



**Date:** August 21, 2023

**To:** Wanda S. Page, City Manager  
**From:** Christina Riordan, Director of Budget and Management Services  
**Subject:** Contract Agreement with the Museum of Durham History to provide educational and cultural services

### **Executive Summary**

This agenda item is a contract agreement with the Museum of Durham History to fund continued salary and operating support to the Museum which provides educational and cultural services to the Durham community. The contract is not to exceed \$76,100.

### **Motion**

To authorize the City Manager to execute a contract with the Museum of Durham History to provide educational and cultural services in an amount not to exceed \$76,100.

### **Background**

The Museum of Durham History began in 2004 when Durham's Cultural Master Plan rated a history museum one of the community's highest priorities. Since incorporating, the museum has commissioned a set of banners celebrating the arts in Durham; developed brochures; launched a website, a social media presence with Facebook, a blog and Twitter, and an e-newsletter; designed the nation's first online "gazetteer" of city streets and landmarks. It focuses on relevance, inclusiveness, inquiry, innovation and trustworthiness when developing their content for the community.

The City of Durham has a long history of contracting with the Museum of Durham History to provide educational and cultural services that benefit the Durham community. The City has contracted with the Museum since FY 2012-13. The City's initial contract with the Museum was in the amount of \$10,000 for the operation of the History Hub. The contract amount increased in FY2016-17 to \$17,500 to support extended hours, in FY2017-18 to \$51,100 to support additional operational expenses, and in FY2022-23 to \$76,100 to support increased educational services for the Museum. The contract amount for FY2023-24 is \$76,100, the same level of funding as the FY2022-23 contract.

The organization has completed another year of programming which uses stories about people, places, and things to foster curiosity, encourage further inquiry, and promote an understanding of diverse perspectives about the Durham community and its history.

### **Issues and Analysis**

The Museum of Durham History works to enhance history's presence in the downtown Durham cultural landscape. During FY23, over 13,800 patrons visited the museum and participated in their educational opportunities and exhibits. The community provides support through volunteerism. Over 5,000 hours have been logged by volunteers, with Board Members contributing an additional 780 volunteer hours. The Museum maintains a steady stream of traffic

on their social media website accounts. They had 55,117 website hits during the 3<sup>rd</sup> quarter alone.

The current contract with the Museum of Durham History is in the amount of \$76,100 for the fiscal year 2023-24. This is the same amount provided in FY2022-23. The funding would allow the Museum of Durham History to maintain dedicated staffing to continue to serve the community in the City of Durham

### **Alternatives**

City Council could choose not to approve funding for the Museum of Durham History. In doing so, vital day-to-day operating functions and the extended hours of operations offered on the third Fridays and weekends would have to be eliminated. Staff positions may also have to be eliminated if funding was not approved.

### **Financial Impact**

Funding for the contract with the Museum of Durham History is currently appropriated in the FY2023-24 General Fund budget.

### **Equal Business Opportunity Summary**

This item is annual operating funding and was not reviewed by the Finance Underutilized Business Compliance Division for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

### **Contractor Workforce Diversity & Hiring Practices**

Due to the nature of this agenda item, obtaining Contractor Workforce Diversity & Hiring Practices information is not applicable.

### **Attachments**

- FY23-24 Contractual Agreement with the Museum of Durham History
- FY2023-24 Scope of Work
- FY2023-24 Budget Breakdown
- FY2023-24 Progress Report Form