

**AGENDA #3a(3)
ATTACHMENT 1**

December 20, 2005

Town of Chapel Hill
405 Martin Luther King Jr. Boulevard
Chapel Hill, NC 27514

Attention: Town Council
Town Manager
Town Attorney
Kathleen L. Thompson

Re: Request for Renewal of Lease

Ladies and Gentlemen:

Reference is made to the Lease Agreement dated September 4, 1996 as subsequently amended (“Lease”) between the Town of Chapel Hill, NC (“Town”) and The Chapel Hill Museum (“Museum”) with respect to the premises located at 523 East Franklin Street in Chapel Hill (“Premises”). Pursuant to Section 4 of the Lease (Term of Lease), the Museum hereby gives this notice of its desire to enter into a subsequent ten-year lease of the Premises on the same terms as the Lease (including no rent payments) upon its expiration on September 3, 2006.

The Museum is giving this notice now because, since the discussion of the Premises during the Town’s budget proceedings in 2005 and the imminent expiration of the Lease, a cloud of uncertainty had prevailed over the Museum’s many endeavors. This uncertainty has had, and continues to have, an immediate and discernable negative impact on the Museum’s day-to-day operations, membership renewals, exhibition planning, fundraising activities, and grant requests (for example, “residency proof” is required by most funding sources). For some time now, we have been answering numerous calls of community concern about the Museum and its future existence as well as the preservation of the neighborhood. Additionally, the Museum has made future plans based on the current Lease while anticipating allowable renewals (for example, by necessity, the Museum has already planned its 2006 exhibition schedule). The Museum’s Board of Trustees is constrained in making sustainable decisions on behalf of the Museum and its constituents without having certainty about its future home. As a non-profit organization that is dependent on donations by private citizens and organizations, the Museum requires significant lead time to address decisions made by public officials that might affect the credibility and stability of this treasured community organization.

523 East Franklin Street, Chapel Hill, North Carolina 27514

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In its tenth year of operations, the Museum’s mission is to preserve, exhibit, and interpret the history and culture of our town, state, and region. The Museum serves as a community resource through exhibitions, educational programs, seminars, and special events. This mission allows the Museum to foster a sense of place and community in Chapel Hill as well as an appreciation of the arts and history that enduringly enhance our quality of life. The Museum is seeking to secure accreditation by the American Association of Museums, which would elevate its public recognition as well as the status of the community, and could significantly impact future funding. **It is important to recognize that the Museum is the Town’s and our community’s museum, and its accomplishments (discussed below) are the Town’s and our community’s accomplishments. Such accomplishments have a positive impact on the Town and its citizenry.**

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Since its establishment, the Museum has become the exclusive repository of a number of unique archives reflecting the history of Chapel Hill and related materials. Three permanent exhibits cover the lives and times of Pulitzer Prize-winning author and playwright Paul Green, Grammy Award-winning artist James Taylor, and mental health advocate and artist Ruth Faison Shaw (to date, the Museum has ownership of more than 800 pieces pertaining to her life’s work). A sampling of temporary exhibits shows that the Museum has cast a wide net: *Andrew Wyeth and Bob Timberlake; Painting on Familiar Ground; Romare Bearden: A North Carolina Treasure; North Carolina Women Making History, Coker Arboretum: The First 100 Years; Cornelia Philips Spencer: Botanical Paintings; African Americans in Southern Art: Artists’ Perceptions of Blacks in Southern Society; Minnie Evans: Dreams in Color; Battle Park: A Natural Space in Four Seasons; and Luther H. Hodges: The International Legacy of A North Carolina Statesman* (see attached list of exhibit history from 2002- 2006)

On behalf of the Town Fire Department, the Museum is the caretaker of one of the few remaining hand-cranked fire trucks in the country, and is host to an annual program that teaches fire safety to 1,500 second grade students from the Chapel Hill--Carrboro and Orange County school systems. In addition, more than 1,500 fourth grade students from the Chapel Hill--Carrboro school system and other area public and private schools participate in the Paul Green *Lost Colony* program, which is a hands-on, integral part of students’ introduction to North Carolina history (see attached education program summary).

Throughout its existence, the Museum has been a venue for community art--with the third public exhibit in collaboration with the Chapel Hill Public Arts Commission scheduled for Spring 2006--and has collaborated with many other organizations to support the preservation of art, history, and culture in Chapel Hill. In addition, the Museum has hosted numerous public and private events and meetings and collaborated with a broad range of agencies, clubs, and departments within the University of North Carolina.

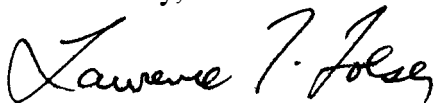
Since its inception, the community has enthusiastically embraced the Museum and its role as cultural ambassador for Chapel Hill. Within the last calendar year, and at the request of community members, the Museum reinstalled its exhibit (which was first displayed in 2001) on the history and legacy of Lincoln High School, which was the last all-black high school prior to desegregation in Chapel Hill. In 2004, the Museum was gifted with a nationally renowned collection of 300 pieces of North Carolina Art Pottery. This exhibit, and countless others in the Museum's history, has drawn visitors from across the state, country, and beyond. More than 10,000 individuals have attended Museum events and exhibits each year, with visitors from as far away as Australia and Japan (see attached visitation summary).

The Museum depends on volunteer support and private funding to accomplish its educational program and services, receiving little public funding other than support for the Lincoln High School and James Taylor exhibitions and the favorable Lease. In addition, community volunteers have provided countless hours maintaining the inside and outside of the Premises (including the surrounding grounds). The Museum is required by the Lease to maintain the Premises and has documented close to \$138,000 in maintenance and upkeep expenses from 2001-2005, including reimbursement to the Town for the replacement of the air conditioning systems on the upper and lower levels of the Premises (see attached expense summary). The Museum gratefully acknowledges the Town's generosity in replacing the old, failed roof on the Premises.

In conclusion, the Museum's Board of Trustees and members very much appreciate, and thank the Town for, the initial Lease and the Town's substantial support and interest in the Museum. The granting of a renewal lease by the Town will uphold the community's desire for continuing the existence of the Museum while acknowledging its role as a cultural ambassador for the Town.

Respectfully submitted for and on behalf of the Museum's Board of Trustees and members. Museum representatives are available at any time to discuss our request with Town representatives.

Sincerely,



Larry T. Loeser
President

Attachments

Chapel Hill Museum

Exhibition Schedule 2002 - 2006

2002: Andrew Wyeth and Bob Timberlake: Painting on Familiar Ground 1/17 - 3/31

Light on the Hill: 200 yr. Chronology of lamps 4/3 - 6/8/02

Triangle Youth Ballet: Beyond the Barre (a photographic exhibit) 4/11 - 5/26/02

Yard of the Month: Origins of Home Landscaping in North Carolina 5/30- 9/1/02

Michael Brown: More than Murals: A thirty year Retrospective 6/6 - 9/8/02

Community: Portraits of Tradition: Portraits of Change:
Featuring the Photography of Laena Wilder 9/25 - 11/3/02

The Quiet Sickness: A Photo Documentary 11/7 - 1/5/03

Trade Secrets: Artisans Reveal the Mysteries of their Craft 9/25 - 1/26/03

2003: Romare Bearden: A North Carolina Artist 1/16 - 3/16/03

Siglinda Scarpa: Unabashedly Yours: Clay and Beyond 3/27 - 6/15/03

Coker Arboretum: The First 100 Years 4/9 - 6/8/03

A Romantic Architect in Antebellum North Carolina: The works of Alexander Jackson Davis 4/9 - 6/8/03

Carolina in My Mind: The James Taylor Story 4/26 - present

Invisible Neighbors: North Carolina Family Care Homes & Residents (photographic) 6/25 - 9/7

Cornelia Philips Spencer: Botanical Paintings circa 1865 (in partnership with Chapel Hill Historical Society) 9/14 - 10/5/03

Farmer-James Southern Art Pottery Exhibit: 1900-1960 10/16 - 1/17/04

African Americans in Southern Art: Artist's Perceptions of Blacks in Southern Society 1850-1950 12/18 – 3/4/04

2004: Minnie Evans Dreams in Color 1/29 – 3/24/04

Self-Portrait Project: an exhibition and partnership project with the Chapel Hill Public Arts Commission 3/31 – 5/21/04

History in Bloom: The Chapel Hill Garden Club 1931 – 2004 4/8 – 6/6/04

Orange County Partnership for Young Children Exhibition (in Partnership with Smart Start program of Orange County) 4/28 – 5/9/04

A Romantic Architect in Antebellum North Carolina: The Works of Alexander Jackson Davis 6/9 – 9/1/04

2005: Battle Park: A Natural Space in Four Seasons 11/18 – 2/27/05
A photographic exhibition by local artist Tama Hochbaum

DREAM: an exhibition and partnership project with the Chapel Hill Public Arts Commission 4/7 – 5/27/05

Lincoln High: A reinstallation by community-wide request, updated with an audio component and additional text (Permanent)

Ruth Faison Shaw: Open Door of Imagination: A reinstallation and expansion of RFS's paintings. Rotation schedule implemented of Chapel Hill Museum's collection of 800- pieces of her work. (Permanent)

Luther H. Hodges: The International Legacy of a North Carolina Statesman 6/17 – 12/31/05

The Transformation of Memorial Hall: A Photographic Documentary by Catharine Carter 9/8 – 11/6/05

2006: Triangle Black & White Photography: A photographic exhibit by the Triangles most celebrated photographers. 1/12 – 3/10/06

Lost and Found: Chapel Hill Public Arts Commission's annual community art exhibit. Chapel Hill Museum serves as this exhibits

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“home” venue, reception location, late-night public viewing program, and location for organization and dissemination of exhibit material.
3/23 – 5/6/05

Robert Reuark 1935- 1965 A retrospective exhibit of the authors work and accomplishments. A collaborative project with UNC-Chapel Hill’s Creative Writing program and the Robert Reuark Society of Chapel Hill 4/7 – 6/11/05

UNC –Chapel Hill’s School of Photo Journalism’s annual student photographic exhibition: A collaborative project with the UNC School of Photo Journalism: 3/17 – 6/25/05

Alexander Julian: A Man of the World, a Family of Chapel Hill: A permanent exhibit on the life and accomplishments of the man and how the history of this family has impacted Chapel Hill. (Opening date to be determined)

Chapel Hill Museum

Education Programs Summary

Chapel Hill Museum currently runs two very successful field trip programs and a third is scheduled to begin in January 2006. The first program, Fire Safety, fulfills goals of the second grade curriculum with a presentation of firefighters as community helpers. Included in this field trip is a detailed contrasting presentation of the lives of these community helpers almost one hundred years ago with the lives of firefighters currently. The Museum's Education Committee utilizes the circa 1914 fire truck that is housed at the Museum to bring this idea to life for the students. Hands on and engaging activities are provided to the children that emphasize fire safety.

The second program, now in operation for seven years, is a fourth grade history program based Paul Green and the *Lost Colony*. Again, this program answers directly to teachers' needs to fulfill curriculum goals on the history of North Carolina. The students learn the narrative of the time in our state's history when the mystery of the Lost Colony occurred, while at the same time learning about the writer and social activist, Paul Green, who later wrote a dramatic presentation of this story. The fourth graders become very involved in history as they recreate this story on stage in an abbreviated production at the culmination of the field trip.

The Chapel Hill Museum's mission to exhibit and interpret the history and culture of our town, our state, and our region will once again be fulfilled through the planned field trip on *North Carolina Pottery and the History of Pottery Field Trip*. The demographic for this field trip is eighth grade students from the Chapel Hill- Carrboro City Schools, local private institutions, and Orange County Schools. The Museum's 300-piece pottery collection is significant in that it spans utilitarian through decorative pottery. By sharing this with local students, we will be able to expand their knowledge of the culture and lives of North Carolinians from over a century ago and forward into the more recent past. The goal of the Museum's Education Committee is to guide students in discovering the connections between lifestyles in historical times and their culture and lifestyles in the present, demonstrate the concept of art and history's inextricable linking, and provide learning centers that engage the participants on many levels – including the visual, auditory, tactile, cognitive, and affective. The Education Committee's mission is to provide these young people with the profound knowledge that all cultures and all people are interwoven, and that learning and gaining insight into the history and perspective of all people is a valuable and lifelong pursuit.

In reaching out to this demographic, the Museum is aiding our community by collaborating with educators in reaching their curriculum goals on North Carolina History for the eighth grade. The field trip program will be offered annually during the months of January and February. This aligns with the eighth grade course presentation on life during the early part of the 20th century in North Carolina. The focus will be on self and group discovery while rotating through stations, with teachers and museum volunteers providing guidance and direction when needed.

All of the Chapel Hill Museum's education programs are developed, implemented and maintained by volunteers and are offered free of charge to classes in the Chapel Hill-Carrboro School system, Orange County Schools, and all private schools throughout Orange, Durham and Chatham Counties.

The Chapel Hill Museum's Education Committee, co-chaired by Kamie Edwards and Jane Pickens, organizes more than 35 volunteers annually to accommodate the more than 3,000 school children who participate in the two current programs. The number of participants is expected to increase with the advent of the new program scheduled to begin January 2006. As of October 2005, the entire ten- week Spring 2006 schedule for the fourth-grade Paul Green/Lost Colony program has been booked in advance by area educators—a first for the Museum's education programs.

In the fall of 2005 the Museum's Education Committee and co-chairs Kamie Edwards and Jane Pickens were awarded with Governor Easley's Outstanding Volunteer Service Award in recognition of this committees years of hard work, exceptional efforts and successful programs that have benefited thousands of children throughout the community.

Chapel Hill Museum

Visitation Summary

Chapel Hill Museum has been recording daily / monthly / yearly visitation since 2000. This record keeping is done in conjunction with the Chapel Hill-Orange County Visitors Bureau's monthly and yearly tally of tourism in the immediate area.

Since 2000, the Chapel Hill Museum has had **61,275** visitors with an average annual visitation of **10,212** individuals.

Through the use of a guest book the Museum is mindful of many visitors from outside the county, state, region and country. A report created for the calendar Year of 2004 indicates the following:

Out of 320 guest book entries: 86 entries referenced locations outside of the Southeastern portion of the United States and 58 referenced visitors from other countries.

While anecdotal in nature, the Museum's staff and volunteers are frequently told by visitors unfamiliar with the area that the Chapel Hill Museum is their first stop and introduction to the town of Chapel Hill.

Chapel Hill Museum

Building Utilization and Expenditures

The building that houses the Chapel Hill Museum has two floors of useable space, all of which is utilized. The entire main level is used by the Chapel Hill Museum. There is a permanent exhibit space (East gallery), the area for rotating special exhibits (West gallery), the Chapel Hill Museum Gift & Book Shop, and the administrative office area. The lower level has storage space for the Museum's collections and past exhibit material, and a Curators office with additional storage and exhibit development space. The offices of the Chapel Hill Historical Society and a meeting room used by both organizations are also located on the lower level.

The Museum is open to members and visitors Wednesday through Sunday each week. The administrative office operates Monday through Friday each week.

Our current lease does not require payment of rent to the Town of Chapel Hill. However, from January 2001, to the present the Museum has incurred certain required expenses, which average almost **\$20,000** per year. Below is a recap of these expenditures.

Building Security System	\$ 7,042
Landscaping	370
East Gallery lighting upgrade and repair	6,628
Building Repairs-Other	21,378
Gas and Electric	57,901
Water	<u>3,995</u>
Total	\$97,314

The above expenditures do not include the cost of a part time staff member to maintain the grounds and the interior. This is approximately **\$8,000** per year.

Lastly, **\$1,269** is the amortized annual value of air conditioning replacement costs the Museum pays the Town of Chapel Hill on a 15-year replacement schedule.