



CITY OF SACRAMENTO

DEPARTMENT OF PARKS AND COMMUNITY SERVICES

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ROBERT P. THOMAS
Director

G. ERLING LINGGI
Assistant Director

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

October 2, 1986

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: Joint Admission Tickets for the Sacramento History Center, Crocker Art Museum and Sacramento Area State Parks

SUMMARY

This report requests authorization to sell joint admission tickets for the Sacramento History Center and Crocker Art Museum together with the Sacramento area State parks, including the Railroad Museum, Governor's Mansion, State Indian Museum and Sutter's Fort.

BACKGROUND INFORMATION

Sacramento's local museums and historical sites all offer services designed to attract area residents and visitors. In order to maximize the public benefit from these educational and cultural resources and increase each facility's revenue, the Sacramento History Center, Crocker Art Museum, Sutter's Fort, Governor's Mansion, State Indian Museum and California State Railroad Museum have joined in a cooperative effort to sell a joint ticket. While each institution will continue to sell its own admission ticket, an option will be offered to visitors to gain admission to all the museums at a reduced price. A summary of current admission prices at each of the institutions and the proposed joint ticket prices is provided in Exhibit A.

The provision of a discounted joint admission ticket would allow the public to experience a full range of family recreational activities at a more affordable cost and would increase the usage of these facilities. Further, this service could promote longer visitation in the Sacramento area.

Currently, it would cost \$10.50 to purchase adult tickets and \$4.50 to purchase a child's ticket if purchased at each museum. The proposed joint ticket of \$8.50 for adults and \$3.25 for children represents a savings of 19% to the adult visitor and 28% for the child's ticket. The tickets will be good for one year from the date of purchase.

To implement this joint ticketing program, it is necessary to enter into an agreement with the State of California for the Sacramento area museums and historical sites (Exhibit B).

FINANCIAL DATA

No City funds are requested.

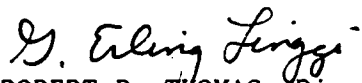
Each museum will account for the sales of joint tickets. The City of Sacramento will reimburse the State of California 57% of the total sales of joint tickets; and the State of California will reimburse the City of Sacramento 43% of the total sales of joint tickets. This reimbursement formula is equal to the volume of the admissions to the respective governments' total facilities.

RECOMMENDATION

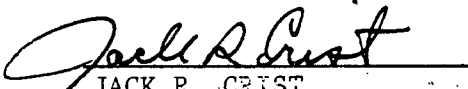
It is recommended that the Budget and Finance Committee approve this report for referral to the entire City Council. Further, it is recommended that the City Council approve, by resolution:

1. Implementation of a joint admission ticket and related fee structure with the Sacramento History Center, the Crocker Art Museum and Sacramento area State park facilities (including the Railroad Museum, Sutter's Fort, State Indian Museum and the Governor's Mansion);
2. Authorization of the City Manager to enter into an agreement with the State of California for Sacramento area museums and historical sites.

Respectfully submitted,

for 
-ROBERT P. THOMAS, Director
Parks and Community Services

Recommendation Approved:


JACK R. CRIST
Deputy City Manager

RPT:ja

October 14, 1986
All Districts

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION APPROVING ADOPTION OF A JOINT ADMISSION TICKET
WITH THE SACRAMENTO HISTORY CENTER, CROCKER ART MUSEUM
AND SACRAMENTO AREA STATE PARKS FACILITIES AND AMENDING
FEES AND CHARGES FOR PARKS AND COMMUNITY SERVICES - MUSEUM
AND HISTORY DIVISION AND CROCKER ART MUSEUM DIVISION

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

1. A joint admission ticket with the Sacramento History Center, Crocker Art Museum and Sacramento area State parks facilities, as set forth in Exhibit A, is hereby approved.
2. The City Manager is hereby authorized to enter into an agreement with the State of California for the purpose stated in Paragraph one above.
3. The City of Sacramento Fees and Charges Report (pages 45b for the Sacramento History Center and page 42a for the Crocker Art Museum) are hereby amended to reflect the Parks and Community Services related fees and charges as set forth below:

Joint Tickets:

Adults	18 and over	\$8.50
Children	6 through 17	\$3.25
Children	5 and under	fee exempt

MAYOR

ATTEST:

CITY CLERK

A. CURRENT ADMISSION PRICES

Sacramento History Center

Admission Price

Adults 18 through 64	\$2.50
Senior Citizens	\$1.50
Children 7 through 17	\$1.00
Children 6 and under	Free

Crocker Art Museum

Adults	\$2.00
Teenagers	\$1.00
Senior Citizens	\$1.00
Children 6 and under	Free

California State Railroad Museum

Adults	\$3.00
Children 6 through 17	\$1.00
Children 5 and under	Free

Sutter's Fort, Indian Museum and Governor's Mansion

Adults	\$1.00
Children 6 through 17	\$0.50
Children 5 and under	Free

B. JOINT TICKETS

Adults 18 and over	\$8.50
Children 6 through 17	\$3.25
Senior Citizens	Same as adult price (State Parks does not offer special rates to senior citizens)
Children 5 and under	Fee exempt

JOINT AGREEMENT

This Agreement is made as of _____, 1986, by and between the STATE OF CALIFORNIA, by and through the DEPARTMENT OF PARKS AND RECREATION OF THE RESOURCES AGENCY OF CALIFORNIA (hereinafter "State"), and the CITY OF SACRAMENTO (hereinafter "City").

WHEREAS, State and City wish to make available a joint admission ticket at a discount rate for admission to certain State and City facilities.

NOW, THEREFORE, IT IS AGREED:

1. City and State agree to cooperate on the marketing of a joint admission ticket for the following facilities: Sacramento History Center, E. B. Crocker Art Museum, California State Railroad Museum, Sutter's Fort, State Indian Museum, and Old Governor's Mansion. City shall sell joint tickets at the Sacramento History Center and the Crocker Art Museum. State shall sell joint tickets at the California State Railroad Museum, Sutter's Fort, the State Indian Museum, and the Old Governor's Mansion.

2. The price of the joint ticket shall be \$8.50 for adults and \$3.25 for children aged 6 to 17. Neither State nor City shall permit joint tickets to be issued on a complimentary basis, without a written agreement signed by both parties. Tickets shall be non-refundable. Upon sale, ticket shall be stamped with an expiration date one year from the date of sale. Each facility shall cancel that portion of the joint ticket which provides admission to its facility with a punch or stamp to prevent re-use of the ticket at that facility.

3. City shall produce the joint tickets at City expense. Ticket design shall be approved in advance by State. Tickets shall be of a single piece, designed to include the name and image of each facility, the total value of the admissions if purchased separately (\$10.50 adult, \$4.50 children), the ticket cost, a specification of adult or child, and sequential numbers. Tickets shall be designed to permit cancellation at each facility by a punch or stamp to prevent re-use of the ticket at the same facility.

4. City shall remit to State 57% of the monies received by City from sale of joint tickets. State shall remit to City 43% of the monies received by State from sale of joint tickets. City and State shall account to each other in writing on a monthly basis for all joint tickets sold, and remit the sums due in connection therewith with each monthly report; provided, however, that the first report and payment shall be due no later than seventy-five (75) days after joint tickets are first made available for sale at the facilities.

Remittances and monthly reports shall be sent as follows:

To State:

with a copy to:

To City: Division of Revenue
915 I Street, Room 104
Sacramento, California 95814

with a copy to: Robert P. Thomas, Director
Parks and Community Services
City of Sacramento
1231 I Street, Suite 400
Sacramento, California 95814

5. City and State each shall maintain complete and adequate records relating to the sale of the joint tickets which shall reflect the total number and sequential numbers of joint tickets received, sold, and held in inventory. City shall keep accurate records of all tickets printed and shall obtain a written receipt from the State for all joint tickets delivered by City to State. The records maintained and tickets held in inventory by each party shall be open to inspection by the other party at any reasonable time upon request.

6. This Agreement may be terminated by either party upon six (6) months written notice to the other party.

7. Any approvals required pursuant to this Agreement and any notices required or desired to be given shall be obtained from or directed as follows:

State: (Name)
(Address)
Sacramento, California

City: Walter J. Slipe
City Manager
City of Sacramento
915 I Street, Room 109
Sacramento, California 95814

STATE OF CALIFORNIA

By _____

CITY OF SACRAMENTO

By _____

APPROVED AS TO FORM

Diane B. Baller 9/8/86
DEPUTY CITY ATTORNEY DATE