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SACRAMENTO METROPOLITAN
CHAMBER OF COMMERCE

GREATER SACRAMENTO REGION

Civic Amenities Strategic Plan

2012 – 2025

OCTOBER 2012 DRAFT



Status of Draft Civic Amenities Strategic Plan

The Draft Civic Amenities Strategic Plan has been developed by the Civic Amenities Committee of the Metropolitan Chamber of Commerce (Metro Chamber). Committee members represent the public sector, the private sector and many cultural and recreational organizations in the Region. The Civic Amenities Committee used information collected from a number of previous studies prepared by cultural institutions or public agencies over the past 20 years, public meetings held by the Partnership for Prosperity's Civic Amenities team (2004 - 2008), and public meetings on civic amenities held by the Urban Land Institute, Valley Vision and American Institute of Architects (2007 – 2009).

The Civic Amenities Strategic Plan is now ready for a formal public review process. Through 2012, the Strategic Plan will be distributed to public agencies, the business community, cultural institutions, recreation providers, and other interested parties. The Civic Amenities Committee will update the Preliminary Draft Strategic Plan based on the results of this public input process.

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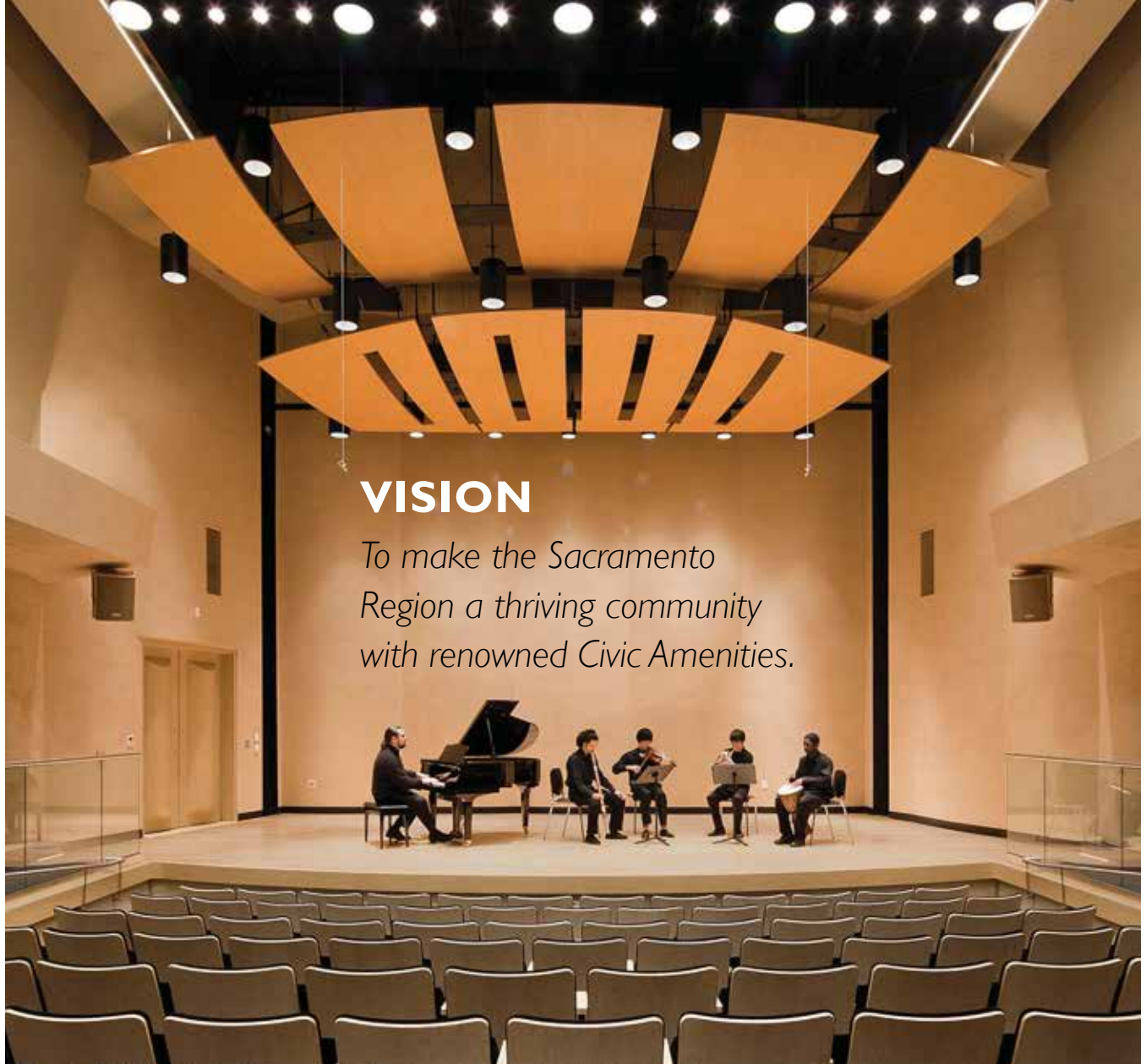
In developing this Civic Amenities Strategic Plan, the Sacramento Metropolitan Chamber of Commerce partnered with the American Institute of Architects, American River Parkway Foundation, City of Sacramento, City of West Sacramento, County of Sacramento, Downtown Sacramento Partnership, Midtown Business Association, The River District, Sacramento Metropolitan Arts Commission, Sacramento Convention and Visitors Bureau, and Valley Vision. This group may be expanded during review process.

Leaders and community members from many of the arts, music, theater, sports, and cultural entities in the region participated in this planning effort. In order to assure broad input and consensus, the planning process included an assessment and inventory of existing civic amenities; an analysis of regional demographics; small group meetings with key stakeholders; and interviews with many interested parties.



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VISION

To make the Sacramento Region a thriving community with renowned Civic Amenities.

PREMISE

Quality of life is enriched through a diverse offering of civic and cultural amenities. It is well known that high-growth businesses, high-skill creative workers and visitors tend to choose areas rich in these amenities. This Civic Amenities Strategic Plan for the greater Sacramento Region is designed to accomplish three objectives:

1. Improve the quality of life for all of its residents.
2. Enable the Region to better attract visitors, new businesses and a 21st Century workforce, thereby strengthening our economy.
3. Help the Region retain and grow existing businesses.

CIVIC AMENITIES DEFINED

Civic amenities are cultural elements of a community with which residents and visitors engage; which enhance our quality of life; which promote life-long learning and social exchange; which promote regional economic development.

Examples of these amenities are facilities and programs that span the arts, entertainment, theaters, museums, cultural attractions, sports, parks and recreation areas.

ECONOMIC IMPACT OF CIVIC AMENITIES

The Sacramento Region is implementing a shared economic prosperity plan that diversifies and strengthens the region's economy. Regional stakeholders have joined together to forge new joint ventures and strategies that will:

- Encourage innovation, new business creation, capital formation and the scaling up of key industry sectors in our region; and through enhanced trade, link us to the outside world.
- Remove unnecessary impediments that slow business investment and job creation.
- Ensure our regional workforce acquires the education and skills needed for the jobs that will be in demand in the Next Economy.

The Next Economy has identified eight leading inter-related economic drivers to serve as the region's guideposts for joint-action. Investments in our cultural institutions and civic amenities are identified as one of these key economic drivers of the Next Economy strategy. The Civic Amenities Strategic Plan provides the goals, strategies, and implementation framework for these critical investments in our region's assets.

The region's leaders recognize that exceptional cities and regions work collaboratively to provide distinctive, accessible, civic amenities to their residents. In order for the region to fully leverage its extraordinary potential, it needs to expand and enhance existing amenities as well as add new civic amenities. The investment in our civic amenities aid the Next Economy effort through:

- Helping the region retain and grow existing businesses
- Attracting and retaining a creative work force
- Inspiring students to reach their full potential
- Creating a desirable community in which to live, work and play

GOALS AND STRATEGIES

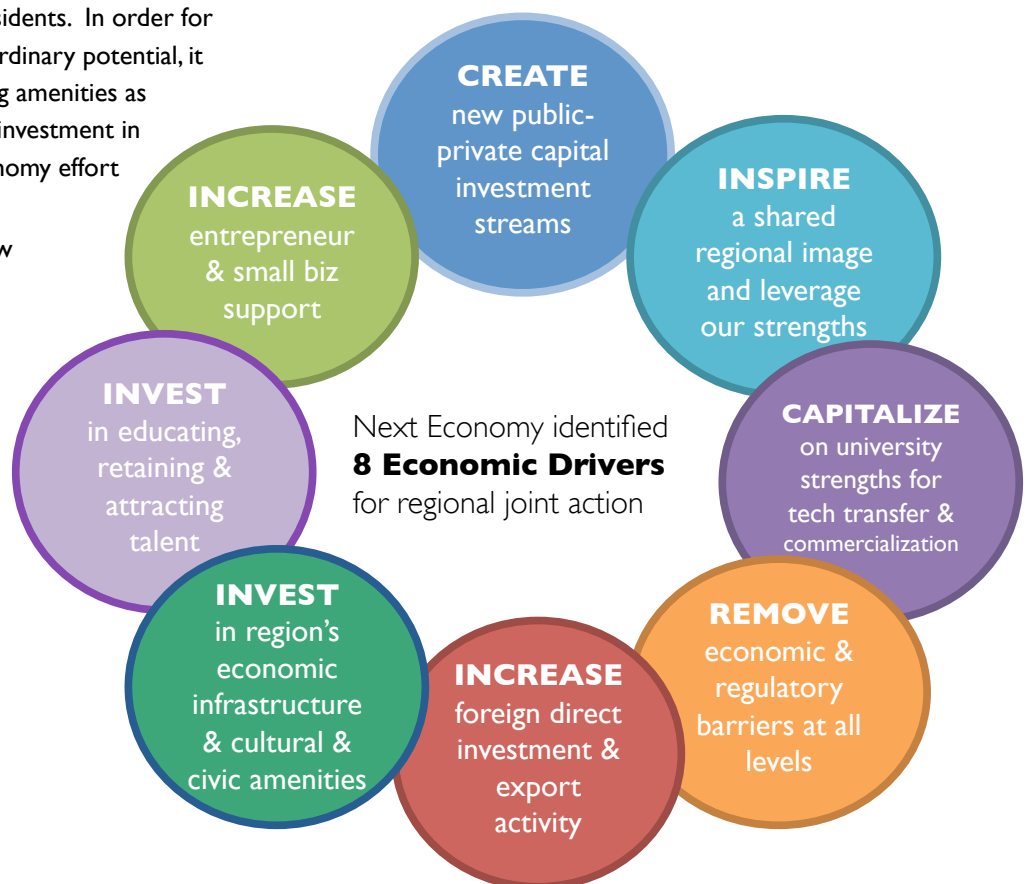
This section addresses efforts needed to achieve our stated goals.

GOAL 1:

Develop a strong base of support for our civic amenities and cultural and recreational institutions, from the region's businesses, public agencies, and residents.

STRATEGIES:

- 1.1 Connect businesses, local governments and cultural organizations to a broad vision of the region's future through presentations at organized events.
- 1.2 Create a coalition to provide leadership in both the private and public sectors to implement the Civic Amenities Strategic Plan.
- 1.3 Link civic amenities with economic development efforts geared to attract new businesses, jobs and visitors such as the Next Economy and marketing efforts of the Convention and Visitors Bureau.





Civic Amenities Core District

An approximately 1 ½ mile arc with the State Capitol as the center. The Core District includes the Sacramento River Waterfront, the Railyards and River District, Midtown Sacramento, and parts of West Sacramento. (See Civic Amenities Core District Map)

Civic Amenity Hub

An area with a cluster of cultural attractions and civic amenities that create a regional or sub-regional draw, but do not attract a large proportion of visitors from outside the Region. (See Civic Amenities Regional Map)

Regional Amenities

Civic amenities that are regional draws, but do not have other significant civic amenities nearby

Community Amenities

Smaller projects serving localized populations.



GOAL 2:

Enhance the quality of our existing civic amenities to increase participation and attendance.

STRATEGIES:

- 2.1 Make prudent use of existing venues by effectively communicating the availability of these existing civic, cultural, and recreational assets in the region to drive higher attendance and participation.
- 2.2 Focus on the underserved cultural and recreational needs of residents.
- 2.3 Comprehensively provide marketing and outreach by civic amenities groups to more effectively communicate with potential audiences and users.
- 2.4 Reduce the operating costs of existing facilities to encourage more use by cultural organizations.
- 2.5 Within the Civic Amenities Core Area, enhance the visitor experience with ample parking, easy access, and improved guest amenities.

GOAL 3:

Expand the range of cultural offerings by adding new civic amenities

STRATEGIES:

- 3.1 Active support from the Civic Amenities Coalition to aid the efforts of proponent groups developing civic amenity projects through lobbying public agencies, assisting with community outreach and assisting with fundraising efforts.
- 3.2 Prioritize financial support of new civic amenity facilities based on the following criteria:
 - Improve the region's competitiveness in attracting new businesses, jobs, tourists and convention attendees.
 - Make a credible business case for raising the initial capitol expense.
 - Has a robust, comprehensive business plan that ensures overall artistic and financial health of the institution, or with additional study, can clarify artistic and financial goals which will ensure the health of the institution.
 - Supports development of the Civic Amenities Core District or Civic Amenities Hubs.
 - Demonstrates committed, capable leadership ready to lead the fundraising and facility project or is of such compelling urgency that leadership will be forthcoming.

GOAL 4:

Secure funding sources to develop and sustain both existing and new amenities

STRATEGIES:

- 4.1 Develop a Sacramento Cultural Trust to provide on-going financial support for the region's major cultural institutions.
- 4.2 Assist proponent groups to secure funding from public and private sources to build and sustain civic amenities by effectively communicating the activities of these groups.
- 4.3 Implement local and regional public funding initiatives to develop and sustain civic amenities.

GOAL 5:

Identify and promote development of civic amenities throughout the region.

STRATEGIES:

- 5.1 Create a comprehensive master plan approach in the Civic Amenities Core District to guide siting of new civic amenities including key infrastructure and amenities (lighting, signage, parking, pedestrian access, transit service, etc.).
- 5.2 Lobby for and support financing efforts of proponent groups working to locate major cultural attractions, visual and performing arts facilities and museums in the Civic Amenities Core District.
- 5.3 Identify opportunities and support financing efforts of proponent groups for venues in the Civic Amenities Hubs located in cities and communities throughout the region to develop new civic amenities.

GOAL 6:

Link existing and new civic amenities to education programs at all levels to build on the region's commitment to education.

STRATEGIES:

- 6.1 Explore potential partnerships with school districts, libraries, and park and recreation districts.
- 6.2 Incorporate educational programs into the programming for civic amenities.

GOAL 7:

Develop civic amenities and major events that will substantially boost the numbers of tourists and convention visitors to the region.

STRATEGIES:

- 7.1 Promote a vibrant tourism and convention industry by developing "big idea" civic amenities that have the greatest potential to make Sacramento a cultural destination.
- 7.2 Attract national and international events to our existing and future infrastructure such as cycling, marathons, equestrian, Olympic track and field facilities, air shows, festivals, etc.

General Financing Principles for Civic Amenity Projects:

A Financing Plan must be prepared, defining the total cost of the project including: proposed sources of funding; expected levels of public and private support; description of fundraising strategies.

For projects with both public and private funding: Public sector must first approve to fund the proposed portion of project cost, contingent on required matching funds raised from the private sector, before seeking to raise funds in the private sector.

Projects must prepare a Business Plan for operating the new, renovated or expanded facility. The plan must estimate the total cost for operations and all revenue sources, including earned income, contributed income, support from government sources and endowment income. Estimated shortfalls in operating revenues should have a plan covering the deficit, such as an endowment.

FRAMEWORK

The framework for this strategy to enhance and expand civic amenities in the Sacramento Region is based on responses to the following questions.

1. Whose needs are we trying to meet?

- Develop amenities which focus on the cultural and recreational needs of residents and visitors.
- Develop amenities which excel in cultural programming in order to promote and enhance tourism.
- Develop amenities which enhance and feature our diversity and growing international communities.
- Develop amenities which serve the needs of the full “lifecycle” of our citizens.

2. What types and mix of facilities are needed?

- Give priority to the continued development of excellence and growth of our premier amenities.
- Support a balanced portfolio which provides a full range of performing and visual arts, recreation, education, sciences, sports, history and heritage programming.
- Support cost-effective incubation of emerging cultural organizations, creative individuals and audiences.
- Weave diversity into the fabric of our community and its institutions
- Explore and develop “big ideas” that Sacramento can become “known for” among broader regional and national audiences.

3. Where should cultural facilities be located?

- Strengthen the “Civic Amenity Core District” by linking existing or currently planned amenities, designed to take advantage of the region’s historical heritage, its waterfronts, and its existing transportation accessibility, food and lodging amenities.
- Create geographically dispersed “Civic Amenity Hubs” in cities and communities throughout the region.
- Ensure that infrastructure is in place to support facility growth and development.
- Make prudent use of existing venues through creative joint-use facility development.

4. How do we make our vision a reality?

- Develop financial resources from both the public sector and private sector for construction of new civic amenities and the renovation/rehabilitation of the existing civic amenities.
- Develop on-going sustainable financial resources from both the public sector and the private sector to support the on-going activities for our cultural and recreational organizations.
- Keep partnerships between the public and private sectors at the center of Sacramento’s development of civic amenities.
- Explore potential partnerships with school districts, libraries, and park and recreation districts.

5. How are expenditures for civic amenities balanced with other expenditures for essential local government services?

- Identify civic amenities that will appeal to a diverse population – with a special focus on civic amenities that will be of interest to youth.
- Support expansion and development of civic amenities which contribute to increased public safety and provide positive outlets for youth development and job opportunities.
- Achieve an appropriate, balanced and coordinated approach toward civic amenity enhancements and public expenditures on public safety and essential social services.



CIVIC AMENITIES PROJECTS

There are number of civic amenity projects currently being planned in the Sacramento Region that are included in this comprehensive Civic Amenities Strategic Plan as well as “Big Ideas” that are early in their planning stages. Current projects have been in the planning stages for several years, have a site identified and have an active proponent group seeking funding for construction of the project.

The list is not comprehensive at this time and projects will be added or modified as the Strategic Plan is finalized. The project list will be updated over time as projects are completed, modified, or canceled. As new projects are identified, they will be added to the Strategic Plan.

Note: There are many Community Amenities projects on the horizon. The Civic Amenities Strategic Plan supports the development of these projects. However, only the major regional civic amenities will be individually listed in the Strategic Plan. A web-site will be developed as part of the Strategic Plan implementation effort which will include these Community Facilities.

CURRENT PROPOSED PROJECTS

Civic Amenities Core District

Downtown Sacramento and West Sacramento

- B Street Theater
- California Indian Heritage Center
- Center For Sacramento History - New Archives Facility
- Community Center Theater Renovation
- E. Claire Raley Studio for the Performing Arts *
- Powerhouse Science Center
- Railroad Technology Museum
- Sacramento Entertainment and Sports Complex
- Sacramento River Parkway and Riverfront Master Plan

Civic Amenities Hubs

- Chan House History Museum
- Elk Grove Civic Center *
- Folsom Historic Downtown *
- Roseville Downtown / Old Town *

Regional Amenities:

- Agritourism expansion *
- American River Parkway
- Cal Expo State Fairgrounds Renovations
- Sacramento Zoo Renovation
- Youth and Adult Sports Complexes

Community Amenities:

These local amenities integral to the plan and will be identified on the Civic Amenities website.

FUTURE “BIG IDEAS”

One or more “Big Ideas” for major attractions could make Sacramento a powerful visitor destination, and provide residents a richer cultural mix.

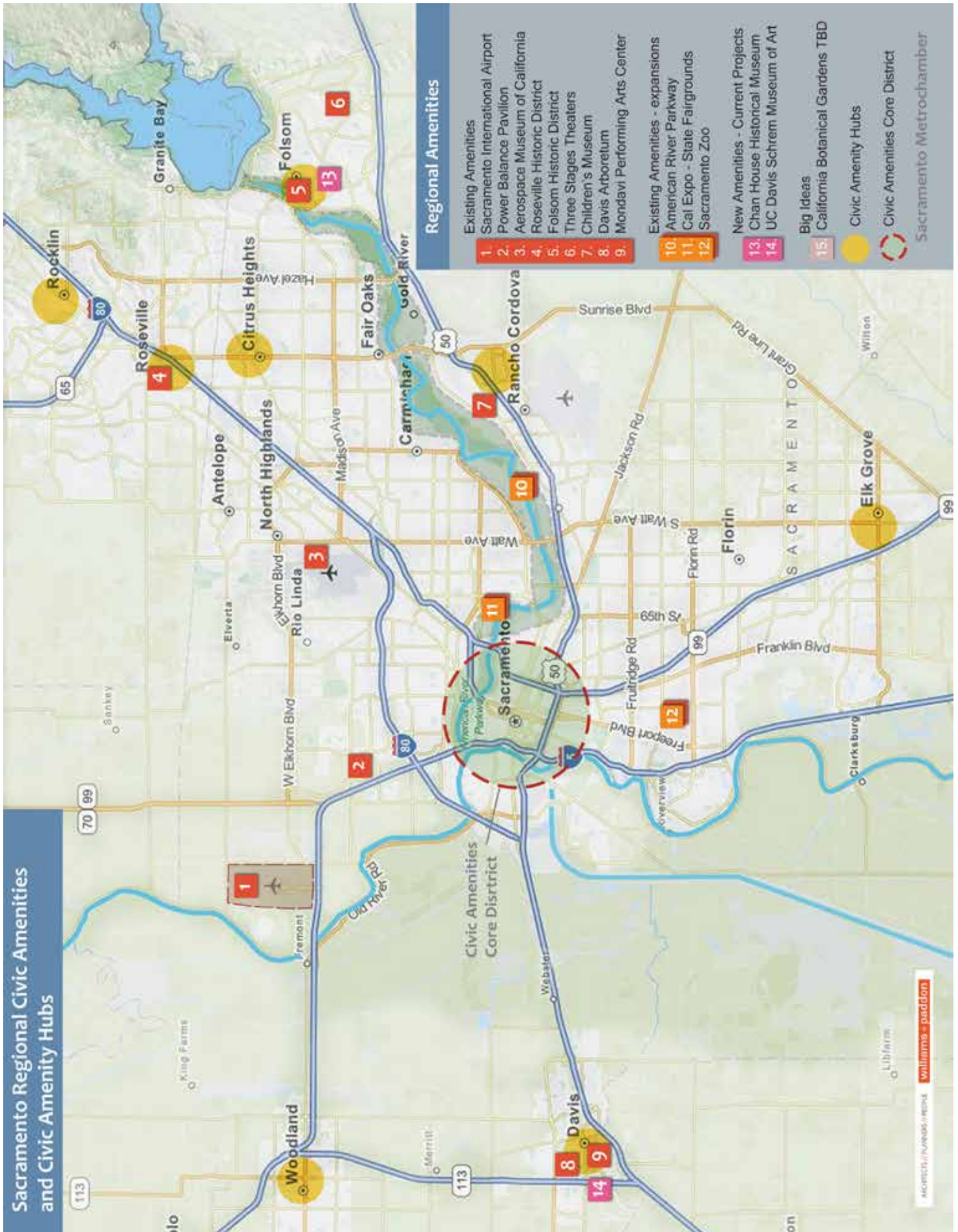
- California Botanical Gardens
- New State-of-the-Art Riverfront Performing Arts Theater in Core District
- Redevelopment of Capitol Mall, including a sculpture garden and amphitheater*
- State Capitol Interpretive Center*

* No profile currently available

Civic Amenities Core District



Sacramento Regional Civic Amenities and Civic Amenity Hubs





PLANNED PROJECT

The American River Parkway

- The American River Parkway Foundation in conjunction with Rotary District 5180, are rebuilding the former Camp Fire Girls campsite. This includes: an outdoor amphitheater with fire pit, restrooms, showers, kitchen, eating area, parking lot and sleeping areas. Once built, school groups, Boys and Girls Clubs, Boy Scouts and others will be able to utilize the 20 acre site and live and learn the history of the American River Parkway.
- The goal is to serve 150,000-200,000 youth per year through daily outings and over-night camps.
- The cost for the rehabilitation is \$1.5 million dollars.
- The American River Parkway is the largest river parkway in the United States. It is known as the Jewel of Sacramento - and receives constant wear and tear. The parkway is 23 miles long and a total of 4600 acres.
- The parkway is not only a fishing, running, cycling and kayaking destination, but is home to two golf courses, the Effie Yeaw Nature Center, Soil Born Farms and the American River Parkway Foundation.
- The annual operating budget for maintenance of the parkway is \$2 million. This cost is a constant and due to budget cuts over the past four (4) years, the maintenance needs have not been met. The goal is to generate additional funds to off-set the reduction from the County. Anticipated revenue needed per year is \$500,000 to ensure visitors can enjoy the Parkway year-round.
- The Parkway is enjoyed by over 8 million visitors a year with goods and services generated annually of \$356 million



Sponsoring Organization:

Sacramento County Regional Parks:

<http://www.msa2.saccounty.net/parks/Pages/FastFacts.aspx>



PLANNED PROJECT

B Street Theatre Performing Arts Complex

- Currently located at 2711 B Street, the existing B Street theatre plans to build California's first year-round fully professional theatre for children at 27th Street and Capitol Avenue.
- The new B Street Theatre complex will be part of a Mid-Town mixed-use entertainment district. When completed, this landmark facility will house two theatre spaces including a 365-seat children's theatre and an intimate 250-seat theatre with a large public lobby, courtyard and restaurant.
- To date, Sutter Medical Center has donated land and services valued at \$7.5 million. With significant private donations and a ticket fee implemented to aid financing, the project is in its final phase with \$7.5 million left to raise.
- The total project will cost \$24 million.

Sponsoring Organization:

B Street Theatre

www.bstreettheatre.org/next-stage





PLANNED PROJECT

Cal Expo Renewal Plan

- The Cal Expo Board of Directors accepted a renewal plan for the Fairgrounds on June 24, 2011.
- The Fairgrounds Redevelopment Plan recommended redevelopment of the fairgrounds core area of approximately 230 acres, including upgrade / modernization, expansion or replacement of existing fairgrounds facilities and development of new facilities on a long-term incremental basis.
- The plan also called for the development of 121 acre of residential, commercial / institutional, specialty retail, and mixed use development on the remainder of the present Fairgrounds site.

Sponsoring Organization:

Sacramento County



PLANNED PROJECT

California Indian Heritage Center State Park

- The California Indian Heritage Center will be a new 70-plus acre State Park that will be located along the confluence of the Sacramento and American Rivers.
- The Center will be:
A place where California Indians preserve and share their values and tell their stories in their own way and teach about their past, their present and their vision for the future.

It will house traditional Tribal Treasures representing contemporary California Indians' past and present.

A place fully integrated into the environment in a way that will merge the built facilities with the natural geography and the story of California's first people.

Phase I of the project will cost \$7 million.

Currently \$2.1 million of that \$7 million has been secured through the 2002, Prop 40 Resources Bond.



Sponsoring Organization:

California State Parks
www.parks.ca.gov/CIHC

PLANNED PROJECT

Center for Sacramento History

- The Center for Sacramento History's mission is to illuminate and promote the exploration and analysis of the social, political, geographic, and cultural history of the City and County of Sacramento.
- A new Center for Sacramento History will offer the public greater access and ability to share Sacramento's rich history.
- A proposed downtown location would link the Center with sister institutions including the California State Archives, California State Library, Sacramento Public Library's Sacramento Room and area museums.
- The cost of the museum, with new equipment and relocation costs range from \$105 million to \$130 million.

Sponsoring Organization:

City of Sacramento, County of Sacramento, Sacramento History Foundation:

www.centerforsacramentohistory.org

www.sacramentohistoryfoundation.org



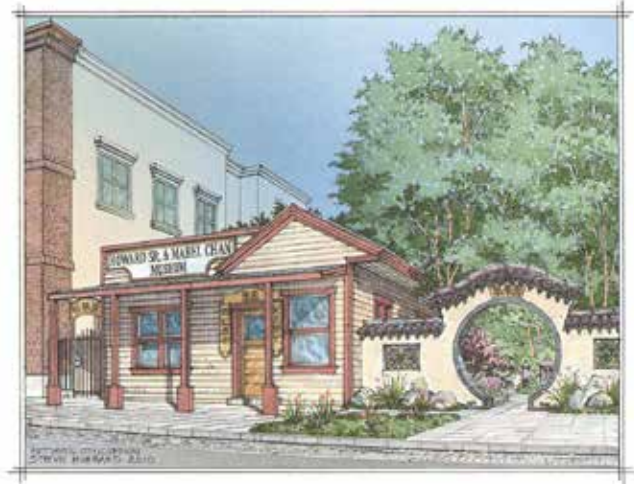
PLANNED PROJECT

Chan House History Museum

- The Chan House Museum will be a museum to honor the history of Asian Americans in the Sacramento area.
- The Chan House, the historic Sutter Street home of Folsom's Chinatown mayor, is the proposed site of the museum.
- The home is in close proximity to Folsom's existing History Museum and Pioneer Village, an excellent location to display the region's Asian History
- The project cost is estimated at \$300,000 for plan completion.

Sponsoring Organization:

TBD





PLANNED PROJECT

Community Center Theater Renovation

- This project addresses three main issues facing this aging facility in both the front and the back of the house:

Accessibility

Updating mechanical electrical and life safety systems to comply with the current life safety codes and energy efficient operating systems.

Enhancing the patron experience.

- The Theater's planned renovation will offer an enhanced facility with:

Improved access to those with disabilities

An extended lobby that will create opportunities for the local Performing Arts groups to reengage their audiences with pre as well as post performance events

New seating and more restrooms

- Additionally the expansion of the loading docks and backstage area will provide efficiencies for promoters.
- Once completed, estimated annual attendance will exceed 280,000 attendance.



Sponsoring Organization:

Sacramento Convention Center Complex:

<http://www.sacramentoconventioncenter.com/venues/communityCenterTheater/>



PLANNED PROJECT **Powerhouse Science Center**

- In the next two years, the current Discovery Museum Science and Space Center will significantly expand and transform to become the Powerhouse Science Center.
- This new campus will be eight times the current Center’s size and will serve as a premier regional leader in science education, exploration, and promotion for Northern California.
- A variety of signature science education experiences on campus will be enjoyed by over 300,000 visitors annually.
- The estimated project cost is \$78 million.
- The projected increase in attendance will be from 90,000 to 320,000

Sponsoring Organization:

Powerhouse Science Center
 (Discovery Museum & Space Center):
<http://www.powerhousesciencecenter.org/>





PLANNED PROJECT

Railroad Technology Museum

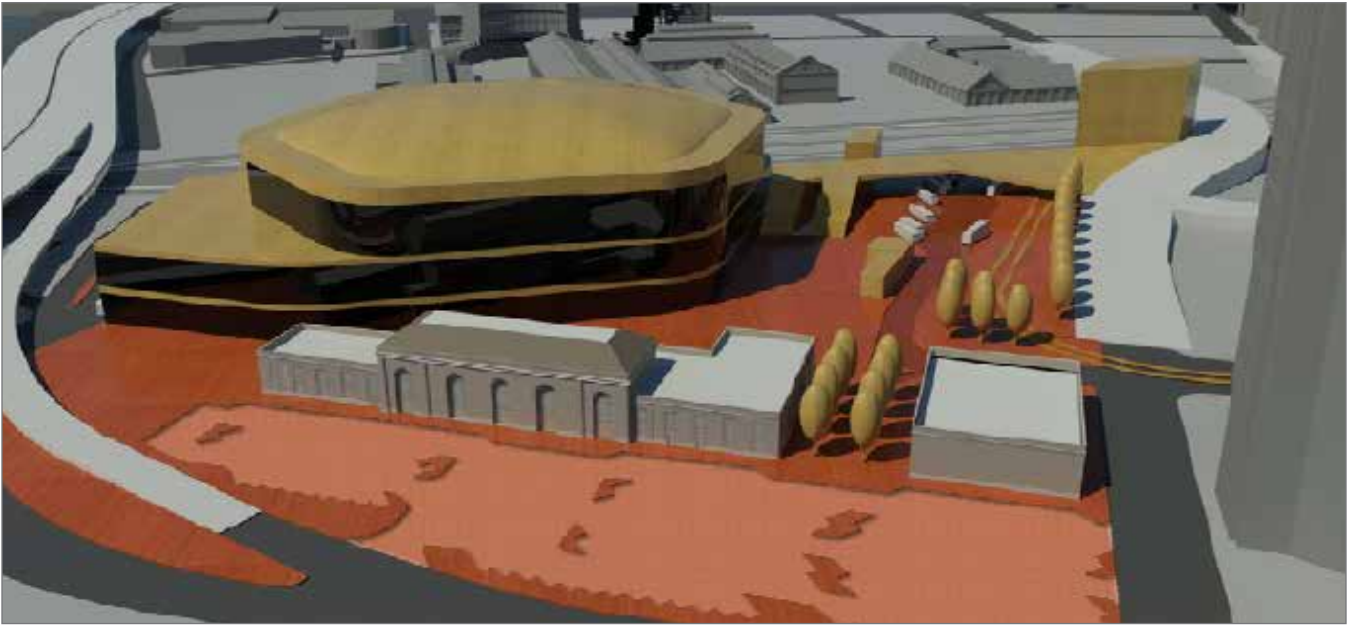
- The Railroad Technology Museum project is:
A \$60 million project that will turn two 100-year-old industrial structures located in the Railyards into an incredible interactive museum experience that honors Sacramento's status as the birthplace of the Transcontinental Railroad.

The Railroad Technology Museum will be a unique museum of science, technology, and innovation and greatly add to the current offerings of the California State Railroad Museum.
- Total project cost is estimated at \$60 million. California State Parks has raised almost \$16 million for Phase I of the project, which will stabilize and rehabilitate the historic Boiler Shop and allow guided tours of the Museum's railroad restoration and maintenance activities. This phase could be complete and ready for tours within three years.
- A second phase will cost \$25 million and stabilize the second building called the erecting shop – a masterpiece of 1869 steam-powered engineering on a massive scale, all naturally lit with sunlight.
- The final phase is \$15 million for improvements to tie the two buildings together with displays, a theater, elevated catwalks, bridges and a restaurant and museum shop.



Sponsoring Organization:

California State Parks
www.parks.ca.gov/RTM



PLANNED PROJECT Sacramento Entertainment and Sports Complex (ESC)

- The Sacramento Entertainment and Sports Complex (ESC) project as previously proposed would be a 675,000 square foot arena in the Railyards on approximately 10 acres of City-owned property. The ESC was intended to replace Power Balance Pavilion in North Natomas as a center for sports and entertainment events, attracting over 150 sports and entertainment events a year.
- The project financing and development is currently on hold due to the withdrawal of the Sacramento Kings from the proposed financing plan. The overall cost for the project was approximately \$391 million including approximately \$258 million for construction.
- The site remains an opportunity and priority for an ESC.
- Annual attendance is projected to be approximately 1.4 million

Sponsoring Organization:

City of Sacramento
www.cityofsacramento.org/arena





PLANNED PROJECT

Sacramento Riverfront Parkway and Riverfront Master Plan

- In 2004, the cities of Sacramento and West Sacramento adopted the Sacramento Riverfront Master Plan. The Master Plan identified the potential for development or redevelopment in neighborhoods and districts along the riverfront and identified a number of connectivity enhancements including new streets, bridge crossings, bikeways and pedestrian trails.
- The plan calls for a series of significant parks and attractions along both sides of the river to form high-quality public space corridors. The plan includes attractions like the Railroad Museum and California Indian Heritage Center which are described specifically in this Strategic Plan.
- The Plan includes places for celebration in a variety of sizes and forms for festivals, events, and celebrations. It also provides for educational features such as graphics and signage, and public art. The Plan identifies the central portion of the riverfront as the cultural zone, with themes relating to the history of the river and region and region. The ecological zone - comprised of the north and south ends - is planned for themes relating to river ecology, regional ecosystems, and natural heritage.
- The City of Sacramento's plans for public access to the Sacramento River include a continuous multi-use off-street trail along the entire edge of the River in the City limits. This riverfront opportunity will provide a large and important complement and connection to the American River Parkway on both the north and south sides of the American River. Ultimately, trail users would be able to travel adjacent to the region's two major Rivers; from south Sacramento, north into Sutter County, and from Sacramento's urban core east to Folsom.
- Both cities have gradually been developing projects along their respective sides of the riverfront consistent with the Master Plan. In Sacramento, the first phase

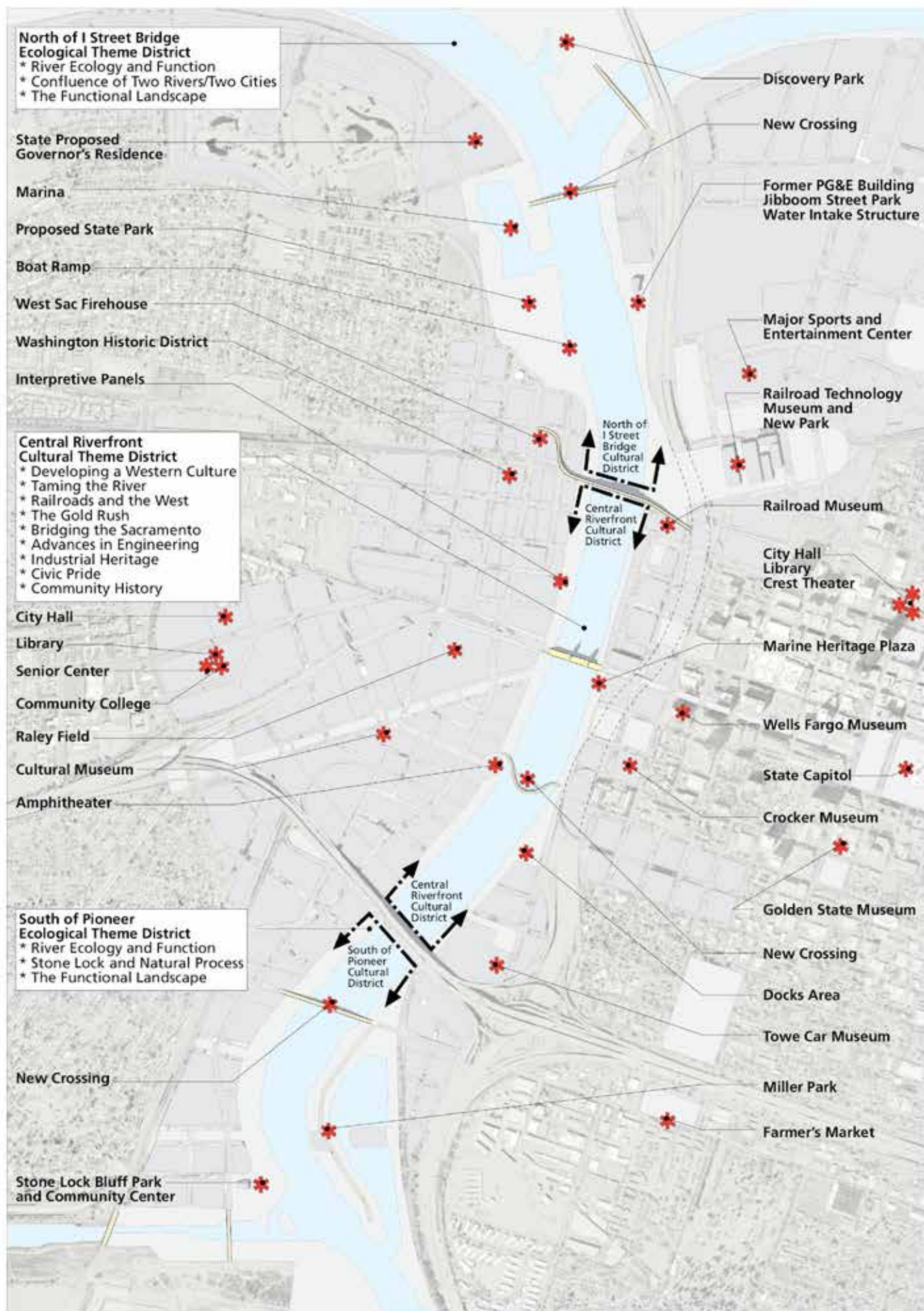


of a riverfront promenade was completed in 2010, connecting Old Sacramento to the Crocker Art Museum. In West Sacramento, an extension of the River Walk Park promenade was completed in 2011, resulting in park and trail improvements spanning the riverfront between the I Street Bridge and the Pioneer (U.S. 50) Bridge. Also in West Sacramento, infrastructure improvements, recently completed in 2012, will enable future development of a new mixed-use riverfront neighborhood known as the Bridge District. There are many improvements still to be completed to fulfill the goals of the Master Plan.

Sponsoring Organization:

Sacramento Riverfront Master Plan: City of Sacramento and City of West Sacramento

Sacramento River Parkway: City of Sacramento



PLANNED PROJECT

UC Davis Jan Shrem and Maria Manetti Shrem Museum of Art

- UC Davis' new museum of art will complete UC Davis' new campus front door, adjacent to the Robert and Margrit Mondavi Center for Performing Arts, and at the intersection of the campus and civic communities. The museum will serve constituents from the city of Davis and throughout Yolo County in addition to students, faculty and staff on campus.
- The museum will be a vital teaching resource for courses ranging from art history to film studies and stimulate the development of new courses in areas such as museum management, curatorial studies, and art conservation. It will allow firsthand experiences through the accessibility of its collection, both on display and in storage. The current fine arts collection is not accessible due to a lack of space.
- The new museum is planned to break ground in 2014, with a design contest for the building's architecture planned for 2013.
- The museum is still in a fundraising campaign to complete the final funding for the building. The project was launched with a significant \$1 million gift from Margrit Mondavi and a \$10 million naming gift from Jan Shrem and Maria Manetti Shrem.
- The museum will be open to the public, with rotating exhibitions, special events and membership programs planned.

Sponsoring Organization:

UC Davis: <http://shremmuseum.ucdavis.edu>



BIG IDEA

The California Garden

- The California Garden Project will be an 80 acre Garden and will include a:

Visitor center

Horticultural library

Education center

Exhibition hall

Restaurant

A conservatory and butterfly house

Amphitheater

- Theme gardens will include: Children's Discovery Gardens, International Heritage Gardens and Classic and California Collections' Garden.
- The California Garden will be California's signature botanic garden celebrating the vast and complex bio, ethnic, and cultural diversity that is California.
- Estimated Cost for Phase I is \$45 million.
- Projected Annual Attendance after Phase I is approximately 200,000.

Sponsoring Organization:

The California Garden Project
www.thecaliforniagarden.org



BIG IDEA

New Performing and Visual Arts Center

- The new performing and visual arts center will provide a 1,200-seat premier performance venue that is a much-needed compliment to the 2,450-seat Community Center Theater and 1,800 seat Mondavi Center.
- It will include an informal “Music Jam” space serving as a multi-use performance, event and gallery area.
- A new performing and visual arts center will add a critical missing performing arts venue to the existing offerings in the Sacramento Region.
- The location is yet to be determined, but a possible site is the Sacramento Riverfront, stretching from the Docks to Richards Boulevard. The cost of project is estimated at \$140 million.

Sponsoring Organization:

TBD:



EXISTING MAJOR CIVIC AMENITIES*

Core District

- B Street Theater
- California State Railroad Museum
- California Musical Theater
- Community Center Theater
- Old Sacramento Historic District
- Raley Field Amphitheater
- Sleep Train Arena
- Sacramento Convention Center Complex
- Sacramento Parkway and Riverfront
- Sacramento Theater Company Performing Arts
- Second Saturday
- State Capitol
- Sacramento River Parkway and Riverfront Master Plan

Civic Amenities Hubs:

- Chan House History Museum
- Citrus Heights
- Elk Grove Civic Center
- Historic Town Centers
 - Folsom Historic Downtown
- Rancho Cordova
- Rocklin
- Roseville Downtown / Old Town
- Woodland

Regional Amenities:

- American River Parkway
- Bike Trail System
- Cal Expo State Fairgrounds
- Crocker Art Museum
- Recreation and Agritourism
- River Rafting
- Sacramento Zoo
- Three Stages at Folsom Lake College
- Wine Region

** Major Civic Amenities does not include community facilities. Additional amenities will be identified as the plan is reviewed.*



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