



City of Arts & Innovation

Museum Board Memorandum

TO: METROPOLITAN MUSEUM BOARD **DATE: FEBRUARY 8, 2017**

FROM: CHUCK WILSON, MUSEUM BOARD CHAIR

SUBJECT: DISCUSSION OF REVENUE OPPORTUNITIES FOR NAMING MUSEUM SPACES

ISSUE: Discuss potential revenue opportunities for the Riverside Metropolitan Museum in allowing donors to purchase and name Museum spaces.

RECOMMENDATION:

That the Museum Board hold a discussion in regards to the revenue opportunity to naming Museum spaces.

BACKGROUND:

At the January 11, 2017 Museum Board meeting, Chuck Wilson, Board Chair, distributed a document with the following suggested amounts for donors seeking naming rights for Riverside Metropolitan Museum spaces. Discussion in regards to the details, restrictions and pricing levels is recommended to determine the direction to be taken on this topic.

<u>Museum Space</u>	<u>Amount</u>
FIRST FLOOR	
Lobby Niche	\$15,000
Lobby Reception Area	\$75,000
History Area	\$200,000
Natural History	\$200,000
Large Temporary Gallery	\$750,000
SECOND FLOOR	
Large Temporary Gallery	\$750,000
Nature Lab	\$500,000
BASEMENT- Archives	\$1,500,000
OFFSITE- Collections Storage	\$3,000,000

DISCUSSION:

Discussion will be held at the February 8, 2017 Museum Board meeting.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Chuck Wilson, Museum Board Chair