

City of Sacramento

Legislation Text

File #: 2019-01528, **Version:** 1

Title:

Agreement with Sacramento Convention and Visitors Bureau to Support Sacramento 365

File ID: 2019-01528

Location: Citywide

Recommendation:

Pass a Motion authorizing the City Manager or the City Manager's designee to execute an agreement with the Sacramento Convention and Visitors Bureau for the annual marketing support of Sacramento365.com and reimbursement for hosting and maintenance of the website for a total not-to-exceed amount of \$360,000 for a period of 4 years.

Contact: Mannylyn Timoteo, Administrative Analyst, (916) 808-3982; Jody Ulich, Director, (916) 808-5105, Convention and Cultural Services Department

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-Agreement

Description/Analysis

Issue Detail: Sacramento365.com, the year-round source for Sacramento events, serves as the premier online event calendar for the region. The Sacramento Convention and Visitors Bureau established and has managed the website since the fall of 2008. Over the course of the past decade, the City of Sacramento, in partnership with and the Sacramento Convention and Visitor's Bureau, has provided innovative strategies to promote the region's sense of community, cultural diversity, arts, culture, and entertainment. The calendar, which promotes an average of 750 current events at any given time, is widely recognized for its support of local community events and organizations. The agreement calls for the support of the partnership for up to four years (from 2019 through 2022) for a total not-to-exceed amount of \$360,000. The agreement specifies the annual cost shall not exceed \$90,000.

Policy Considerations: The recommendations in this report are consistent with the provisions of Sacramento City Code Chapter 3.56: Contracts for Non-Professional Services. Per City Code section 3.56.090, agreements for nonprofessional services where the amount to be expended equals or exceeds one hundred thousand dollars (\$100,000) requires City Council authorization to execute.

Economic Impacts: Not applicable.

Environmental Considerations:

California Environmental Quality Act (CEQA): Under the CEQA guidelines, Title 14, Section 15378 (b)(2), continuing administrative activities do not constitute a project and are therefore exempt from CEQA review.

Sustainability: Not applicable

Commission/Committee Action: Not applicable

Rationale for Recommendation: Approval of the recommended action is necessary to support and implement strategies included in the Creative Edge Plan including:

- Advancing cultural equity for all Sacramento's diverse populations; and
- Building upon and expanding Sacramento's unique creative economy.

Financial Considerations: Sufficient funding is available in Arts Stabilization (General Fund, Fund 1001) and in the Convention and Cultural Services Department's Fiscal Year 2019/20 Approved Operating Budget (Community Center Fund, Fund 6010) to execute the agreement through June 30, 2020. Purchases made after June 30, 2020 are subject to funding availability in the budget adopted for the applicable fiscal year.

Local Business Enterprise (LBE): Not applicable