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ATTACHMENT 1

AGENDA #1h(4)

Attention:
The Town of Chapel Hill
Mayor and Council
Chapel Hill Museum
Grant Request from Hotel/Motel Tax

Name of Project: James Taylor Exhibit and Morgan Creek Bridge dedication.



Carolina in My Mind
The James Taylor Story

Program Director: Morgan Kenney

Target Group: Citizens of Chapel Hill, Orange County and immediate surrounding area, North Carolina, the South and a national audience.

Grant request amount: \$20,000

Description of Exhibit:

The exhibit will feature the life and music of James Taylor. James moved to Chapel Hill with his family in 1951. James' father, Issac "Ike" Taylor, had accepted a position as the Dean of the Medical School at UNC Chapel Hill. James lived in Chapel Hill until his mid to late teens.

Included in the exhibit will be his North Carolina Medal, his Grammy for *Hourglass*, and his Rock and Roll Hall of Fame trophy presented to him by Paul McCartney of the Beatles. In addition there will be photographs from his life in Chapel Hill, his music discography, a chronology of his life in Chapel Hill and beyond, school report cards, drawings and cut-outs made by James as a youth, photographs of his family, his first band with his brothers and friends, examples of his first attempt at writing and many examples of his life on Morgan Creek.

As an extension of the James Taylor Exhibit there will be a 20 seat Video "Theatre" produced that will include music videos, three important interviews with James one by Bill Friday on Public Radio's North Carolina People, one with Charlie Rose and the other from the network program Sunday Morning.

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James Taylor Exhibit Grant Request

James Taylor Bridge over Morgan Creek:

In addition to the exhibit the Museum will be orchestrating the dedication of the Morgan Creek Bridge agreed to by the NCDOT at the request of The Town of Chapel Hill, Orange County and The Chapel Hill Museum. The Museum has made arrangements with the NCDOT and UNC Chapel Hill to hold the dedication ceremony in Dean Smith Center on the campus of UNC at 1pm on Saturday, April 26th with James in attendance.

The use of grant funds:

The requested funds will be used for the creation of the exhibit, the fabrication of the required exhibits furniture, the didactic panels at the point of exhibit, printing posters, banner, required photography, installation materials and labor, video screen, theater furniture and other exhibit specific needs.

There will be a number of expenses related to the Morgan Creek Bridge that include the programs for the ceremony to be given to each person attending. Invitations will be sent to folks that will want to attend. The public will be able to come to the dedication at no cost.

It is our belief that this exhibit and the dedication of the bridge is an appropriate and effective way of maximizing the purpose of the Hotel/Motel Tax dollars. The Chapel Hill Museum hopes that you will be able to give this request your strongest consideration.

Morgan Kenney, Director

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Project: *Carolina In My Mind*
The James Taylor Story
Budget

<u>Item</u>	<u>Amount</u>	<u>Total</u>
JAMES TAYLOR BRIDGE DEDICATION:		
Dedication Poster	\$550	
Dedication Program (10,000)	\$2400	
Roundtrip Airfair (James Taylor and Mother)	\$1700	
Dean Dome Specific Media	\$1000	
Invitations	\$600	
Postage	\$250	
Private Brunch Reception	\$2000	
Miscellaneous Transportation Cost	\$500	
Hotel Accommodations (James Taylor and Mother)	\$300	
Labor	\$500	
High School Band Honorarium	\$400	
Total		\$10,200
JAMES TAYLOR EXHIBIT:		
Photo Preparation and Mounting	\$400	
Vitrine Development and Preparation	\$5000	
Painting	\$400	
Panel Preparation	\$300	
Exhibit Specific	\$1400	
Exhibit Graphics	\$700	
Banner	\$200	
Invitations	\$1000	
Postage	\$400	

⑦	<u>Amount</u>	<u>Total</u>
Exhibit Posters	\$650	
Labor	\$1500	
Total		\$11,950

JAMES TAYLOR THEATER:

Media:

Mitsubishi 65" HDTV Video Projection	\$3200
Sony 5 DVD Changer	\$175
VHS Player	\$100
Acoustics Embellishment	\$400
Power Point Converter	\$85
Theater Specific Electric Power Upgrade	\$400

Main Theater:

Theater Specific Exhibit Lighting	\$1200
Benches (3)	\$475
Etched Glass Panel and Supporting Structure	\$300
Curved Copper-plated back wall	\$900
Equipment Console	\$200
Theater Specific Electric Power Upgrade	\$400
Labor	\$2000

Total **\$9,835**

ADVERTISING

\$1000

UPGRADING OF VIDEO SYSTEM

\$2500

TOTAL: \$35,485

BUDGET TOTAL: \$35,485

THE CHAPEL HILL MUSEUM
523 EAST FRANKLIN STREET
CHAPEL HILL, NC 27514
WWW.CHAPELHILLMUSEUM.ORG

STATE OF THE MUSEUM
The Year of 2002 in Review

2002 proved to be another year of expansion for the Museum, further substantiating the foundation on which the Museum will become the organization envisioned by our founders.

Over the year the Museum had in excess of 12,000 visitors; the education programs were participated in by 1,900 school children, teachers and parents from the Chapel Hill- Carrboro, Orange County and private school systems; there were 7 full scale exhibits; 14 exhibit related events; 3 major fundraising events; 3 community-based events in partnership with the Chapel Hill-Carrboro Chamber of Commerce; 6 presentations were given to local civic organizations; rental spaces were provided for 7 community organizations and 2 wedding rehearsals.

There were a number of firsts for the Museum in the year 2002; the printing of the first book, *Hard Circus Road*, with the Museum acting as the publisher; the "first annual" Founders Celebration held in conjunction with the Kenan Flagler School of Business in at the DuBose House at Meadowmont; the development of an effective Museum website; the mounting of a successful campaign to have the Morgan Creek transportation bridge named for James Taylor; the Museum was chosen to be the major project of the year for the Chapel Hill Service League; the Museum co-founded the Morgan Creek Valley Alliance in partnership with the NC Botanical Garden; a sculpture was installed and exhibited in front of the Museum for the summer in conjunction with the Chapel Hill Public Arts Commission; participation in the Chapel Hill 5000 Flowers program; and, of course, the formation of the Chapel Hill Museum School for Traditional Arts, Crafts and Culture (CHMSTACC) with 40 classes for the spring of 2003.

In addition, the Museum membership was increased by 20% with the Museum Shop's sales showing a significant increase over the previous year's sales enabling it to pay the salary of the shop employee, begin to advertise more often, as well as expand the number and quality of items and books available for the public.

The year of 2003 has begun with a great number of projects and events that had their beginnings in the 2002. The Romare Bearden exhibit opened on Thursday, January 16th. Two Bearden scholars are to give lectures during the exhibit. The Chapel Hill Carrboro School system art teachers and their students were invited to a special Bearden reception and lecture. The second annual Founder's Celebration is scheduled for Friday, February 14th and will honor the founding of the Sonja Haynes Stone Black Culture Center. The Museum has joined with the Coker Foundation and the NC Botanical Garden to create and exhibit the rich history of the Coker Arboretum. Thirty-four (34) classes of 4th grade students are schedule to participate in the Museum's spring education program. A long range planning committee has been formed to create the strategies necessary for the Museum to grow in an appropriate manner. Accordingly a Board retreat has been scheduled for Saturday, February 22nd at the Kenan Center on the UNC Campus. The James Taylor Theatre and core exhibit will come to life in the later part of April that represents the culmination of 2 years of planning.

The year of 2002 was a year of progress. The challenge before us is exciting and we are certain will be filled with monumental reward.

2002 Exhibits ⑨

Andrew Wyeth and Bob Timberlake: Painting on Familiar Ground
January 15th – March 15th

Beyond the Barre
The Exhibition of the Photographs and History of the Triangle Youth Ballet
April 11th – May 26

Yard of the Month
Historic Gardens of North Carolina
May 30th – July 10th

Michael Brown: More Than Murals
A Thirty-Year Retrospective
June 10th – September 8th

Community
portraits of tradition – portraits of change
September 12th – November 3rd

TRADE SECRETS
Artisans Reveal the Mysteries of Their Craft
September 26th – January 5th

The Quiet Sickness
A photo documentary exhibit by Earl Dotter
November 7th – January 5th

2002 Events

The Wyeth/Timberlake pre-opening
at Margaret and Clay Hamner's Home
Wednesday, January 16th

The Founders Celebration
at the DuBose House, Meadowmont
Friday, February 13th

The Italian Dinner
Wednesday, October 9th

A Dickens of a Christmas
Friday, December 13th