

CITY OF RANCHO CORDOVA



CITY COUNCIL MEETING

City Hall
2729 Prospect Park Drive, Rancho Cordova

Tuesday, April 30, 2019

5:30 PM – Special Meeting
American River Community Room North

AGENDA

1. SPECIAL MEETING - CALL TO ORDER/ROLL CALL

Council Members Budge, Gatewood, Sander, Terry and Mayor McGarvey.

2. PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any item not on the agenda.

3. SPECIAL MEETING ITEM

3.1 **Subject:** Civic Center Visioning Session.

Recommendation: Receive information and provide direction and support on next steps to maximize development and revitalization opportunities.

Result of Recommended Action: Staff and consultants will provide a status on gap and needs analysis currently being performed and is seeking input and guidance based on preliminary results.

Staff Report: Cyrus Abhar, City Manager.

Advances Goals: 1, 5 and 6.

4. ADJOURNMENT

ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

CERTIFICATION OF POSTING OF AGENDA

I, Stacy Leitner, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the Tuesday, April 30, 2019 Special Meeting of the Rancho Cordova City Council was posted and available for review on Friday, April 26, 2019 at City Hall of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670. The agenda is also available on the city website at www.cityofranchocordova.org.

Signed Friday, April 26, 2019 at Rancho Cordova, California.

A handwritten signature in blue ink that reads "Stacy Leitner". The signature is written in a cursive style.

Stacy Leitner, City Clerk

MEMORANDUM

DATE: April 30, 2019
TO: Honorable Mayor and Council Members
FROM: Cyrus Abhar, City Manager
SUBJECT: CIVIC CENTER VISIONING SESSION



RECOMMENDATION

Receive information and provide direction and support on next steps to maximize development and revitalization opportunities.

RESULT OF RECOMMENDED ACTION

Staff and consultants will provide a status on gap and needs analysis currently being performed and is seeking input and guidance based on preliminary results.

BACKGROUND

In response to Council identifying a Civic Center/Community Center as a common goal and priority for the community, a series of three work sessions were held to refine the vision, select a site location, and look at contrasting site layouts for a test fit of programmed facilities. The Mills Station property was selected as the site location for the Civic Center/Community Center. The potential anchor uses of the facility have been identified by Council as the following: as a space for performing arts, a recreational gymnasium, space to accommodate meetings and an outdoor area to accommodate gatherings.

To further evaluate the potential right sizing or facility configurations, consultants were retained to perform a needs analysis relating to performing arts and recreational facilities.

The purpose of tonight's visioning session is to receive a status update on the gap and needs analysis being performed. Based on the preliminary information and feedback from stakeholders, staff is seeking Council direction and support on next steps to maximize development and revitalization opportunities.

Civic Center Gap Analysis

April 30, 2019

How we got here?

- Held 3 Visioning Sessions
 - Site Selection
 - Refine Programs
 - o Revitalization of Folsom Blvd
 - o Project should be Mixed Use (Public Use/Housing/Retail/Office)
 - o Performing or Visual Arts
 - o Flexible Meeting/Event Space
 - o Active outdoor space for Placemaking
 - o Sports/Recreation
- Needed additional analysis on selected uses



Purpose

- The purpose of tonight's visioning session is to give an update on the initial needs analysis for the arts, sports, and event/meeting use.
- Based on the preliminary information and feedback from stakeholders, staff is seeking council direction and support on next steps to maximize development and revitalization opportunities

Agenda

- o How we got here
- o Meeting purpose
- o Initial Analysis
 - Performing Arts
 - Sports and Recreation
 - Event Space
- o Summary of Observations
- o Recommended next steps

Rancho Cordova

Performing Arts Center Feasibility Study

City Council Update
April 30, 2019

AGENDA ITEM 3.1



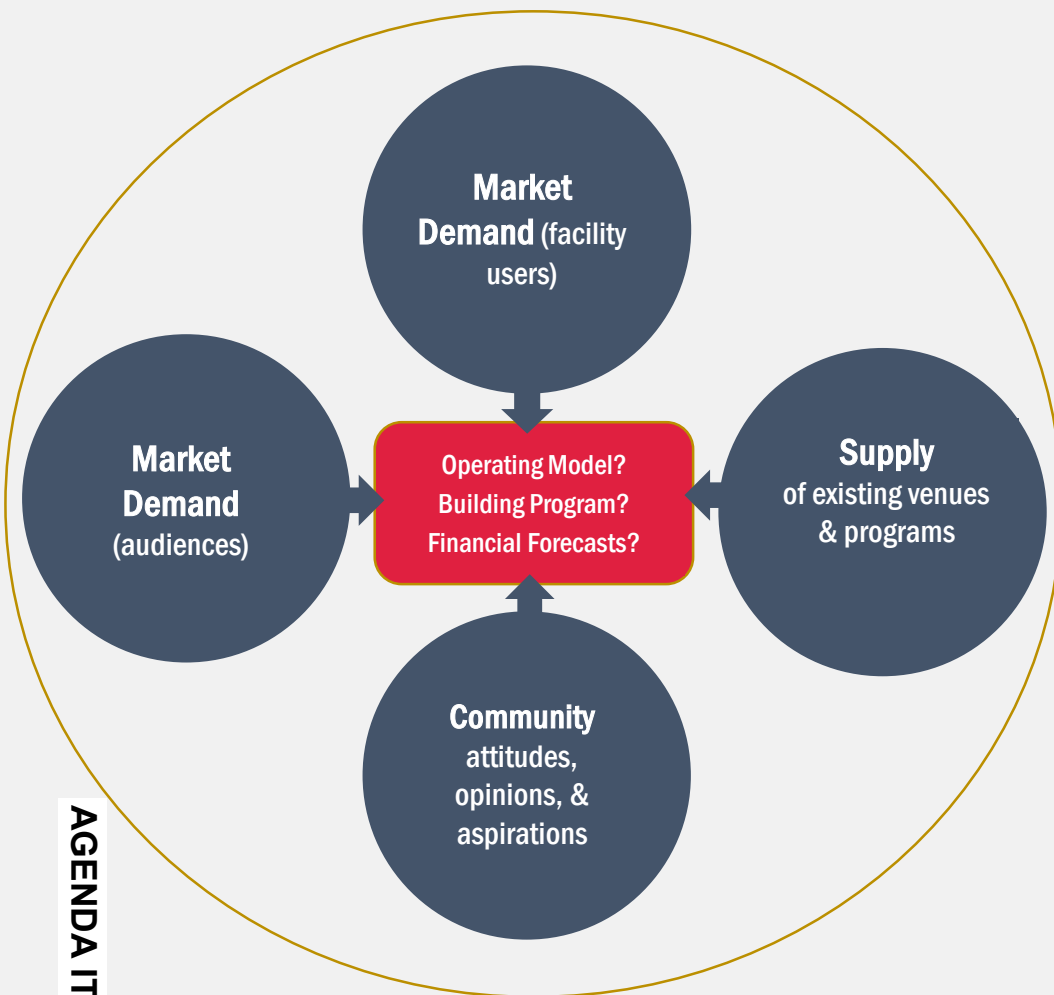
AMS
PLANNING
& RESEARCH



Founded on the belief
that arts and culture
impact people's daily
lives and the
communities in which
they live...

Agenda

1. Process update
2. Preliminary Research Findings
3. Discussion
4. Looking ahead



A Market-based Approach

Scope of work – Phase 1

This feasibility study builds on existing assets in Rancho Cordova, tests key assumptions, and proposes new strategies to maximize existing resources, while positioning the project to be an arts and entertainment resource for the entire region.



- ✓ Review background information
- ✓ Affirm planning goals
- ✓ Conduct interviews

- ✓ Market analysis
- ✓ Survey prospective facility users
- ✓ Inventory existing venues

- Case studies
- Develop recommendations
- Socialize/confirm findings & direction

Scope of work – Phase 2

Based on Phase 1, AMS will outline the type of facility, the space requirements for programs, administration, and rehearsal/classroom spaces, and the optimal number of seats to accommodate expected audiences.



Activity Profile

- ☐ Forecast the major activities and programming of the hall
- ☐ Consider design implications



Site & Space

- ☐ Interface with architects to define spaces and consider site factors



\$ Cost \$

- ☐ Develop an order-of-magnitude capital cost estimate

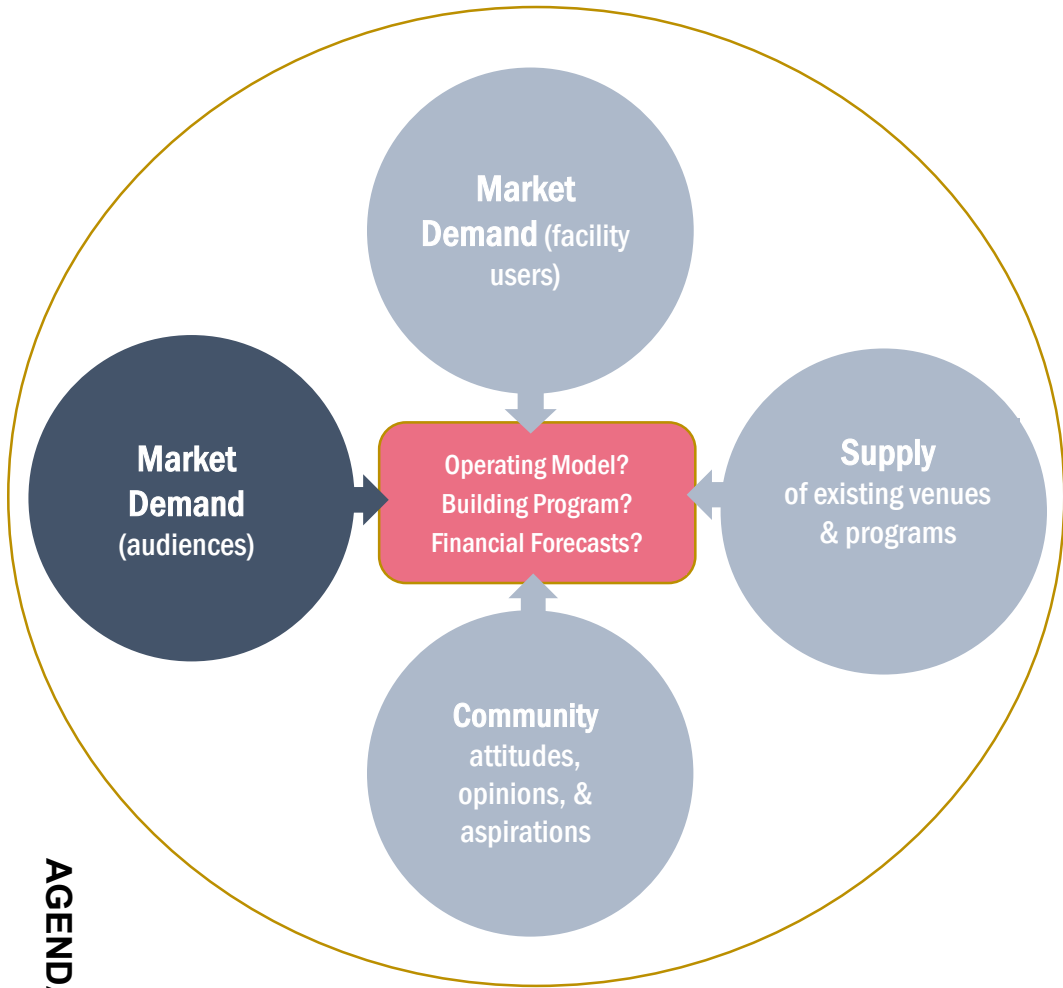


Report out

Report back to working group and City Council.
Consider next steps – developing a business plan.



Market Analysis



Process

A market analysis was conducted to understand the following three components of the market:

Demographics

Look at the **broader demographics** of the population in the defined primary and secondary market areas and **compare it to Regional and State data**

AGENDA ITEM 3.1

Segmentation

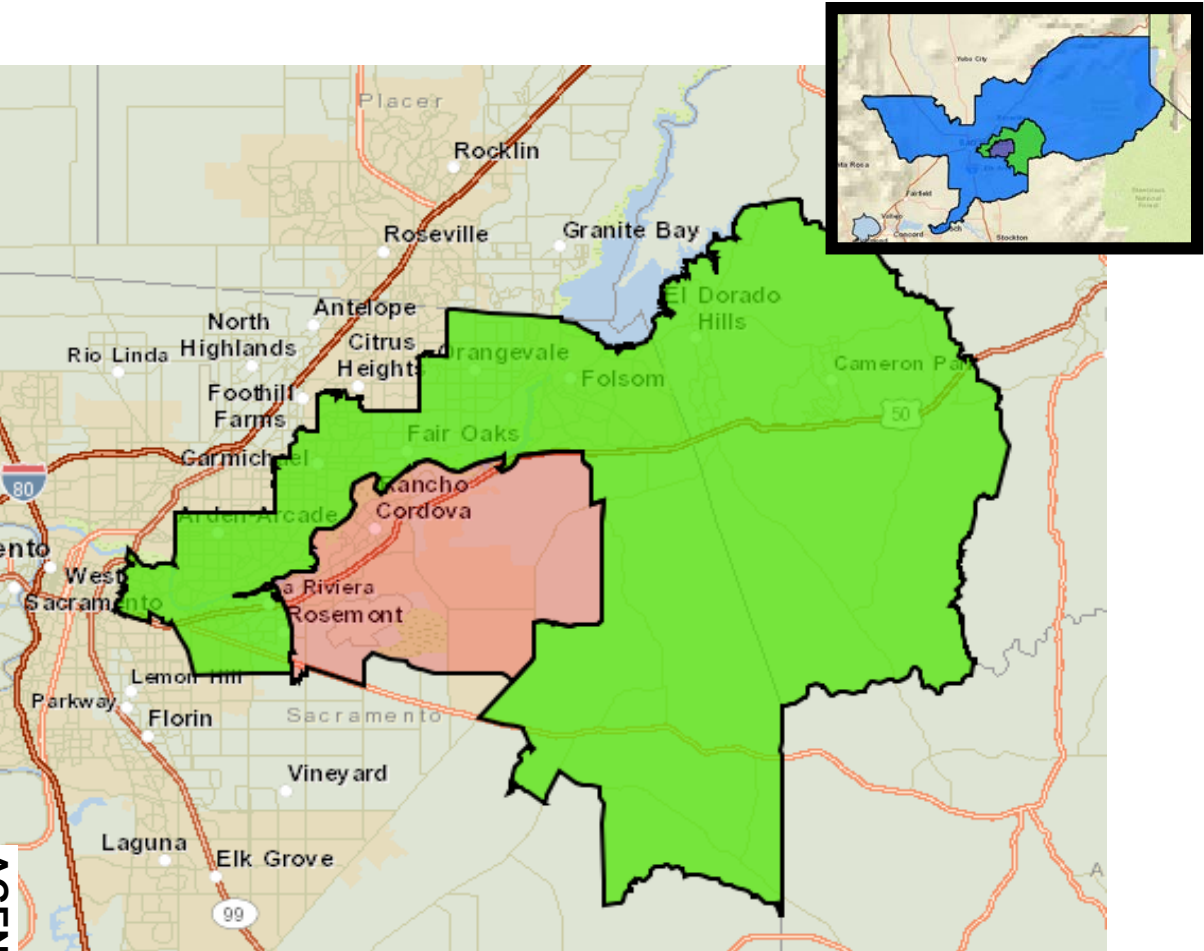
Categorize households based on demographic data, consumption patterns, and primary consumer/ market research, to develop **psychographic profiles**

Affinities

Use national consumer research data to **identify households** in the market area **with above-average potential to attend events and activities** compared to US averages

Market Area

The analysis area focused on a **primary area** consisting of Rancho Cordova and an **expanded area** along the US-50 corridor



Primary Market

Population: 95,600

Households: 34,400

Secondary Market

Population: 417,200

Households: 164,500

Sacramento CBSA

Population: 2,353,900

Households: 856,400

Benchmark - United States

Population: 329,236,000

Households: 125,018,800

Demographic Key Findings

The Market indicates support for arts and cultural amenities

- The **population across the region is projected to grow** significantly in the next five years, with Rancho Cordova growing at an even faster rate than the region.
- **Families with children live in the primary market**, whereas the secondary market tends to be older with no children.
- The **secondary market area has significant means** and good proximity to Rancho Cordova; this, combined with high levels of education, is indicative of a supportive patron base for arts and culture.
- The **primary market is significantly more racially diverse** than the secondary market, and slightly more diverse than the greater Sacramento CBSA.

Segmentation Key Findings

The most represented segments in the market area have means and a propensity toward arts and cultural activities



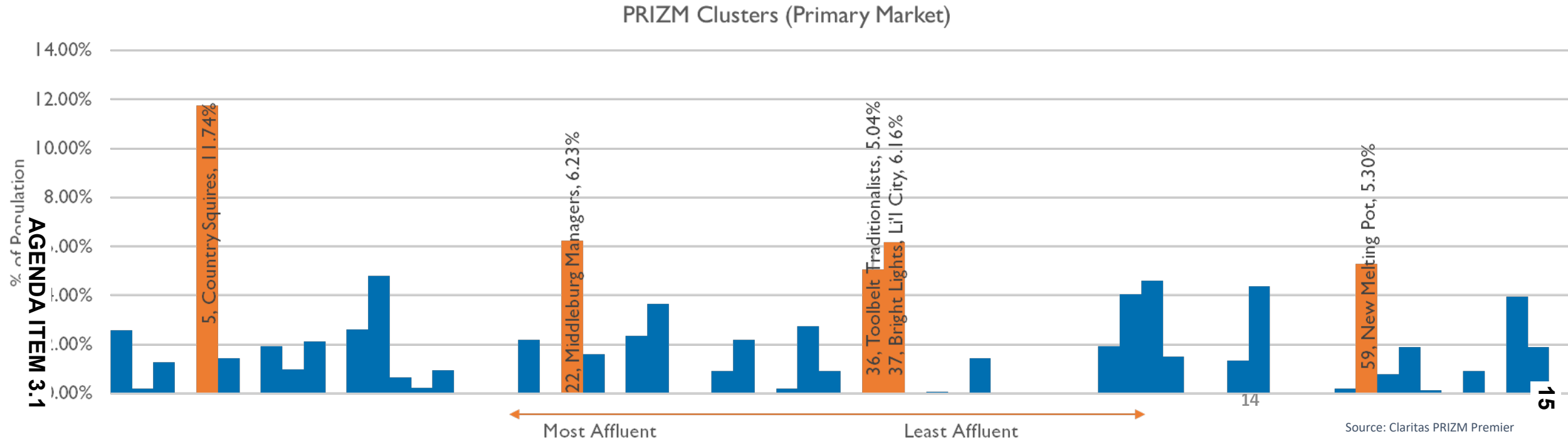
✱ The primary market has a significant number of **upper-middle class families with children.**

✱ The secondary market segments are **affluent and well-educated.**

Cultural Consumers – Primary Market

35% of households in the primary market are concentrated in five segments:

- (11.74%) **Country Squires | Segment #5**
- (6.23%) **Middleburg Managers | Segment #22**
- (6.16%) **Bright Lights, Li'l City | Segment #37**
- (5.30%) **New Melting Pot | Segment #59**
- (5.04%) **Toolbelt Traditionalists | Segment #36**



Cultural Consumers – Primary Market

Primary market segments are diverse in wealth, interests, and age groups



05-Country Squires 11.74%

- Recently built homes on sprawling properties
 - Median HH Income: \$118,000
 - Baby Boomers who fled the city



22-Middleburg Managers 6.23%

- Well-educated with white collar jobs
 - Reading and outdoor activities
 - Saving for retirement
 - Median HH Income: \$103,000



37-Bright Lights, Li'l City 6.16%

- Well-educated young couples
- Eating out and singing karaoke
- Median HH Income: \$68,000



59-New Melting Pot 5.30%

- Young and ethnically diverse
- Work in a mix of service industry jobs
- Gospel music, wrestling, monster trucks
 - Median HH Income: \$26,000



36-Toolbelt Traditionalists 5.04%

- Empty nesters
- AARP members
- Shop QVC and HSN
- Median HH Income: \$63,000

Cultural Consumers – Secondary Market

Secondary market segments are somewhat less diverse but tend toward greater affluence with over 15% of HH's in top 10 segments for wealth



12-Cruisin' to Retirement 5.76%

- Suburban, older couples with grown children out of the house
- Vacations, golf, talk radio
- Median HH Income: \$95,000



03-Movers & Shakers 5.73%

- Suburban, dual-income
- Highly educated and business oriented
- Age 45-64
- Median HH Income: \$129,000



07-Money & Brains 5.03%

- High education, white-collar jobs
- City living, married with few children
- Fashionable homes, expensive cars
- Median HH Income: \$115,000



19-American Dreams 4.83%

- Upper-middle class
- Multilingual and urban
- Grocery and convenience stores
- Median HH Income: \$76,000



02-Networked Neighbors 4.66%

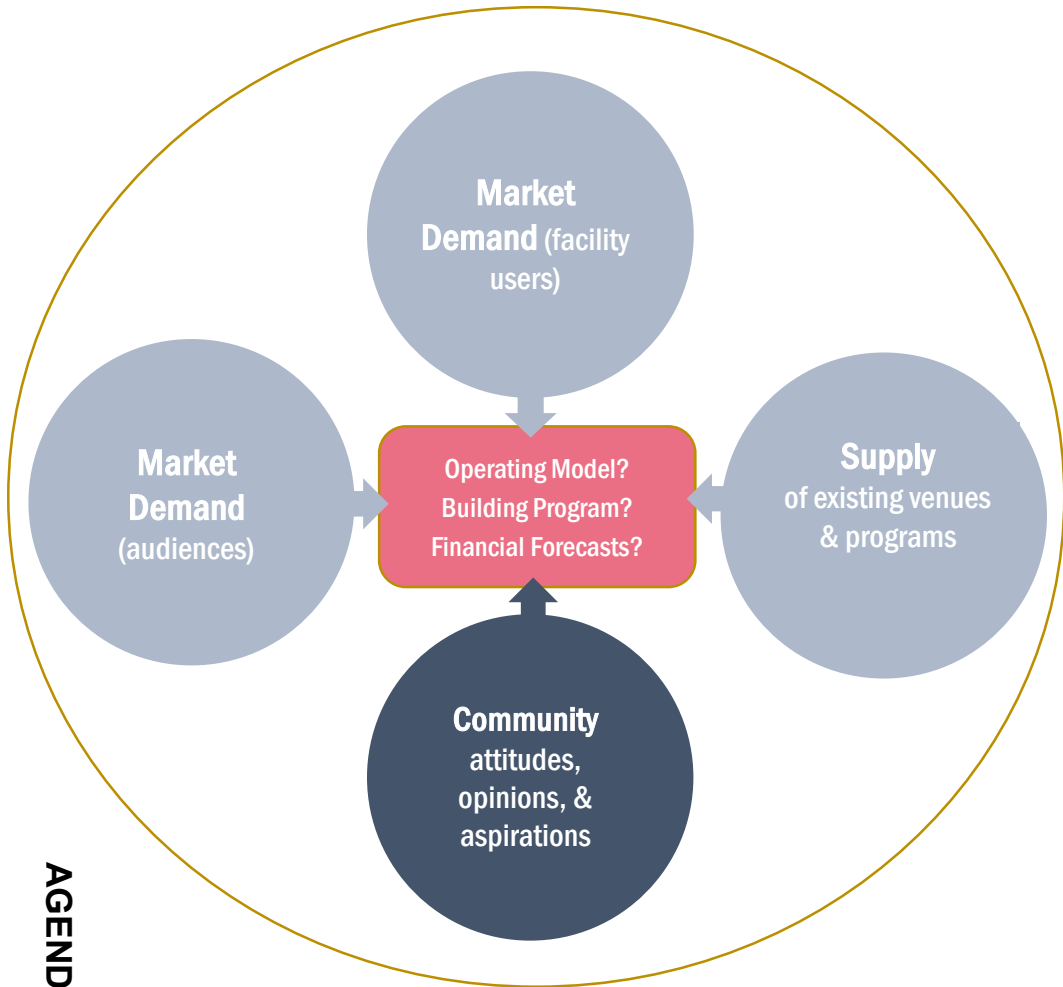
- Suburban, million dollar homes
- Expensive cars and exclusive clubs
- Married with children, high education
- Median HH Income: \$227,000

Market Potential

RC residents index higher than average in likelihood to attend arts and cultural events

Secondary market indexes even higher than primary or CBSA

Lifestyle Attribute			
(National Average = 100)	INDEX Primary Market	INDEX Secondary Market	INDEX Sac CBSA
Attend a Comedy Club	122	123	119
Attend an R&B/Rap/Hip-Hop Concert	119	108	120
Buy Movie Tickets on the Internet	116	131	124
Attend a Rock Concert	114	123	114
Attend Paid Music Concert	111	124	115
Attend a Symphony or Opera Performance	110	140	120
Attend the Zoo	110	108	111
Attend a Dance or Ballet Performance	109	128	117
Buy Cultural Event Tickets on the Internet	108	149	128
Visit an Art Museum	108	131	121
Attend Live Theater	107	134	117
Listen to Public Radio	107	149	129
Attend the Circus	107	95	105
Do Photography	104	110	106
Contribute to Arts/Cultural Organizations	104	148	122
Play a Musical Instrument	103	114	108
Listen to Classical Radio	102	160	133
Attend a Country Music Concert	101	95	92
Listen to Jazz Radio	94	160	148



Community Input



What we are hearing from stakeholders

The arts are active
& supported by City

But could be more so with more + better facilities

Visual and performing
arts are envisioned @
civic center

Many interviewees spoke of visual art activities and spaces
as well as performing arts

There are many
visions

Ranging from health & human services to conference spaces to art
classes to basketball

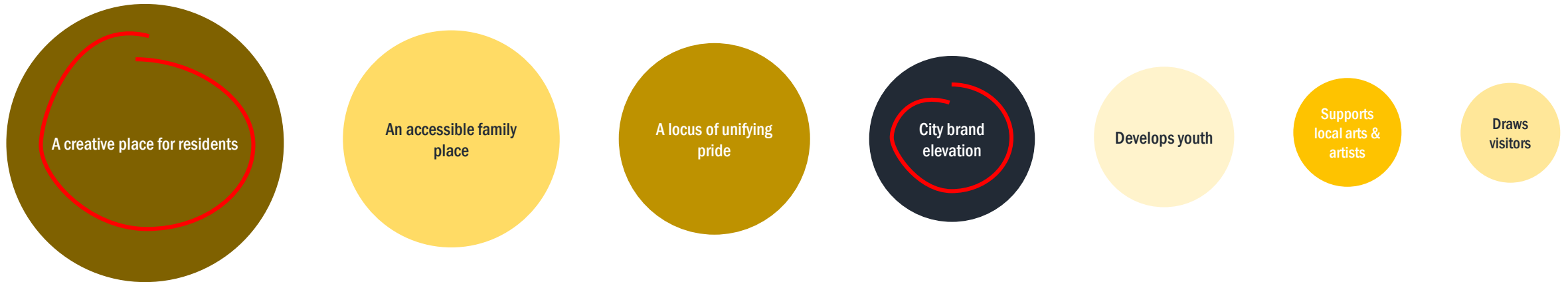
Economic development
benefits sought

Enlivening Folsom Blvd. with civic center and amenities seen as key
element of success

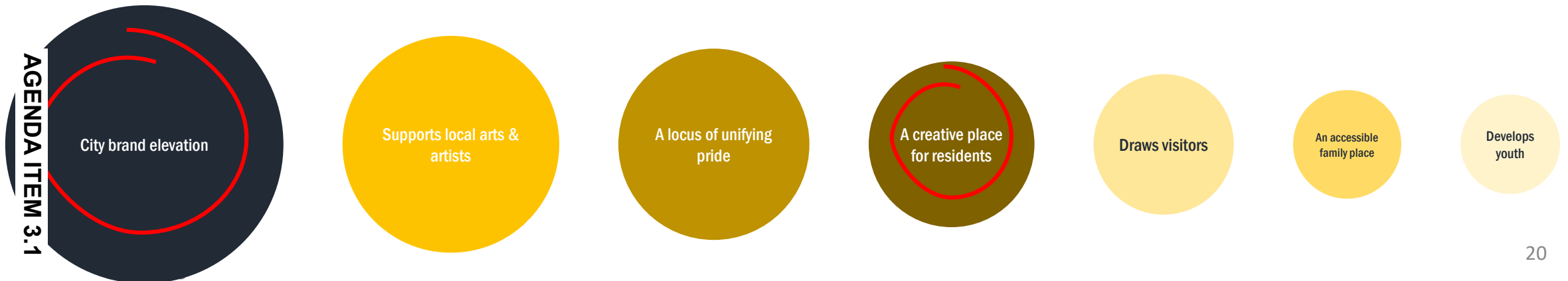
City Council members place value on serving residents and families.

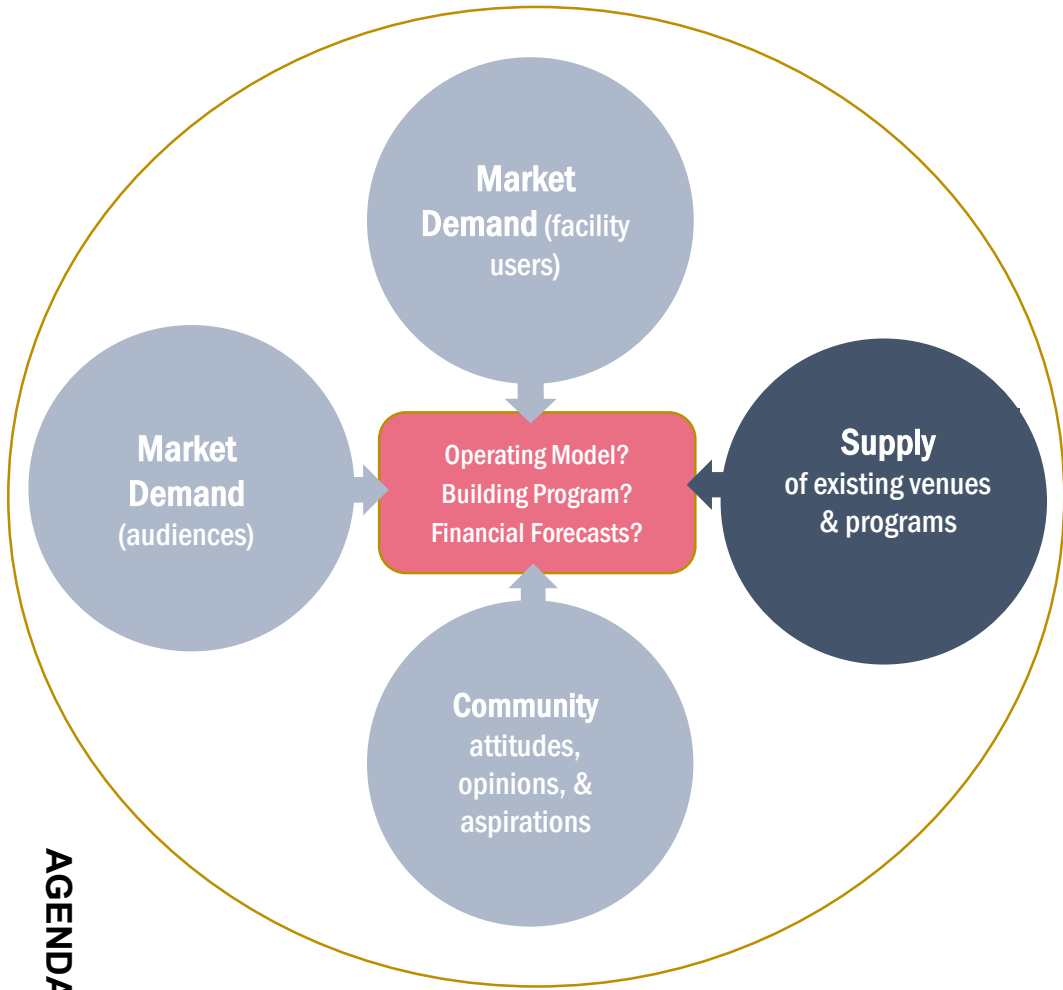
Non-council respondents place value on elevating the brand and local arts organizations

CITY COUNCIL MEMBERS



NON-CITY COUNCIL MEMBERS





Environmental Scan



An inventory of over 100 performance and multi-purpose spaces reveals...

Commercial operators own the market on multi-purpose space rental.

There are a number of multi-purpose spaces in the market area, however, most are owned and operated by commercial entities making community access expensive.

Access to purpose-built space is limited.

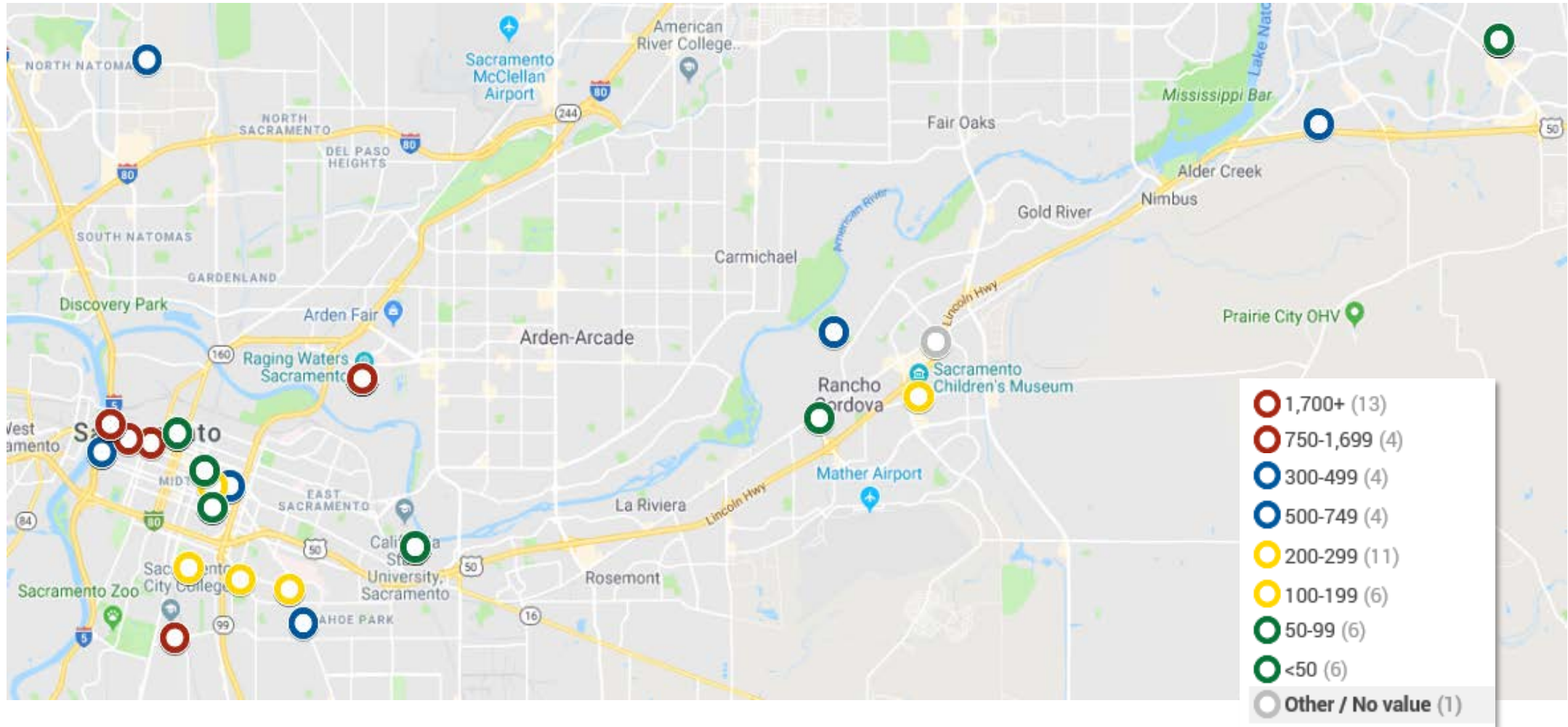
With many of the available performing arts spaces owned and operated by educational institutions and churches.

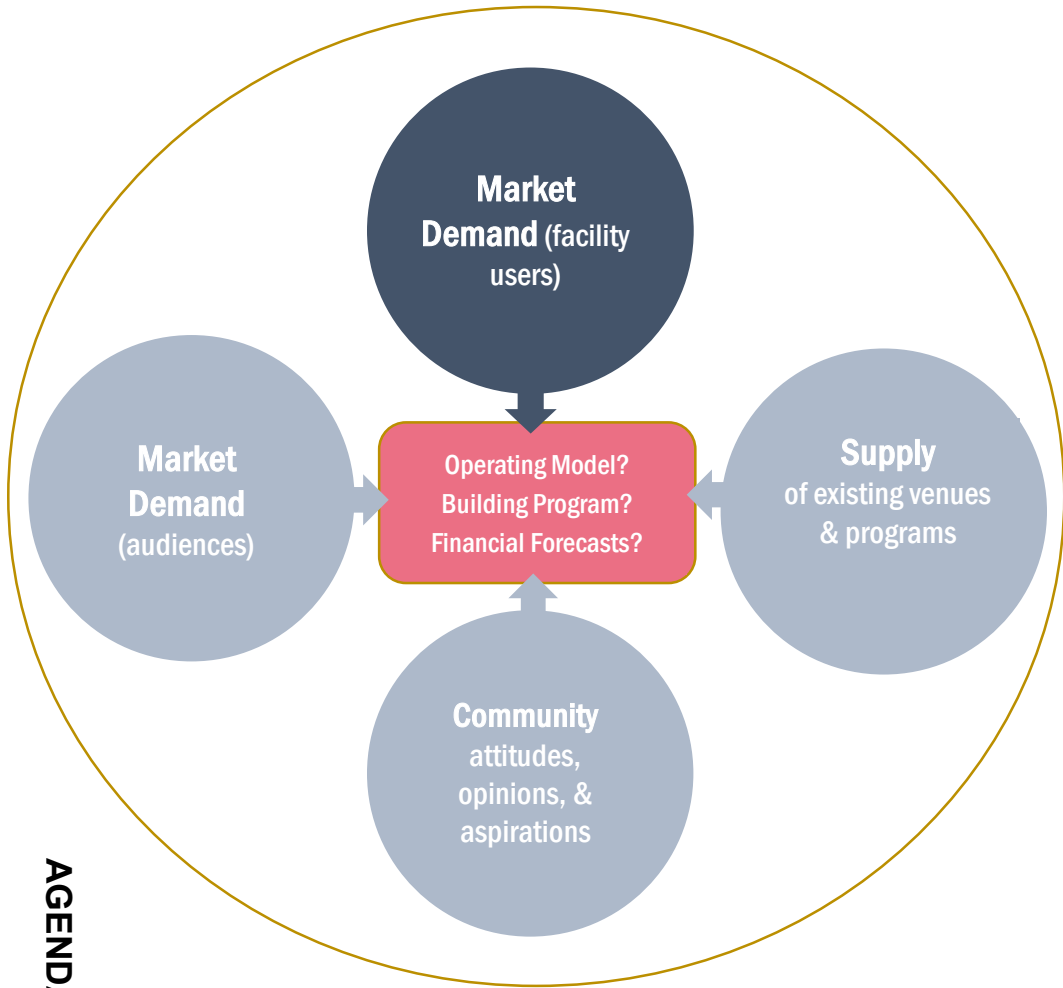
Clara Auditorium, E. Claire Raley Center for the Performing Arts
Harris Center for the Arts
Community Center Theater
Parkway Theater
River City Christian Performance Hall
Sacramento City College Performing Arts Center
24th Street Theater
Alan Short Center, Stockton
Arden Arcade Church, Sacramento
California Stage
CK McClatchy Performing Arts Center
Cordova Church of Christ, Rancho Cordova
Cordova High School Theater
Elk Grove Fine Arts Center
Firehouse 5, Sacramento
First United Methodist Church, Sacramento
Folsom Lake College
Geery Theatre
Grant Union High School -Del Paso Heights
Guild Theatre -Oak Park Area

Hiram Johnson Theater
IMBA Center
Kennedy high school performing arts center
KP International Market
Methodist Church Rancho Cordova
Mitchell Middle School Music Room
Ooley Theatre
Rancho Cordova Performing Arts Center
Rosemont High School Performing Arts Center
Sacramento Memorial Auditorium
Short Center North
Sofia
Step 1 Fitness, Sacramento
The Brazil Center, E. Claire Raley Center for the Performing Arts
Unity of Sacramento-Rancho Cordova
Various parks in Rancho Cordova
W.E. Mitchell Middle School
Watermelon Music, Davis
Westminster Presbyterian, Sacramento

The market lacks venues between 300 – 750

Venues over 750 clustered downtown





User Needs Survey



Methodology

Information gathered includes:

- Minimum, optimum, maximum seating capacity
- Theater configuration (proscenium, thrust, black box, etc.)
- Equipment and space needs
- Estimated utilization
- Current and expected attendance
- Current spaces used and associated usage costs
- Background organization information

Distributed via emails and virally.

- City's own list
- SMAC & Creative Edge
- Clara Studios for the Performing Arts
- SARTA (regional theatre alliance)

22 Survey Respondents

916 Ink

Casa de Brazilian Folkloric Arts of Sacramento

CSz Sacramento - Home of ComedySportz

DDSO The Short Centers

Elk Grove Fine Arts Center

EMH Productions

Images Theatre Company

IMBA

Lenaea High School Theatre Festival

Rancho Cordova Arts

Rancho Cordova Chamber of Commerce

Rancho Cordova River City Concert Band

Sacramento Ballet Association

Sacramento Guitar Society

Sacramento Guitar Society

Sacramento Master Singers

Sacramento Taiko Dan

Sacramento Youth Symphony

Sinag-tala Filipino Theatre & Performing Arts Association

Skulltronix

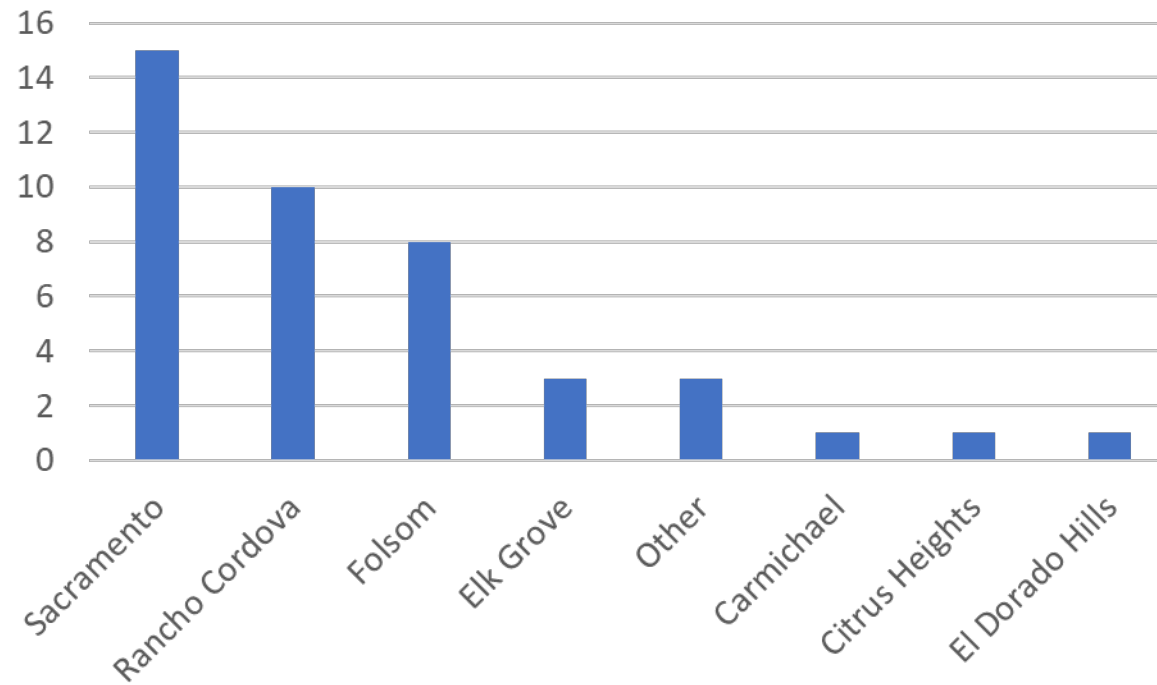
Symphony d'Oro Rancho Cordova

TwoPoint4 Dance Theatre

Respondent Activity Location

Most respondents indicate that they currently program in Sacramento and Rancho Cordova; some in nearby Folsom

In which cities do the majority of your programs take place? (Check up to three)



Respondents' Current Activity Varies

498

Total # annual
performances

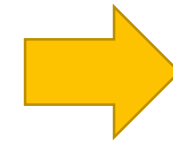


135,150

Total annual
attendance
(avg. 271 per perf)

5,973

Total # annual
workshops/classes



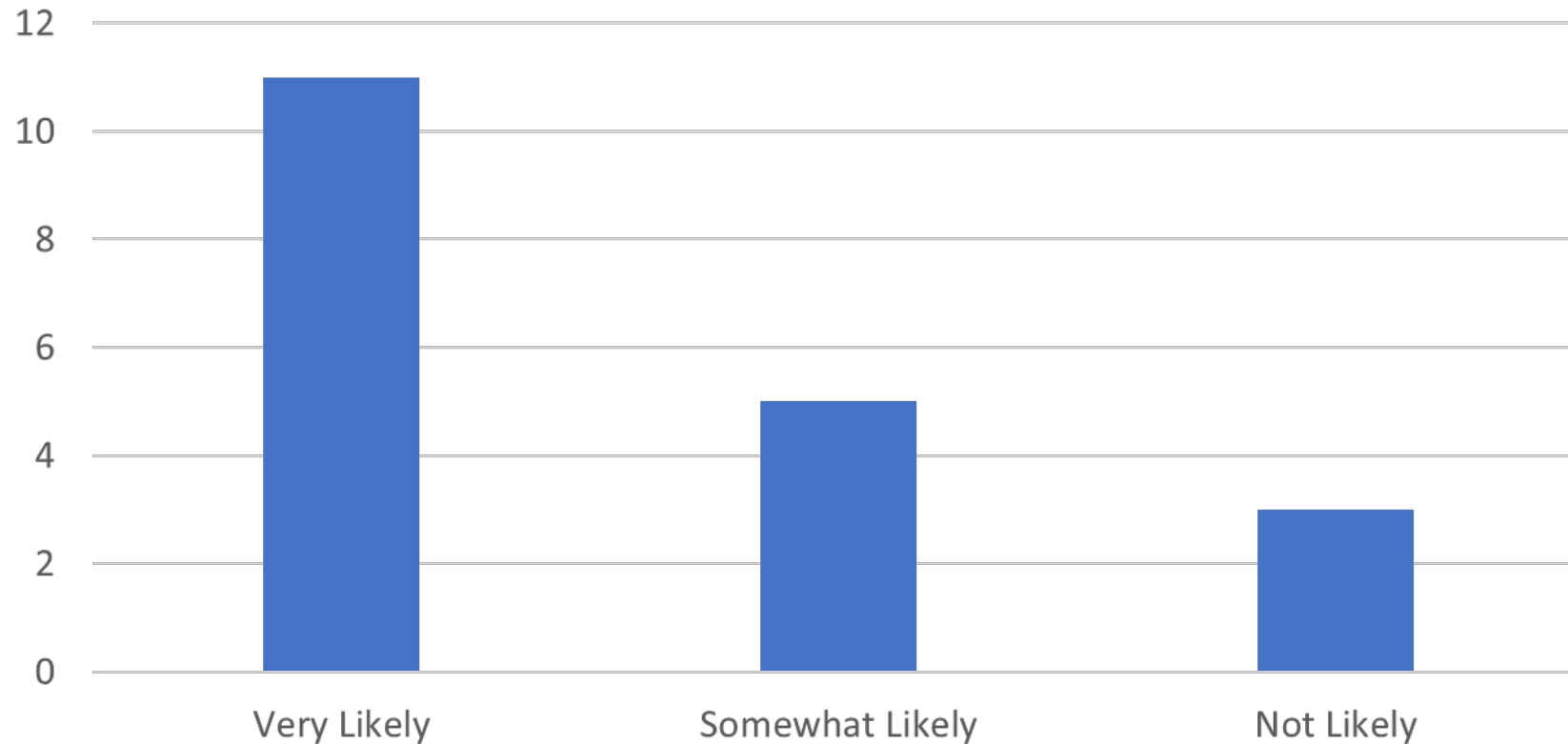
52,610

Total annual
attendance
(8.8 per class session)

Rancho Cordova Venue

16 respondents are likely to use a new venue in Rancho Cordova

How likely are you to use a new performance venue located in Rancho Cordova, assuming it meets your needs?



Rancho Cordova Venue

Most respondents need classroom space and a fixed proscenium



14

Classroom space



13

Proscenium stage with
fixed seating



9

Rehearsal room



8

Flexible black box

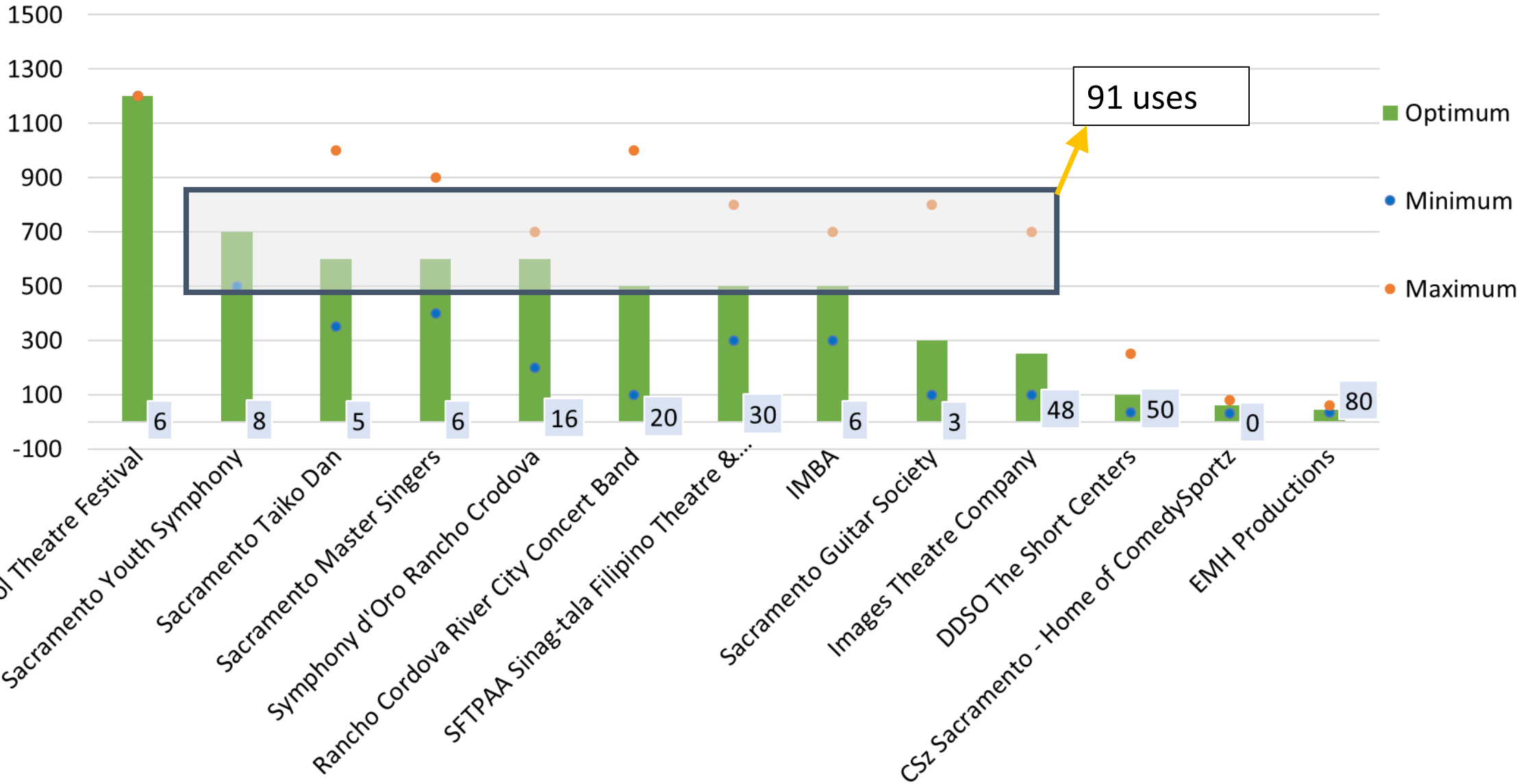


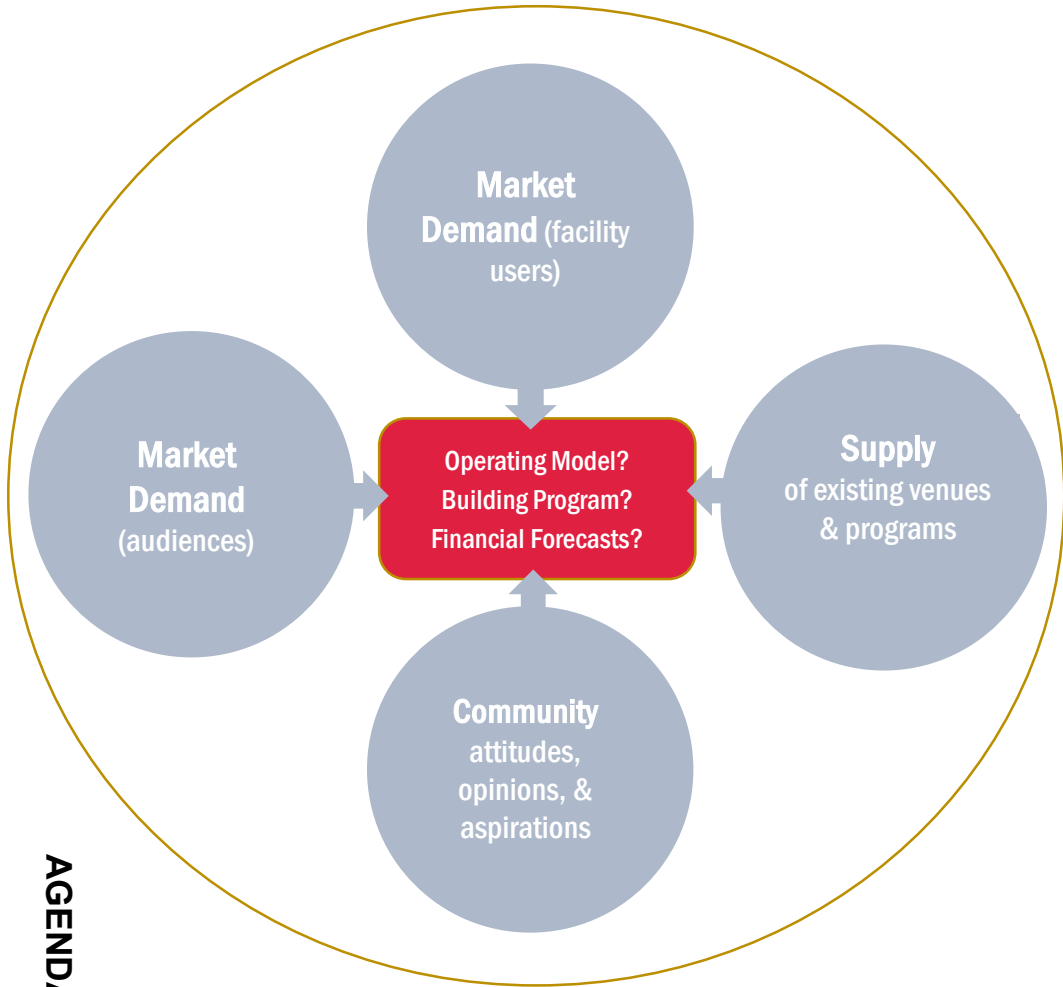
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Thrust stage

Rancho Cordova Venue

Greatest demand is between 500 – 850 seats





Potential Direction Discussion



Directions

Performance Space



Directions

Class Space



Classes



Summer Arts Camp



Ceramic Arts (8)



Culinary Arts (1)



Dance (22)



Drama (1)



Drawing & Painting (10)



Fiber Arts (3)



Foreign Languages (3)



Healing Arts (7)



Martial Arts (6)



Music (4)



Directions

Rehearsal Space



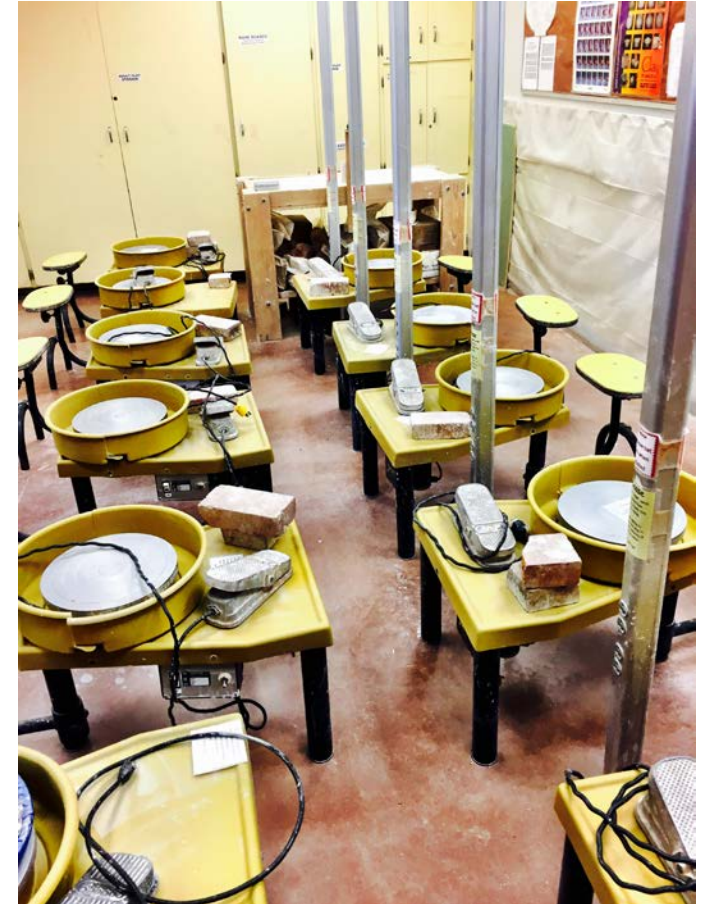
Directions

Meeting Space



Directions

Maker Space & Studios

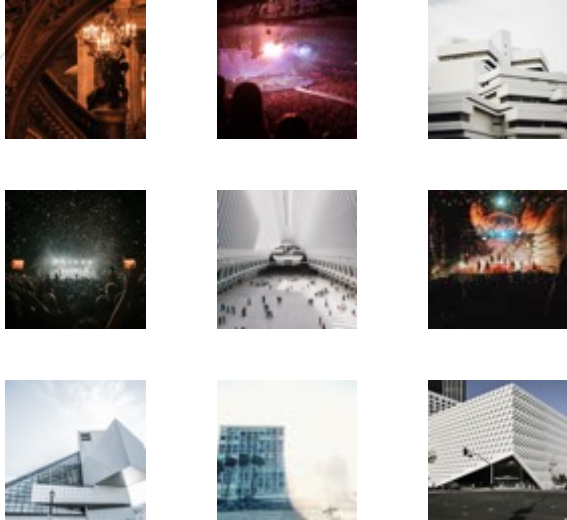


Directions

Outdoor Space



Thank you



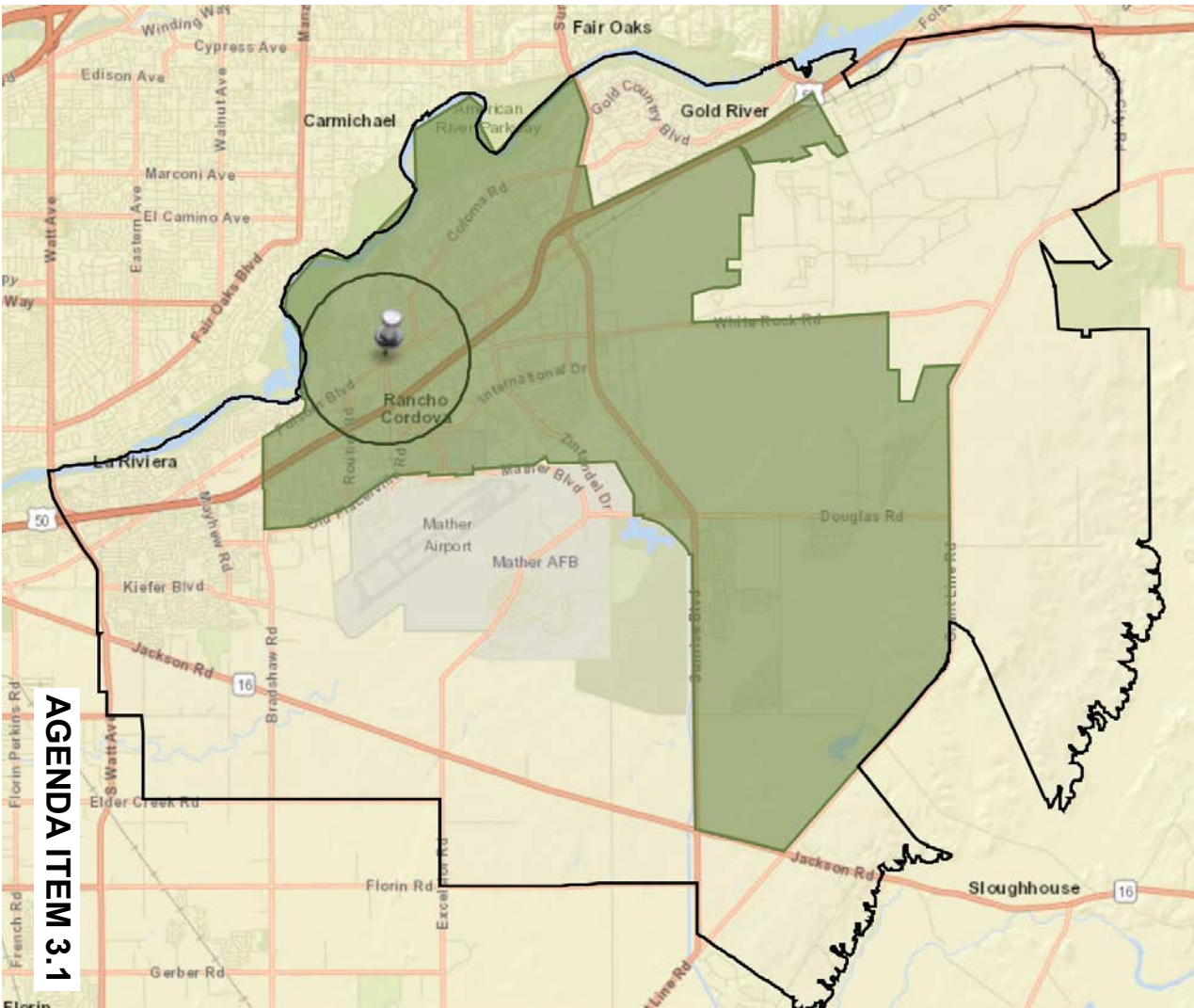
AMS
PLANNING
& RESEARCH



Recreational Topics

- Service Areas
- Demographic Summary
- Participation
- Trends
- Providers
- Suggested Direction

Service Areas



1- Mile Radius

- 23,376 – 2018 Population
- 2,993 – Households w/ Children

City of Rancho Cordova

- 73,414 – 2018 Population
- 8,723 – Households w/ Children

Planning Area (Primary)

- 122,600 – 2018 Population
- 14,434 – Households w/ Children

Demographic Summary

- Median Age – Low 
- Median Income – Low (state) 
- Household Budget Expenditures – Consistent  
 - Entertainment & Recreation 4.4%
- Population – Growing 
- Diversity – Very  

MPI – Adult Participation

Adults participated in:	MPI Radius	MPI City	MPI Planning Area
Aerobic Exercise	88	97	103
Baseball	102	103	101
Basketball	99	102	102
Jogging/Running	80	100	108
Pilates	84	99	103
Soccer	94	96	96
Softball	90	98	100
Volleyball	74	86	86
Walking for Exercise	80	97	103
Yoga	88	99	110
Zumba	101	98	105

Tapestry – 68.4% of

Front Porches, 18.2%

73

Boomburbs 10.7%

186

Home Imp. 10.5%

116

Parks & Rec 10.3%

98

Exurbanites 7.1%

182

Metro Fusion 5.8%

60

Young & Rest. 5.8%

65

Participation Statistics

	Average	2010 Population	2018 Population	2023 Population	Difference
Exercise Walking	35.5%	35,546	39,293	41,668	+6,121
Aerobic Exercise	15.7%	15,678	17,330	18,377	+2,700
Running/Jogging	15.3%	15,317	16,932	17,955	+2,638
Yoga	10.3%	10,365	11,458	12,150	+1,785
Basketball	8.4%	8,445	9,336	9,900	+1,454
Soccer	5.3%	5,280	5,837	6,189	+909
Baseball	4.5%	4,498	4,972	5,272	+774
Volleyball	3.7%	3,748	4,143	4,393	+645
Softball	3.3%	3,281	3,627	3,846	+565
Gymnastics	2.2%	2,210	2,443	2,591	+381
Pilates	1.7%	1,688	1,866	1,978	+291
Boxing	1.3%	1,306	1,444	1,531	+225
Cheerleading	1.2%	1,157	1,279	1,356	+199
Wrestling	1.1%	1,131	1,250	1,326	+195

Participation Trends

	2008 Participation	2017 Participation	Percent Change
Yoga	13.0	29.6	+127.7%
Gymnastics	3.9	6.0	+53.8%
Running/Jogging	30.9	43.8	+41.7%
Aerobic Exercising	32.2	44.9	+39.4%
Cheerleading	2.9	3.5	+20.7%
Exercise Walking	96.6	104.5	+8.2%
Wrestling	3.0	3.2	+6.7%
Soccer	13.5	14.3	+5.9%
Pilates	5.5	5.7	+3.6%
Boxing	3.8	3.7	-2.6%
Basketball	25.7	24.6	-4.3%
Baseball	13.3	12.1	-9.0%
Volleyball	12.2	10.5	-13.9%
Softball	12.8	9.8	-23.4%

Industry Trends – Nationally

- Moved towards pay to play – associated challenges
- Gymnasium space – more difficult than 10 years ago
- Meeting space – more difficult than 10 years ago
- School Districts, Municipalities, Park Districts – relationship is continually evolving
- Move towards more partnerships
- Move towards wellness

Meeting Trends

Themes

- Availability
- **Affordability**
- **Preference**
- Cooperation
- Capacity
- Flexibility
- Responsible
- **Best for Rancho Cordova**

Spaces

- Social Services
- Information Hub
- Meeting Room(s)
- Gymnasium
- Multi-Purpose
- Classroom(s)
- Group X Studios
- Incubator

Providers

- Fitness – Multiple options
- Youth/Teen Programs – Potential partnership opportunities outside of school
- Social Services – Exist
- Youth Sports – Multiple options and providers
- Indoor Gymnasium – Options (churches, middle/high school, CPRD, others)

Opportunities– Site

- Potential for social service options.
 - Trending towards wellness – mind, body, spirit.
- Rentable square footage for incubator space.
- Develop indoor meeting spaces and/or classrooms.
 - City becomes potential sponsor of speaker program, or other community orgs.
- Develop outdoor green space and opportunities for gathering and/or special events.
- Avoid getting into the recreation or leisure facilities business and duplicating pre-existing services.

Opportunities– Court Space

Reality: CPRD still has capacity at Mather Sports Complex, as do some of the school district facilities (middle & high schools).

Step 1: Work w/ facility providers to establish Rancho Cordova groups priority of use.

Step 2: City potentially develop a fund to offset expense of facility rent for users that apply.

Step 3: CPRD has plans for future park development and indoor space. Supplement efforts to expand planned indoor spaces.

Survey of Existing of Event Space

- o Review of existing banquet / event spaces in the region
 - o Community/Event Centers
 - o Hotels

Community/Event Centers

11,000 sf.
750
Banquet
Capacity
800
Auditorium
Capacity



Citrus Heights
Community Center

8,640 sf.
508
Banquet
Capacity
800 Auditorium
Capacity



Folsom
Community Center

4,690 sf.
390 Banquet
Capacity
550
Auditorium
Capacity



The Falls,
Roseville Event
Center

3,430 sf.
280 Banquet
Capacity
420
Auditorium
Capacity



The Falls,
Elk Grove Main
Hall

3,800 sf.
180 Banquet
Capacity
280 Auditorium
Capacity



City of Rancho
Cordova American
River Rooms

Hotel Rental Spaces

29,520 sf.
810
Banquet
Capacity
1000
Auditorium
Capacity



Sheraton Grand
Hotel
Sacramento

9,740 sf.
500
Banquet
Capacity
850
Auditorium
Capacity



Thunder Valley
Casino Resort,
Lincoln

5,724 sf.
500 Banquet
Capacity
750
Auditorium
Capacity



Hilton
Sacramento
Arden West

8,280 sf.
500 Banquet
Capacity
800
Auditorium
Capacity



Crowne Plaza
Sacramento

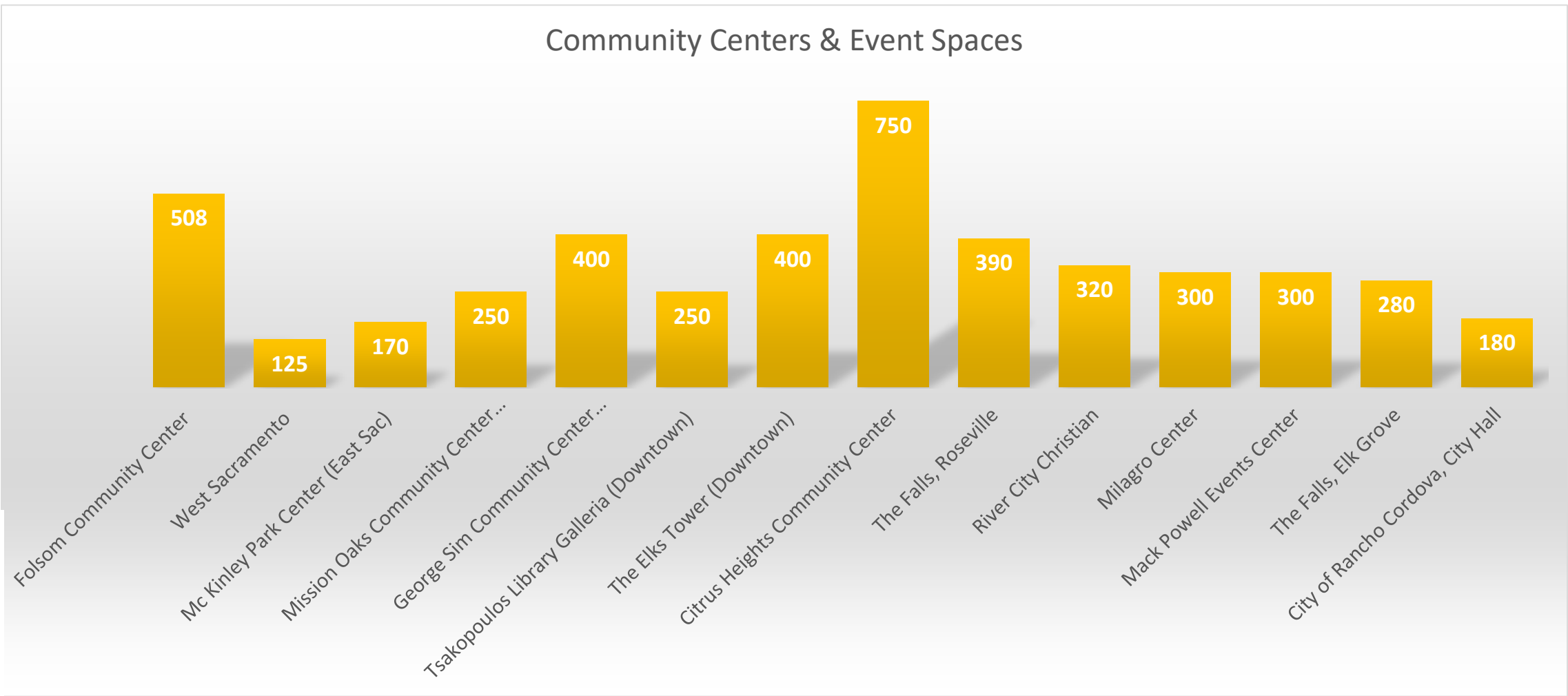
4,565 sf.
310 Banquet
Capacity
550
Auditorium
Capacity



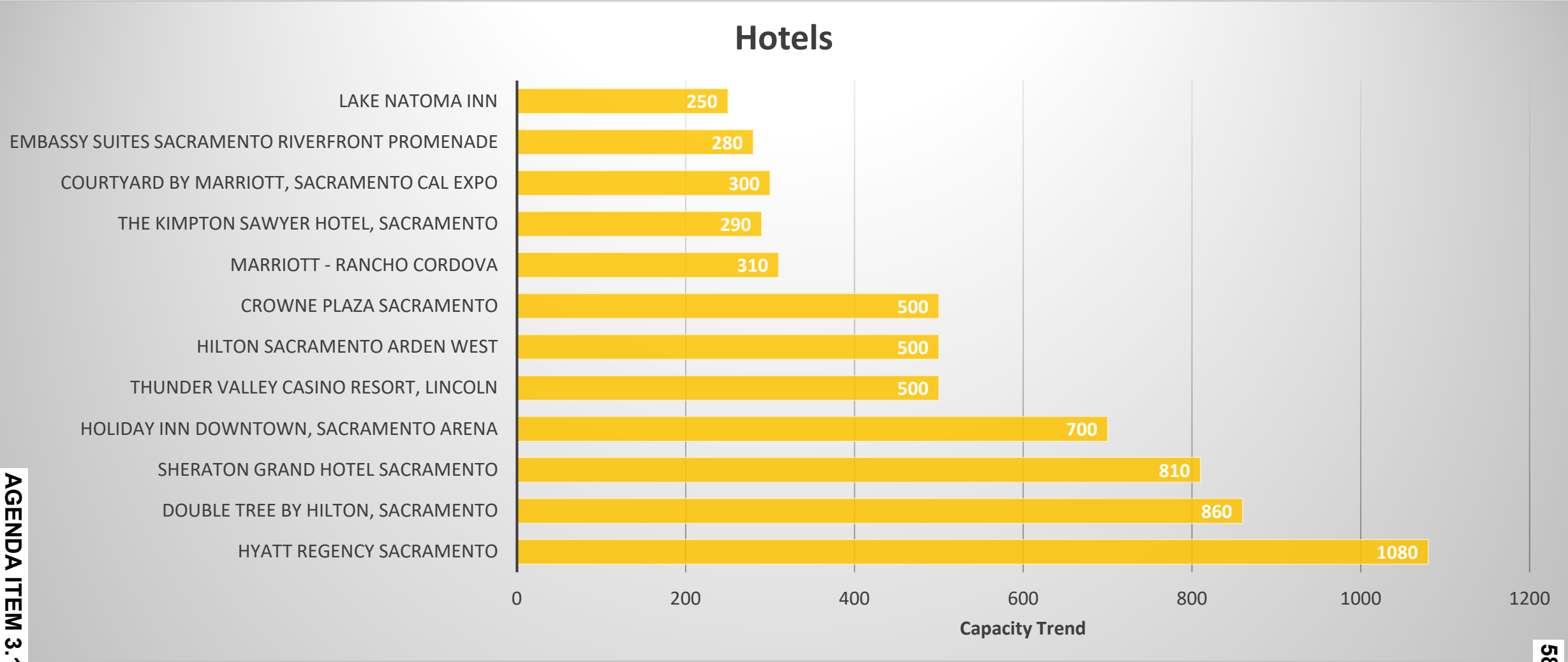
Marriott
Rancho Cordova

Banquet Seating Trend

Community Centers & Event Spaces



Banquet Seating Trend



Event Space Themes

- o City Hall – 180 banquet / 280 auditorium
- o Marriott – 310 banquet / 550 auditorium
- o Range of Existing Banquet Seating Spaces Surveyed
 - 69% 250 – 500 banquet seating- region
- o Cost / Availability / Need

High Level Observations

- o Primary goal is the **REVITALIZATION** of Folsom Blvd
- o Recreation, performing arts and event space uses will require **ONGOING** financial support and operations
- o **VISUAL** arts is an additional area of importance
- o No **EXISTING** user group or potential facility operators are obvious other than sports facilities
- o There are **UNDERUTILIZED** existing facilities for arts and sports
 - Focus should be on renting these facilities to meet program needs

There is a **DESIRE** in banquet facilities seating over 350 people

Interesting potential to focus on the **FULL SPECTRUM** of the artist community

- Housing – Creation – Exhibition – Commercialization



Recommended Next Steps

- o Ideal Public-Private Partnership (P3) opportunity
 - o Leverage City investment to create private investment
 - o Bring market feasibility to the project
 - o Limit ongoing financial commitment
- o Unique development opportunity will drive interest
 - o Public financial commitment and use
 - o Large infill site adjacent to Light Rail
 - o Folsom Lake College
 - o Opportunity Zone investment
- o Request for Proposals/Qualification process to create greatest impact on Folsom Blvd revitalization
 - o Previous work and analysis important for inclusion



Themes for Request for Qualifications/Proposals



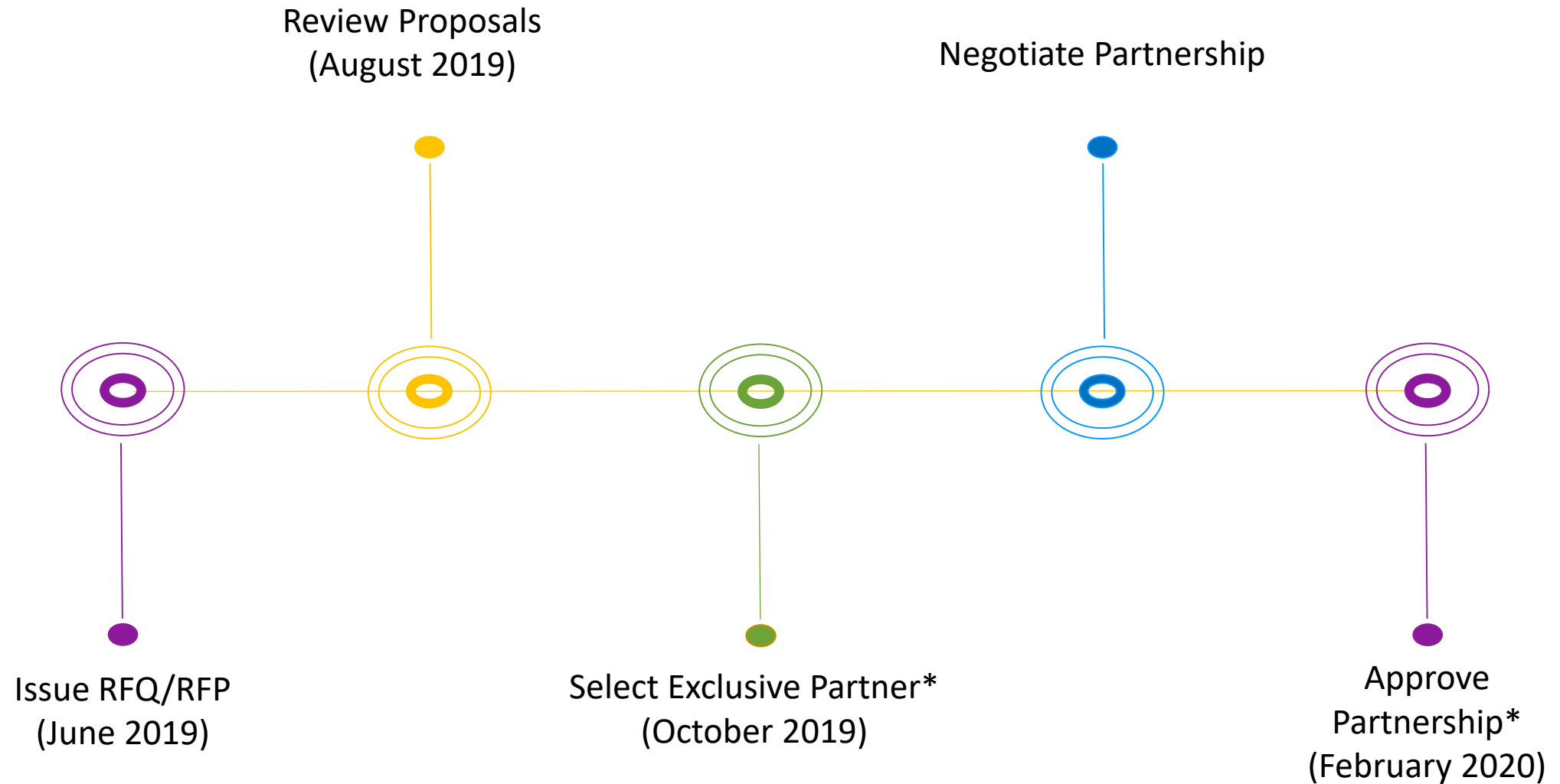
Primary Focus

- o Revitalization of Folsom Blvd
- o Project should be Mixed Use (Public Use/Housing/Retail/Office)
- o Performing or Visual Arts for community/regional use included
 - o Classroom Space/Makerspace/Rehearsal Space
- o Event Space for banquets and large meetings is a priority
- o Active outdoor space for Placemaking
- o Work with local partners as part of the proposal

Secondary Focus

- o Sport Facility
- o Focus on full spectrum of art cycle (Housing-Production-Market)

NEXT STEPS – Tentative Timeline



THANK YOU