ATTACHMENT A

ACCOMPLISHMENTS AND EXPENDITURE OF FUNDS UNDER THE FIRST GRANT DISBURSEMENT AGREEMENT

The Mexican Museum received a first disbursement for its predevelopment planning, staffing, and consultant needs for 2012 in the sum of $750,000.00. These needs included: staffing and consultants related to implementation of the Museum’s predevelopment plan; administrative costs; an assessment of the Museum’s collection in order to determine its spacing and layout needs for the Museum Space; development of a capital campaign; legal services; creation of a five-year operating pro-forma; and the hiring of a project manager, museum planner, and program planner. The following is a report on how the $750,000.00 was spent per the originally submitted budget and scope of services. There was a need to make a few adjustments to the budget as a result of realities encountered throughout the funding period. In some instances, allocated funds were not spent as contemplated and in those specific instances the funding was carried over into 2013, as more fully explained below. This report also serves as a progress update on the ongoing work of the Mexican Museum in anticipation of receiving the land use entitlements for the new facility and new home at Yerba Buena Gardens.

1) Executive and financial administration and oversight of pre-development planning and implementation.

Dr. Jonathan Lorenzo Yorba was the primary lead for The Mexican Museum’s cultural participation in the 706 Mission Street Project. He lead and/or attended regular meetings with the 706 Mission Street Project team, including but not limited to Millennium Partners, Handel Architects, TENARQUITECTOS (the firm of Enrique Norten who will design the tenant improvements), potential local Architects of Record, and the California Cultural and Historical Endowment.

Yorba oversaw all of the museum’s pre-development activities and predevelopment plan deliverables such as the Collections Assessment, Conservation and Cataloguing Plan, the Fund development for the capital campaign for the new museum, the RFQ and RFP processes with the museum’s legal and government relations counsel, the creation of the Five-Year Operating Pro-Forma and the recruitment of the Project Manager who was offered the position and accepted it in December of 2012.

Yorba was assisted administratively by Ariana Cervantes, the museum’s 706 Mission Street Project Assistant. Hugo Delgado, CPA, prepared all financial reports related to revenues and expenses for the 706 Mission Street Project.

Other administrative expenses included insurance, telephone and internet, and facility fees primarily for housing project-related consultants.

Budget: $250,000
Actual Expenditures: $322,641
(2) Collections Assessment, Conservation and Cataloguing Plan in preparation for the move from Fort Mason Center to 706 Mission Street.

- The Collections Assessment focused on the current state of The Mexican Museum’s collection stewardship. Using professional museum standards as a guide, the collection policies, storage conditions and facility, and all collection documentation were examined and summarized in a report.
- By way of (a) a Collection Inventory and (b) Digital Documentation, the Conservation and Cataloging Project verified that individual artifacts in the collection of The Mexican Museum have: 1) accurate catalog identification; 2) basic condition and conservation assessments; and 3) records in the collections database with digital images.
  a. The Collection Inventory: Linda Waterfield and David de la Torre, with assistance from Wendy Niles and Christine Osborn, physically pulled artifacts from storage and recorded accession numbers into the collections database, described the artifact, photographed, and observed condition or tagged artifacts that have no accession number or have numbering problems for later reconciliation.
  b. Digital Documentation: Waterfield and De la Torre, with assistance from Niles and Osborn managed the collections database and photographs artifacts and process images into the collections database. Images were placed on-line for broad access.
- While the new museum facility is being developed, funds were also used to store and care for the collection on a consistent basis as it is being prepared to be transferred to the new facility, and to prepare the collection for exhibition.
- Additional accomplishments relative to the collection included:
  o 9,112 unique artifacts (of an estimated 14,000) were reviewed during Phase 1 as of December 31, 2012.
  o 6,113 photographs were taken of artifacts during Phase 1 as of December 31, 2012. Artifacts reviewed but not photographed include approximately 2,000 objects: rare books (719), Mexican Fine Art (1,659), and Chicano Art (494). These works were not photographed because of limitations with facility and photography studio; the slide and transparency collection has images of these works.
  o Outside the collections Inventory and Assessment Project, an estimated 9,000 slide and transparency collection images were organized and identified.
  o 13,192 total database records were created as of December 31, 2012. This is up 5,968 records from June 1, 2012’s total of 7,224 records.
  o Exactly 500 Rockefeller collection artifacts were reviewed. The database currently lists 689 Rockefeller records, as the review of artifacts will continue until March 15, 2013.
  o 1,330 records/artifacts were without locations. As of December 31, 2012, only 763 records were without listed storage collections.
  o On June 1, 2012, 235 records were without accession numbers. As of December 31, 2012, there were only 183 records without accession numbers. These remaining records appear to be mostly placeholder records or possibly duplicate records that will be resolved and reconciled in Phase 3.
  o Data standards and lexicon/classification identification of artifacts were reviewed and updated. As a result, a data entry style guide procedural manual was drafted.

Budget: $100,000
Actual Expenditures: $168,997
(3) *Fund-development for sustainability and capital campaign for 706 Mission Street: Residential Tower and Mexican Museum Project.*

- Diane Frankel was hired to design the campaign, which includes the following: publicizing the Museum by building the Board, and through a series of events at the Museum, museum patron’s homes, and in the community; and interviewing selected people to begin to build additional support for the campaign leadership of the Museum. With The Mexican Museum’s Development Committee and Board of Directors, Frankel strategized around the campaign leadership and campaign council; established the campaign timeline; provided the Museum’s Board with solicitation training; developed a scale of giving; continued cultivation events; conducted prospect development; conducted individual asks; strategized around donor naming opportunities; built Museum membership; and helped advanced the Social media program.
- The compelling elements of the Mexican Museum were compiled into a prospective statement called “Adelante: The Case for The Mexican Museum of San Francisco, Statement for the Sustainability Campaign.”
- The Mexican Museum also engaged Dr. Mara Perez to write and submit grants, to assist with creating the case statement, and to attend Development Committee meetings.
- The website was updated to promote the new project and to increase the Museum’s Builders Society members.
- Special events were held to raise the number of donors and sponsors.

**Budget:** $60,000  
**Actual Expenditures:** $24,117.00

(4) *Legal services and government relations for preparing the RFQ’s for the Project Manager and the Architect(s).*

- The Marquez Law Group (“MLG”) was hired to provided legal and outreach services relating to the development of the new Mexican Museum facility at 706 Mission Street. Services included participating in team meetings during 2012, including but not limited to, meetings with the development team, as well as meetings with the outreach team for the overall project.
- Additional accomplishments included:
  - Bi-monthly meetings with the Museum’s CEO and weekly telephonic calls with Museum’s CEO.
  - Review of Comments to the DEIR.
  - Outreach to garner support for the 706 Mission Street: Residential Tower and Mexican Museum Project.
  - Initiating the re-authorization of hotel tax bonds for funding a portion for the FF&Es and Tenant Improvements for the new museum space.
  - Drafting and finalizing of RFQ for the Project Manager position.
  - Review of resumes responsive to the Project Manager RFQ.
- Interviews of Project Manager candidates and selection of final candidate.
Budget: $60,000
Actual Expenditures: $52,500

(5) **Creation of Five-Year Operating Pro-Forma for 2013-2017.**

Leith ter Meulen and her team at LANDAIR were hired to provide advice and counsel for the preparation of an operating proforma, which will be undertaken in 2013.

Budget: $30,000
Actual Expenditures: $2,170.00

(6) **Project Manager, Museum Planner, Program Planner**

Greg Johnson was selected to be the Museum’s Project Manager for the new project at the end of 2012. Prior to joining the Museum, Mr. Johnson was a project director for San Francisco’s Museum of Modern Art. Starting in 2013, Johnson will provide leadership in the management of the Project on all phases of the development from initial programming through opening; help define, direct and communicate the requirements for all project participants; and foster team accountability. Johnson will be responsible for the overall management and coordination of the pre-development phase. He will ensure that the tenant improvements dovetail with the work of the Program Planner, who will review past and current documents related to the museum’s exhibitions and public programs, to ensure that the museum meets the current and future needs in serving the broadest public possible. Funding for the project manager position was reserved and will be expended in 2013.

The Museum planned to also hire the Museum Planner and Program Planner. However, since this wasn’t done, $10,000 for each position was reserved and will be expended in 2013.

In 2013, RFQs and RFPs will be issued for the Local Architect of Record, the Museum Planner, and the Program Planner.

Budget: $250,000
Actual Expenditures: $5,000.00

TOTAL BUDGET: $750,000
TOTAL EXPENDITURES: $576,778
REMAINING BALANCE: $173,222