



We are seeking Founders and Founding Advisory Board Members for a major new museum of international prominence – the Houston Museum of Culture

Founders will play vital roles in laying the foundation for the most provident and visionary institution in Houston, one that will place Houston on a world stage for all of its positive attributes and for proactively taking on the challenges of the future. We are seeking involvement from a broad cross section of all Houston communities. And we are interested to involve people from beyond Houston as well, who may have ties to the city or who find the city and region interesting.

The museum will accomplish many major objectives for Houston, particularly in the way Houstonians and people around the world understand the city, and in the many positive changes that the museum will bring to the city. From most all perspectives, the museum will provide great benefits to the people of Houston and achieve the goals of many civic and academic institutions. It will serve a critical role in education about diverse cultures and lifeways, and it will bring greater support from within the city and from visitors to the city for the vast cultural resources of Houston - increasing attendance and support for all museums, cultural centers and activities.

The museum will present informative and entertaining exhibits and interactive forums on the broad range of subjects that influence our ways of life, from technology and media, languages and religions, to music and cultural arts. It will not be limited to any single identity, belief or art form, but its purpose will be to examine them all and bring understanding to the dynamic, multi-dimensional relationships of people in our city and world.

From anthropology to future studies and most all academic fields in between, the Houston Museum of Cultural will be the first major institution to provide a public forum for the important work taking place in our regional universities. It will present the interests of the region's historians and community advocates. And it will host major, international touring exhibitions.

The Houston Museum of Culture will serve as a hub for the many cultural resources of the city, as it builds greater interests for residents and tourists, and encourages more participation in arts and education across the city. Through community and academic involvement the museum will launch major touring exhibits. Along with the multitude of local forums and demonstrations, it will host national conferences on international relations and education.

The museum is extremely timely. As our world has changed significantly over the past century, changing more rapidly with each passing decade, isolated geographic influences that formed our unique cultural identities and beliefs in the past have been replaced by more modern, global influences. Technology and electronic media have forever changed our communication methods, livelihoods and traditional arts. Energy, food, occupations, economic issues and mass migration of people are strongly rooted in our consciousness today as major factors in our quality of life. The Houston Museum of Culture will be at the forefront of interpreting our past ways of life, defining our cultural influences today and examining the possibilities for a positive future.

With its diversity and the dynamic relationship of its arts and industries, which impact the ways of life of communities around the world, Houston is the ideal city to establish such a visionary project. Learn more about the many benefits of the Houston Museum of Culture at: www.hmoc.org

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VISION

The Houston Museum of Culture will rank among the top 20 museums in the nation, based on size and visitation, bringing many significant benefits to Houston. The museum scale and membership, as well as impact on Houston student populations, will be comparable with the existing Houston Museum of Natural Science.

By being a prominent national museum with content and subject matter equal to at least five national parks and monuments, it will develop international attention and provide increased tourism and economic activity for Houston. The Houston Museum of Culture will contribute to increased visitation and support for all Houston cultural resources, including the city's largest museums and all of its smaller institutions.

The museum will serve a great need in Houston by providing knowledge and interpretation of the city, its history and diversity, while improving cross-cultural experience for residents and visitors. It will play a major role in helping Houston rank in polls based on quality of life and cultural attractions; Houston currently rarely appears in the polls, while Dallas, Austin and San Antonio are almost always present.

The museum's subject matter will offer almost limitless possibilities to explore topics related to ways of life in the past, present and future, while inviting participation from all Houston communities and all academic fields of study in Houston universities. Subjects will range from cultural arts, such as Houston's music legacy, one of the richest in the nation, to vast food traditions, and the critical impact of energy and transportation on our ways of life. The city's meteoric rise from nearly impenetrable riparian zone to international prominence, as a city where one in four are immigrants, makes for an incredible story to tell the world, one that involves Galveston - the Ellis Island of the South - as the second largest port of immigration through the Nineteenth century, and the city's name being the first word spoken from the moon.

Museum galleries will present a permanent exhibit about Houston, going all the way back to the lifeways of its first indigenous populations and the second oldest written history in the nation. Additional major galleries will host prominent touring exhibitions, local exhibitions and even launch Houston-produced exhibits for museums around the world. Facilities will include: innovative media presentations; workshop labs for live, interactive demonstrations; venues for food workshops and music presentations; and various theatre venues for recitals, films, book readings and education activities. It will feature an education center, which will host important topical conferences and consular corps activities.

In addition to its phenomenal in-house resources - critical education programs, academic and community collaborations, the highest caliber of cultural arts, innovative exhibits and programs, and worthy entertainment - the museum will launch beneficial programs to improve conditions in Houston communities, by identifying and addressing cultural and social issues faced in schools and neighborhoods.

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Why is it Important to Houston?

The Houston Museum of Culture will provide numerous, immeasurable benefits for Houston and all of its communities, including:

Cross-cultural Experience. The Houston Museum of Culture will raise awareness of Houston as a destination for cultural and educational tourism, based on the significant role Houston plays in the development of many cultural arts and impacts on peoples' ways of life.

Quality of Life. The museum will provide the city and region with highly informative and entertaining exhibits. Educational content will be established to interest all groups, as the museum promotes greater understanding to overcome cultural and generational divides.

Economic Development. The Houston Museum of Culture will attract visitors to the city, increase the attendance of other Houston museums and create jobs in the creative sector of our economy. The addition of a major museum will increase support for all Houston cultural resources.

University Involvement. The museum will offer opportunities for all Houston area universities and their academic fields of study to produce educational content and place it in a public forum. There will be many opportunities for academic experts, artists, curators, exhibit designers and more.

Community Improvement. Outreach programs to serve area communities will be established. Since many of the challenges that communities and student populations face are related to cultural and social issues, the museum will work to provide valuable programs for area communities.

Cultural Resources. The museum will draw content for major exhibits in partnership with many area experts, organizations and archives. The museum will form a greater cohesiveness and extend the impact of these resources to large numbers of Houstonians and visitors.

Knowledge and Interests. While Houston has one of the world's most fantastic stories to tell, few Houstonians have extensive knowledge about its significant history. The museum will interpret Houston history and culture to promote greater interest in the city.

Programs for Students. The museum will develop programs that are specific to the needs and interests of students, while bringing awareness about the influences that impact their ways of life. There will be productive, educational activities and opportunities for student affiliate organizations.

Community Development Resources. Through promotion of numerous live events and demonstrations, the museum will develop greater interest and support for educational and quality of life topics, and cultural arts. The museum will have a major impact on Houston's creative economy.

Learn more about who the museum will benefit by visiting www.hmoc.org/info. View a report about Houston's absent seat in the national imagination in a report titled "Does Houston Need Another Museum?" at www.hmoc.org/report.

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Resource Inventory and Impacts of the Houston Museum of Culture

- Permanent exhibit about Houston history, diversity, arts and industries
- National and international touring exhibits
- Exhibits produced through local academic and community collaborations
- Locally-produced national and international touring exhibits
- Improved knowledge and pride in the city and region for Houstonians
- Increased knowledge and respect for the city and region nationally and internationally
- Presentation of exciting, though often underexposed topics related to Houston
- Presentation of content on par with several national parks and monuments
- Increased tourism and economic benefits for Houston
- Vast employment and collaboration opportunities
- Houston/Gulf Coast region has second oldest written history inside modern U.S.
- Presentation and preservation of the region's dynamic cultural arts
- Presentation and investigation of the broad influences in our ways of life
- Promote understanding of environment and health on ways and quality of life
- Inclusion of growing influences in culture, including technology and media
- Understanding of identities and the old and modern ways they form
- Languages, religions and greater cross-cultural experience
- Facilitate institutes to focus on critical topics in the past, present and future
- Interpretation of widely varied community and academic interests in museum topics
- Focus on cultural competency for professionals and international travelers
- Labs and halls for live demonstration of subjects, such as food traditions
- Worthy entertainment presented with educational benefits
- Performing arts and media presentation facilities
- Extensive archives and new media documents
- Involvement of all area universities and opportunities for university students
- Opportunities for local school districts to develop and present cultural educational topics
- Programs to address cultural and social issues in Houston communities
- Special events and museum visits reaching more than 1,000,000 visitors
- 400,000 square feet of educational and mixed use facilities
- Attendance by 250,000 local students
- Potential membership of 75,000 individuals and families
- Addition of a nationally ranked museum for Houston
- Increased visitation and support for Houston museums and cultural organizations
- Facilities for education forums and conferences
- Community and social activity facilities
- Outdoor festival and small vendor market facilities
- Recital hall for performances, films and book readings
- Rehearsal facilities for cultural artists
- Planning and organizing resources for arts and community organizations
- Consular Corps conference and diplomatic activities
- Collaboration with major institutions, such as the Smithsonian and National Park Service
- Participation with UNESCO, Peace Corps and the National Geographic Society

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Founders and Founding Advisory Board Members

The three steps to take to establish the Houston Museum of Culture are: be a founder; plan a presentation; and, spread the word. Planning presentations and helping with outreach will help identify founders and supporters in the broader community. Those most actively involved in this effort, Founding Advisory Board Members, will help develop strategy and topical content for the museum.

Founders will be involved in making many key decisions, from the museum's location to the wording of its mission statement. The small donations at the founding level will provide for marketing materials, logistics and staff to facilitate the fundraising stage.

Benefits for Founders:

- Recognition for establishing a prominent, international cultural institution
- Prominent role in making decisions about the museum
- Participation in museum milestone events
- Business and career networking
- Discounts by supporting businesses
- Invitations to attend many special citywide events
- Travel opportunities planned exclusively for museum founders

Advisory Board Members – An interested individual may also want to be a Founding Advisory Board Member. This will involve working autonomously to plan and conduct outreach to encourage individuals and organizations to become founders. Through the museum's development and outreach, advisors may establish committees and key relationships as the museum enters the larger fundraising stage. Advisory Board Members may be involved in developing plans for the museum and presenting ideas and possibilities to founders during the decision process. Each Advisory Board Member may have different pursuits due to their varied interests, which is a necessary element of the broad outreach and inclusiveness of the museum.

Special Advocacy Roles – It is important that we look ahead to the content and many needs of the museum. There will be a need for individuals with special interests to facilitate the exploration and inclusion of unique subjects in the museum. This may include food traditions, health impacts of specific ways of life, arts traditions, new communications, and youth and adult themes, such as peer issues in schools or the changing role of women in the workplace. The work of advocates in these areas will be to identify and facilitate groups to work on their area of interest, with the goal to ensure its inclusion in the museum, possibly by developing a prospectus and potential funding, or establishing a friends committee to guide the presentation of the subject.

Founders' Responsibilities – Founders are not required to do more than make a founding donation and consider key decisions for the museum in its development. There is no additional work or financial commitment. Founders will be kept up to date about the museum's development and will have opportunities to be involved. The most helpful role of a founder will be to assist with greater outreach. Founders may choose to serve on committees, make additional donations, join the pre-membership campaign, or take other valuable steps, but again, there are no additional requirements.

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What You Can Do

In addition to becoming a founder or advisory board member, there are many ways people can help build the most provident institution for Houston's future.

Plan a Presentation

Houston Museum of Culture founders and volunteers will give presentations for university departments, schools, neighborhood and city-wide organizations, businesses, and family and social gatherings. Presentations will cover the prospects and plans for the new museum. We will cover the vital role the museum will play in Houston, the wealth of topical content and activities of the museum, and answer questions. Contact Mark Lacy by phone, 713-521-3686, or by email at mark@houstonculture.org.

Spread the Word

Networking and outreach is most critical to our effort to garner the widest possible involvement of Houston communities. Let your friends and family know about plans to build the Houston Museum of Culture. Refer people to the future museum's website, www.hmoc.org.

Build Something Great in Houston

Be a founder of the Houston Museum of Culture

Founding Sponsorship

- \$250 - Individual
- \$500 - Family
- \$1,000 - Organization
- \$3,000 - Business

For university entities, students, seniors and low income individuals, please see: www.hmoc.org/founder

Mail Form and Check to:

Houston Museum of Culture
P.O. Box 20182
Houston, Texas 77225-0182

Your Contact Info

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

Please print clearly. The information provided will be used to contact you about museum planning and social events for founders. You will be updated on the museum's progress. Your participation is desired, but not required. Let us know if your contact information changes.

What You Can Do - Learn More at www.hmoc.org

❖ Be a Founder ❖ Spread the Word ❖ Plan a Presentation

BE A PART OF THE MOST PROVIDENT INSTITUTION IN HOUSTON

Get more information including the Prospectus and Plan of Action at www.visionforhouston.org

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