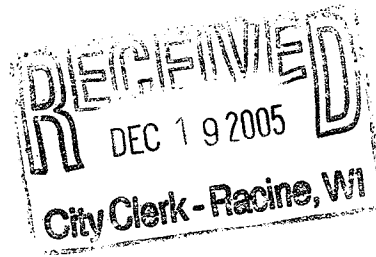


R|A|M

05-1268

December 15, 2005

Mayor Gary Becker and
Racine City Council Members
730 Washington Avenue
Racine, WI 53403



Dear Mayor Becker and Members of the Racine City Council,

On behalf of the Board and staff of the Racine Art Museum (RAM), I thank you for the opportunity to work with you regarding a possible partnership between the City and RAM to provide a weekly "free admission day" for Racine residents. Highlights of our proposal are:

- o RAM requests \$25,000 in an annual long-term commitment from the City. Previous discussions included the possibility of using revenue generated by the hotel room tax.
- o In exchange, RAM would allow City of Racine residents free admission to the museum one day each week.
- o One free day per week is estimated to create a loss of \$10,000-\$15,000 annually.
- o The requested \$25,000 will cover the above loss. The additional funds would help to cover a portion of the \$300,000 loss in planned support from the City for 2004-2006.
- o Free admission test programs during First Friday events have shown an increase in attendance from 190 in June to 295 in August. During October's Party on the Pavement, RAM welcomed over 1,200 visitors with 400+ taking part in an art project that is now on display in the museum.
- o More local residents at RAM will bring additional positive economic impact for other downtown businesses. (Please see attached testimonial.)
- o RAM will devote internal resources to advertising this benefit. We are seeking this support commitment over some length of time so that local residents can plan on this service.
- o In addition, a portion of these funds will be used toward regional publicity to encourage out of town guests to visit Racine.

Thanks again for considering this request. Please contact me at 638.8300 ext. 106 if you have any questions or to inform us of our next step.

Sincerely,

Bruce W. Pepich
Executive Director and Curator of Collections

Bruce Bernberg
RAM Board President

Refer to Finance + Personnel Committee

Testimonial

We have definitely felt RAM's presence in the downtown community and its benefit for the greater Racine area, both from a cultural and economic impact! Every week I spot customers in my store with the telltale orange entrance sticker from the museum. This proves to me what we hoped for-the museum brings visitors to our downtown and they don't just stop at the museum, they explore downtown. One of our specific business goals was to increase our customer base from the greater Milwaukee and Chicago areas, knowing that our targeted customers will travel to find unusual items. RAM and its wonderful first class exhibits help us sell downtown Racine as a destination. . . visit the museum, our delightful shops, neighborhood cafes and visit us at Funky Hannah's! As I visit with customers at retail trade shows we participate in Milwaukee and Chicago, they tell me how much they have enjoyed their recent visit to our city or how they plan to come in the near future because of all there is to see and do. This unsolicited information tells me that RAM has definitely helped create a "buzz" about what is happening in downtown Racine. RAM's presence has given downtown Racine prestige within the region and absolutely every business is better off because of it!

Amanda Paffrath
Funky Hannah's