COUNCIL AGENDA REPORT

City of Anaheim
COMMUNITY SERVICES DEPARTMENT

DATE: JUNE 10, 2008
FROM: COMMUNITY SERVICES DEPARTMENT
SUBJECT: MUZEO OPENING – REIMBURSEMENT OF EXPENSES
ATTACHMENT (Y/N): NO
ITEM # 26

RECOMMENDATION:

That the City Council, by Motion, authorize the reimbursement of $612,634.05 to the Muzeo Foundation for expenditures incurred for the opening of the Muzeo and its first two exhibits.

DISCUSSION:

The new Muzeo was able to open successfully and on time in October 2007 through the collaboration of the City and local non-profit organizations who worked jointly to expedite the acquisition of exhibits, marketing materials and services required for this new City cultural and educational facility. As the City of Anaheim had not previously worked on a museum project, the expertise, support and financial capabilities of Anaheim Museum, Inc., the Anaheim Community Foundation, and the Muzeo Foundation were critical in the acquisition of specialty items and services required for this new venture.

Approximately one and a half years ago, during the development of the Community Services Department FY2007/2008 budget, the City Council approved funding for the first two exhibits at the Muzeo in celebration of the City’s Sesquicentennial and to provide the Muzeo Foundation with the opportunity to organize, incorporate and begin to attract corporate sponsors and individual supporters. The first two exhibits have been extremely successful and the Muzeo Foundation, led by Mayor Pringle with the assistance of an excellent board of directors, executive director and staff, have far exceeded their original fundraising goals. This budgeted contribution to the opening of the Muzeo will reimburse the Muzeo Foundation for expenses related to the opening of this dynamic new cultural asset. The expenditures related to the opening of the Muzeo and the subsequent first two exhibits are outlined below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Expenses for the furnishings, fixtures and equipment associated with the initial opening and marketing of the Muzeo</td>
<td>$150,139.36</td>
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<tr>
<td>Expenses for the opening and staging of the Imperial Rome Exhibit</td>
<td>$254,633.14</td>
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<tr>
<td>Expenses for the opening and staging of the Chicano Art and Soul Exhibit</td>
<td>$207,861.55</td>
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<tr>
<td>Total Reimbursement:</td>
<td>$612,634.05</td>
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IMPACT ON BUDGET:

The funds for the initial setup and opening of the Muzeo and costs associated with the first two exhibits were included in the Library Division’s FY07/08 budget.

Respectfully submitted,

TERRY D. LOWE
Director