTET)
 NOW AND THEN (BARBERSHOP QUARTET)
 JOHN HEARTSMAN BLUES BAND
 ZEDU X-TRA (ELECTRONIC MUSIC)
 KRISTEN MIRANDA QUARTET (JAZZ)
 WAY OUT WEST (COUNTRY)
 JERRY MURPHY QUARTET (STANDARDS, POP)
 BANJO KINGS
 REJEAN ANDERSON SEPTET
 THE SOUNDS OF BRAZIL
 WILLIAMS AND WILLIAMS PRODUCTIONS
 SWEET ADELINES (30 VOCALISTS)
 UNITY (POP AND SOUL QUINTET)
 CLARICE JONES SINGS BILLIE HOLIDAY
 PERON QUARTET (CONTEMPORARY JAZZ)
 L GO GIVO (BALKAN FOLK MUSIC)
 JAY DIVERSA QUINTET (CONTEMPORARY)
 JESSICA WILLIAMS (JAZZ PIANIST)
 AVALON SWING BAND
 STAN LUNETTA QUARTET (CONTEMPORARY)
 KCRA'S TV LITE ORCHESTRA
 SAX ATTACK (JAZZ AND POP)
 STARDUST BAND (COUNTRY)
 SPYDELZ (MOTOWN & ROCK)
 FREDDIE PURCELL QUARTET (POP/JAZZ)
 SABOR LATINO (LATIN MUSIC)
 BOB HAMILTON QUARTET (POP/STANDARD)
 OPUS 3 (CLASSICAL STRING TRIO)
 ELDORADO BRASS BAND
 SOMETHING SPECIAL WITH ED JEFFERSON (R&B)
 JIMMY ROBINSON TRIO (POP MUSIC)
 THE FABULOUS BLUE FLAMES (ROCK & SOUL)
 FRANCISCO AGUABELLA WITH LES MONCADA
 ENSEMBLE (AFRO/CUBAN)
 JIM PAINTER (DIXIELAND JAZZ)
 DOUG PAULEY (GUITARIST)
 MILLINGTON STRING TRIO (CLASSICAL)

DANCE & THEATRE

SACRAMENTO OPERA ASSOCIATION
 SACRAMENTO THEATRE COMPANY
 CAROLYN HIMES TUCKER (MODERN DANCE)
 EVANGEL KING (MODERN DANCE)
 BALLET FOLKLORICO DE SACRAMENTO
 WILLIAMS & WILLIAMS (ORIGINAL DANCE)
 FILIPINO CULTURAL DANCE ASSOCIATION
 MINYO DOKO KAI (JAPANESE FOLK DANCE)
 SHIZUMI DANCE THEATRE
 ENSEMBLE AFRIQUE (WEST AFRICAN DANCE)
 THEATRE BALLET OF SACRAMENTO
 MOTHER LODE MOUNTAIN CLOGGERS
 SWEET COUNTRY MUSIC DANCERS
 RSVP (IMPROVISATIONAL THEATRE)
 MICA MIME (THEATRE PERFORMANCE)
 SACRAMENTO BALLET
 JAZZWORKS-A DANCE COMPANY
 NEOKYMA GREEK DANCERS
 ESCOLA NOVA DE SAMBA (BRAZILIAN)
 PLAZA NYMPHS

VISUAL ARTS

SHOE ART: HOLLY JOHNSON & LIBBY HARMOR
 FIGURATIVE ARTISTS: ANNE GREGORY,
 HELEN POST, ARMANDO CID, GARY DINNEN,
 BARBARA MILMAN, BOB BURGE & DON PRICE
 COLLABORATIVE DRAWING: ELLEN VAN FLEET
 & BARBARA FLAHERTY
 MURAL ART: ARMANDO CID
 BALLOON SCULPTURE: DOROTHY CORMACK &
 JIM KELLY
 ROBOT DEMONSTRATION: GENE OLDFIELD
 PAPER MAKING: SUSAN GOODBAN
 SITE-SPECIFIC SCULPTURE: MICHAEL
 PRIBICH & MELINDA JOHNSON
 ORIGAMI: ERIN KOBAYASHI
 WINDOW DISPLAY OF SHOE ART: FRANKLIN
 KAKIES (I MAGNIN WINDOW)
 RADISH SCULPTURE: JEAN ROACH & FRIENDS
 RAKU: MICHAEL HOUGH & RORY NAKATA
 GELATO WINDOW: MELINDA JOHNSON
 MASKS: JAIME SCHOLNICK & KIM SCOTT
 SIDEWALK ART: DIXIE LAWS & DOTTIE BROWN
 GALLERIES: ARTERY, ARTWORKS GALLERY
 PHOTOGRAPHY EXHIBITION: RICHARD
 GOLDWACH, MARY SWISHER, NIKKI PAHL,
 GERALD STOREY, ROGER VAIL, GREG KINDER,
 NANCY WELLS, GENE KENNEDY

CHILDREN'S EVENTS

RICHARD BAY PUPPET THEATRE
 ASY THEATRE
 SACRAMENTO CHILDREN'S MUSEUM WITH
 MAUREEN GILLI & COOKIE MACKENROTH



November 4, 1987

The Honorable Anne Rudin
 Mayor of Sacramento
 City Hall
 915 I Street
 Sacramento, CA 95814

Dear Mayor Rudin:

The continuation of "City Life", a series of outdoor cultural programs produced by the Sacramento Metropolitan Arts Commission, is a positive means to continue the promotion of the revitalization of the downtown central business district.

"City Life" this summer was highly visible and successful in drawing large number of people to our downtown parks to enjoy a variety of high quality performances in music, dance, and the visual arts free of charge.

It helped restore the image of the downtown as an appealing public place -- full of vitality and life for office workers, merchants, visitors, shoppers and others. "City Life" is an important first step in creating a spirited downtown, as outlined in the City-approved Urban Design Plan.

I commend the City of Sacramento and the Sacramento Metropolitan Arts Commission on a successful pilot program.

Sincerely,

Michael Seward
 Michael Seward
 President

cc: Ms. Wendy Ceccherelli, Sacramento Metropolitan Arts Commission

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NOV - 5 1987

ARTS COMMISSION





OFFICE OF THE
MAYOR

ANNE RUDIN
MAYOR

CITY OF SACRAMENTO
CALIFORNIA

CITY HALL
ROOM 205
915 I STREET
SACRAMENTO, CA
95814-2672

916-449-5300

September 8, 1987

Wendy Ceccherelli
Sacramento Metropolitan Arts Commission
800 10th Street, Suite 2
Sacramento, CA 95814

Dear Wendy,

As the City Life Summer Series concludes, I want to express my greatest appreciation to you and your staff for the very enjoyable program of activities that you planned and executed in City Plaza and St. Rose of Lima Park.

Many were sorry that the series had to come to an end. I have never received so many positive comments about any city program. Your staff was creative and engaged first rate entertainment, bringing the arts to many people who might not otherwise have had the opportunity to hear some of these fine performers.

It was a relaxing pause from the days occupation that gave everyone a lift. Further, it made people feel comfortable about coming back into the parks. I hope that we can continue this with another season soon to follow.

All of your staff who worked on it deserve a great deal of credit. My compliments to them.

Sincerely,

Anne Rudin
Mayor

AR:kgt

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SEP 11 1987
ARTS COMMISSION



EXHIBIT B

DEPARTMENT OF
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
ROOM 200
SACRAMENTO, CA
95814-2998

September 28, 1987

CITY OF SACRAMENTO BUILDING INSPECTIONS
916-449-5716

Robert Thomas, Director
Parks and Community Services Dept.
1231 I Street, Room 400
Sacramento, CA 95814

OCT - 5 1987 PLANNING
916-449-5604

DEPARTMENT OF
PARKS and COMMUNITY SERVICES

SUBJECT: "CITY LIFE - A SUMMER SERIES" AT CITY PLAZA AND
ST. ROSE OF LIMA PARKS

Dear ~~Boys~~ ✓

Congratulations on a successful "City Life - A Summer Series" program. The City Planning Division considers this pilot program to be a positive contribution toward meeting the goals and objectives of the adopted Urban Design Plan. Over this past summer, our staff has received many favorable responses from the public regarding the concept of the "City Life" program, its live music and repertory, the Farmer's Market, and most notably the efforts of the implementation team which made it all possible.

The initial phase of the Urban Design Plan's implementation schedule is to establish a cultural program for downtown. The "Summer Series" pilot program has built the foundation for this key policy. Downtown merchants and the community alike will benefit from a lively and well coordinated cultural program; a program that will hopefully inspire even greater use of downtown during the evenings and weekends. To that end, this pilot program was well received and represents exciting progress in the revitalization of Sacramento's Central Business District.

Under future phases of the implementation schedule, we envision continued growth and success of this important program. The Planning Division supports the development of the "City Life" program and will continue to participate on the program's implementation team.

Please feel free to contact Steve Dee on extension 2037 for further assistance.

Sincerely,


Marty Van Duyn
Planning Director

MVD/SD: jr

SOURCES OF REVENUE & EXPENSES	FY86-87 CITY LIFE PROGRAM	OPTION A FY87-88	OPTION B FY87-88
REVENUE:			
City	\$ 70,425	\$160,000	\$ 70,000
SHRA	20,000		
National Endowment for the Arts	2,500		
California Arts Council	2,225	5,000	5,000
Contributions/In Kind Services	<u>19,250</u>	<u>35,000</u>	<u>35,000</u>
TOTAL:	\$114,400	\$200,000	\$110,000
EXPENSES:			
Salaries	\$ 24,158 ¹	\$ 50,506 ²	\$ 41,500 ³
Artist Fees	39,913	75,494	29,900
Printing	6,007	11,000	6,500
Crew	4,475	7,000	4,000
Security	1,012	3,000	1,000
Equipment Rental	9,385	11,000	5,000
Sound/Tech	16,975	18,000	6,000
Promotion	10,543	13,500	10,500
Miscellaneous	2,026	2,500	2,000
Contingency	<u>0</u>	<u>8,000</u>	<u>3,600</u>
TOTAL:	\$114,494	\$200,000	\$110,000

DESCRIPTION: City Plaza Farmers' Market; City Plaza & St. Rose of Lima sites, 4 days/week, 71 performances or 36 days over an 8 week period; opening & closing ceremonies; multi-media presentations; vendor participation; programmed four evenings & two weekend special events; touring group for closing ceremonies; presented 3 nationally acclaimed artists/groups, 500 artists participated, ice cream social.

City Plaza F.M.; City Plaza & St. Rose of Lima sites 4 day/week, 96 performances or 48 days over 12 week period; multi-media presentations; major ethnic festival with food bazaars; increased vendor participation; high quality crafts fair; up to 6 days' holiday programming; additional F.M. sites w/events occurring once a month at sites; comprehensive weekend programming

City Plaza F.M. & two additional F.M. sites w/events at those sites; downtown program at City Plaza 3 days/week, 18-24 performances for approximately 6-8 weeks; multi-media events (dance, music, and visual arts); encourage vendor participation; does not include stage rental fees

Footnotes:

1. Arts Consultant fees
2. Based on Civil Service positions - Program Coordinator and clerical support
3. Arts Consultant fees, fundraiser, clerical support.

SAMPLE

- LEGEND:
- 1. CITY PLAZA FARMER'S MARKET AND EVENTS
 - 2. MC CLATCHY PARK FARMERS' MARKET WITH ONCE A MONTH EVENTS
 - 3. NORTH AREA FARMERS' MARKET SITE TO BE DETERMINED WITH ONCE A MONTH EVENTS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 CITY PLAZA FARMERS' MARKET	2 NORTH AREA FARMERS' MARKET	3 CITY PLAZA EVENT	4 CITY PLAZA EVENT
5 CITY PLAZA EVENT	6 CITY PLAZA EVENT	7 MC CLATCHY PARK FARMERS' MARKET	8 CITY PLAZA FARMERS' MARKET	9 NORTH AREA FARMERS' MARKET	10 CITY PLAZA EVENT	11 CITY PLAZA EVENT
12 CITY PLAZA EVENT	13 CITY PLAZA EVENT	14 MC CLATCHY PARK FARMERS' MARKET	15 CITY PLAZA FARMERS' MARKET	16 NORTH AREA FARMERS' MARKET	17 CITY PLAZA EVENT	18 CITY PLAZA EVENT
19 CITY PLAZA EVENT	20 CITY PLAZA EVENT	21 MC CLATCHY PARK FARMERS' MARKET	22 CITY PLAZA FARMERS' MARKET	23 NORTH AREA FARMERS' MARKET	24 CITY PLAZA EVENT	25 CITY PLAZA EVENT
26 CITY PLAZA EVENT	27 CITY PLAZA EVENT	28 MC CLATCHY PARK FARMERS' MARKET	29 CITY PLAZA FARMERS' MARKET	30 NORTH AREA FARMERS' MARKET		
			CITY PLAZA EVENT	CITY PLAZA EVENT		