

City of Sacramento

Legislation Text

File #: 2019-00243, **Version:** 1

Title:

Supplemental Agreement for Additional Services from The Superlative Group for the Sacramento Convention Center Complex

File ID: 2019-00243

Location: 1301 L Street and 1400 J Street, District 4

Recommendation:

Pass a Motion authorizing the City Manager or City Manager's designee to execute Supplemental Agreement No. 1 to City Agreement No. 2017-0780 with The Superlative Group for a 12-month continuation of services through December 31, 2019 for an amount not to exceed \$141,500, bringing the total not-to-exceed amount to \$396,500.

Contact: Sabrina Tefft, Projects Manager, (916) 808-3789, Office of Innovation and Economic Development; Fran Halbakken, Project Executive, (916)808-7194, Office of the City Manager

Presenter: None

Attachments:

1-Description/Analysis

2-Supplemental Agreement

Description/Analysis

Issue Detail: On June 20, 2017, City Council approved City Agreement No. 2017-0780 with The Superlative Group to provide asset assessment, valuation, sales and marketing of naming rights and sponsorship opportunities for the Sacramento Community Center Theater and the Sacramento Convention Center. The agreement term was based on a completion date of approximately twelve to eighteen months. Staff is recommending an extension of their services, so that they may continue their efforts to sell and market the naming rights and sponsorship opportunities through December 31, 2019, which will increase their total not-to-exceed amount to \$396,500.

The Sacramento Community Theater will be undergoing a substantial renovation, while the Sacramento Convention Center is going through a renovation and expansion. Naming rights and

sponsorship programs will bring in private funds that will benefit the renovation efforts for both projects.

Policy Considerations: The naming rights and sponsorship funding will be used for renovation, expansion and improvements to the Sacramento Convention Center Complex, which supports the following goal and policy of the City's General Plan:

- 4.1.3 The City shall enhance the quality of existing City-owned arts and cultural resources and facilities through reinvestment, communications and marketing.

Economic Impacts: Not applicable.

Environmental Considerations: The specific actions requested under this staff report are exempt from CEQA pursuant to CEQA Guidelines section 15061 (b)(3).

Sustainability: Not applicable.

Commission/Committee Action: Not applicable.

Rationale for Recommendation: With the improvements being made to the Sacramento Community Center Theater and the Sacramento Convention Center, retaining a sponsorship sales team will enable the City to generate revenue through sponsorship opportunities.

Financial Considerations: The original amount of the agreement was \$255,000. The supplemental agreement will increase the total agreement by \$141,500, bringing the total not-to-exceed amount to \$396,500. With the transfer of the bond proceeds to the Convention Center Complex Renovation Program (M17100100), there will be sufficient funding to execute the supplemental agreement in the amount of \$141,500.

Local Business Enterprise (LBE): Not applicable.