

DEPARTMENT OF
CULTURAL AND VISITOR SERVICES

Marin Center • County Fair



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OF CULTURAL
AND VISITOR
SERVICES

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May 5, 2015

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

Dear Board Members:

SUBJECT: Request to Endorse Concept of Forming a New Nonprofit Marin Cultural Association

RECOMMENDATION:

Endorse the concept of creating a new private funding foundation called the Marin Cultural Association to support and enhance culture in Marin County

SUMMARY:

On March 25, 2015 the Cultural Services Commission endorsed the concept of and bylaws for a new nonprofit organization, named "Marin Cultural Association." With this approval, we respectfully request that the Board of Supervisors similarly approve the concept of creating a new private funding foundation called the Marin Cultural Association to support and enhance culture in Marin County so staff may file for the Association's nonprofit status.

The specific purpose of this nonprofit corporation is to support and enhance culture in Marin County, including the Marin Center and the Marin County Fair. The corporation will advocate and serve as a catalyst to increase participation, advance collaboration and optimize resources, and will engage in any other charitable activities as the Marin Cultural Association Board deems appropriate. The nonprofit will raise money to enhance the operations and facilities of the Marin Center beyond what can be done with existing funds. As such, the nonprofit board will be structured more like a traditional nonprofit, and not like a civic advisory board or commission. For example, it will look for donors to serve on its board and they will have a significant role in helping to raise funds.

There are a number of revenue sources that we have identified for the nonprofit, including the Wine & Beer Garden at the Fair, the sale of reusable cups in concessions, sponsorships, potentially a membership program and an annual giving campaign in addition to eventually launching a capital campaign. These funds will be used for some of the desperately needed repairs and upgrades to our facilities, in addition to creating a reserve to help subsidize community group's use of the campus and education/outreach efforts.


FISCAL IMPACT:

Once operational, the new nonprofit organization will help to subsidize programmatic and facility expenses.

Please let me know if you have any questions or concerns.

REVIEWED BY: County Administrator N/A
 Department of Finance N/A
 County Counsel N/A
 Human Resources N/A

Respectfully submitted,


Gabriella C. Calicchio
Director