

CORPUS CHRISTI MUSEUM OF SCIENCE & HISTORY

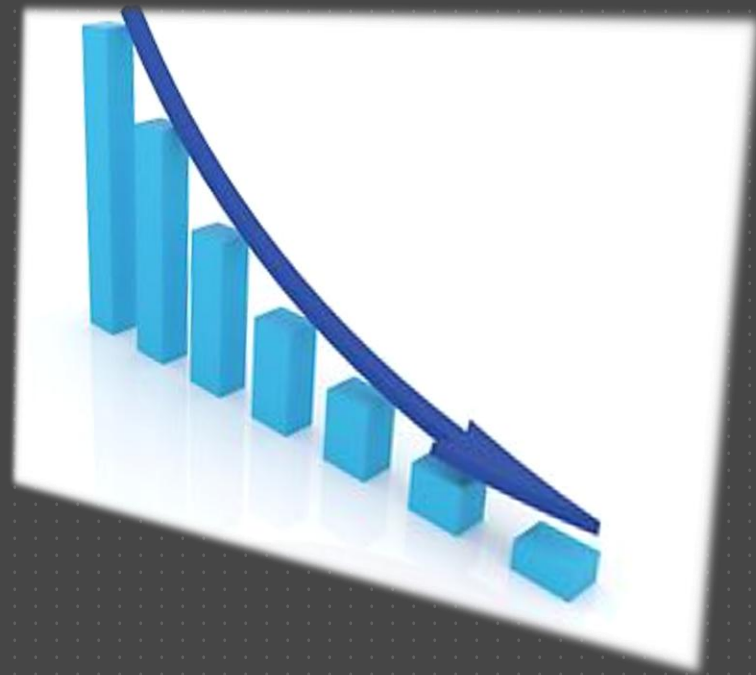
A Public/Private Management Agreement with
Corpus Christi Museum Joint Venture



THE PROBLEM

The Corpus Christi Museum of Science & History has been operating under management and funding models that have proven unsustainable.

- Attendance down 65%
- 50% less staff



THE SOLUTION

Develop an alternative model to improve current performance and serve as a new template for museum management across the country.

- Create a more engaging museum experience while maintaining the museum's science and history mission
 - Ensure integrity of museum through maintaining accreditation and certification
 - Preserve and provide public access to collections

THE SOLUTION

Develop an alternative model to improve current performance and serve as a new template for museum management across the country.

- Transfer management of operations to Corpus Christi Museum Joint Venture (CCMJV) through a 24 month management agreement
 - Move toward a long-term lease/management agreement with CCMJV
 - Modernize (redesign/remodel) the interior and exterior of the building

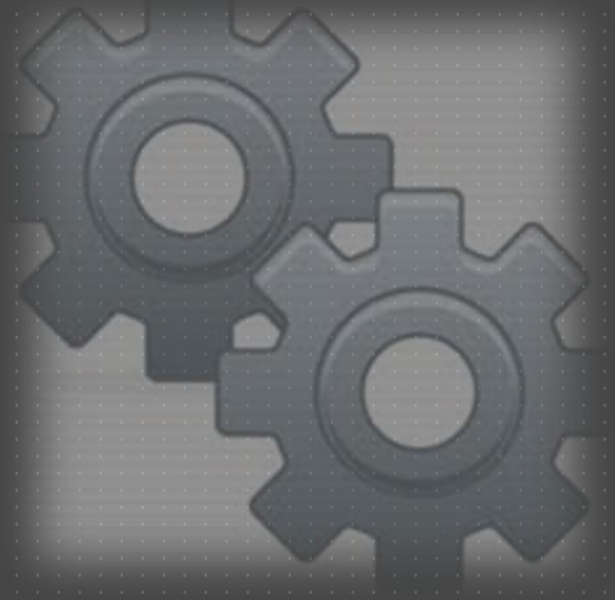
THE PARTNER

Corpus Christi Museum Joint Venture (CCMJV)

- Extensive business experience to improve operational efficiency and increase attendance and revenue
- Expertise in event planning, promotion, enhancing food and beverage service, and fund raising
 - Philanthropic Interest

THE PROCESS

- Task Force Meetings
- Employee Meetings
 - Negotiating Team
 - MOU converted to management agreement
 - Museum Director recruitment



TIMELINE

Fall 2012
Sept - Nov

Begin Management Agreement
Hire Museum Director

Winter 2012
Dec - Feb

Spring 2013
Mar - May

Personnel Transition

Summer 2013
Jun - Aug

Fall 2013
Sept - Nov

Winter 2013
Dec - Feb

Long Term Business Plan Submitted

Spring 2014
Mar - May

Summer 2014
Jun - Aug

Decision:
- Long-term Extension
- Short Term Extension
- End agreement

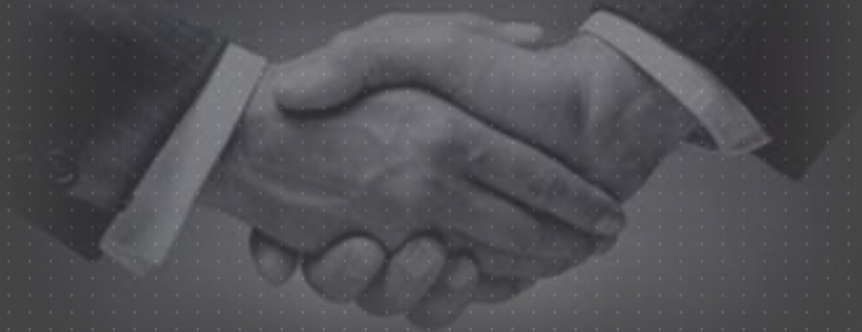
DEAL POINTS

- City retains ownership of land, building & collections
- City provides a flat budget for 2013 & 2014
- Maintain the museum's mission, certification & accreditation

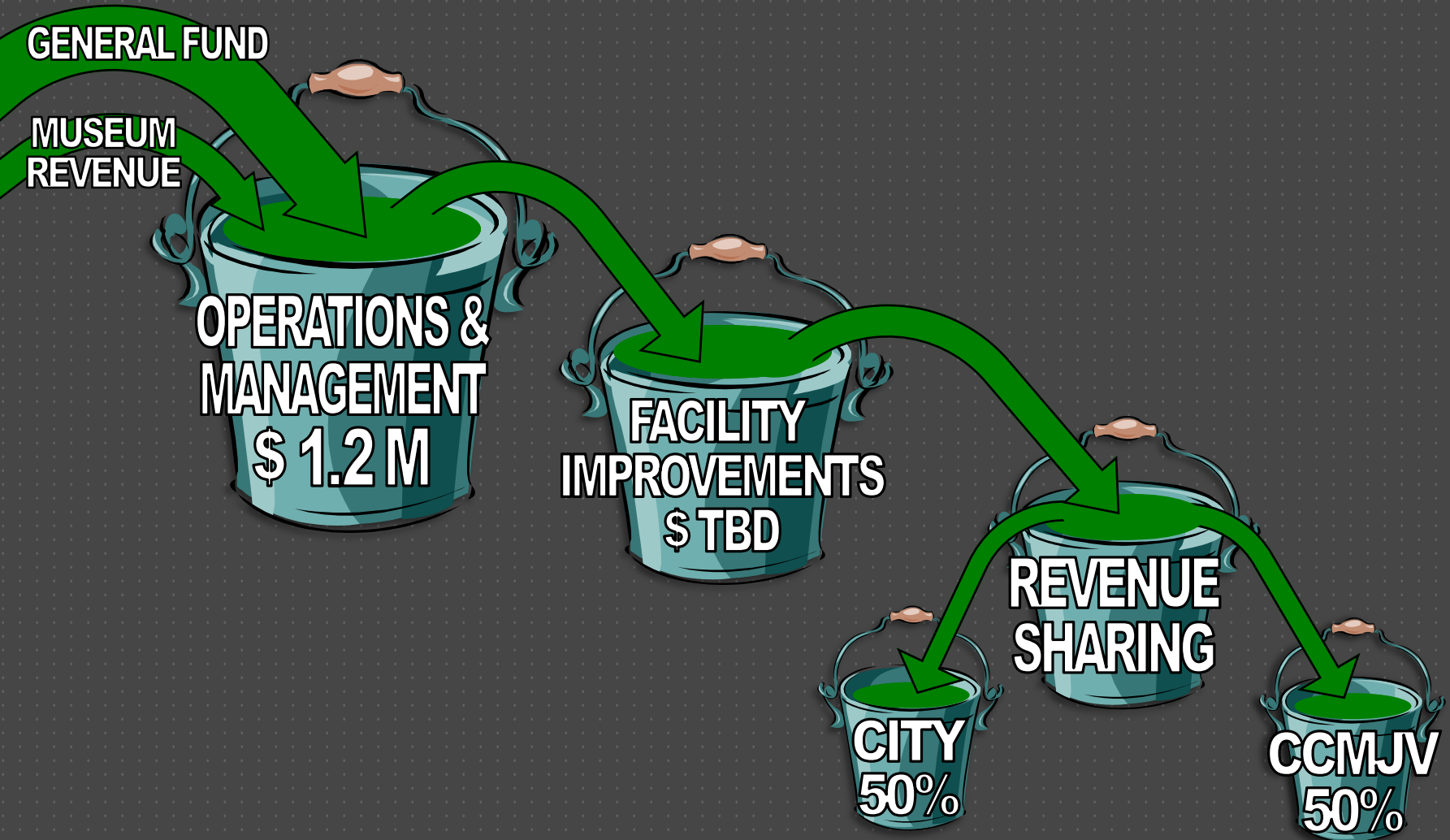


DEAL POINTS

- Maintain citizen support & oversight
- Preserve & provide public access to collections
- Revenue sharing arrangement provides an incentive for facility improvements and improved performance



CASH FLOWS



Supplants General Fund contribution over time.

FACILITY IMPROVEMENTS

- City approved Facility Improvement Plan
- Reimbursement opportunity for facility improvements; improvements remain with the City
- CCMJV General Manager & Museum Director will develop a phasing plan to mitigate disruption of operations

MUSEUM PERSONNEL

- 6 month transition period governed by Employee Transition Plan
 - 8 museum professionals required
 - Professional staff positions can only be modified by the Museum Director with City Manager Approval
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