

Board of Directors Joint Meeting Agenda

Date of Meeting:	11/17/2021	Time:	4:00PM
Board Chairs:	Lynn Dickerson/David Boring	Location:	953 10th Street
#	Topics	Presenter	
1	Open Meeting and Introductions (10 min)	Lynn D.	
2	DID Approval of Minutes (2 min)	David B..	
3	DMP Approval of Minutes (2 min)	Lynn D.	
4	Public Comments (The Board of Directors welcomes participation in meetings. This time on the agenda is provided for members of the public to address the Board of Directors of DMP on matters of concern that fall within the jurisdiction of the Board that are not on the agenda. Speakers are encouraged to consult with management prior to agenda preparation regarding any DMP operation or responsibility. As per the Brown act, no action can be taken on non-agenda issues. It is not required, but speakers may provide their name and address. Because these are non-agenda matters, no discussion or comment by the Board should be expected except to properly refer the matter for review or action as appropriate. Public Comments will be limited to five minutes per speaker.) (5 min)	Any	
5	Downtown Administrative Report (15 Min)	Josh B./ Heidi S.	
6	DMP Action: Discuss Financials (5 Min)	Josh B./ Doris B.	
7	DID Action: Discuss Revised 2021/2022 Budget (10 min)	Heidi S.	
8	DMP Action: Executive Team Recommendation – Discuss 2022 Annual Action Plan (10 min)	Barrett L.	
9	DMP Action: Executive Team Recommendation – Discuss 2022 Operating Budget (10 min)	Doris B	
10	DMP Action: Executive Team Recommendation – Discuss 2022 Board Member and Officer Nominations (10 min)	Lynn D.	
11	Discuss DID Fiscal Year (5 Min)	Heidi S.	
12	DMP Action: Discuss Modesto Children’s Museum Sponsorship (10 Min)	Josh B.	
13	Adjourn Regular Meeting	Lynn D.	

Description	Brought by
09/15/21 DID Board Meeting Minutes	Elizabeth B.
09/15/21 DMP Board Meeting Minutes	Elizabeth B.
Admin Report Materials	Elizabeth B.
DMP Financials through October	Elizabeth B.
Revised DID 2021/2022 FY Budget	Elizabeth B.
Proposed DMP 2022 Annual Action Plan	Elizabeth B.
Proposed DMP 2022 Operating Budget	Elizabeth B.
Proposed DMP Board Member and Officer Nominations	Elizabeth B.
Modesto Children's Museum Sponsorship Sheet	Elizabeth B.

**Downtown Modesto Partnership
Board of Directors
Meeting Minutes**

Date of Meeting: (MM/DD/YYYY)	09/15/2021	Time:	4:00 p.m.
Minutes Prepared By:	Elizabeth Buenrostro	Location:	1003 10 th Street, Ste. A
1. Attendance			
Present	Lynn Dickerson, Barrett Lipomi, Ryan Swehla, Fred Silva, Kristy Rupp, Kirstie Boyett, Blake Humble, Kathryn Davis, Saul Trujillo, Josh Bridegroom		
Absent	David Boring, Ann Endsley, Erin Doran, Dave Darmstandler		
Others	Heidi Savage, Doris Brima, Elizabeth Buenrostro		
2. Discussion			
#	Topics	Presenter	
1	Open Meeting and Approval of Minutes <ul style="list-style-type: none"> - Lynn opened the meeting at 4:07 p.m., conducted role call, and called for approval of the minutes <ul style="list-style-type: none"> o Board approved the minutes for the meetings of 07/21/2021, as presented (B. Lipomi/ K Boyett; Unanimous) 	Lynn D.	
2	Public Comments <ul style="list-style-type: none"> - No public comments were made 	Any	
3	Administrative Update <ul style="list-style-type: none"> - Josh recapped recent activities and upcoming initiatives. 	Josh B.	
4	Action: Discuss Financials <ul style="list-style-type: none"> - Doris presented the financials to the board <ul style="list-style-type: none"> o Board approved financials for YTD 08/31/2021 as presented (K. Davis/ R. Swehla; Unanimous) 	Doris B.	
5	Action: Discuss DID/DMP Collaboration <ul style="list-style-type: none"> - Josh discussed the collaboration between DID and DMP 	Josh B.	
6	Action: Executive Team Recommendation – Discuss Downtown Stadium <ul style="list-style-type: none"> - Josh discussed the benefits of having a downtown stadium for multiple uses and conveyed the Executive Team’s recommendation that the board endorse and support development of the stadium. <ul style="list-style-type: none"> o Board approved recommendation as presented (B. Lipomi/ B. Humble; Unanimous; L Dickerson abstained). 	Lynn D. Josh B.	
7	Board Member Forum <ul style="list-style-type: none"> o There was a roundtable discussion on items of interest to the Board of Directors. 	Any	
8	Adjourn Regular Meeting <ul style="list-style-type: none"> - Lynn adjourned the meeting at 5:09 p.m. 	Lynn D.	

Date of Meeting: (MM/DD/YYYY)	09/15/2021	Time:	4:00 p.m.		
Minutes Prepared By:	Elizabeth Buenrostro	Location:	1003 10 th Street, Ste. A		
4. Next Meeting (if applicable)					
Date: (MM/DD/YYYY)	11/17/2021	Time:	4:00 p.m.	Location:	1003 10 th Street, Ste. A



MODESTO D.I.D. MINUTES

September 17, 2021

BOARD MEMBERS PRESENT: Bart Barringer, Charles Doll, Thomas Lopes, Lauren Trevino

BOARD MEMBERS ABSENT: David Boring

GUESTS: Billy Boyle, Josh Bridegroom, Mike Hammond

STAFF: Heidi Savage

The Downtown Improvement District Board of Director's Meeting was called to order by Vice Chair Bart Barringer at 12:03 p.m.

There was no Public Comment or Correspondence.

APPROVAL OF MINUTES – Bart Barringer moved to approve the minutes of the Modesto Downtown Improvement District Board of Director's Meeting of July 14, 2021. Thomas Lopes seconded. Unanimous approval, with Bart Barringer voting as proxy for David Boring.

Executive Director's Report – Heidi Savage provided the Executive Director's and Financial reports. She also presented the 2021-2022 budget. It was moved by Thomas Lopes and seconded by Bart Barringer to approve the 2021-2022 budget. Unanimous approval, with Bart Barringer voting as proxy for David Boring.

This year the Modesto Garden Club has selected K Street Park, at the corner of Needham and K Streets, as the club's annual project. The estimated costs for supplies and plant materials are \$3500-\$4000 and they have requested \$1000 from the D.I.D. It was moved by Thomas Lopes and seconded by Bart Barringer to provide \$1000 to the Modesto Garden Club for the K Street Park landscaping project. Unanimous approval, with Bart Barringer voting as proxy for David Boring.

Heidi provided an update on the 8th Street tree grove that has expanded from an Eagle Scout project to include both Boy Scouts and Girl Scouts. The City has given the troops approval to replace the irrigation system and plant an additional row of trees. The estimated cost for irrigation supplies, trees, and a trencher is \$4100. It was moved by Bart Barringer and seconded by Thomas Lopes to provide \$4100 for the 8th Street tree grove irrigation and landscaping improvements. Unanimous approval, with Bart Barringer voting as proxy for David Boring.

The Stanislaus Peace Officer Memorial Run will take place October 3. The group is looking for both volunteers and sponsors. The D.I.D. board agreed that we could forward the information

MINUTES

September 17, 2021

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to our downtown businesses. Officer Billy Boyle said MPD would like to talk to us next year about possibly sponsoring the event.

Heidi explained that the new downtown banners will be going up next week. She also updated the group on the Window Improvement Program where Michele Reeves, CIVILIS Consultants, will be coming out for a roundtable with City leadership and staff on September 21 and leading a virtual workshop on November 4. Heidi and Josh met with Kate Trompetter from ModShop, and the group will schedule their event for the spring. This means Small Business Saturday will be exclusive to downtown brick and mortar businesses, which the Modesto D.I.D. will support. Related to Graffiti events, Heidi has prepared a summary of hard costs and staffing costs that she will share with the board at an upcoming meeting.

MATTERS FOR THE GOOD OF DOWNTOWN

Downtown Merchant Report – Sergeant Mike Hammond from the Modesto Police Department presented a report of August service calls. When illegal or undesirable activity is observed in the parking garages or alleys, Mike said to keep track of it but to also call the non-emergency number so MPD can be made aware.

DMP Report – Josh Bridegroom reported on the joint DMP/D.I.D. art installation. The review committee selected a large-scale primrose flowerpot to be installed somewhere near the Gallo Center’s music garden. The pot will also provide seating and should be installed in December. Turnout at the first “First Fridays” was excellent and the event went amazingly well. He also commented on the Window Improvement Program and how Michele Reeve’s input on best management practices for downtown will be helpful for City staff and leadership. DoMo Walls will be a smaller program this year. A large mural by a Dallas artist will go up on the building next to the new Starbuck’s, another on the west-facing wall at 12th and J Streets by a Denver artist, and a local artist will paint a mural at the Peace Officer Association’s building behind the State Theatre. Josh also provided an update on the RAD Card, which continues to drive value to downtown. San Joaquin County contributed another \$1,000,000 and Tuolumne County has committed \$500,000 for their county.





















MATTERS TOO LATE FOR THE AGENDA – None.

Adjourned at 12:59 P.M.

Respectfully Submitted,

Heidi Savage

By the Numbers -October

	October 2021	Month over Month September 2021 to October 2021	Year over Year October 2020 to October 2021
Pounds of Trash Collected	24,743	 +03	 +343
Graffiti Spots Removed	376	 -16	 +63
Business Interactions	198	 +78	 +22
Calls for Service	47	 -04	 +14
Homeless Engagements	85	 -04	 +17
Homeless Referred to Services	14	 +05	 +03
Anti-Social Behavior Abated	12	 +08	 +06
Patron Interactions	323	 +03	 +26
Patrons Referred to Businesses/Services	157	 +07	 +25
Rank Security Calls Serviced	51	 +08	 +15

RAD Card

Statement of Activity

January 2020 - October 2021

	TOTAL
Revenue	
31070 Events Income	
RAD Income	410,154.00
Total 31070 Events Income	410,154.00
Total Revenue	\$410,154.00
GROSS PROFIT	\$410,154.00
Expenditures	
41005 Bank Fees	70.00
41055 RAD Gift Card	
Admin Assist	12,600.00
Amazon Web Services	1,395.98
App Development	207,066.79
Credit Card Fees	91,360.97
Insurance - Cyber Liability	3,244.11
Legal & Professional Fees	4,382.56
Marketing & Website	21,540.45
Staff - Labor	52,000.00
Total 41055 RAD Gift Card	393,590.86
41100 Office Supplies	20.00
41170 Travel & Entertainment	
Meals, Meetings & Travel Exp	900.58
Total 41170 Travel & Entertainment	900.58
Total Expenditures	\$394,581.44
NET OPERATING REVENUE	\$15,572.56
Other Revenue	
32010 RAD Card Bank Interest	1,607.33
Total Other Revenue	\$1,607.33
NET OTHER REVENUE	\$1,607.33
NET REVENUE	\$17,179.89

Modesto Downtown Improvement District

Statement of Financial Position

As of November 16, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
11000 Business Checking	275,326.08
12000 City of Modesto Account	0.00
Total Bank Accounts	\$275,326.08
Total Current Assets	\$275,326.08
TOTAL ASSETS	\$275,326.08
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Credit Cards	
13000 Card Services Center	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
14000 Payroll Liabilities	
American Funds	2,062.53
CA PIT / SDI	231.26
CA SUI / ETT	0.00
Federal Taxes (941/944)	967.07
TBD	229.17
Total 14000 Payroll Liabilities	3,490.03
14100 Loan Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$3,490.03
Total Current Liabilities	\$3,490.03
Total Liabilities	\$3,490.03
Equity	
Retained Earnings	195,224.97
Net Revenue	76,611.08
Total Equity	\$271,836.05
TOTAL LIABILITIES AND EQUITY	\$275,326.08

Modesto Downtown Improvement District

Statement of Activity

July 1 - November 16, 2021

	TOTAL
Revenue	
41000 Mill Tax DID	145,554.69
Total Revenue	\$145,554.69
GROSS PROFIT	\$145,554.69
Expenditures	
51000 Advertising & Marketing	614.44
Branding	141.32
Social Media & Website	2,620.00
Total 51000 Advertising & Marketing	3,375.76
52000 Board Meetings	622.07
52010 Contractor Reimbursable - Field Services	12,500.00
52050 Dues & Subscriptions	524.05
52100 Office Lease	6,500.00
52150 Office Supplies & Misc.	676.52
52175 Payroll Expenses	
Company Contributions	
Retirement	1,145.85
Total Company Contributions	1,145.85
Salaries	4,583.33
Taxes	1,402.49
Taxes - Payroll	350.63
Wages	18,333.32
Total 52175 Payroll Expenses	25,815.62
52350 Professional Services	
Accounting	1,250.00
CPA	3,500.00
Total 52350 Professional Services	4,750.00
52400 Programs & Events	522.26
Art Installation	6,250.00
Banners	4,627.01
Graffiti Parade	91.77
Parklets	1,174.24
Sponsorship	500.00
Window Improvement Program	130.99
Total 52400 Programs & Events	13,296.27
52500 Travel & Entertainment	
Parking	470.00
Total 52500 Travel & Entertainment	470.00
52700 Utilities & Telephone	413.32
Total Expenditures	\$68,943.61
NET OPERATING REVENUE	\$76,611.08
NET REVENUE	\$76,611.08

Downtown Modesto Partnership

Budget vs. Actuals

YTD Oct 31, 2021

Modified Accrual

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	% of Annual Budget
Revenue					
31020 Board Donations	1,300	1,200	100	1,200	108.33%
31030 CBD Income	690,373	690,373	0	700,000	98.62%
31040 Contracted Services	34,070	41,667	-7,597	50,000	68.14%
31060 Sublease	15,429	26,000	-10,571	31,200	49.45%
31070 Events/Activities Income	43,695	95,833	-52,138	115,000	38.00%
31085 Sponsorship/Advertising	19,350	15,000	4,350	55,000	35.18%
31090 Misc. Donations	0	833	-833	1,000	0.00%
31015 Bank Interest	790	167	624	200	0.00%
Total Revenue	805,007	871,073	-66,065	953,600	84.42%
Expenditures					
41000 Advertising/Marketing	7,026	18,333	-11,308	22,000	31.93%
41010 Benefits					
Health Insurance	39,516	38,333	1,182	46,000	85.90%
Pension	12,616	11,667	950	14,000	90.12%
41020 Board Meetings & Convenings	0	833	-833	1,000	0.00%
41040 Dues, Subscriptions & Licenses	2,085	1,522	562	3,435	60.69%
41041 Employee Parking	2,735	3,333	-599	4,000	68.36%
41050 Events/Activities	40,466	81,667	-41,201	98,000	41.29%
41070 Liability Insurance	2,715	4,250	-1,535	5,100	53.24%
41090 Office Improvements & Maint.	2,251	8,333	-6,082	10,000	22.51%
41100 Office Equipment & Supplies	6,340	7,500	-1,160	9,000	70.44%
41110 Outside Services					
Auditor/CPA	4,900	4,000	900	5,500	89.09%
Digital Marketing Assistant	18,000	21,667	-3,667	26,000	69.23%
Motion Loft (Eco Counter)	0	7,304	-7,304	8,765	0.00%
Parking Consultant	0	5,833	-5,833	7,000	0.00%
Rank Security	18,772	20,000	-1,228	24,000	78.22%
SinglePoint	5,853	6,250	-397	7,500	78.03%
StreetPlus	139,310	208,333	-69,023	250,000	55.72%
41120 Payroll	247,916	230,833	17,082	277,000	89.50%
41130 Payroll Tax Expense	20,259	23,083	-2,824	27,700	73.14%
41140 Postage & Delivery	0	500	-500	600	0.00%
41150 Professional Development	2,293	4,167	-1,874	5,000	45.85%
41155 Public Space Beautification	4,627	16,667	-12,040	20,000	23.14%
41160 Rent	36,581	39,167	-2,586	47,000	77.83%
41170 Sponsorship	6,500	8,333	-1,833	10,000	65.00%
41170 Travel & Entertainment	6,401	7,500	-1,099	9,000	71.12%
41180 Utilities	9,899	8,333	1,566	10,000	98.99%
41190 Vehicle Expenses	1,970	3,333	-1,364	4,000	49.24%
41200 Workers Compensation	1,581	1,667	-86	2,000	79.04%
Total Expenditures	\$ 640,609	\$ 792,743	\$ (152,134)	\$ 953,600	67.18%
Net Revenue	\$ 164,399				
*Board approved (3/17/2021) - carry forward \$30,000 for parklet funding from 2020 to 2021	\$	11,749			
Valley First Credit Union	\$	396,615			
Oak Valley Savings	\$	358,859			
Total DMP Cash On Hand	\$ 755,474				

Downtown Modesto Partnership

2022 Annual Action Plan

- 1. Build Our Consortium**
 - a. Work with DID to Develop Shared Mission, Vision and Strategic Direction for Downtown Modesto**

- 2. Expand Our Influence**
 - a. Launch Window Grant Program and Execute a Minimum of Five Grants**
 - b. Expand Food Tour Program to a Minimum of 40 Tours**

- 3. Grow Our Revenue**
 - a. Partner with Outside Organization to Produce Seven First Friday Events and Generate \$30,000+ in Revenue**
 - b. Generate a Minimum of \$50,000 in Revenue from RAD Card Program**

**Downtown Modesto Partnership
Budget vs. Actuals**

	2021 Estimated YE Actual	2021 Budget	2022 Projected Budget	Variance 2021 vs. 2022	Variance %
Revenue					
31020 Board Donations	1,300	1,200	1,200	0	100.00%
31030 CBD	700,000	700,000	700,000	0	100.00%
31040 Contracted Services	45,320	50,000	113,621	63,621	227.24%
31060 Sublease	16,529	31,200	15,600	-15,600	50.00%
31070 Events/Activities	70,000	115,000	130,860	15,860	113.79%
31085 Sponsorship/Advertising	25,000	55,000	30,000	-25,000	54.55%
31090 Misc. Donations	0	1,000	0	-1,000	0.00%
31015 Bank Interest	800	200	750	550	
Total Revenue	858,149	953,600	991,281	37,881	115.51%
Expenditures					
41000 Advertising/Marketing	10,000	22,000	26,586	4,586	120.85%
41010 Benefits					
Health Insurance	46,000	46,000	54,400	8,400	118.26%
Pension	19,114	14,000	18,200	4,200	130.00%
41020 Board Meetings & Convenings	500	1,000	1,000	0	100.00%
41040 Dues, Subscriptions & Licenses	2,500	3,435	4,000	565	116.45%
41041 Employee Parking	2,900	4,000	4,000	0	100.00%
41050 Events/Activities	65,928	98,000	55,000	-43,000	56.12%
41070 Liability Insurance	3,500	5,100	4,600	-500	90.20%
41090 Office Improvements & Maintenance	7,000	10,000	8,500	-1,500	85.00%
41100 Office Supplies	8,000	9,000	9,000	0	100.00%
41110 Outside Services					
Auditor/CPA	5,500	5,500	5,500	0	100.00%
Digital Marketing	24,000	26,000	0	-26,000	0.00%
Eco Counter	8,765	8,765	8,765	0	100.00%
Parking Consultant	0	7,000	0	-7,000	0.00%
Rank Security	24,000	24,000	24,000	0	100.00%
SinglePoint	7,653	7,500	7,500	0	100.00%
StreetPlus	173,310	250,000	250,000	0	100.00%
41120 Payroll	304,000	277,000	365,000	88,000	131.77%
41130 Payroll Tax Expense	30,400	27,700	32,850	5,150	118.59%
41140 Postage & Delivery	0	600	400	-200	66.67%
41150 Professional Development	2,500	5,000	5,000	0	100.00%
41155 Public Space Beautification	10,000	20,000	20,000	0	100.00%
41160 Rent	44,470	47,000	48,480	1,480	103.15%
41170 Sponsorship	7,500	10,000	10,000	0	100.00%
41170 Travel & Entertainment	7,500	9,000	9,000	0	100.00%
41180 Utilities	11,000	10,000	13,000	3,000	130.00%
41190 Vehicle Expenses	3,000	4,000	4,000	0	100.00%
41200 Workers Compensation	2,000	2,000	2,500	500	125.00%
Total Expenditures	\$ 831,040	\$ 953,600	\$ 991,281	\$ 37,681	103.95%
Net Revenue	\$ 27,109	\$ -	\$ 0	\$ 200	

* Net Revenue is anticipated to flow into Reserves

Downtown Modesto Partnership

Board of Directors Nominees for Year 2022

- Charles Doll – Omega Pacific Insurance

Board Officers Nominees for Year 2022

- Board Chair – Barrett Lipomi
- Vice President – Ryan Swehla
- Treasurer – Kathryn Davis
- Secretary – Kirstie Boyett



Board/Committee Member Nomination Form

Candidate Information

Name Charles Doll

Home address- 7104 Del Rio Drive_ Modesto, CA 95356

Home phone number N/A

E-mail address charlesdoll@trustomega.com

Work phone number- 209-338-5500

Cell Number- 209-602-0079

Employment/Position- Owner/ Agent

Education- Mt Angel Seminary 1993, Lliberal Arts with Minor in Business and Theology, Summa Cum Laude

Previous experience (if any) with (name or org)

TSM- Agent

Please circle any of the following skills or experience that the candidate possesses.

Finance, accounting

Grant writing

Fundraising and special events

Public relations, communications

Other _____

Management, administration

Nonprofit experience

Teaching experience, curriculum development

Contacts, networking

Other _____

Affiliations or organizations the candidate belongs to (e.g., membership, professional, civic).

Del Rio Board of Directors, First Tee of Central Valley Board, DID, PIIB

Submitted by

Name- Kirstie Boyett

Phone – 209-968-8787

Date 10/25/2021

E-mail- kboyett@thestate.org

Has this person been contacted to determine their interest in being nominated?

X Yes ___ No Thank you for your nomination



MODESTO CHILDREN'S MUSEUM



CAPITAL CAMPAIGN SUPPORT CORPORATE & DONOR BENEFIT LEVELS

● Corporate
 ● Both
 ● Donors

Trailblazer **Visionary** **Champion** **Hero** **Creator** **Believer**
\$1M+ **\$500K+** **\$250K+** **\$100K+** **\$50K+** **\$25K+**

	Trailblazer \$1M+	Visionary \$500K+	Champion \$250K+	Hero \$100K+	Creator \$50K+	Believer \$25K+
WEBSITE HOMEPAGE LOGO PLACEMENT	●					
LOGO RECOGNITION ON LAUNCH MARKETING	●	●				
CUSTOMIZED SOCIAL MEDIA CONTENT	●	●	●			
EMPLOYEE NIGHT FOR PRIVATE COMPANY EVENT	●	●	●			
GENERAL MUSEUM ADMISSIONS	300	250	150	100	50	25
25% DISCOUNT ON MUSEUM RENTAL	●	●	●	●		
PRINT MATERIAL	●	●	●	●	●	
SOCIAL MEDIA RECOGNITION	●	●	●	●	●	
FOUNDING SUPPORTER ON CAPITAL CAMPAIGN WEBSITE	●	●	●	●	●	●
SUPPORTERS WEBSITE RECOGNITION	●	●	●	●	●	●
FOUNDER'S DISPLAY IN MUSEUM	●	●	●	●	●	●
COMPLIMENTARY TICKETS TO GRAND OPENING EVENT	●	●	●	●	●	●
LISTING IN ANNUAL REPORT	●	●	●	●	●	●
MOCHIMU LEGACY MEMBERSHIP	●					
FOUNDING GIVING CIRCLE	●	●	●	●		
ANNUAL MEMBERSHIP		4	4	4	4	4
GENERAL MUSEUM ADMISSIONS	36	20	12	8	4	

Naming Opportunities are available for private donations of \$100K+ and corporate gifts of \$250K+. Opportunities are assigned by amount first, date of agreement second.

Corporate Benefits

Website Homepage Logo Placement - Exclusive recognition on the museum's website homepage with prominent, "above the fold" logo placement. Reserved for our top-level sponsor.

Logo Recognition on Launch Marketing - Corporate/Company logo on marketing materials for the initial launch phase of the museum. Launch marketing may include, but is not limited to, logo placement in newspaper/magazines, billboards, buses and bus benches, radio, television, web, etc.

Customized Social Media Content - A customized in-feed post or story on the museum's social media platforms (Instagram, Twitter, and Facebook) will be created with a focus on the entity's sponsorship of the project. Details and content to be determined and customized with sponsor's input and prior approval.

Employee Night for Corporate Event - An employee-only (+ immediate family) after-hours event in the museum, with rental fees waived. Business entity will arrange any table/chairs, food, drinks, and security.

Corporate & Donor Benefits

Discount on Museum Rental - 25% discount on a full museum rental once a year, for three years, for private events outside of normal museum business hours. Museum rental fees are yet to be determined. Event host will provide any tables/chairs, food, drink, and security.

Print Material - Corporate/Company logo or Donor name included in printed materials for the museum's public capital campaign efforts.

Social Media Recognition - Recognition cross-posted on all museum social media platforms publicly acknowledging the contribution to the Modesto Children's Museum capital campaign.

Founding Supporter on Capital Campaign Website - Recognized as a Founding Supporter on the capital campaign webpage. Logos and names will be organized by giving levels. For corporate entities, gifts of \$500K+ are recognized with a graphical logo displayed in a single-column view on mobile, and a 2-column view on desktop. Gifts of \$100K+ are recognized with a graphical logo in 2-column view on mobile and a 4-column view on desktop. Gifts below \$100K will be recognized with the corporate entity name in plain text.

Supporters Website Recognition - Listed as "[YEAR] Supporter" on the supporters page of the museum website. This page will be archived at the end of each calendar year, and refreshed with the current year's supporters. This page is in addition to our Capital Campaign Founding Supporters page. Capital campaign donors will be recognized as Supporters through the first full calendar year of museum operation (i.e., ending 12/31/2024). The same logo size and layout conditions apply as above.

Founder's Display in Museum - Name recognition on the Founder's Display at the children's museum organized by giving levels. No logos will be permitted on the Founder's Display.

Complimentary Tickets to Grand Opening Event - The Grand Opening Event will be scheduled near the completion of construction and just prior to the museum's official grand opening to the public. Additional event tickets will be available for purchase, subject to availability.

General Museum Admissions - Tickets are valid through the end of the first full calendar year of operation (i.e. ending 12/31/2024). A child is required to accompany any adult wishing to enter the museum.

Listing in the Museum's Annual Report - All capital campaign gifts will be recognized in the museum's annual report.

Donor Benefits

Legacy Membership - Long-term membership passes for identified immediate family members.

Founding Giving Circle - Private Donors giving \$100k+ will receive a commemorative acknowledgement of membership, and optional quarterly in-person meetings with updates from the board chairperson.

Annual Membership - Four annual membership passes good through the end of the first full calendar year of museum operation (i.e., ending 12/31/2024).