

Mayor and Council Communication

DATE: 06/28/22

M&C FILE NUMBER: M&C 22-0546

LOG NAME: 19AFRICAN AMERICAN MUSEUM FEASIBILITY STUDY FUND REQUEST

SUBJECT

(ALL) Authorize Execution of Agreement with the North Texas Community Foundation for the Provision of \$40,000.00 to Support a Feasibility Study for the African American Museum and Cultural Center, Find a Public Purpose and That Adequate Controls are in Place

RECOMMENDATION:

It is recommended that City Council:

1. Authorize execution of a contract with the North Texas Community Foundation to allow the City to provide \$40,000.00 to be used to partially fund a feasibility study for the African American Museum and Cultural Center, including an evaluation of multiple potential sites for a museum; and
 2. Find the provision of such funds serves the public purpose of preserving the history and culture of African Americans with an emphasis on the stories of African Americans in Fort Worth to enlighten, inspire, engage, and challenge everyone toward better understanding and a more just society, and that adequate controls through the contract are in place to ensure the public purpose is carried out.
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DISCUSSION:

The purpose of this Mayor and Council Communication (M&C) is to authorize the provision of funds totaling \$40,000.00 from the City to the North Texas Community Foundation to support a feasibility study for the African American Museum and Cultural Center. Funds would be used to provide a portion of the cost of a study on economic and financial feasibility of the planning and development of the project, including an evaluation of multiple potential sites for the museum. This proposed plan was a result of initial redevelopment discussions for Butler Place, a public housing development owned by Fort Worth Housing Solutions (FWHS), which opened in 1940. Prior to closing, in 2014, FWHS determined that relocating and closing the property was a better use of annual maintenance funds received from the United States Department of Housing and Urban Development (HUD).

FWHS hosted public workshops in September 2019 to receive the community's input for the future of Butler Place. During these workshops, stakeholders supported the redevelopment of Butler Place and also proposed the creation of an African American museum to mitigate the adverse impacts of redevelopment upon historic resources associated with this community. Initial discussions included consideration of the Butler Place property as a location site for the museum.

In December 2019, the Butler Advisory Committee appointed a Steering Committee to study the possibility of developing an African American museum and in November 2020, a survey of museum stakeholders determined that there is a strong interest in the development of a local institution that is part museum and part cultural center. A community workshop with the Steering Committee and a panel of museum experts resulted in the following findings and recommendations:

- The community has demonstrated a strong interest in developing an African American museum and cultural center.
- The proposed institution should be a non-profit organization with autonomy.
- The proposed facility should contain at least 24,000 square feet of space and be comparable in quality to Fort Worth's existing museums.
- The Steering Committee should clearly articulate the proposed institution's mission, vision, and goals, and conduct a study to determine the project's economic and financial feasibility.

The recommended scope of the feasibility study will include:

- Orientation Meeting
- Sites and Areas Evaluation for Multiple Potential Sites
- Concept Description and Industry Trends
- Market Analysis
- Evaluation of Comparable Facilities
- Annual Usage
- Physical Planning and Concept Development
- Financial Analysis
- Warranted and Typical Development Costs

The estimated cost of the study is \$230,000.00. Fundraising plans are underway. To date, a total of \$70,000.00 has been raised. This includes \$40,000.00 from Fort Worth Housing Solutions and a \$30,000.00 North Texas Community Foundation Fund to Advance Racial Equality (FARE) grant award. The Steering Committee will seek funding totaling \$120,000.00 from interested individuals as well as other local foundations and charitable organizations. Fundraising is scheduled for completion in September 2022 and the feasibility study is scheduled to be completed by June 2023 based on the timeline below.

TIMELINE

ACTIVITY	DATE
Focus Group - Museum Representatives and Other Cultural Leaders	May 4, 2022
Focus Group - Business and Civic Leaders	May 9, 2022
Public Hearing	May 12, 2022
Steering Committee Recommendations on Site Selection	May 18, 2022
Learning Tour of African American Museums	June 5-10, 2022
City Council Work Session Briefing	June 21, 2022
City Council Consideration and Approval of Funding Request	June 28, 2022
Create Fort Worth African American Museum and Cultural Center, Inc. as a 501(c)(3) non-profit organization; complete fundraising for feasibility study	July-September, 2022
Issue a Request for Proposals (RFP); select a qualified consultant to conduct feasibility study	October-December, 2022
Feasibility Study completed	January-June 2023

By approval of this M&C, the City Council finds that the provision of \$40,000.00 to the North Texas Community Foundation to be used to fund a portion of the feasibility study for the proposed African American Museum and Cultural Center serves the vital public purpose of preserving the history and culture of African Americans with an emphasis on the stories of African Americans in Fort Worth to enlighten, inspire, engage, and challenge everyone toward better understanding and a more just society. Through the contract between the City and the North Texas Community Foundation, adequate controls are in place to ensure that the public purpose is carried out. The North Texas Community Foundation will be required to meet certain City requirements, including using the funds for the purpose intended and compliance with all applicable laws.

Funding is budgeted in the General Capital Projects Fund for the purpose of funding the African American Museum Study project, as appropriated.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that funds are available in the current capital budget, as previously appropriated, in the General Capital Projects Fund for the African American Museum Study project to support the approval of the above recommendations and execution of the agreement. Prior to any expenditure being incurred, the Neighborhood Services Department has the responsibility to validate the availability of funds.

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