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**DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES**

**CITY OF SACRAMENTO  
CALIFORNIA**

1231 I STREET  
SUITE 400  
SACRAMENTO, CA  
95814-2977

ROBERT P. THOMAS  
DIRECTOR

G. ERLING LINGGI  
ASSISTANT DIRECTOR

WALTER S. UEDA  
DEPUTY DIRECTOR

916-449-5200  
FAX 916-449-8584

February 5, 1991

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

City Council  
Sacramento, California

**APPROVED**  
BY THE CITY COUNCIL

FEB 05 1991

Honorable Members in Session:

OFFICE OF THE  
CITY CLERK

SUBJECT: Sacramento History Museum Gift Shop

AG 91-030

SUMMARY

This report provides information regarding the Sacramento History Museum gift shop operation. This report also requests that the City Manager be authorized to execute an agreement between the Sacramento History Museum Association and the City for the operation of the Sacramento History Museum Gift Shop.

JOINT COMMITTEE ACTION

The attached report was approved by the joint Budget and Finance/Transportation and Community Development Committee at their meeting of January 29, 1991.

RECOMMENDATION

It is recommended, pursuant to the provisions of Chapter 12, Article III, Section 12.65 of the City Code, that the City Council, by resolution, authorize the City Manager to execute an agreement between the Sacramento History Museum Association and the City for the operation of the Sacramento History Museum gift shop.

Respectfully submitted,

Robert P. Thomas, Director  
Parks and Community Services

Recommendation Approved:

Walter J. Slipe  
City Manager

RPT:ja  
K:Council/TLVHIST.dox

February 5, 1991  
All Districts

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CONFIDENTIAL

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**RESOLUTION NO. 91-099**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

A RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT BETWEEN THE CITY OF SACRAMENTO AND THE SACRAMENTO HISTORY MUSEUM ASSOCIATION FOR THE OPERATION OF THE GIFT SHOP IN THE SACRAMENTO HISTORY MUSEUM

**APPROVED**  
BY THE CITY COUNCIL

FEB 05 1991

OFFICE OF THE  
CITY CLERK

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

That pursuant to the provisions of Chapter 12, Article III, Section 12.65 of the City Code, the City Manager is hereby authorized and directed to execute on behalf of the City of Sacramento, that certain agreement between the City of Sacramento and the Sacramento History Museum Association for operation of the gift shop in the Sacramento History Museum.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_ 2

**DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES**

ROBERT P. THOMAS  
DIRECTOR

G. ERLING LINGGI  
ASSISTANT DIRECTOR

WALTER S. UEDA  
DEPUTY DIRECTOR

**CITY OF SACRAMENTO**  
CALIFORNIA

January 29, 1991

1231 I STREET  
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DIVISIONS:  
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PARKS AND RECREATION  
• NORTH  
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• CITY-WIDE

Budget and Finance/Transportation  
and Community Development Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Sacramento History Museum Gift Shop

SUMMARY

This report provides information regarding the Sacramento History Museum gift shop operation. This report also requests that the City Manager be authorized to execute an agreement between the Sacramento History Museum Association and the City for the operation of the Sacramento History Museum Gift Shop.

BACKGROUND INFORMATION

The Sacramento History Museum, originally called the Sacramento History Center, opened August 3, 1985. Initially, the Museum had three support groups which had a significant positive impact on its operations including but not limited to cash contributions, the funding of three staff persons, and operation of the gift shop. In September 1986, City Council encouraged the reorganization of these groups into a single nonprofit support group. This was accomplished and the new organization formed was the Sacramento History Museum Association. The existence of nonprofit support groups is consistent with the Department's efforts to build public-private partnerships.

Originally operated by one of the three support groups, the Friends of the History Center, the Museum gift shop has been operated by the Sacramento History Museum Association since December 1986. In November 1986, the gift shop was expanded. The Association invested \$14,300 in new merchandise for the gift shop and embarked on a marketing/advertising program to bring the public

to the Museum as well as the gift shop. During the past four years, the giftshop revenue has consistently increased. For FY 1989-90, gift shop revenue was more than \$55,500. The Association desires a new agreement to continue operation of the gift shop; the current agreement between the City and the Association expired June 1990 but has continued under the same term on a month-to-month basis since that time.

Presently, the Association is responsible for the gift shop's financial matters, merchandise and inventory, advertising and promotion, and the Museum's staff oversees the day-to-day operations. Under the current agreement, the City receives four percent of the gift shop's gross receipts which is consistent with the percentage received by the City from gift shop revenue at the Sacramento Zoo and Fairytale Town under the concession contract with the Joint Concession Board. The new agreement with the Association would include these same basic provisions.

#### FINANCIAL DATA

The amount of revenue generated under the existing Sacramento History Museum gift shop concession contract is as follows:

<u>Contract Year</u>	<u>1986-87</u>	<u>1987-88</u>	<u>1988-89</u>	<u>1989-90</u>
Gift Shop Revenue to the City	\$1,354	\$2,175	\$2,258	\$2,545

This revenue is deposited into the City's General Fund to offset General Fund support of the Sacramento History Museum.

#### POLICY CONSIDERATIONS

The execution of an agreement between the City of Sacramento and the Sacramento History Museum Association for the operation of the history center gift shop is consistent with Chapter 12, Article III, Section 12.65 of the City Code which authorizes the City to execute an agreement with a nonprofit organization whose primary purpose is support of a City facility without competitive bidding.

#### MBE/WBE EFFORTS

Every effort will be made to support the City's MBE/WBE goals.

#### RECOMMENDATION

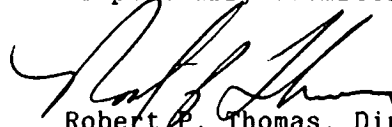
It is recommended that the Budget and Finance Committee approve this report and refer it to the full City Council for action. Further, it is recommended, pursuant to the provisions of Chapter 12, Article III, Section 12.65 of the City Code, that the City Council, by resolution, authorize the City Manager to

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January 29, 1991

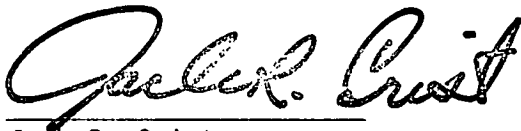
execute an agreement between the Sacramento History Museum Association and the City for the operation of the Sacramento History Museum gift shop.

Respectfully submitted,



Robert P. Thomas, Director  
Parks and Community Services

Recommendation Approved:



Jack R. Crist  
Deputy City Manager

Contact Person to Answer Questions: Kathryn Gaeddert, History Museum  
Administrator - 449-2057

RPT:ja  
K:Council/TLVHIST.dox

January 29, 1991  
All Districts



OFFICE OF THE  
CITY CLERK  
OPERATION SERVICES

CITY OF SACRAMENTO  
CALIFORNIA

CITY HALL  
ROOM 304  
915 I STREET  
SACRAMENTO, CA  
95814-2671

916-449-5426

February 12, 1991

Concessionaire at Sacramento  
History Museum Association  
c/o Sacramento History Museum  
101 I Street  
Sacramento CA 95814

On February 5, 1991, the Sacramento City Council adopted Resolution No. 91-099 authorizing the execution of Agreement No. 91-030 regarding the operation of the gift shop in the Sacramento History Museum.

Enclosed, for your records, is one fully certified copy of said agreement and authorizing resolution.

Sincerely,

Valerie A. Burrowes  
City Clerk

mls/3.11

Enclosures

cc: Parks and Community Services  
Risk Management