

**CITY OF OAKLAND**  
**AGENDA REPORT** OFFICE OF THE CITY CLERK  
OAKLAND

2008 MAY -1 PM 8: 05

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Oakland Museum of California  
DATE: May 13, 2008

RE: **Informational Report from the Oakland Museum of California on Progress with its Capital Renovation Project and Campaign and Highlights of 2008 Exhibitions and Educational Programs**

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**SUMMARY**

This report provides an update to the Life Enrichment Committee on the progress of the Oakland Museum of California's \$53 million capital renovation and public/private fundraising campaign.

The Museum renovation project, funded through \$23.6 in Measure G bond support passed by Oakland voters in 2002, is taking place in three phases: Creation of the new California Collections and Research Center for the storage and care of the Museum's collections (completed Fall 2007); Phase 1 of the Oak Street project encompassing the complete reinstallation and transformation of its Art and History Galleries as well as creation of a new "front entry" on Oak Street (January 2008 – Fall 2009) ; and Phase 2 which includes the reinstallation of the Natural Science Gallery and expansion of educational facilities and visitor amenities (January 2010 – Fall 2011). At this time, the Museum has completely deinstalled 60,000 square feet of space in the Art and History galleries and is preparing for the commencement of construction in June 2008.

The capital campaign to support the project is also progressing significantly. To date, the *Museum of California Campaign* has achieved approximately \$48 million toward the \$53 million goal. Of the \$53 million, approximately half is from public sources including \$2.88 million from the California Cultural and Historic Endowment as well as from Measure G funds. The remaining funds have been raised privately from individuals, foundations, corporations, and Museum constituency groups through the efforts of the Oakland Museum of California Foundation.

Leading up to the re-opening of galleries in fall 2009, the Museum is maintaining an active programs of exhibitions and education programs and is launching a new "brand" with accompanying new logo and graphic identity.

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## FISCAL IMPACT

No City general fund monies are being used for the renovation project or campaign. City Bond monies from Measure G in the amount of \$23.6 million are allocated towards this project. Funding from individuals, foundations, and corporations has been raised through the Oakland Museum of California Foundation.

## BACKGROUND

With more than 100,000 square feet of gallery space on four-city blocks, the Oakland Museum of California is one of the largest cultural institutions in the San Francisco Bay Area and the only museum devoted exclusively to the art, history, and natural environment of California. In size and depth of collections, the Oakland Museum of California is one of the foremost regional museums in the country, with more than 1.9 million objects including art work in all media, artifacts and objects spanning the history of the state, and natural specimens from California's diverse habitats. The Museum's mission is "to connect communities to the cultural and environmental heritage of California. Through collections, exhibitions, education programs, and public dialogue, we inspire people of all ages and backgrounds to think creatively and critically about the natural, artistic and social forces that characterize our state and influence its relationship to the world."

When the Oakland Museum of California opened in 1969, it was acclaimed internationally as a milestone in museum design. The architecture critic of the *New York Times* reported in 1968: "In terms of design and environment the Oakland Museum may be one of the most thoughtfully revolutionary structures in the world." Despite its landmark status, the Museum has not undergone any major renovation or reinstallation of its collection in its close to 40 year history.

Therefore, in 2002, Oakland voters passed Measure G which included \$23.6 million of bond funding for the Oakland Museum of California. The purpose of the funding was "to expand educational programming and opportunities for a larger and more diverse population of students and visitors." Specifically included in the bond language were provisions to expand, reinstall and renovate the three main collection galleries "to reflect the changing faces and environment of California; to provide enhanced education spaces; to improve visitor services facilities including a main entrance, school group entrance, way finding and other amenities; and acquisition and renovation of collection management facilities."

The Museum has made substantial progress toward the goals articulated in Measure G and in raising additional private funds to support the institution's transformation. To date, approximately \$48 million has been raised from individuals, foundations, corporations, and Museum volunteer constituency groups. Of particular note is a \$7.5 million challenge grant from the Wayne and Gladys Valley Foundation. Awarded in June 2007, it required that \$6.25 million

in funding be secured in order to receive the first installment of the grant, and a second \$6.25 million before the remainder of the grant is awarded. The Museum met the first phase of the challenge match in March 2008.

While advancing with the capital renovation project and campaign, the Museum is maintaining an active program of exhibitions, educational programs, and community events. School field trips are continuing through visits to special exhibitions and through a special installation of highlights of the art and history collections related to Native American life and the Gold Rush, directly related to school curriculum. The popular *Days of the Dead*, *Lunar New Year*, *First Fridays After Five* and family days are also continuing throughout the construction process. Finally, the Museum will present a range of major exhibitions in 2008-09 including major exhibitions for summer 2008: *Birth of the Cool* and *Cool Remixed*.

Opening May 17 and continuing through the summer, *Birth of the Cool: California Art, Design and Culture and Mid-Century* is a multidisciplinary exhibition traveling from the Orange County Museum of Art and exploring the influence of jazz and the “cool” aesthetic on visual culture in California. Accompanying the exhibition will be an original presentation, *Cool Remixed* showcasing what “cool” is today in the eyes of Oakland youth. The Museum is working with five youth organizations, including East Bay Asian Youth Center (EBAYC), Oakland High’s Visual Arts Academy (VAAMP), Town Park, Visual Element of the East Side Arts Alliance, Youth Radio, and Youth Uprising to create art and installations for the exhibition.

## KEY ISSUES AND IMPACTS

The renovation of the Oakland Museum of California represents one of the most extensive transformations of a major cultural institution in the history of the East Bay. The overarching goal of the project is to create a “model museum” for a “model city” – an institution that makes the cultural and environmental heritage of California accessible, engaging, and relevant to the broadest and most diverse community in the country. Through the renovation of the galleries and the enhancements to the building, the Museum hopes to attract and retain an audience of more than 250,000 annually and to continue to serve as one of the most active and dynamic educational resources in the region.

The project is also supported by one the first major capital campaign in the Museum’s history and one of the largest fundraising efforts in Oakland’s history. Many donors are making the largest gifts of their philanthropic lives to this campaign and it is also attracting important support from outside Oakland, including grants from major Bay Area foundations.

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The Museum's project represents an opportunity for the City of Oakland to attract visitors to the area, to showcase positive developments within the community, and to highlight the public/private partnership that has made this effort possible.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** Approval of this report will not provide specific economic opportunities, although the renovation project will provide local hiring opportunities for construction related firms.

**Environmental:** Approval of this report will not provide specific environmental opportunities. However, it is important to note that the Oakland Museum of California was an early model of a "green building" and the project is seeking LEED certification for a building renovation.

**Social Equity:** Approval of this resolution will not provide specific social equity opportunities.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

Improvements to be made through the building renovation and galleries will ensure their accessibility to visitors and staff with disabilities. In addition to compliance with the Americans with Disabilities Act and other non-discrimination laws, accessibility to the galleries will be improved through interpretive aids, such as audio guides in multiple languages and hands-on activities for seeing impaired visitors.

### **RECOMMENDATION(S) AND RATIONALE**

Staff recommends that the City Council accept this informational report on the Oakland Museum of California's progress with its capital renovation project and campaign and continuing education and exhibition programs.

**ACTION REQUESTED OF THE CITY COUNCIL**

The Oakland Museum of California requests the City Council's acceptance of this informational report on the capital renovation project and campaign and accompanying education and exhibition programs.

Respectfully submitted,

  
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Lori Fogarty  
Director, Oakland Museum of California

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:

  
\_\_\_\_\_  
Office of the City Administrator

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