



## **Prospectus and Plan of Action**

**Updated July 24, 2010**

Periodic updates to the Prospectus and Plan of Action are expected.  
To access the latest version, go to: [www.hmoc.org/plan.pdf](http://www.hmoc.org/plan.pdf)

## CONTENTS

3	Introduction
4	Why Does Culture Matter?
5	Benefits
6	Facilities
7	Wealth of Content
9	Plan of Action
10	Funding Sources
11	Proposed Timeline
11	Proposed Timeline Objectives
13	Prospect for the Museum in Houston
14	Challenges and Obstacles
15	Location
15	Mission
15	Vision
17	Your Involvement
20	Contact

## INTRODUCTION

The founders and supporters of the Houston Museum of Culture will establish a significant museum in the family of Houston cultural institutions.

The Houston Museum of Culture will provide highly informative and entertaining exhibits, and live presentations about the people of the region, their histories, ways of life and cultural identities. The museum will offer insightful exhibits and conferences about cultural influences, including media, religion, language, arts, economics and environment.

The Houston Museum of Culture will join the Museum of Fine Arts Houston, the Houston Museum of Natural Science and Space Center Houston, along with other museums, theatres and parks, to help provide the highest quality of life for people of Houston and the region.

The museum will come to rank among the best museums in the nation and the world by utilizing new and innovative techniques to examine human existence and lifeways of people through all stages of the region's development, with an emphasis on the modern American city and the profound changes it has brought to our way of life.

The museum will help visitors look, not only at others, but at the cultural influences in their own lives. It will look at the past, present and future. It will bring to light the city as a social network, and promote civic engagement, sense of community and citizen responsibility.

The Houston Museum of Culture will make immense contributions to education in Houston for all age groups. It will have much-needed positive social impact through greater understanding, as it bridges cultural, social and generational divides.

The museum will have tremendous impact on tourism in Houston, as it explores Houston's fantastic, often underappreciated history. Through the voices of the people, the museum will reveal Houston's symbiotic relationship with the dynamic region it anchors, including the cultural influences of Mexico and New Orleans, as well as its ties to the world through its international populations.

The Houston Museum of Culture is certain to become one of Houston's greatest treasures.

There are opportunities for all Houstonians to contribute to the establishment of the Houston Museum of Culture. Involvement of individuals, educational institutions, businesses, government agencies and organizations that share this vision is needed to build the Houston Museum of Culture as a major educational institution to represent Houston's greatest asset – its diverse people; and to achieve its greatest ambition – a positive future.

## WHY DOES CULTURE MATTER?

Our cultures are identified by our interests, heritage, educational processes, and the positive and negative influences that affect our ways of life.

### Definition

The Houston Museum of Culture uses the broad definitions of culture that are typically used in the study of anthropology and sociology.

Culture: The sum total of ways of living built up by a group of human beings and transmitted from one generation to another.

Culture: The integrated pattern of human knowledge, belief and behavior that depends upon humankind's capacity for learning and transmitting knowledge to succeeding generations.

### Criteria

Museum staff, education program developers and curators will likely use the above definitions to determine if subject matter is relative to the mission and vision of the museum.

Some examples may include:

- Does the subject impact our way of life? (i.e. foods, technology, energy)
- Does our way of life impact the subject? (i.e. the environment)
- Does the subject influence the “formative years” of specific populations?
- Is it a music or art form kept alive by generations with similar identity?
- Is a tradition carried on by a family practice or religious teaching?
- Is a public or social activity a tradition, or a media-inspired trend?
- Does a common practice inspire counter-cultural movements?
- Is a health issue or conflict in the community provoked by beliefs or traditions?

### Cultural Influences

There are many cultural influences vying to shape the ways we live, including:

- History and Family Heritage
- Media
- Religion and Beliefs
- Arts and Entertainment
- Language
- Environment (Natural and Man-made)
- Economics and Business Practices
- Food Traditions
- Technology
- And more

## **BENEFITS**

The Houston Museum of Culture will provide limitless benefits to Houston.

### Education

The Houston Museum of Culture will have tremendous educational impact on youth and Houston communities. Its subjects are entertaining and highly informative. Most importantly, they will improve Houston communities. Content may help students think about their own lifeways and their affects on others. Diverse communities will develop greater understanding of each others' interests and traditions. Programs may focus on making improvements in communities where cultural and social issues exist.

### Universities

The Houston Museum of Culture will provide a major public venue for the critical work of university colleges and departments, as well as opportunities for collaboration with other area universities. From anthropology and sociology to engineering and future studies, most all academic disciplines have an important role in the museum. Fields of study that explore human existence, creativity and beliefs, as well as those that may affect the way we live in the future will be part of the museum's presentations.

### Communities

People from communities around the city and across the region will be integral to the content of the museum. People with significant historic roles and important knowledge of the past or cultural traditions will be sought to aid in the development of museum exhibits and programs. Communities will also benefit from enhanced knowledge and experience with diverse cultures, their beliefs, arts and ways of life.

### Organizations

From organizations that preserve cultural interests and identities, to those that advocate for better living conditions, most all local organizations will benefit from the increased attention and improved understanding the museum will bring to Houston and the region.

### Artists and Musicians

The museum will increase opportunities for artists and musicians through presentation of their traditions and increased public interests and support for diverse arts in our communities.

### Tourism

The Houston Museum of Culture will gain national prominence and add to many visitors' attraction to Houston for its family of excellent museums. It will be the place people visit to learn more about the region, its diverse people and its fascinating history.

## FACILITIES

### Museum Exhibit Halls and Venues

The museum will feature halls and galleries for a permanent exhibit, touring exhibits and community-involved exhibits. Touring exhibits may include large-scale productions by National Geographic Society and the Smithsonian. Exhibit halls will incorporate significant modern technology.

Within the museum there will be a venue with a stage and dance floor to demonstrate and interpret regional and international traditional music and dance. The facility may also serve as a culinary preparation and demonstration center to present food traditions and healthy eating workshops.

A library and archive will preserve and present public history resources. Small screening rooms with ongoing films and new media will provide access to interesting on-going features from the museum's collection.

Food service within the facility will be modeled after the operation within the Smithsonian's National Museum of the American Indian in Washington DC, and may feature a rotating or seasonal menu of traditional foods.

### Performance Space

A separate structure will feature a theatre that is ideal for seating 300 to 500. It will host recitals, performances, readings, screenings, and many other community-oriented events and special occasions.

### Education Center

An education center attached to the museum building will host conferences and appropriately-sized events, and may be prepared to handle press conferences or discussions on international affairs. Additional facilities within the education center will provide resources for community organizations, as well as launch and implement beneficial programs for communities.

### Plaza, Market and Festival Grounds

The museum location will include a small festival grounds for up to 1,000 visitors and facilities for vendors and workshop presenters. The site will include a replica traditional German Roundhouse to accommodate social activities and ceremonies, and to facilitate festival events.

A plaza will serve as a gathering point for visitors preparing to enter the museum and a covered market area to the side of the plaza will accommodate arts and crafts vendors.

### Surrounding Community Development

The museum may include mixed-use development through a Community Development Corporation.

## WEALTH OF CONTENT

Houston has greater cultural assets and resources than most U.S. cities, and even many international cities that are much older when we consider the relatively recent impacts on the lifeways of all modern people. Diversity of people and impact of industries that developed over Houston's relatively short history make Houston an abundant center for cultural interests and critique. The international origins of many Houstonians open the museum's potential content to subjects found the world over.

### Obvious Content

**History** – Houston history is among the most interesting of any place in the United States. Houston has had few resources to interpret and understand its history, leaving many Houstonians envious of places with more apparent historic features and romanticized legacies. This inferiority complex will be overcome in the Houston Museum of Culture, where visitors will learn of the historic events and social forces that brought so many people from all continents to the “Bayou City”. Houston history is not only among the oldest written history in the colonial period, but with people from all over the world, it reveals a modern global story.

**Diversity and Cultural Influences** – Houston's diverse communities and early cultural dynamics – its position in a contested colonial region, the establishment of a slave colony, and the passage of early immigrants through Galveston – Houston's legacy as a city of great diversity was set in motion well before it rose to prominence as the fourth largest U.S. city. Its international populations have since experienced differing levels of acceptance and cultural literacy; however they were usually able to establish communities, businesses and achieve cultural self-determination in the “free enterprise” city. They maintain many identities and cultural traditions, including languages, religions and celebrations.

**Food Traditions** – Houston is known for its diversity of food choices and great restaurants. In addition to our earliest Mexican, Irish and German influences, immigrants of the Nineteenth century established distinctive food traditions and regional identity on the Gulf Coast, including Cajun, Creole, Greek and Sicilian foods. International communities have strengthened the city-wide appreciation for diverse food traditions. Houston institutions are currently on the forefront of the future of food.

**Music** – As a confluence of working class people with many different identities (languages, religions and geographic origins), Houston and the broader region developed a rich musical heritage unparalleled anywhere in the United States. With many popular traditions – Blues, Jazz, Zydeco, Cajun, Tejano, Czech and German, Western Swing, and emerging Rock and Garage Band artists, the city was once a prolific recording center and attracted musicians from across the Southern United States – including Elvis Presley, George Jones and James Brown – who were looking to establish their careers in front of avid Houston music fans. In addition to important traditional musicians, like Lightnin' Hopkins and Lydia Mendoza, Houston has produced numerous music pioneers and fused together cultural traditions to form new music styles. Houston is significantly represented in popular music styles and counter-cultural movements.

**Arts** – Houston has a reputation as a center of modern and post industrial arts, like art cars and large metal sculptures. These creative outlets may be reactions to Houston's vast industrial enterprises, glass and concrete downtown, and widespread malls and consumer centers.

**Education** – Formal and informal education processes are among the most contentious and critical aspect of our cultures, whether in Houston's inner city, suburbs, rural communities or distant nations.

## Significant Way of Life Impacts

Houston is known worldwide for its role in many significant industries that impact people's living standards. It is often at center of topical debate over the past, present and future of many prominent industries and their roles in our lives. These will be critically important museum subject matter of the future; the Houston Museum of Culture will be recognized for its visionary effort to explain and interpret the role of these industries in our lives.

**Energy** – Energy has impacted our way of life more than most other industries because it is at the source of all of them. It drives our lifestyles in our homes and workplaces, and our relationship to the natural environment. Houston is the clear choice for a center to study the past, present and future of energy.

**Transportation** – Houston is at the crossroads of most all modes of transportation. And its role in transportation ranges from canoe based trade between indigenous peoples on the bays and bayous, to dredging the ship channel, to space flight. Houston had the motto, “where seventeen railroads meet the sea”, and it was the first word spoken from the moon, but many aspects of the city's role in transportation are underappreciated – its place on the first coast-to-coast highway, its rail history and current mass transit dilemma, and the Texas City Disaster.

**Environment** – From the impact of Houston's prominent industries, to the future of renewable energy and the larger debate over climate change, impact of the environment on our ways of life and the identities we inherit warrant greater study and opportunity for public education.

**Immigration and Globalization** – The significant changes in the world over the past 50 years will be important educational content for future generations to understand the positive and negative outcomes of these quickly occurring phenomena. As Ellis Island is known as a place to understand America's historic immigration, the Houston Museum of Culture will serve a similar role to strengthen civility under diverse economic conditions and culturally pluralistic societies. Economists and political scientists will be charged with the mission to increase knowledge and understanding about modern changes in America.

## More Potential Content

A brief list of potential topical content:

History	Future Studies
Languages	Religions
Mass entertainment	Occupations
Gender issues	Generational issues
Education systems	Health and diet issues
Anthropology	Sociology
Media	Visual anthropology
International origins	Cultural traditions
Clothing, costume traditions	Arts and creative expression
Geography	Place names
Library sciences	Technology
Iconography	Advertising
Economics	Social life, lifestyle
Health	Consumer interests

## PLAN OF ACTION

The Houston Museum of Culture will be founded and built in several distinguishable stages. It is important to recognize that founders and supporters have limited roles and are not expected to be capable to make it all happen. Each stage is achievable and makes the next stage possible.

### Founding Stage

The Founding Stage is most critical. By meeting moderate financial needs and ambitious outreach goals, the founders will make the second stage, the Funding Stage possible. A major goal of the museum, to involve people of all walks of life across the city, will be achieved in the Founding Stage. A broad base of founders representing all Houston communities, institutions and industries will be sought.

The earliest founders and supporters will widen the network of founders by promoting three action items: Be a founder; Spread the word; and, Plan a presentation. An important part of the strategy is to identify key supporters and the best outreach areas – people and places that are trend-setting, pioneering, and have the greatest vision and concern for the people of the city and region.

Founders will establish advisory boards to extend connections, provide the best marketing, donor relations and event planning talent, and identify and attract expertise for the building and exhibit planning stage.

The financial goal in the Founding Stage is to create a budget to support a professional marketing and public relations staff, project office, and marketing materials and advertising media. Through the professional staff and marketing resources, founders will make the second stage, the Funding Stage possible. This goal utilizes small donations to build the budgets needed in the early development stage; hopefully, making it possible for most all Houston populations to be involved as founders.

There are many successful small funding models to look to for inspiration, including: March of Dimes, MS 150, Girl Scouts, listener-sponsored radio, festival events and churches. Planned founders' donation levels, which may be cumulative and may include sponsorship of outreach events, are:

\$250 – Individuals	\$125 – Students, Seniors, Fixed-income Individuals
\$1,000 – Organizations, Departments	\$500 – Student Organizations, Small Associations
\$3,000 – Businesses	\$500 – Family (Parents and Children)

In the present economy and with the multitudes of demands on people and organizations, it won't be easy for many to provide the needed support. Where funds may not readily exist, hopefully many organizations will take the opportunity to plan fundraisers within their communities and campuses to help broaden the fundraising effort and ensure the founding effort is widespread across many Houston communities.

### Funding Stage and Building Stage(s)

Facilitated by a professional staff, the Funding Stage will make the Building Stage possible. There will likely be two consecutive Building Stages.

## FUNDING SOURCES

<u>Founding Stage</u>	<u>Funding Stage</u>	<u>Building Stage(s)</u>
Founders	Founders	
Small Donations	Small Donations	Small Donations
Sponsors	Sponsors	Sponsors
	Grants	Grants
	Naming Key Features	Naming Key Features
	Museum Foundation	Museum Foundation
	Friends of HMOC	Friends of HMOC
		Pre Membership
		Community Development Corporation
		Admission and Services

### Proposed Methods to Build Support

Following are ideas the founders, supporters, and the marketing and public relations staff may consider to increase outreach and funding for the museum:

- Involve all Houston communities
- Network widely to achieve the broadest possible influence
- Brochure distribution
- Presentations to organizations and associations
- Small social events in homes, stores, university departments
- Radio and television media campaign
- Establish “Friends of the Houston Museum of Culture” group
- Establish Museum Foundation to bring and develop touring exhibits
- Annual dinner events
- Charitable ‘walk’ or ‘run’ event
- Travel club to survey similar institutions and cultural resources
- Involve regional organizations for additional outreach and fundraising
- Official government acknowledgement and support
- Business community support
- Establish and utilize a Community Development Corporation (CDC)
- Develop potential investment and service contracts
- Preliminary membership drive (Pre-membership Drive)
- Social on-line network groups and activities
- Student affiliate organizations
- More are to be determined

## **PROPOSED TIMELINE**

The Proposed Timeline represents a conservative view of the time it may take to fund and build the Houston Museum of Culture. However, given the enormous potential for the museum to benefit Houston in quality of life and economic terms, it is important to move forward quickly and revise the timeline forward.

### Founding Stage

July 2010 through December 2012

Outreach to founders will need to be focused on specific communities and institutions, while the opportunity will be promoted widely. Formal efforts will conclude near the end of 2012, though founders may still be accepted into the Funding Stage, even as the stage is in progress.

### Funding Stage

January 2013 to June 2015

The Funding Stage, the stage where major sponsors and significant donations are secured, may begin much sooner than the above date if early success in the Founding Stage makes this possible.

### Building Stage 1

July 2015 to December 2017

### Building Stage 2

January 2018 to June 2020

## **PROPOSED TIMELINE OBJECTIVES**

### Founding Stage

July 2010 through December 2012

Objectives:

- Establish outreach campaign for awareness, endorsements and preliminary funding
- Establish vision for the Houston Museum of Culture by Founding Committee
- Present Celebrate Houston! event annually to raise awareness of the museum
- Ensure that all levels of supporters will be credited for their support
- Establish project office with meeting space and essential staff
- Establish funds to become matching funds for private foundation support
- Determine museum location and hold an official ceremony for public and media

Funding Stage  
January 2013 to June 2015

Objectives:

- Establish museum capital campaign
- Establish grant-writing and fundraising staff
- Maintain fundraising and outreach campaigns
- Determine and fund exhibit and educational program content
- Hold groundbreaking before the Building Stage

Building Stages  
July 2015 to June 2020

Objectives:

- Plan for two Building Stages
- To be planned by involved volunteers and hired experts during the Founding and Funding Stages

Official Opening

Objectives:

- Official opening should occur by 2018
- Full opening of facilities should occur before 2020

Involvement of Founders

Founders are welcome to be involved at all stages. Their participation is desired, but not required. Provided that their contact information is current, founders will be updated on the museum's progress. A variety of planning and social events for founders will be offered. To have the most direct impact, founders should consider serving as advisors to facilitate important planning and outreach activities.

Keep contact information current by communicating through the contact information provided on the final page of this document.

## PROSPECT FOR THE MUSEUM IN HOUSTON

Houston is a city with significant resources and interests to support the Houston Museum of Culture. In return, the museum will provide even greater economic and quality of life benefits to the city.

Larger projects are completed in Houston almost every week, so it is important to think of the museum as a different kind of asset than the large apartment dwellings or retail and office complexes that are routinely built.

### Potential Costs

The Houston Museum of Culture is a multi-million dollar project, estimated at \$50 million for all building stages to be complete.

Preliminary estimates include: \$30 million for the museum and education center; \$15 million for the performance and reception hall; and \$5 million for grounds facilities.

Costs have been estimated based on similar constructions in the Houston downtown and medical center areas.

The University of Houston-Downtown's 250,000 square foot Shea Street Building and Vine Street Garage were completed in 2007 for \$32 million.

The 103,000 square foot Student Recreation Center at Rice University was completed in 2009 for \$30 million.

The University of Houston-Downtown's 90,000 square foot Commerce Street Building was completed in 2005 for \$14.75 million.

### Perspective

The new Sugar Land City Hall was built for \$17.8 million, of which nearly 75 percent was financed, after cash payment of \$4.7 million. The funding goal for the Houston Museum of Culture is to raise cash for more than 50 percent of construction costs and finance the remainder based on memberships, admissions, service revenues and donations, and possible mixed-use development and other investment.

It is important to understand the significance of the Houston Museum of Culture and the annual revenues it will bring. A comparable Houston institution, the Houston Museum of Natural Science, builds an annual budget of more than \$23.5 million.

The Museum of Fine Arts Houston annual budget reaches \$81 million and the Houston Livestock Show and Rodeo builds an annual budget of \$77 million for its spring events and scholarship programs.

Aside from their educational value, the economic impact of both new money that comes to our economy and the economic multiplier of existing and new money being re-circulated make these institutions extremely important to Houston.

## Impact

Discovery Green cost \$122 million and originally required an annual operating and maintenance budget of \$750,000 through City of Houston hotel occupancy tax collections. The Houston Museum of Culture strives to function with minimal impact to the sources of funding used to support many other Houston non-profit organizations.

The museum will bring additional support to many of them through heightened public awareness of the important cultural resources and community benefits they provide.

More than direct economic impact and self-sufficient operation, the museum will provide the greatly needed services described in the Introduction and Benefits pages, including: Make life better in Houston; Improve tourism through greater understanding and interest in the region; Provide extensive learning opportunities for youth and general audiences; Provide a venue for creative expression and productive entertainment; And, enlighten audiences about positive and negative influences on our ways of life.

## **CHALLENGES AND OBSTACLES**

**“Nothing will ever be attempted if all possible obstacles must first be overcome.”**  
(a slight variation on a quote by Samuel Jackson)

The plan to involve people from broad backgrounds and all Houston communities is noble, but will present significant challenges. In fact, the only real current obstacle is the tendency for many people to be overcommitted and unsure what they should do.

Most people are involved in multitudes of family, work and larger social projects, many of which they see as urgent. Many of these are highly reactionary to everyday complications in life and the multitudes of issues people experience or discover through media.

There are more ways than ever to develop projects and connect to others, with the most prominent being social networks. Evidenced by unbridled growth in Facebook groups and non-profit organizations, people are interested to be part of educational projects and movements for change. But the movements are highly fractured, with a registered non-profit organization for every 185 people in the country and an association or social network group for every 52 people.

Large institutions and education facilities are perhaps more needed now than ever before, to bring focus to resources, collaboration between groups and to turn reactionary efforts into efficient, real proactive possibilities for change; but it seems daunting to build one in the new internet-driven environment.

The campaign for the Houston Museum for Culture will need to connect with people who can envision a large, highly impactful project that will be slow to develop in a world where people expect quick results in “friend connections” and by one-click expressions of support by RSVPing on Facebook. And it will need to focus supporters’ interests on large-scale potential for education and proactive, positive changes in our world through greater understanding about the impacts of our ways of life, and the potential to address cultural and social issues at the sources.

The campaign for the Houston Museum for Culture will need to identify visionary individuals who lead the way for others to get involved. It will need to work with institutions that focus on achieving the greater good in communities, such as universities and proactive businesses and organizations.

The campaign will need to reach out to and appeal to people who recognize the need to act first rather than waiting to see what others do. The support of those who do not “sit on the fence” will be the mechanism that moves other to get involved.

## **LOCATION**

Houston has many potential sites for the Houston Museum of Culture. The founders will determine and consider the best possible choices. Possible criteria may include: accessibility for Houstonians; proximity for visitors to other Houston assets; historic significance; and, availability and cost of land.

## **MISSION**

The Houston Museum of Culture founders strive to build the museum as a major educational institution to represent Houston’s greatest asset – its diverse people; and to achieve its greatest ambition – a positive future.

Houston Museum of Culture is a living, interactive museum about the ways we live. Through entertaining and highly informative exhibits, programs and community participation, the Houston Museum of Culture will change your life.

## **VISION**

The Houston Museum of Culture is an all-encompassing survey of our diverse ways of life and cultural interests. Its subject matter will be presented through arts and modern media, as it strives to effectively deliver information, not just about the past, but as a living museum about the present and future. Its messages are expressed through the voices of Houstonians of many backgrounds and generations. The Houston Museum of Culture covers the full gamut of cultural experience, including: The benefits of greater cultural exchange; The challenges of diversity and access in our communities and institutions; Positive and negative influences on youth; And, the serious implications of environmental impacts on our way of life. Impacting mass populations like never before, broad cultural influences (history, media, religion, arts, environment, economics and more) lead to an uncertain and ever-changing world, while giving way to new opportunities to examine our roles in the greater social network and refine our quality of life.

Houston Museum of Culture (HMOC) will fulfill many important needs, including:

HMOC will interpret the city and region's fantastic, often underappreciated history.

HMOC will serve as a hub for the city's wealth of cultural, social and artistic activity.

HMOC will attract visitors to Houston to learn about the region's diverse history and Houston's symbiotic relationship with the region and world.

HMOC will provide a critical venue for study of modern cultural influences – history, media, religion, arts, environment and economics.

HMOC will have a major impact on the present and future of Houston and the region.

HMOC will present ongoing programs to pique individuals' interests and raise quality of life standards.

HMOC will offer cross-cultural experience for people of all backgrounds.

HMOC will bridge cultural, social, technological and generational divides.

HMOC will improve communities through innovative projects and education campaigns.

HMOC will promote Houston to the world as a lab for positive social change.

HMOC will provide access for youth to the best, most effective ideas for the future of humanity and the environment.

HMOC will provide a venue for many community-based organizations and serve as a forum for ideas.

### Affiliations

The Houston Museum of Culture will establish affiliations with many arts and culture alliances, as well as key internationally recognized leaders, such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Smithsonian Institution.

### Models

The Houston Museum of Natural Science serves as the best local example of the operating potential for the Houston Museum of Culture, based on scale, visitation, impact on youth (particularly through school tour groups), and diversity of entertaining and informative exhibits.

Beyond the large and notable international models for culture museums, the Smithsonian and Singapore's Museum of Asian Civilizations, there are several good regional examples to look to for planning models and points of reference, including the Jean Lafitte National Historical Park and Preserve (its visitor center, cultural centers, exhibits, research activities, and cultural demonstrations and preservation activities) and the Museum of New Mexico (particularly the "Here, Now, and Always" exhibit).

## YOUR INVOLVEMENT

The success of the campaign to build the Houston Museum of Culture depends on networking and making connections with people who directly support the creation of the museum. Building momentum and having the proper resources as we gain broad support across Houston communities is critical.

Your support is needed in three key areas:

1. Be a Founder
2. Spread the Word
3. Plan a Presentation

### Be a Founder

Through small donations and sponsorships, founders are the means to move the museum's founding effort to a larger Funding Stage. Founders will also have a role in further outreach and planning if interested to do so (this level of involvement is desired, but not required). They will work in a strategic, focused and methodical way to spread the word about the campaign to build the Houston Museum of Culture. They will develop and promote its mission and vision of what it will offer to Houston and its communities. It takes a greater level of commitment to serve as an active, participating founder, but it should be understood as a great honor to be a founder of an institution that will become one of Houston's greatest cultural assets.

People with every imaginable ability are needed to serve as founders. Advisory boards and subcommittees of this group will include outreach to media, government, community, and universities, as well as many other planning and logistics committees.

### Spread the Word

Your enthusiastic outreach and networking is a very critical aspect of the founding effort. Let your friends, family and associates know about plans to build the Houston Museum of Culture. Invite people to attend presentations and outreach events, or refer them to the website, [www.hmoc.org](http://www.hmoc.org).

Spread the word through your connections in social networks like Facebook. If you have a Facebook page, you can use a link on the website, [www.hmoc.org](http://www.hmoc.org), and share it with others by clicking on the "Share" button, which will allow you to post it to your profile or send a message to your friends.

If you aren't sure where to start, please use this page to connect with Houston Museum of Culture activities on Facebook and Twitter: <http://hmoc.org/fb>

Get information about the Houston Museum of Culture to provide to others by sending an email to: [mark@houstonculture.org](mailto:mark@houstonculture.org)

## Plan a Presentation

Museum founders will give presentations for university departments, schools, neighborhood and city-wide organizations, businesses, and family and social gatherings. We will be seeking their carefully-considered financial support (as individuals or as an organization) or their endorsement, or both. Endorsements and letters of support will be valuable in our future fundraising efforts. The average donation we are seeking from individuals in the founding period is \$125 to \$250 of cumulative support, so it is possible for nearly all Houstonians to have an important role in the founding of the museum. From organizations and businesses we are seeking \$500 to \$3,000 of cumulative support, so it is possible for organizations and businesses of all sizes to be founders. Organizations may also play an important role by planning a fundraising event to meet their founding goal and by making it part of their annual activities. Organizations and businesses may contribute to sponsorship of outreach events to satisfy the requirements to be a founder.

Get information about PLANNING PRESENTATIONS for groups, organizations and businesses by sending an email to: [mark@houstonculture.org](mailto:mark@houstonculture.org)

## **Additional Building Blocks to Success**

### Become Familiar with the Campaign

Please request additional information if needed by sending an email to: [mark@houstonculture.org](mailto:mark@houstonculture.org)

### Donate

There are many ways to donate and donors will be credited publicly in ceremonies, publication and permanent record for building the Houston Museum of Culture for the people of the city and region.

Secure on-line donations can be made through Network For Good, or by connecting to our Facebook Causes page by using the link at: <http://hmoc.org/fb>

Donations may be made by check (donations should be made to: "Houston Museum of Culture"). Mail to: Houston Museum of Culture, c/o Houston Institute for Culture, Astrodome Station, P.O. Box 20182, Houston, Texas 77225-0182

Donations are tax deductible. This includes all but the cost of any gift or service provided back to the donor. Be sure to include your current contact information. If possible, use one of the forms titled "Build Something Great in Houston: Be a Founder of the Houston Museum of Culture". It can be found on the internet at: [www.hmoc.org/founder](http://www.hmoc.org/founder)

### Tax-deductible Status

Houston Museum of Culture is an initiative of Houston Institute for Culture, a 501(c)(3) educational and charitable non-profit organization. Contributions are tax deductible. The organization's Federal EIN (tax number) is 13-4204068

## Endorse the Houston Museum of Culture

Endorsements, in the form of letters of support, by organizations and university departments are needed for the campaign to develop civic support for the Houston Museum of Culture and to demonstrate the benefits of the museum during the later funding process (i.e. when support of foundations will be requested to provide facilities and exhibits). Through presentations, organizations and university departments will be asked to consider their important role in providing expertise in developing content and utilizing the museum to its fullest potential.

University departments and faculty may also prepare future or sample prospectuses to demonstrate the potential content and broad impact of the museum.

## Work Quickly

While we have a realistic timeline in place, it is possible to move it forward with quick action by supporters who realize the tremendous benefits the Houston Museum of Culture will provide to the people of the city and region. It is in the best interest of the people of Houston to have access to this important educational institution sooner than later. Most importantly, quick action will help the campaign gain the momentum it needs.

## Plan to Attend

Celebrate Houston! is the annual outreach event for the founding campaign and will one day be the museum's flagship event. Its general theme is: Celebrating Houston's diversity and building a positive future. The festival will focus on unique aspects of Houston each year, presenting traditions through workshops similar to the Smithsonian Folklife Festival.

Festival information can be found at: [www.celebratehouston.org](http://www.celebratehouston.org)

## CONTACT

For questions and interests regarding this Prospectus and Plan of Action, contact Mark Lacy.

Phone: 713-667-6650

Email: [mark@houstonculture.org](mailto:mark@houstonculture.org)

To receive a Prospectus and Plan of Action, please send an email to [info@hmoc.org](mailto:info@hmoc.org). The Prospectus and Plan of Action may be accessed on line at: [www.hmoc.org/plan.pdf](http://www.hmoc.org/plan.pdf)

Additional information is available at: [www.visionforhouston.org](http://www.visionforhouston.org)

To help with outreach or to organize a presentation for an organization, university department or interested group of people, please email [info@hmoc.org](mailto:info@hmoc.org), or call 832-429-4432.

### General Contact Information

Email: [info@hmoc.org](mailto:info@hmoc.org)

Phone: 832-429-4432

### Useful Websites

Houston Museum of Culture

[www.hmoc.org](http://www.hmoc.org)

[www.houstonmuseumofculture.com](http://www.houstonmuseumofculture.com) (refers to [hmoc.org](http://hmoc.org))

[www.houstonmuseumofculture.org](http://www.houstonmuseumofculture.org) (mirrors [houstonculture.org](http://houstonculture.org))

Other Website Resources:

Houston Institute for Culture

[www.houstonculture.org](http://www.houstonculture.org)

Vision for Houston

[www.visionforhouston.org](http://www.visionforhouston.org)

Celebrate Houston!

[www.celebratehouston.org](http://www.celebratehouston.org)