



Meeting Date: 09/14/10

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Grace Magistrale Hoffman *SMH* Agenda Item No. I-2

Reviewed By: City Manager *[Signature]* City Attorney *[Signature]* Finance *[Signature]* Other (Specify) \_\_\_\_\_

DATE: September 7, 2010

TO: City Council

FROM: *Grace Hoffman*  
Grace Magistrale Hoffman, Deputy City Manager  
City Manager's Office

SUBJECT: Contribution to the Ventura County Maritime Museum

**RECOMMENDATION**

That City Council approve the appropriation of funds in the amount of \$75,000 from the General Fund Operating Reserve to the Ventura County Maritime Museum.

**DISCUSSION**

The Maritime Museum has been part of the cultural and educational life of Oxnard and surrounding communities for over 19 years. The mission of the Maritime Museum is to provide an enriching museum experience based on maritime history ranging from ancient mariners to the modern marine era, and to enhance the understanding of the rich international and local seafaring heritage with a focus on educational programs through world-class maritime art, unique ship models, dynamic exhibits, artifacts, and a nautical research library.

The Ventura County Maritime Museum opened in 1991 and is an independent 501(C)(3) not-for-profit entity. Today, the Maritime Museum houses one of the finest collections of fine maritime art and the largest collection of ship models on display in Southern California.

The Museum welcomes about 25,000 visitors annually from all over the United States, as well as from more than 30 foreign countries. The Elementary Education Program, staffed entirely by volunteers, conducts in-house tours for thousands of elementary school students each year. The At Sea Education Program supports three-day youth sailing expeditions onboard working tall ships.

The Maritime Museum Board of Trustees (Board) has been raising funds to move the museum from its current location (2731 Victoria Ave.) to the old Port Royal restaurant location (3900 Bluefin Circle). As

explained in Attachment #1, the Board has taken on the task of raising the \$2.5 million estimated to fund the relocation. The Capital Campaign Committee organized by the board has been able to raise approximately \$1.3 million to date. Based on the Museum's agreement with the County, the \$1.5 million threshold must be met by May, 2011. Because of the necessity of meeting this timing, the Museum is requesting a contribution of \$75,000 from the City of Oxnard for this year, and for the next four years for a total of \$375,000. It is anticipated that the new location will increase attendance to an estimated 50,000 visitors annually and become a major destination point in Oxnard.

### **FINANCIAL IMPACT**

It is recommended that \$75,000 be appropriated from the General Fund Operating Reserve. Currently, the General Fund Operating Reserve is \$16,569,797. The reduction of \$75,000 to fund this request will result in a remaining balance of \$16,494,797. Future year requests will be included in the City's budgets.

Attachment #1 - Ventura County Maritime Museum Correspondence

Attachment #2 General Fund Operating Reserve Summary

Attachment #3 Special Budget Appropriation Form

The Maritime Museum has been part of the cultural and educational life of Oxnard and surrounding communities for over 19 years. The Museum is and has been a licensed Oxnard business since its opening, has always been open to the public with free admission, and is an independent 501(c)(3) not-for-profit entity. Today, the Museum houses one of the finest collections of fine maritime art and the largest collection of ship models on display in Southern California.

Attendance at the Museum has reached up to 25,000 annually and up to 4,000 school children have attended the museum on specialized field trips per year.

The Board of Trustees (board) studied the possibilities of moving to a larger facility for a long time, always with the intention of remaining in Oxnard's Channel Island Harbor. When the location at Fisherman's Wharf was leased for redevelopment by the County the board acted decisively to find an appropriate new location. The board also took on the task of raising the \$2.5 million estimated to fund the relocation. In May of 2008, with very strong support from the Ventura County Harbor Department, the Museum was able to acquire the rights to the old Port Royal restaurant and enter into a long term lease for the land including the parking lot. The Museum's agreement with the County will require a rent payment of \$1,200 per month after the facility is opened.

The California Coastal Commission approved the change of use of the facility from restaurant to Museum as a simple administrative change

The Museum hired Lauterbach & Associates, Architects, Inc. of Oxnard to design a renovation, an adaptive reuse, of the building. With their design the Museum's useable space will expand from the current 5,000 square feet to 12,000 square feet. The design work has progressed to the finalization of construction drawings and plan checking by the City of Oxnard. After review by the City departments only very minor changes were required.

The Capital Campaign Committee organized by the board has been able to raise approximately \$1.3 million to date. This was accomplished from donations from the Board, very generous volunteers and friends. A grant was also received from the Martin V and Martha K. Smith Foundation. The lease agreement with the County is such that the renovation process cannot begin until funds are available to complete the renovation. Therefore, the Museum is requesting a contribution of \$75,000 from the City of Oxnard for this year and the next four years. Although the project is as they say "shovel ready" the fundraising effort continues.

The renovated site will allow the Museum to double the exhibition space making new and expanded exhibits possible. The education program that is offered at minimal cost to Oxnard's school children will be expanded to add a scientific component to the current successful history/social studies program.

It is expected that the new location will increase attendance to an estimated 50,000 visitors annually and become a major destination point in Oxnard.

**CITY OF OXNARD**  
**2010-2011 PROJECTED GENERAL FUND OPERATING RESERVE**  
**ESTIMATED**  
**9/3/2010**

Operating Reserve

<b>Fund Balance June 30, 2010 (Unaudited)</b>		
Reserved		1,912,508
Unreserved		16,569,797
<b>Total Fund Balance</b>		<b>18,482,305</b>
<b>2010-2011 Estimated Revenues &amp; Transfers</b>		<b>108,490,726</b>
<b>Est Revenue Adjustments</b>		
	_____	0
Net Adjusted Revenues		<u>108,490,726</u>
<b>2010-2011 Appropriations</b>		<b>(108,490,726)</b>
<i>Appropriations from Fund Balance</i>		0
<b>Appropriation Adjustments</b>		
	_____	0
Net Adjusted 2010-2011 Appropriations		<u>(108,490,726)</u>
Net Change to Operating Reserve		0
Reserved		(1,912,508)
		0
<b>Estimated Available Operating Reserve 6-30-2011</b>		<u><u>16,569,797</u></u>

Note : Used Fund 101 & Fund 102 unaudited fund balance as of 9/3/10.

**CITY OF OXNARD**  
**REQUEST FOR SPECIAL BUDGET APPROPRIATION**

To the City Manager:

September 14, 2010

Request is hereby made for an appropriation of total . . . . .

\$ 75,000

Reason for appropriation: To appropriate funds to the Ventura County Maritime Museum

<u>FUND</u>	<u>DESCRIPTION/ACCOUNT</u>	<u>AMOUNT</u>
General Fund		
(101)	101-1001-801.82-09 - CONTRACTS AND SERVICES / SVCS- OTHER PROF/CONTRACT	<u>75,000</u>
	Net Estimated Change to General Fund Balance (101)	<u>(75,000)</u>

*Grace Hoffmann 9/8/10*  
 Manager

REQUIRES CITY COUNCIL APPROVAL

Chief Financial Officer

*[Signature]*

Disposition

Approved \_\_\_\_\_

Rejected \_\_\_\_\_

Transfer by Journal Voucher \_\_\_\_\_

\_\_\_\_\_  
 City Manager