

Proposal Summary: Olympia Arts and Heritage Alliance (AHA)

Project Vision	To create a museum that will be a destination and gathering place for learning about, reflecting on, and becoming inspired by Olympia’s uniquely rich arts, cultures and history. To establish a sustainable infrastructure that will ensure the collection, preservation and dissemination of cultural resources important to the ongoing legacy of Olympia.
Proposed Use	Olympia Arts and Heritage Alliance (also known as AHA) is local nonprofit proposing a subsidized long-term lease of the building to support a history museum and other related uses “The building will provide artist studio space, classroom and workshop space for K-12 and college students, a retail shop and a small café, in-person and online access to exhibits and historical documents, and meeting rooms available for community groups.”
Proposed Transaction synopsis	Subsidized lease due to articulated community benefit. \$1 per year, maintenance and utility expenses covered by City. 25-year term with additional 25 year extension “We expect a city commitment to renovate and improve the building shell and building systems, meet ADA requirements and address seismic, sea-level rise, security, and internet needs. City maintains the building shell in good condition and repair.” <ul style="list-style-type: none">• City maintains the HVAC and electrical including an emergency generator, internet, safety and security systems, elevators, water, sewer, and drainpipes, plumbing system, main entrance doors and grounds.• City provides annual monetary allocation for repair and maintenance undertaken by AHA on behalf of the City.• City pays utilities.• City staffs the welcome center.• City pays for fire and all-perils insurance for the building.• City has no responsibility for programming the museum or for furniture and equipment owned by AHA or its partners and tenants.

<p>Synopsis of business plan</p>	<p>Customer: Residents and tourists interested in “good stories and local history, fine art and creative expressions. This includes teachers and students, tour groups and downtown shoppers. There is excellent potential to attract those who visit the state capitol, including those participating in guided tours.”</p> <p>Market Demand: Only other history museum in the area is Bigelow House. “Olympia is the only capital cities in the country without a museum.” No visitor estimates or projections provided.</p> <p>Revenue Model: Mix of earned and contributed funding. Earned income would include items like admissions, memberships, facility rentals, retail shop, and leasing of space in building to other entities. Contributed funding would include fundraising and grants such as lodging tax, Inspire Olympia, and ArtsWA/Arts Commission funding.</p> <p>Financing Strategy:</p> <ul style="list-style-type: none"> • Capital Campaign for building improvements starting in 2024/2025 • Pursuit of State Funding through “Building for the Arts” and “Heritage Capital Projects” • City contribution to “renovate and improve the building shell and building systems, meet ADA requirements and address seismic, sea-level rise, security, and internet needs.” • Pursue funding from Charitable Trusts and Foundations
<p>Qualifications/Financial Stability</p>	<ul style="list-style-type: none"> • 501c3 Non-profit formed in 2018 • Developed numerous exhibits, interpretive panels, and displays throughout Olympia. • Currently an all-volunteer organization • Fundraised \$100,000 to date with more than \$70,000 in reserve. • “Our board brings expertise in building and construction, arts administration, exhibitions, public history, historic preservation, public policy, community organization, business, and city and state government. AHA’s Advisory Board adds specific expertise, diverse perspectives and connections with specific communities.”