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SACRAMENTO HISTORY CENTER, INC.
1931 K Street
Sacramento, California 95814
(916) 447-2958

January 30, 1980

Sacramento City Council
Sacramento County Board
of Supervisors
Sacramento, California

FILED
By the City Council
Office of the City Clerk
CONT. TO
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Honorable Members in Session:

SUMMARY

This report is provided by the Board of Trustees of Sacramento History Center, Inc. to inform the City Council and County Board of Supervisors on the progress of the development of the Sacramento History Center.

BACKGROUND

Based on the best information available during the uncertain post-Proposition 13 period, the City Council voted in June 1978 to stop development of the Sacramento History Center, which was planned as a joint City/County venture. An ad hoc committee representing several historical organizations was formed to develop an alternative proposal for the construction and operation of the History Center. The alternative was submitted to the City Council in December 1978 and to the County Board of Supervisors in January 1979. The approved alternative included the following features:

1. A private nonprofit corporation would be formed to assume responsibility for the development and construction of the Center.
2. The corporation, Sacramento History Center, Inc. would assume responsibility for the historic collections now held in public trust by the City and under the care of the Museum and History Division representing the City and County of Sacramento.
3. The corporation would assume responsibility for the personnel and fiscal affairs of the Center, relieving the City and County of all standard operational support.
4. The City and County would each contribute \$1,000,000 for construction of the Center in Old Sacramento. The City's portion of the funds was General Revenue Sharing unappropriated funds, and the County's portion consisted of 50% State Park Bond Acts and 50% transient occupancy tax.

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5. The Board of Trustees of Sacramento History Center, Inc., consisting of nine members, would represent the following entities:
 - a. one member from each of the three organizations - the Sacramento Trust for Historic Preservation, the Sacramento Pioneer Association, and the Friends of the Sacramento City and County Museum;
 - b. two members appointed by the City Council;
 - c. two members appointed by the County Board of Supervisors;
 - d. two members appointed by the above seven.

CURRENT ACTIVITIES AND ACCOMPLISHMENTS

During Sacramento History Center, Inc.'s short term of existence, several major accomplishments have taken place:

1. The incorporation documents have been filed, and the appointments of the Trustees were completed in November 1979. (See Exhibit A for the roster of the Board of Trustees.)
2. A challenge grant from the National Endowment for the Humanities of \$300,000 was awarded. For every three private dollars raised, the Endowment will match with one Federal dollar. Sacramento History Center, Inc. must raise \$900,000 over the next three years to meet the match. The private dollars will be used for construction and general development, while the Federal dollars must go into an endowment fund.
3. The Bank of America announced the intention to place on permanent exhibition in the History Center their collection of specimen and currency gold, the largest known privately owned gold collection in the world. In addition, the BankAmerica Foundation awarded \$50,000 for construction of the Center. This grant was the first corporate gift to the Center.
4. Service organizations have contributed to the development of the Center, most notably the Rotary Clubs throughout the metropolitan area have committed \$25,000 and their membership support, and the Junior League of Sacramento initiated a community wide speakers bureau and public relations program as well as donating money to the Center.
5. An operating plan for how Sacramento History Center, Inc. will administer its development and funds has been adopted. The plan covers a span of three and a half years during which the Center will be constructed and opened to the public. (See Exhibit B, the operating plan.)

Other gifts have been made and support committed in addition to those mentioned above. The contributions to date total \$2,468,355, including the City's and County's commitments. Additional grant applications and gifts are currently under consideration.

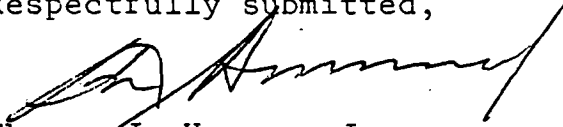
FUTURE PLANS

The Sacramento History Center, Inc. Trustees decided to obtain the services of a professional fund raising firm to conduct a \$1,500,000 capital fund drive for the Sacramento History Center. The Board is currently interviewing representatives of prospective companies and proposes to execute a contract with the approved firm within 30 days. The fund raising conducted thus far has been done without professional assistance.

The Board of Trustees believe that the awarding of the challenge grant from the National Endowment for the Humanities was the pivotal award upon which a community wide capital fund drive and grants program will be launched. With this challenge grant, the Board is moving ahead to meet the challenge.

The Board of Trustees would like to extend our appreciation to the City Council and the County Board of Supervisors for your support in the development of the Sacramento History Center. The Trustees are eager to proceed with the capital fund drive and building program for the Center, and we will return prior to July 1980 with a progress report. Therefore, we respectfully request the City Council and County Board of Supervisors to continue the support provided to this newly formed nonprofit corporation.

Respectfully submitted,



Thomas J. Hammer, Jr.
President

Enclosures: Exhibit A
Exhibit B

EXHIBIT A

BOARD OF TRUSTEES
SACRAMENTO HISTORY CENTER, INC.

<u>Name and Address</u>	<u>Appointed By</u>	<u>Term of Office</u>
Thomas Hammer, Jr., President 1931 E Street Sacramento, CA 95814 443-2773 (office)	Sacramento Trust for Historic Preservation	May 1983
Joseph Angello, Vice President 120 I Street, Suite 220 Sacramento, CA 95814 446-1205 (office)	Friends of the Museum	May 1981
Tommi Robinson, Secretary 2766 Land Park Drive Sacramento, CA 95818 442-5118 (home)	City of Sacramento	May 1982
Al Gilman, Treasurer Bank of America Regional Office 3600 American River Drive Sacramento, CA 95825 449-4429 (4197) (office)	Sacramento County	May 1981
Barbara Lagomarsino 15 Sail Court Sacramento, CA 95831 454-8109 (office)	City of Sacramento	May 1982
R. Burnett Miller P. O. Box 1333 Sacramento, CA 95806 446-7906 (office)	Sacramento Pioneer Association	May 1983
Ralph Scurfield 2707 K Street Sacramento, CA 95816 446-7906 (office)	at large	May 1981
Wilson Riles 721 Capitol Mall, Room 524 Sacramento, CA 95814 445-4338 (office) Vic Biondi 322-2008 (office)	at large	May 1982
E. Henry Kloss 10425 Franklin Blvd. Elk Grove, CA 95624 685-4730 (home)	Sacramento County	May 1983

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SACRAMENTO HISTORY CENTER

OPERATING PLAN

JANUARY 1980 - JUNE 1983

Over the next three and a half years \$4,200,000 will be expended to design and construct the Sacramento History Center and its exhibitions, to prepare the programs for the Center's operation, and to lay the foundation for a stable economic future of the new institution. While the budgets are discussed in greater detail, the following summarizes the annual development costs of the project:

<u>Expenditures</u>	<u>79-80</u>	<u>80-81</u>	<u>81-82</u>	<u>82-83</u>
Construction	293,778	886,640	1,571,124	703,000
Programming		72,250	92,960	46,900
Personnel		99,580	158,106	224,097
Maintenance and Utilities			10,500	40,000
TOTAL	\$293,778	\$1,038,470	\$1,832,690	\$1,050,197
GRAND TOTAL				<u>\$4,178,935</u>

The three and a half year period covered in the operating plan includes two and a half years for construction and installation of the exhibitions and the first year of operation when the Center is open to the public. The operation plan presented here will outline how this money will be appropriated, what will be accomplished, who will implement the plan, and potential sources of income.

This plan assumes that the project will be a joint venture between the City of Sacramento, Sacramento County, and Sacramento History Center, Inc. The City and County will each contribute \$1,000,000 toward construction and will continue the current level of operational support (\$180,000 per year) through the first year that the Center is open to the public (1982-83).

DEVELOPMENT COSTSCONSTRUCTION AND DESIGN BUDGETS

The reconstruction of the first City Hall and Waterworks building at the corner of Front and I Streets in Old Sacramento is calculated to cost \$70/square foot. Even though construction documents have not been finished, the architects estimate that the building will encompass 30,000 square feet. The fee for the architectural-engineering services is based on 8.5% of the cost of the building.

The exhibition and interpretive areas within the Center will encompass

approximately 13,200 useable square feet. The cost of these areas is calculated to cost \$60/square foot. The exhibition design fee is based upon 24% of the cost of the exhibition.

The intent of this budget is to facilitate a "turn-key" opening of the Center with all exhibitions installed, all furnishings in place, all structural work completed, and the programs ready for public enjoyment. Additional curatorial work will be required to augment the permanent staff of the Center. Restoration and cleaning of the collections will be required before the objects can be placed on exhibition. The temporary curatorial staff will assist with this work as well as following up leads on artifacts which should be acquired for the exhibitions.

Construction and Design Budget

<u>Expenditure</u>	<u>79-80</u>	<u>80-81</u>	<u>81-82</u>	<u>82-83</u>
Building construction		505,000	1,010,000	505,000
Exhibition production		198,000	396,000	198,000
Landscaping			27,000	
Archaeology (required to meet State regulations)		80,000		
Architectural Fee				
Schematics	27,755			
2,020,000 x 15% x .085				
Preliminaries	42,925			
2,020,000 x 25% x .085				
Working Drawings	68,680			
2,020,000 x 40% x .085				
Construction		17,170	17,170	
2,020,000 x 20% x .085				
Exhibition Designer Fee				
Schematics	27,864			
792,000 x 15% x .24				
Preliminaries	47,520			
792,000 x 25% x .24				
Working Drawings	79,034			
792,000 x 40% x .24				
Fabrication		19,020	19,020	
792,000 x 20% x .24				
Curatorial Services				
Associate Curator		20,000	22,000	
Assistant Curator		16,500	18,150	
Assistant Curator			18,150	
Assistant Curator			18,150	
Benefits - 33% salary		10,950	25,484	
TOTAL	\$293,778	\$866,640	\$1,571,124	\$703,000

GRAND TOTAL \$3,434,542

PROGRAMMING BUDGET

The nature of the visitor's experience in the History Center will be enhanced by the quality of program support given to the exhibitions and interpretive areas. The costs of the various programs are substantially higher during the first two years of development prior to the opening of the Center. After the Center is functioning, the annual operating support for programming will drastically decrease.

Educational Programs

Essential to the day to day operation of the Center will be a large volunteer (docent) council. They will be the most important, and sometimes the only people the visitors will meet when coming to the Center. The volunteers will staff the reception area, assist the security guards, lead tours of the exhibitions, and assist with the activities in the special events gallery and resource gallery. They will also play an important role in community relations by presenting programs in the schools, conducting a speakers bureau, planning special events and activities which promote the role of the Center throughout the greater metropolitan area.

It is very important that the volunteers be well trained in the history of the Sacramento Valley and the development of the West and in the exhibitions and programs presented by the Center. An estimated \$5,000 should be appropriated annually to train the volunteers and to implement their activities.

Included in the monies allocated for educational programming is funding to support the activities of the resource gallery. This will be an innovative "hands-on" learning laboratory where visitors will have access to resources not adaptable for exhibition: the archives and public records collections, photograph and television film collections, oral histories, and an extensive bibliography of known Sacramento publications and manuscripts. Support of this facility will cost an estimated \$10,000 annually.

Collection Program

Money for conservation and preparation of the collections for exhibition, and funds for acquisition of artifacts needed to complete the exhibitions are required before the Center can be opened to the public. An estimated \$40,000 will be needed for collection preparation and conservation; an estimated \$60,000 will be required for acquisition. Priority will be given to objects which do not require conservation and which can be donated or loaned. Objects will be purchased only when no other alternative exists.

After the Center is open, the conservation and acquisition program must continue, but with a greatly reduced financial commitment.

Exhibition Program

The History Center has always been envisioned as a creative and evolving

community resource. No exhibitions are considered permanent. While major exhibition changes will require special funding sources (i.e., grants), some exhibit rotations should be programmed into the life of the Center. Therefore, a modest annual sum of \$5,000 should be allocated for this purpose.

Development Program

All expenses related to promotion, fund raising, and long term financial development of the Center are included in this budget line. This is a program which will continue for the life of the Center in order to insure the financial security of the institution.

Opening

The Sacramento History Center will be opened with fanfare and celebration. The \$8,000 will help sponsor the long-awaited event.

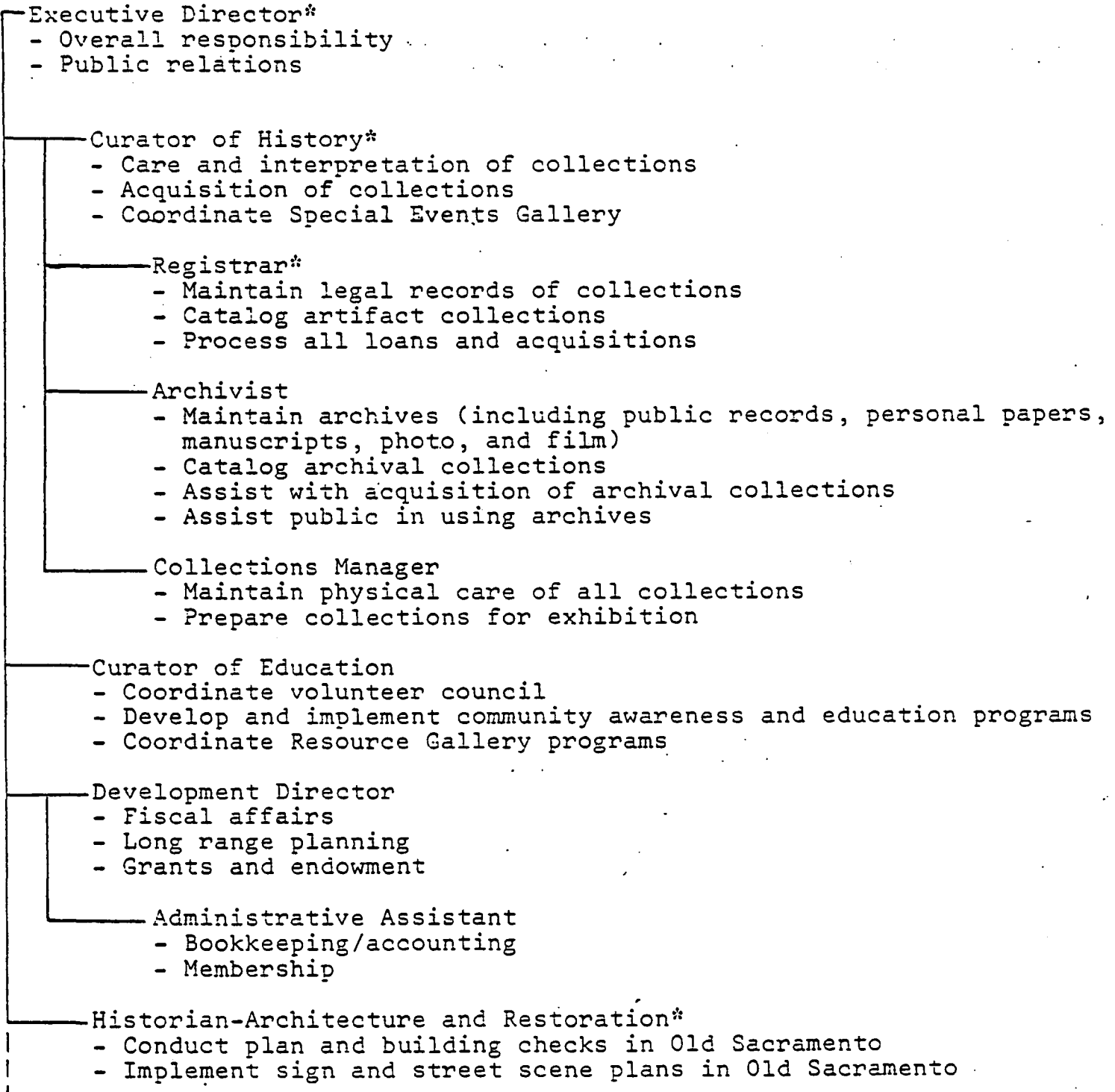
Programming Budget

<u>Expenditure</u>	<u>80-81</u>	<u>81-82</u>	<u>82-83</u>
Educational Programs			
Volunteer Council	5,000	5,000	5,000
Resource Gallery	4,000	10,000	10,000
Collection Programs			
Conservation	20,000	20,000	2,000
Acquisition	30,000	30,000	3,000
Exhibition Programs			
Research			1,000
Fabrication			4,000
Development Programs			
Brochures	3,300	3,600	4,000
Advertising	600	660	700
Membership Mailing	5,500	6,000	6,600
Direct Mail Postage	850	900	1,000
Data Processing	3,000	3,300	3,600
Travel	2,000	2,200	2,400
Grant Processing	3,000	3,300	3,600
Opening		8,000	
TOTAL	\$77,250	\$92,960	\$46,900
GRAND TOTAL			<u>\$217,110</u>

PERSONNEL BUDGET

When the Sacramento History Center opens to the public in 1982, the staff will include twelve full time positions, five of whom are presently employed by the City and County of Sacramento, Museum and History Division. Prior to opening, the new employees will be phased into the development program starting in July 1980.

The existing professional staff includes the Executive Director, Curator of History, Registrar, Historian for Architecture and Restoration, and Secretary. (Through a two year grant from the National Historical Publications and Records Commission, the Division has hired two project Archivists.) The positions to be filled are the Curator of Education, Collections Manager, three Security Guards, Archivist (after the Federal grant expires), Development Director, and Administrative Assistant. The responsibilities of each member of the staff are presented in the following staff chart:



* Positions now funded by the City and County of Sacramento.

(Executive Director)

Security Guards (3 positions)

- Guard exhibitions
- Guard gold collection when on exhibition
- Secure History Center

Secretary*

- All clerical work for Director, Curators, and Historian

The personnel budget reflects only the new positions which will be filled in addition to the existing Museum and History Division staff. It also indicates the fiscal year in which the new positions will be filled. Benefits are calculated at 33% of the salary.

Personnel Budget

<u>Expenditure</u>	<u>80-81</u>	<u>81-82</u>	<u>82-83</u>	
Curator of Education	20,000	22,000	24,000	
Collections Manager	17,600	19,360	21,296	
Archivist		19,360	21,296	
Security Guards (3)		18,000	59,400	
Development Director	24,000	26,400	29,040	
Administrative Assistant	15,000	16,500	17,150	
Subtotal	<u>\$76,600</u>	<u>\$121,000</u>	<u>\$172,382</u>	
Benefits	22,980	36,486	51,715	
TOTAL	<u>\$99,580</u>	<u>\$158,106</u>	<u>\$224,097</u>	
GRAND TOTAL				<u>\$481,783</u>

MAINTENANCE AND UTILITIES BUDGET

An estimated \$40,000 will be required annually for janitorial services, maintenance of the security and fire protection systems, and public utilities for the History Center building.

Maintenance and Utilities Budget

<u>Expenditure</u>	<u>80-81</u>	<u>81-82</u>	<u>82-83</u>	
Maintenance and Janitorial Service		3,750	15,000	
Utilities		3,750	15,000	
Security and Fire		3,000	10,000	
TOTAL		<u>\$10,500</u>	<u>\$40,000</u>	
GRAND TOTAL				<u>\$50,000</u>

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INCOME GOALS

In addition to the City and County's contribution of \$2,000,000 and the commitment from the National Endowment for the Humanities, the development funds will be raised from the private sector. The Endowment awarded Sacramento History Center, Inc. a challenge grant of \$300,000. In order to meet the challenge, \$900,000 of private monies must be raised (one Federal dollar for three private dollars). This amount plus an approximate \$1,200,000 more will be raised through a community fund drive, private and public foundations, corporate contributions, users fees collected for reproducing objects in the historic collections, and inkind services. The \$300,000 from the Endowment is above the total \$4,178,933 development costs and will go into an endowment fund from which the annual interest will help defray annual operating expenses. The potential and secured sources of income for the development costs are as follows (Attachment A details the secured funds to date):

City of Sacramento	1,000,000
Sacramento County	1,000,000
Community Fund Drive	500,000
Private Foundations	625,000
Public Foundations	600,000
Corporate Contributions	600,000
Inkind Contributions	100,000
Historic Collection Users Fee	75,000
	<hr/>
TOTAL	\$4,500,000

SUMMARY

Over \$2,450,000 has been committed to the development of the Sacramento History Center as of the 1st of November, 1979. It will take hard work and dedication to raise the remaining amount, but this project has always enjoyed the dedicated support of many individuals and groups. At a time when the project seemed doomed by Proposition 13, concerned people joined together with government to find a means to move forward through a joint venture of public and private involvement. The motivation behind this effort is a commitment to the preservation and education of Sacramento Valley's cultural legacy for present and future generations.

ATTACHMENT A

SECURED FUNDS*

<u>FUND SOURCES</u>	<u>AMOUNT</u>	<u>DESIGNATED USE</u>
City of Sacramento	1,000,000	Construction
Sacramento County	1,000,000	Construction
Community Fund Drive**		
Tahara Gift (City of Sacramento)	60,000	Programming -
Sacramento area Rotary Clubs	25,000	Construction
Sacramento Junior League	5,000	General
Sacramento Area Kiwanis Clubs	855	General
C. England	1,000	Programming
Sacramento Old City Association	500	Development
Private Foundations		
Bank of America	50,000	Construction
Ahmanson Foundation	10,000	Programming
Public Foundations		
National Endowment for the		
Humanities Challenge Grant	300,000	Endowment
Corporate Contributions		
Allstate Savings and Loan	1,000	General
KCRA-TV	15,000	Programming
TOTAL	\$2,468,355	

<u>INCOME GOAL CATEGORIES</u>	<u>AMOUNT DESIRED</u>	<u>AMOUNT SECURED</u>
City of Sacramento	1,000,000	1,000,000
Sacramento County	1,000,000	1,000,000
Community Fund Drive	500,000	92,355
Private Foundations	625,000	60,000
Public Foundations	600,000	300,000
Corporate Contributions	600,000	16,000
Inkind Contributions	100,000	- 0 -
Historic Collection Users Fee	75,000	- 0 -
TOTAL	\$4,500,000	\$2,468,355

*As of November 1, 1979

**Included in this category, but not listed here, is the annual membership of the Friends of the Sacramento City and County Museum. This amount varies from year to year, but the income for 1980 will be approximately \$18,000.