



CITY COUNCIL REPORT

November 16, 2006

TO: Phillip L. Nelson, City Manager

FROM: John M. Lamerato, Assistant City Manager/Finance
Brian Stoutenburg, Library Director

SUBJECT: Historical Society Fundraising Effort

Background:

- The American Association of Museums recommends Shopformuseums.com as a good fundraising opportunity. It is an online shopping tool with established relationships with over 200 national retailers such as Land's End, Office Depot, Sears and Barnes and Noble. These retailers offer donations to participating museums of up to 10% of the total purchases completed through this service. Through the Internet, A shopper logs onto Shopformuseums.com and selects the museum they wish to receive the donation. They place their merchandise orders and the retailer sends the donation check to the institution.
- Over 500 history, art, science and children's museums as well as aquariums, zoos and nature centers participate as Museum Partners.
- In Michigan, the Troy Museum and Historic Village is one of 15 participating institutions, that include the Cranbrook Institute of Science, the Grand Rapids Art Museum and the Ann Arbor Hands On Museum.
- Nationally, other municipal museums include the Trenton City Museum (New Jersey), the Silver City Museum (New Mexico) and the San Diego Museum of Art.
- The donations received by the Troy Museum and Historic Village will go to the Troy Historical Society's Heritage Campaign. The Historical Society will post quarterly earnings from this fundraising endeavor.
- The link to Shopformuseums.com will be added to the Museum's webpage as well as the Historical Society's webpage.

Financial Considerations:

- Additional funds could be raised for the Troy Historical Society's Heritage Campaign.

Legal Considerations:

- There are no legal considerations associated with this item.

Policy Considerations:

- Additional funds generated by the Historical Society could reduce future City capital fund appropriations to the Museum and Historic Village. This relates to City Council goal #: Minimize cost and increase efficiency of City government.

Options:

- This is just a report to City Council. No action is needed at this time.