

MUSEUM OF VENTURA COUNTY - CITY/COUNTY ADVOCACY CAMPAIGN

TALKING POINTS

I'm calling to express my support of an investment of public funds in the Museum of Ventura County which would allow it to stay open as a resource for our community and to make it sustainable for the future.

- The Museum was established in 1913 as a public institution. The museum was 100% supported by public funds for 65 years until 1978, when it transitioned to a private nonprofit institution. It has been supported by the private sector since then – in the last 10 years alone a total of \$14,038,853 in individual giving and \$2,883,623 in foundation grants has been raised. It can no longer operate without an appropriate level of public funding - the current funding model is not sustainable. For the museum to survive, the public and private sector have to work together.
- The museum serves thousands of students throughout the county every year. This year alone, over 5,200 students from over 100 schools were served through the museum tour program. Of these students, 70% were served for free, with the programs and bussing funded through grants the museum secured. Additionally, over 5,000 students were served through museum outreach to the schools.
- Protecting and caring for the history and cultural heritage of the community is a major role of government. Without funding from the city and county, the museum will close, and the public sector will lose its partner and will need to take on the full cost of preserving these cultural resources and making them available to the public.
- The requested support will allow the Museum a five-year transition period to build an endowment that will fundamentally change the museum's business plan, fully assess its collections, and revitalize programming to serve a broader audience that is more inclusive of the entire county.

As a City/County leader, I'm asking for your support in keeping the Museum of Ventura County alive. Your support is critical to inspire private donations which together with public funding can move the museum past the end of July, when it runs out of money, and into its new sustainable business model.

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