

REPORT OF GENERAL MANAGER

NO. 01-243

DATE July 11, 2001

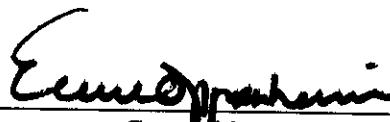
C.D. _____

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CABRILLO MARINE AQUARIUM - FRIENDS OF THE AQUARIUM
CAPITAL CAMPAIGN DONOR RECOGNITION PLAN

J. Combs _____
*A. Corrales _____
J. Duggan _____
H. Fujita _____

J. Kolb _____
M. Tamuri _____
M. Matthews _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

It is recommended that the Board accept the framework of the Capital Campaign Donor Recognition Plan submitted by the Friends of the Cabrillo Marine Aquarium as part of their fund-raising efforts on behalf of the renovation and expansion of Cabrillo Marine Aquarium.

SUMMARY:

The Capital Campaign Donor Recognition Plan is part of the Friends of the Cabrillo Marine Aquarium's (FCMA) commitment to raising the additional funds needed to complete the entire renovation and expansion of Cabrillo Marine Aquarium. The plan's framework is designed to provide the appropriate choices and incentives to help secure significant donors. It was developed with input from Cabrillo Marine Aquarium Director Dr. Susanne Lawrenz Miller and from FCMA members. A copy of this plan is attached.

Approval of the Plan will allow the Friends of the Cabrillo Marine Aquarium to approach foundations, corporations, and private individuals with the authority to offer high level naming opportunities. The campaign donor recognition would include the prominent and permanent recognition of contributions to the campaign for the renovation and expansion of Cabrillo Marine Aquarium, as well as the personal acknowledgment of donors' support. Included in the Plan are donor recognition naming and identification opportunities, special donor perquisites and mementos, and the procedure established to handle recognition. For the purposes of the Plan, the campaign goal is \$3.54 million.

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Dedication opportunities fall within two categories: naming opportunities and sponsorship opportunities. Naming opportunities incorporate the name of an individual, corporation, or foundation into the title of an expansion component (building, room, or exhibit). In contrast, sponsorship opportunities are provided, where a plaque or some other form of identification is permanently affixed to an expansion component, recognizing the contribution(s) of individual, corporate, or foundation donor(s).

The Donor Wall would be those sponsorship opportunities in which the facility bears only the non-personalized name, with the sponsorship being recognized by an appropriate plaque identifying the donor(s).

The Plan would be executed under the direct supervision of the Regional Superintendent for the Pacific Region, the Director of Cabrillo Marine Aquarium, and the Board of Directors for the Friends of the Cabrillo Marine Aquarium. Names of prospective donors, upon confirmation of their financial commitment, will be submitted to the Board for final approval.

Prepared by Gat Lum and Susanne Lawrenz Miller