



New Year, New Opportunities!

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The new year brings good news!

And a challenge to raise \$1.75M by November 30.

We had an extremely successful session with City Council on December 11. Our progress report was well-received. Several community members including our County Supervisor, Joe Simitian, wrote and spoke on behalf of a Museum to preserve our heritage.

After a very constructive discussion, Council *unanimously* approved our request for an extension to the lease option for the Roth Building, through November 30, 2018. In addition to the lease option extension, Council offered new and creative incentives—both “sticks and carrots.”

First, the carrots. Council agreed to give the Museum project:

- **A challenge grant** of over \$665,000 in historic preservation funds (otherwise unusable transfer development rights/TDRs) which will be added to the project *provided we raise at least \$1.75M by November 30.*
- **Time and expertise:** four council members will work directly with our board of directors and staff to assist in our fundraising.

These are tremendous gestures of real support. **Our next goal is to raise \$1.75 million by November 30.** Once met, Council will release the challenge funds, discuss the sale of *additional TDRs* to benefit the project, and they'll continue the lease option.

What if we don't meet that goal? That's where the “stick” comes in. Council could end our lease option and issue a new RFP inviting the community to find a use for the Roth Building. Whether it gets developed for another purpose, maybe even re-zoned, will be up for debate. It would send the City, our Heritage Park neighbors, and of course PAHM, back to the drawing board. With community support, we are dedicated to insuring that possibility never arises.



"It's important to tell the **NEXT GENERATION** about our history and without the Palo Alto History Museum it's hard to imagine that happening."
 - Joe Simitian,
 County Supervisor

Something worth doing right takes time.

Serious fundraising for the Museum project by dedicated community volunteers began 10 years ago; we thought it would take about \$7M to remodel the Roth. By 2014, construction costs had risen, and costs for installing and operating a museum were added, raising the goal to \$20M.

It's taken persistence, patience and pivoting. To build and sustain community interest in a Museum. To form a nonprofit, build and grow a board. To negotiate with the City. To vet and hire architects, engineers and staff. To identify, cultivate and ask donors. To chase leads. To plan for the construction, exhibitions and management of the future Museum. We've learned a lot, from our successes and our mistakes. But we remain committed to the goal.

What have we raised so far?

Over a decade—thanks to donors like you—we have raised close to \$10M. Some has been invested in planning needed (architect, City and consultants fees, exhibit planning, fundraising, staff and operations). The rest is earmarked for the capital campaign.

There are 3 parts to the campaign:

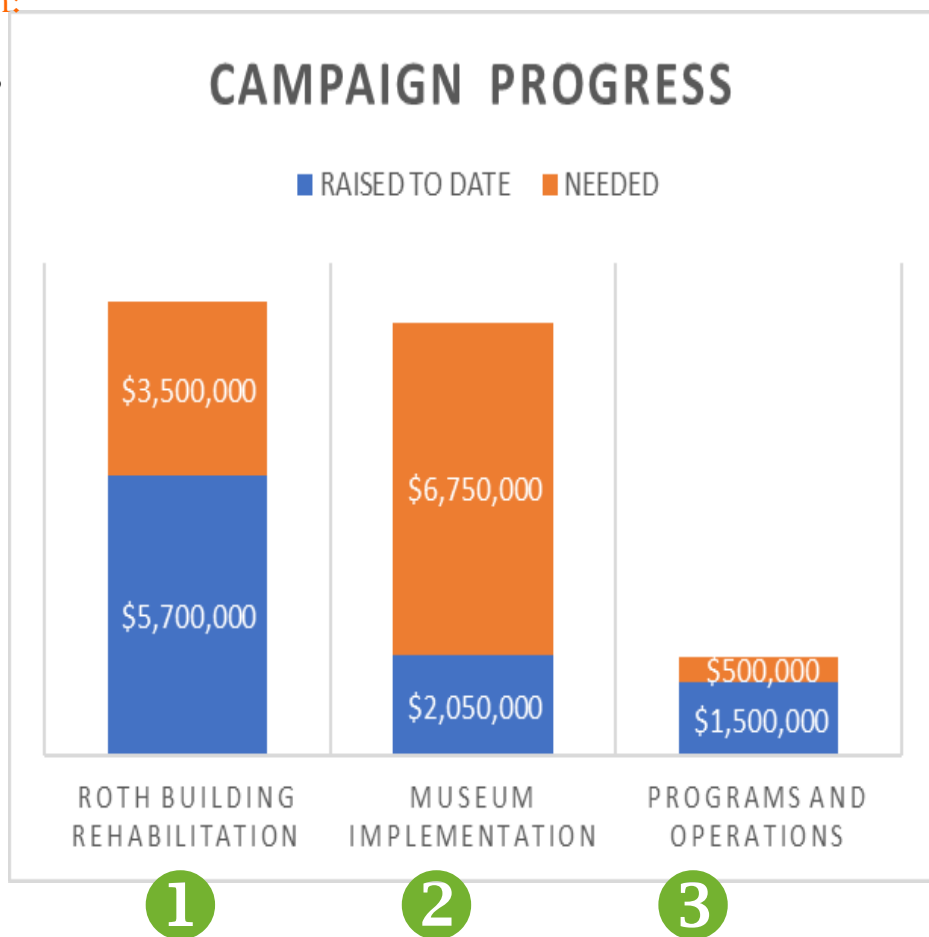
- ① rehabbing the Roth (construction),
- ② installing a Museum (exhibits, collections spaces, etc.) and
- ③ funds to operate it at a high standard. **That adds up to \$20M.**

Focusing on the first part, *without which the rest is moot*: we have \$5.7M of the \$9.2M needed to complete the Roth rehabilitation project, leaving a \$3.5M gap.

City Council will contribute more—and continue the Museum project—if we raise half that gap by November 30.

So, how do we close that gap?

With multiple, yet focused, approaches.
And help from more people like you.



Here's some of what we're working on right now:

- We've got a fresh campaign tied to the **125th anniversary** of our city, envisioned with local entrepreneurs who have volunteered their time, talent and global networks.
- We're revisiting **historic tax credits**. Problematic in 2012, we're evaluating whether those past obstacles can be overcome.
- We've begun to approach **businesses with Palo Alto roots**.
- We continue to seek **major gifts** from new and continuing donors, one on one and at small gatherings hosted by loyal donors.
- We've started a new **Museum Friends** program to encourage smaller gifts – which can add up fast, and illustrates the growing community support we are delighted to enjoy!



We need more *people like you* who see the value of investing in a Museum that will share the stories of Palo Alto and Stanford to benefit generations to come.

If you can help in any way, we want to hear from you.

Would you host a house party, and tell your friends about the Museum? Make a no-risk pledge for a larger gift? Know someone in a corporation who should be interested in supporting the Museum project? Need the perfect birthday or anniversary gift – making them a Museum Friend?

We deeply appreciate all our donors, and commend City Council for the creativity and generous support they have extended to preserve and share the history of our community. But it is **YOUR** support and gifts that will make this possible. If you can give or pledge again, please do so to help us meet this goal by Nov. 30.



Thank you!

Laura Bajuk

Laura Bajuk, Interim Director

LauraBajuk@PaloAltoHistoryMuseum.org

Cheers to our Donors!

**Your gifts and pledges over the past decade
have gotten us halfway to our goal. Thank you!**

\$ 1,000—9,999

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The creation of the Palo Alto History Museum is a community-driven effort supported by numerous individuals, corporations, foundations, and the City of Palo Alto.

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- Palo Alto Historical Association
- Palo Alto-Stanford Heritage
- University South Neighborhood Association

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- Palo Alto Housing Corporation
- Stanford Historical Society
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**PALO
 ALTO
 HISTORY
 MUSEUM**

"There are so many
 reasons why people
LOVE Palo Alto, there
 is never a dull
 moment."
 - Gloria Hom,
 History and Asian
 Studies Professor



PALO ALTO HISTORY MUSEUM

Address Correction
Requested



Fundraising update for our 630+ donors, founders and community partners!

City Council Supports Museum Project with a new Challenge Grant!

Help us meet the new \$1.75 million challenge from the City of Palo Alto by November 30, so they will not only continue the lease option for a Museum, but will grant an extra \$665,000 in preservation dollars for the project. Details inside.



Learn more and donate at www.PaloAltoHistoryMuseum.org.