

## **RESOLUTION 2024-0340**

Adopted by the Sacramento City Council

November 19, 2024

### **Budgetary Adjustment: Increasing the Budget for Visit Sacramento for Iconic Events Support and Production**

#### **BACKGROUND**

- A. Sacramento has cultivated a vibrant identity as the “City of Festivals,” a reputation built on its dynamic array of annual events that draw both locals and visitors.
- B. Sacramento’s festival scene has not only become a staple of local culture but has also driven substantial growth in the city’s tourism sector. These festivals attract thousands of visitors each year, generating millions in economic activity, supporting jobs across industries, and contributing significant tax revenues that bolster the city’s economy.
- C. The City of Sacramento has previously supported iconic events production through a \$1.5 million American Rescue Plan Act grant to Visit Sacramento to support tourism recovery.
- D. The City of Sacramento provides \$500,000 annually through a budget allocation to Visit Sacramento to support iconic events production.
- E. This one-time increase in budget to Visit Sacramento for iconic events production will cement its efforts to maintain Sacramento’s identity as a City of Festivals, in light of broader festival landscape dynamics.

#### **BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

##### **SECTION 1.**

The FY2024/25 Iconic Events Support and Production Program (I17700000) is established as a new Multi-Year Operating Project (MYOP).

##### **SECTION 2.**

The City Manager or the City Manager’s designee is authorized to transfer \$2,000,000 from the available fund balance of the Community Center Fund (Fund 6010) to the expenditure budget of the FY2024/25 Iconic Events Support and Production Program (I17700000) for Visit Sacramento.

**SECTION 3.**

The conditions regarding the use of the funds for iconic events support and production as outlined in Exhibit A of this resolution are adopted.

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Exhibit A – Conditions on Use of Funds for Iconic Events Support & Production


Adopted by the City of Sacramento City Council on November 19, 2024, by the following vote:

Ayes: Members Guerra, Jennings, Kaplan, Maple, Talamantes, Thao, Valenzuela, Vang, and Mayor Steinberg

Noes: None

Abstain: None

Absent: None

Attest:  11/27/2024  
Wendy Klock-Johnson, Assistant City Clerk

*The presence of an electronic signature certifies that the foregoing is a true and correct copy as approved by the Sacramento City Council.*

## **Exhibit A**

### **Conditions On Use of Funds for Iconic Events Support & Production**

- 1.) Iconic events will be chosen based upon their ability to achieve favorable tourism-related impacts as evidenced by:
  - a. the number of out-of-town attendees;
  - b. the number of hotel room nights booked;
  - c. the amount of transient occupancy and sales tax generated;
  - d. attendee spending on parking, restaurants and retail; and
  - e. the number of local support service providers engaged (crews, rentals, security, etc.) as well as associated spending with those service providers.
  
- 2.) Each iconic event chosen should incorporate and reflect Sacramento's unique identity and culture, as evidenced by:
  - a. the number of local artists/musicians represented onstage, as vendors or in other capacities throughout the live experience as well as associated spending with or subsidies provided to those artists/musicians or local music support providers;
  - b. the number of local breweries, wineries and restaurants represented;
  - c. the engagement of the local community before, during and after each iconic event through sponsored events/activities at local independent music venues, etc.; and
  - d. the number of partnerships between the event organizers and local creative sector businesses.
  
- 3.) Each iconic event must provide quantitative and qualitative data on how they achieved equitable outcomes and progress toward equity goals.