

**City of Garden Grove**

**INTER-DEPARTMENT MEMORANDUM**

To: Allan L. Roeder  
Dept.: Interim City Manager  
Subject: STATUS OF THE VIETNAM WAR  
MUSEUM OF AMERICA FOUNDATION,  
AS REQUESTED BY COUNCIL MEMBER BUI  
AND REQUEST FOR DIRECTION ON  
THE FUTURE COURSE OF ACTION

From: Kimberly Huy  
Dept.: Community Services  
Date: May 26, 2015

OBJECTIVE

To transmit information regarding the Vietnam War Museum of America Foundation (VWMAF) and request City Council direction regarding the continued financial and administrative support of the VWMAF.

BACKGROUND/DISCUSSION

At the City Council meeting of March 13, 2015, the City Council directed staff provide a report regarding the VWMAF, to determine the continued financial and administrative support of the Museum.

In August 2010, the City Council directed staff to establish a Vietnam War Museum Exploratory Committee for the purpose of developing a museum dedicated to the Vietnam War.

On March 16, 2011, the VWMAF became a California non-profit corporation. The establishment of the 501(c)3 allowed the VWMAF to pursue donations, sponsorships, and grant opportunities toward the funding of a museum. The purpose and mission of the VWMAF is to develop and sustain a museum that will promote an understanding of the Vietnam War and recognize the millions of United States and South Vietnamese Veterans and Civilians who lived through the conflict, so that future generations remember the service and sacrifices that were made to obtain freedom from communism.

13650 Harbor Boulevard, Garden Grove

During 2011, the Foundation worked to establish itself as a viable organization. During that same year, the City's Redevelopment Agency acquired a 1.5 acre property, located at 13650 Harbor Boulevard, Garden Grove, for \$2.45 million, for public, cultural, and/or entertainment purposes. Although the Agency did not have an identified use for the property, the site was quickly considered a

possible future home for the Museum. Conceptual drawings were created to transform the building into a state of the art facility, with an estimated construction cost of \$17 million (Attachment A).

Shortly after acquiring the property, the vacant building became an attractive nuisance, with constant calls for service due to graffiti, vagrants and vandalism. Throughout 2012, the building was vandalized several times, resulting in the theft of copper wire in both the building and the parking lot, both electrical panels and the air conditioning units. A broken water pipe in 2012 created heavy water damage on the first floor, and after the deductible, the City received a minor insurance reimbursement of \$135,000. In 2013, California Fuels and Lubricants occupied the building in an effort to eliminate the criminal activity.

Annual General Fund payments of \$157,973 are being made through November 2016 to service the debt on the property; in December 2016, a balloon payment of \$1,565,368 is due. At present, there is no formal agreement between the City and the VWMAF for use of the property, and use of the building is monitored by the Finance Department's Real Property Division.

#### Actions of VWMAF

Since its inception, the VWMAF has worked to educate the community regarding the Vietnam War via its Speaker Series and the hosting of events such as "The Moving Wall." Fundraising efforts have included "The Moving Wall" dinner, hosting of the All-American Boys Choir, and two golf tournaments. To date, the Foundation has raised \$206,539 of which \$110,000 has been financial contributions by the City. At present, the VWMAF has \$64,798 in its accounts (Attachment B).

Over the past four years, the VWMAF has hired and worked with an architectural firm (LPA) to develop a design for a Preview Center to spur initial interest during the VWMAF's capital campaign (Attachment C), and a conceptual design for the Museum. The VWMAF has also hired and worked with a professional marketing/graphics company to design their website and marketing materials; a fundraising consultant to identify potential donors, and contracted with a professional fundraising company to conduct a feasibility study. That study identified a fundraising goal of \$22 million to complete both the renovation of the Harbor Boulevard property and provide funds for three (3) years of operational costs until the Museum could reach stabilization.

FINANCIAL IMPACT

The City's financial contribution to the VWMAF results in General Fund support of between \$75,000-\$100,000 annually, which pays for staff time to administer the Foundation; staff its special events and fundraising activities, and pay for the provision of legal counsel; in addition, the City has annually supported the VWMAF with financial contributions of \$25,000.

RECOMMENDATION

That the City Council:

- Receive the status update on the Vietnam War Museum of America Foundation as a non-profit organization, whose mission is to develop and sustain a museum that will promote an understanding of the Vietnam War.
- Provide direction to staff on the future course of action.

  
KIMBERLY HUY  
Director

  
By: Elaine Ma'ae  
Administrative Analyst

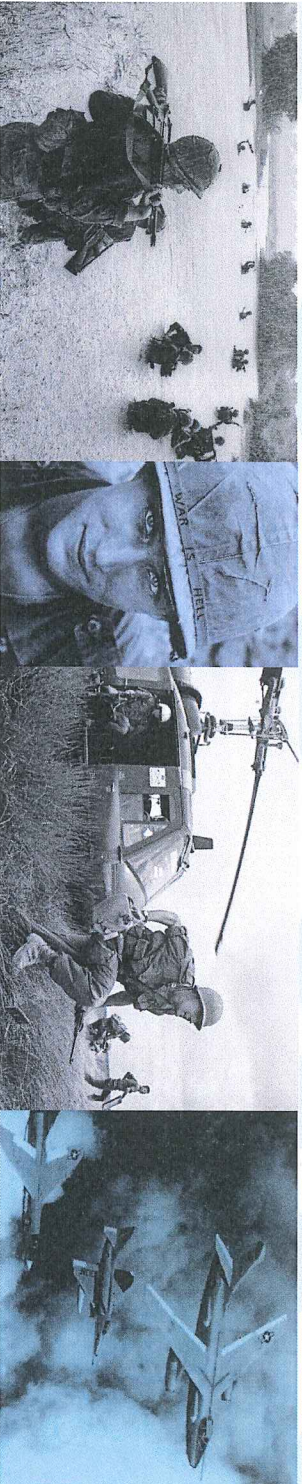
Approved for Agenda listing

  
Allan L. Roeder  
Interim City Manager

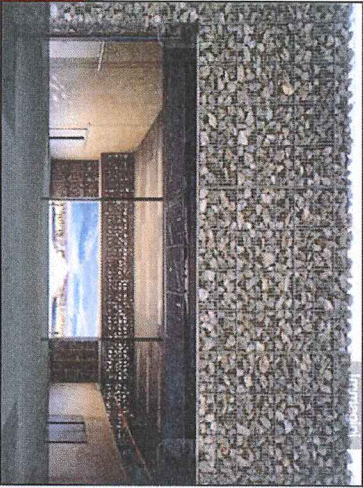
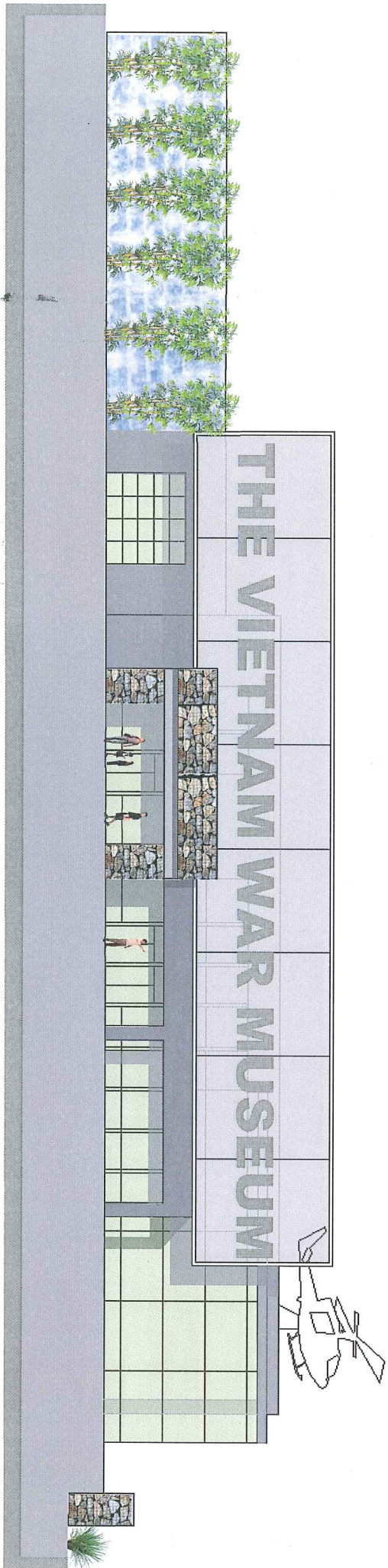
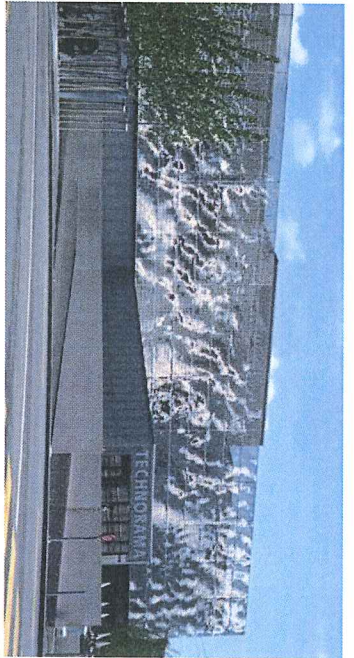
Attachment A: Conceptual Drawings  
Attachment B: VWMAF Financial Reports  
Attachment C: Preview Center Design  
Attachment D: Timeline

# The Vietnam War Museum

CITY OF GARDEN GROVE  
CALIFORNIA



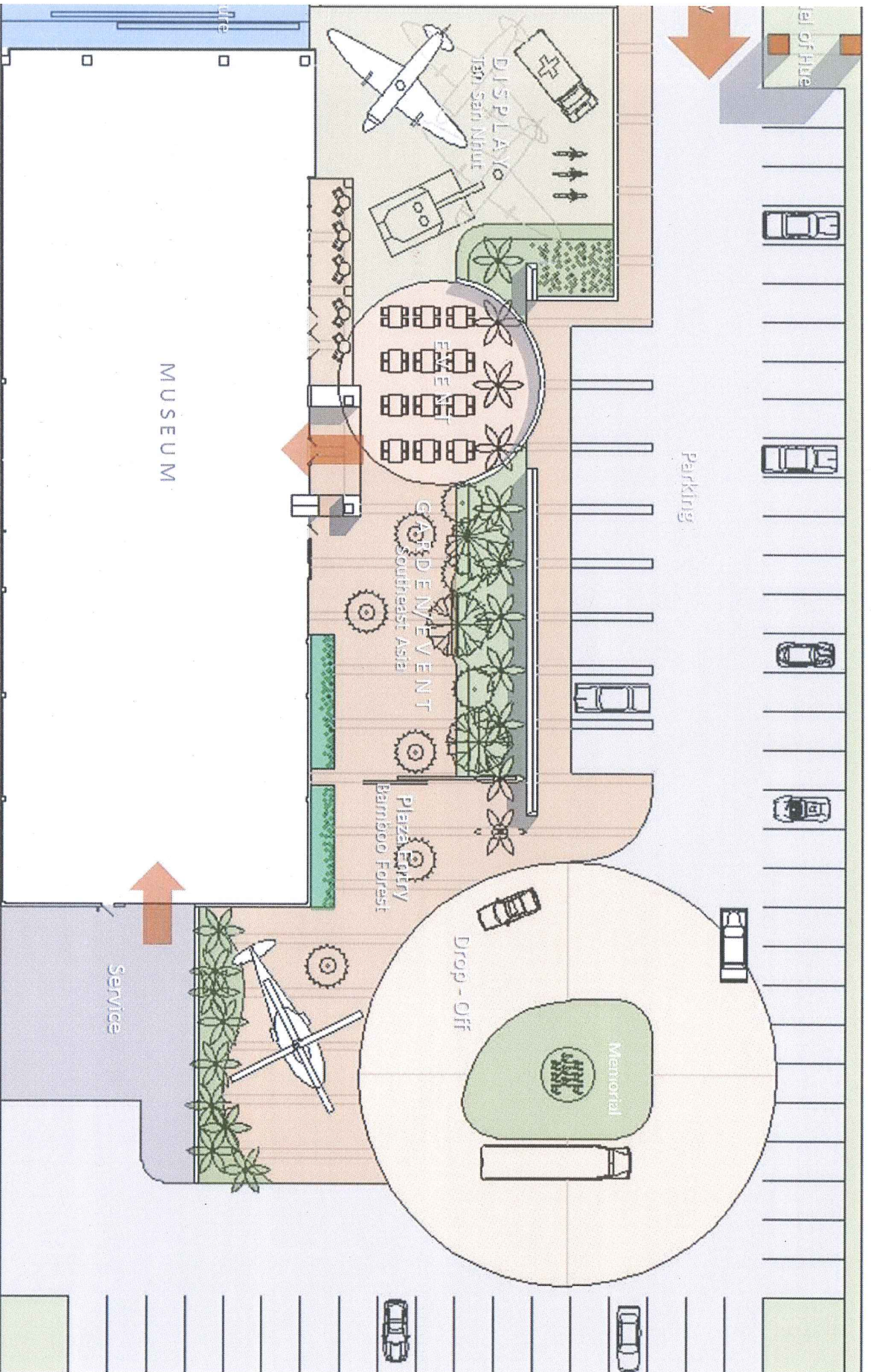
**LPA**



LPA

VIEW FROM PARKING





**SITE PLAN**









**VWMAF**  
**Balance Sheet**  
As of December 31, 2014

	Dec 31, 14
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
10001 F & M Bank Acct# 4095693	63,283.96
<b>Total Checking/Savings</b>	63,283.96
Accounts Receivable	
12000 Accounts Receivable	1,514.42
<b>Total Accounts Receivable</b>	1,514.42
<b>Total Current Assets</b>	64,798.38
<b>TOTAL ASSETS</b>	<b>64,798.38</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
20001 Accounts Payable	669.68
<b>Total Other Current Liabilities</b>	669.68
<b>Total Current Liabilities</b>	669.68
<b>Total Liabilities</b>	669.68
<b>Equity</b>	
32000 Unrestricted Net Assets	64,464.62
Net Income	-335.92
<b>Total Equity</b>	64,128.70
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>64,798.38</b>

**VWMAF**  
**Profit & Loss**  
January through December 2014

	Jan - Dec 14
<b>Income</b>	
40000 Direct Public Support	
4101 Gold Sponsor (\$2,500)	2,500.00
4102 Silver Sponsor (\$1,000)	1,000.00
4103 Bronze Sponsor (\$500)	200.00
4107 Misc Cash Donations	
<b>Total 40000 Direct Public Support</b>	<b>3,700.00</b>
41000 Government Support	
4198 Undesignated	25,000.00
<b>Total 41000 Government Support</b>	<b>25,000.00</b>
43000 Fundraising Income	
4301 Golf Tournament	8,000.00
101 Sponsorships	11,315.00
102 Participants	
<b>Total 4301 Golf Tournament</b>	<b>19,315.00</b>
<b>Total 43000 Fundraising Income</b>	<b>19,315.00</b>
<b>Total Income</b>	<b>48,015.00</b>
<b>Expense</b>	
50000 Museum Operations	
5015 Speaker Series	49.60
5030 Research & Development	2,883.64
<b>Total 50000 Museum Operations</b>	<b>2,933.24</b>
60000 Fundraising Expenses	
6001 Consultant Fees	25,075.00
6100 Golf Tournament	14,196.77
<b>Total 60000 Fundraising Expenses</b>	<b>39,271.77</b>
70000 Administrative Expenses	
7001 Bank Charges	179.40
7003 Square Inc Fees	132.01
7012 Website Expenses	111.00
7015 Board Meetings	458.68
7016 Dues	150.00
7020 Advertising/Marketing	378.00
7140 Business Insurance	2,357.67
7150 Printing and Copying	(27.00)
7190 Accounting Fees	2,105.00

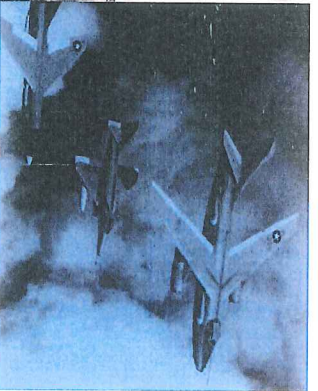
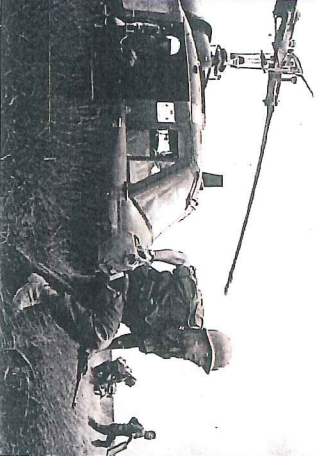
3:51 PM  
05/03/15  
Accrual Basis

**VWMAF**  
**Profit & Loss**  
January through December 2014

	Jan - Dec 14
7200 Telecommunications	166.15
7990 Misc Business Exp	135.00
Total 70000 Administrative Expenses	6,145.91
99999 Void	
Total Expense	48,350.92
Net Income	(335.92)

# The Vietnam War Museum

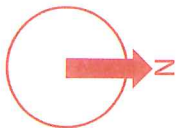
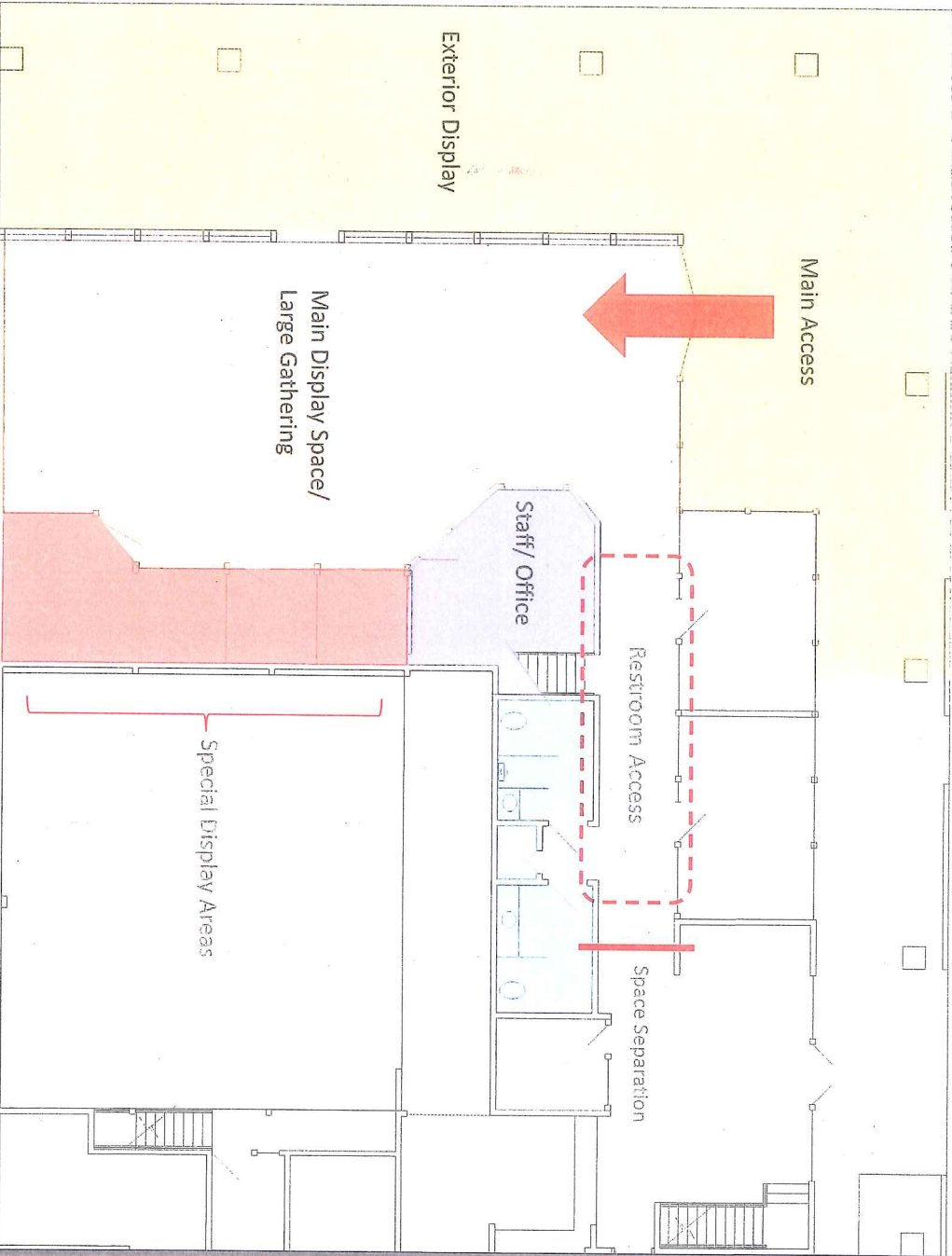
## PREVIEW CENTER

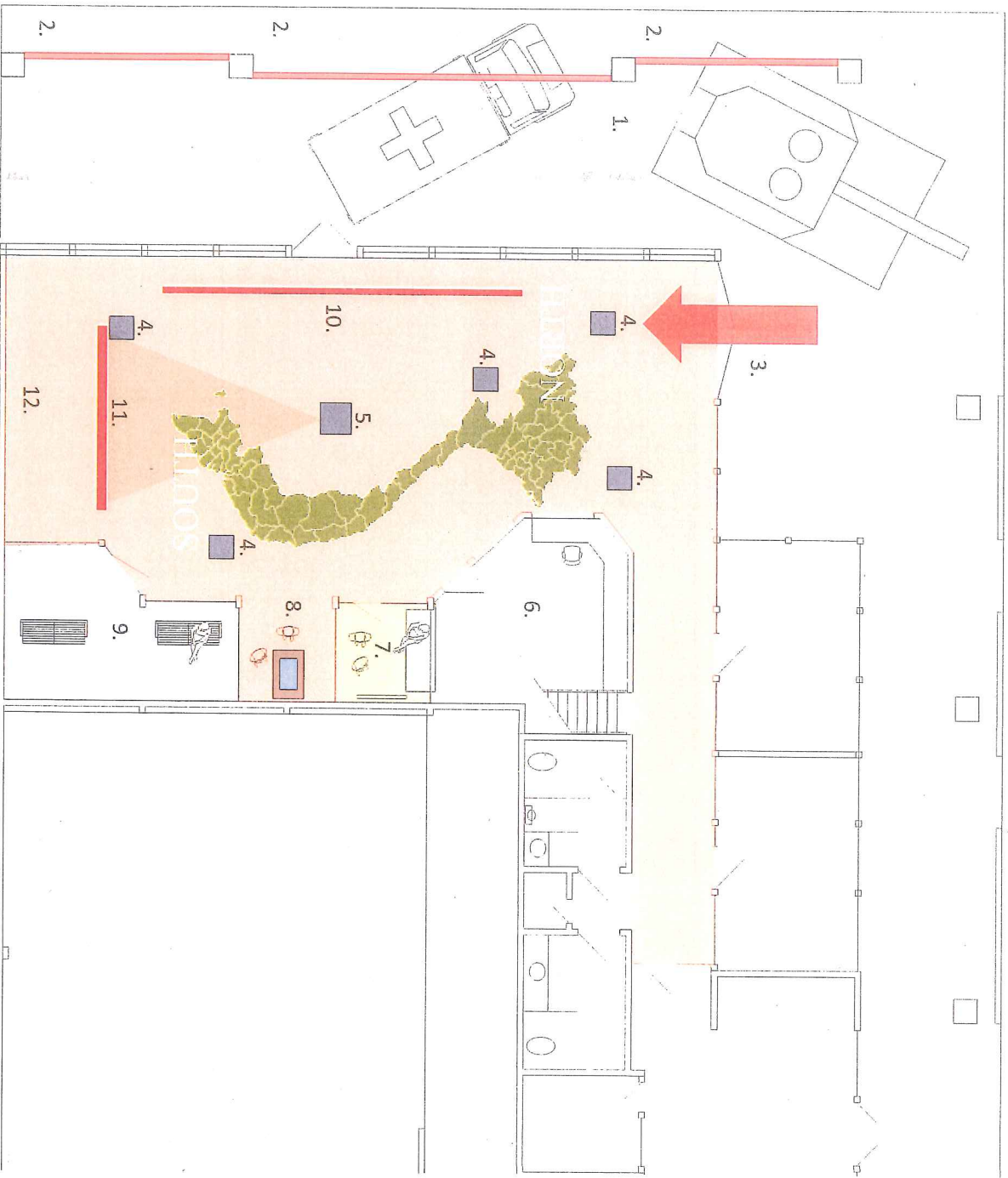


**LPA**

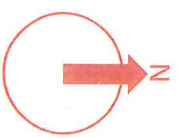
( Excuse the Pun )

- Create a compelling and engaging environment that provides a simple and cost effective glimpse into the future of the Vietnam War Museum and its content. This space should be flexible, dynamic and memorable. It should have the ability to host events of different scales and proportions as well as serve as a day to day visitor center for the museum.

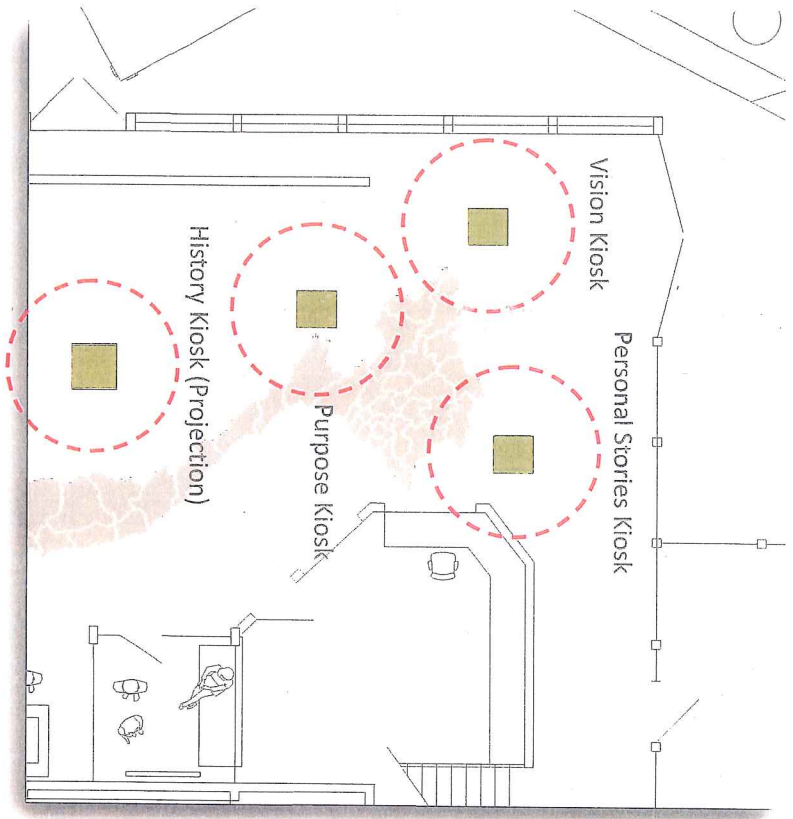




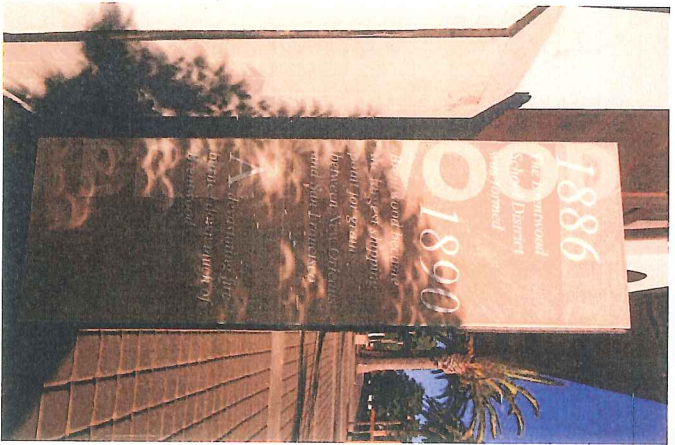
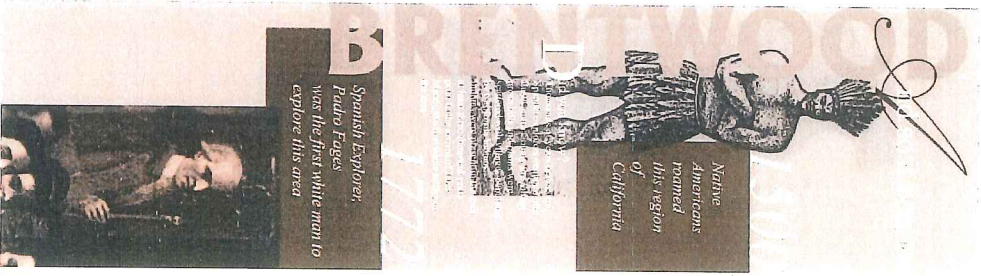
- 1. Potential Vehicle Display
- 2. Exterior Translucent Image Screen
- 3. Public Entry
- 4. Information "Kiosk"
- 5. Projection "Kiosk"
- 6. Staff Office
- 7. Video Room
- 8. Museum Vision Alcove
- 9. Photo Room
- 10. Interior Translucent Image Screen
- 11. Translucent Projection Screen
- 12. Time Line Wall / Remembrance Wall

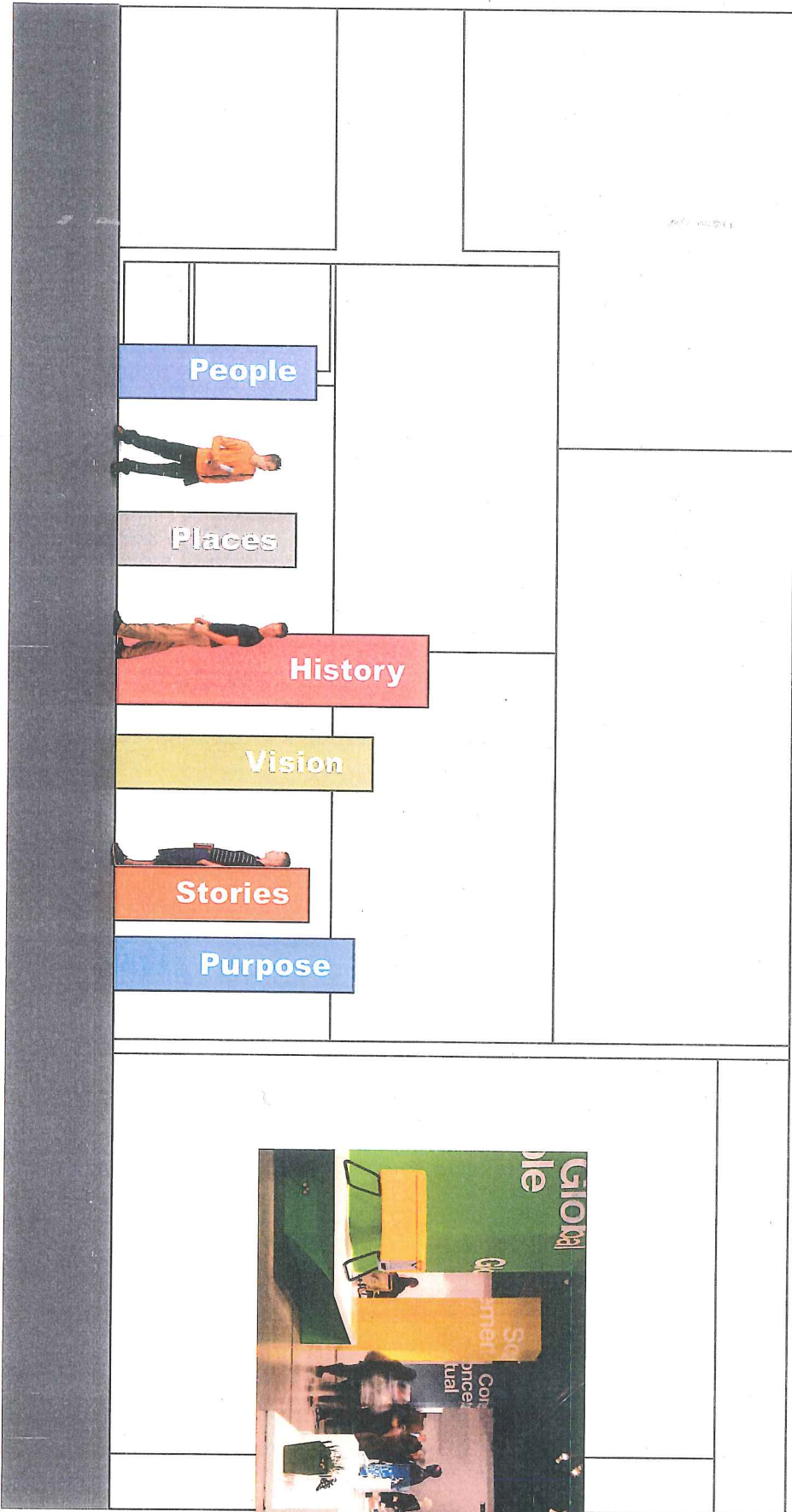


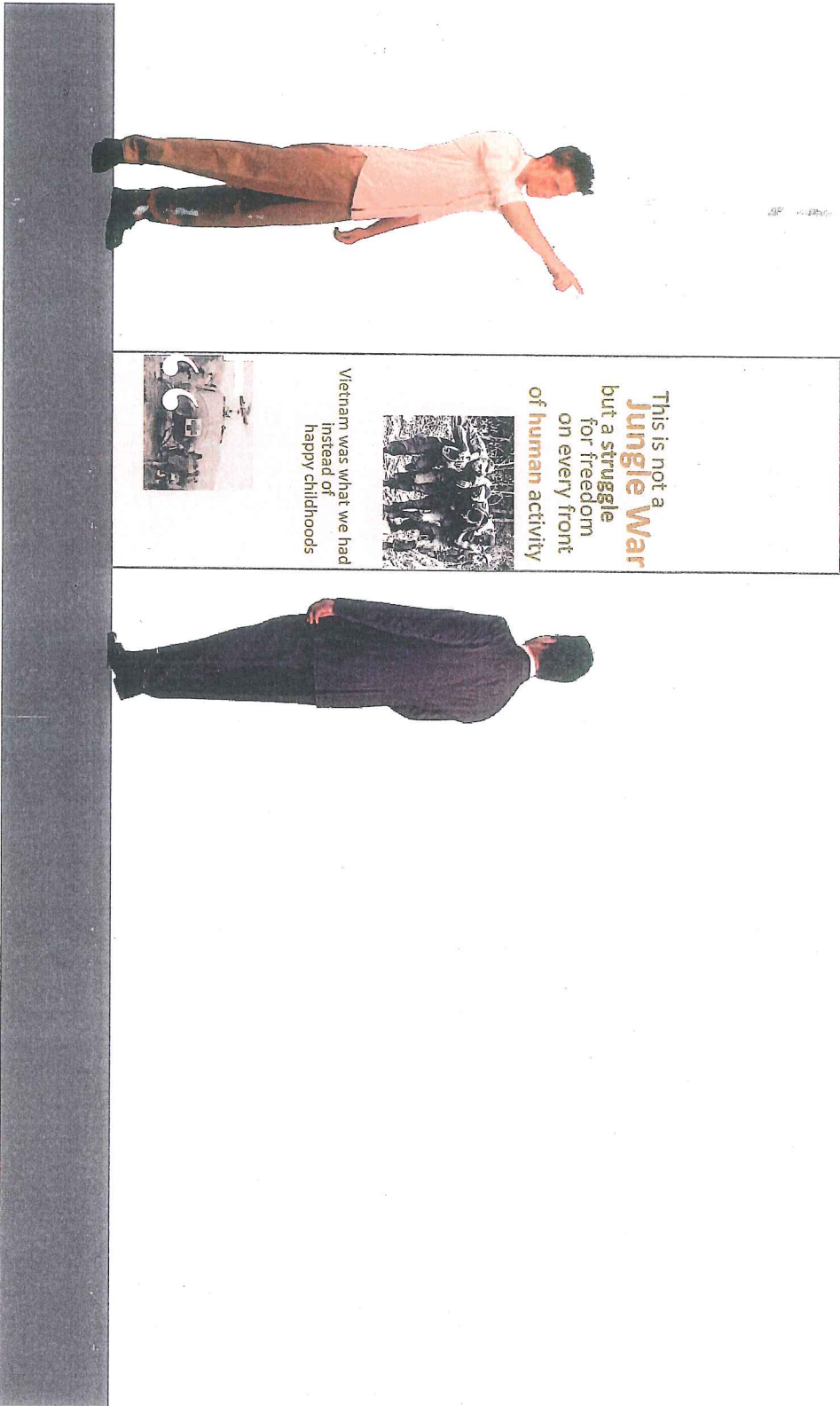




Individual free standing kiosks tell the story of the war, the people, the history and the vision. The story is told through photos, narratives, and diagrams.





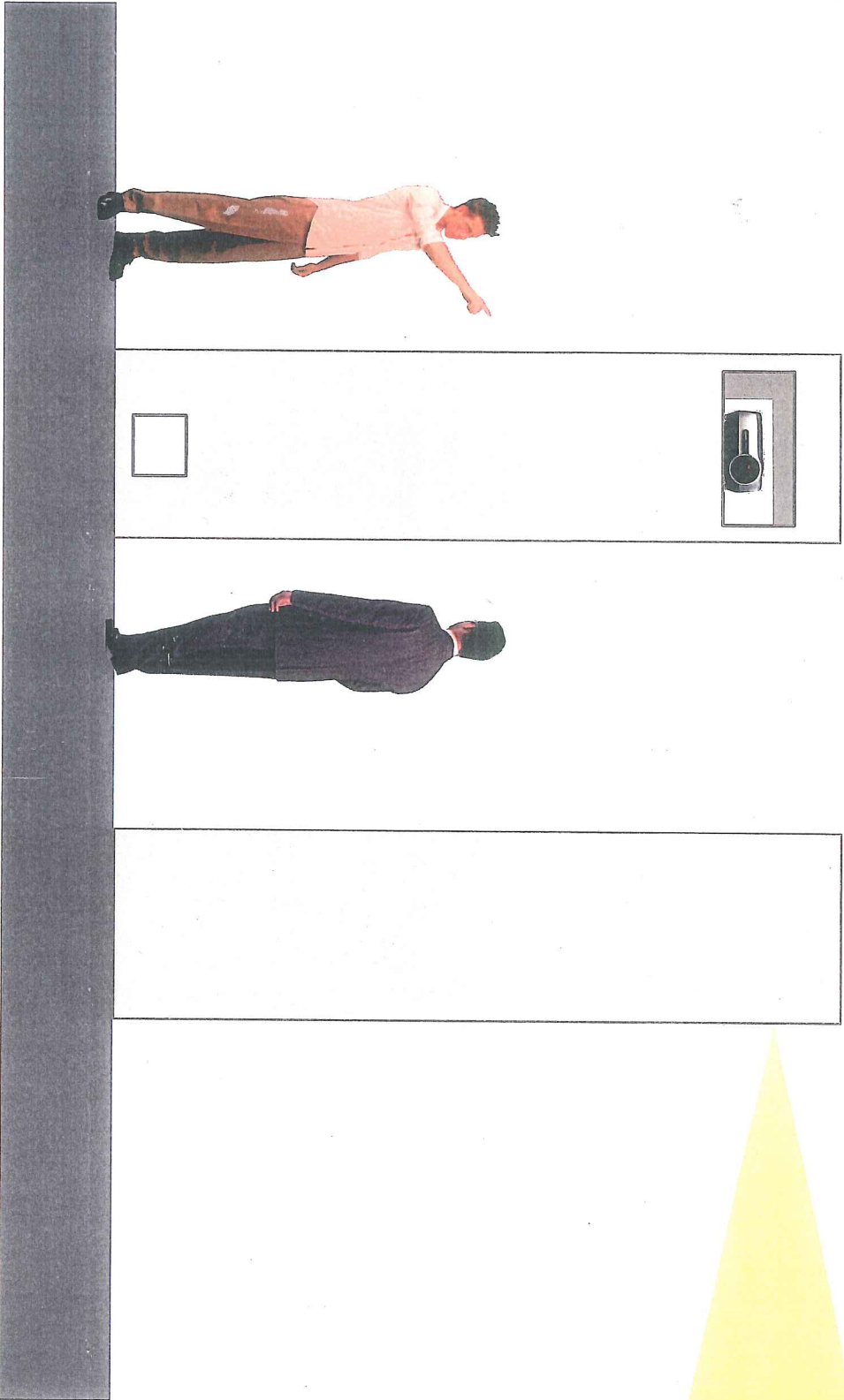


This is not a  
**Jungle War**  
but a struggle  
for freedom  
on every front  
of human activity



Vietnam was what we had  
instead of  
happy childhoods

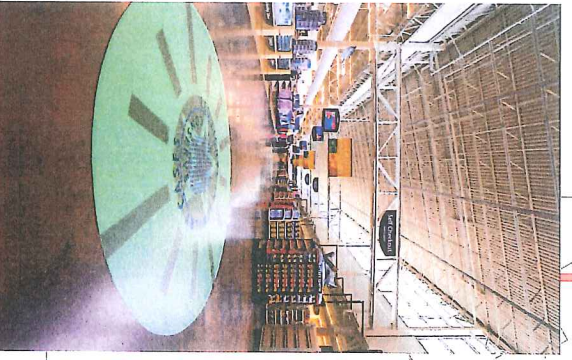
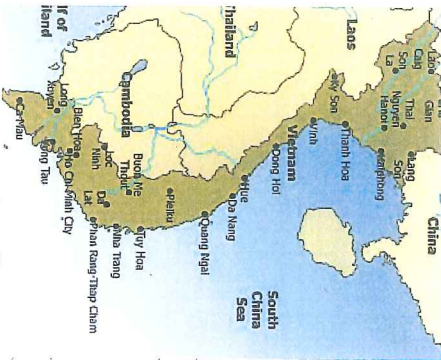




TDV

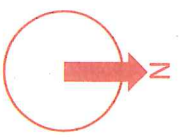
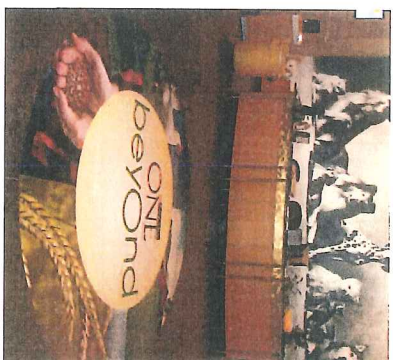
PROJECTION



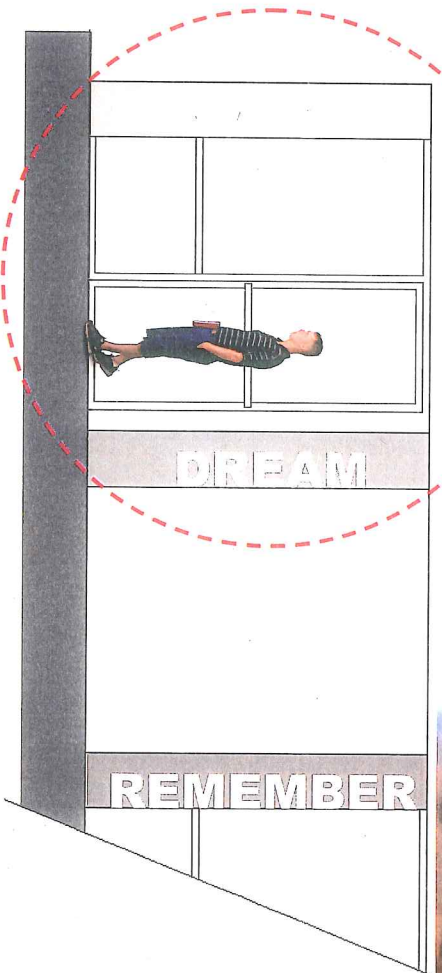
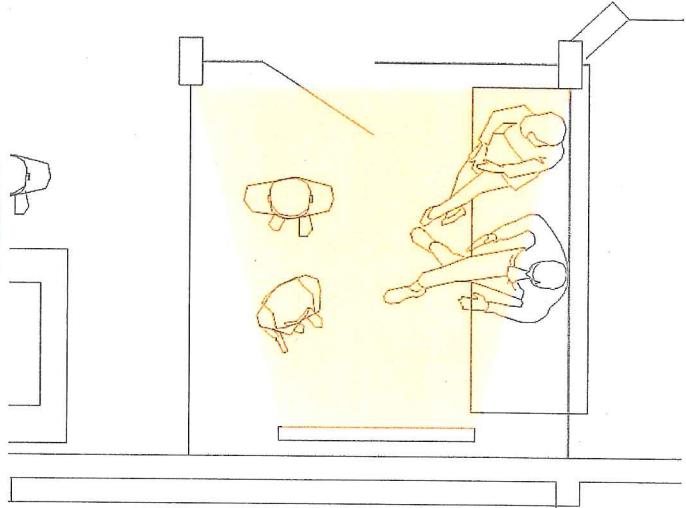
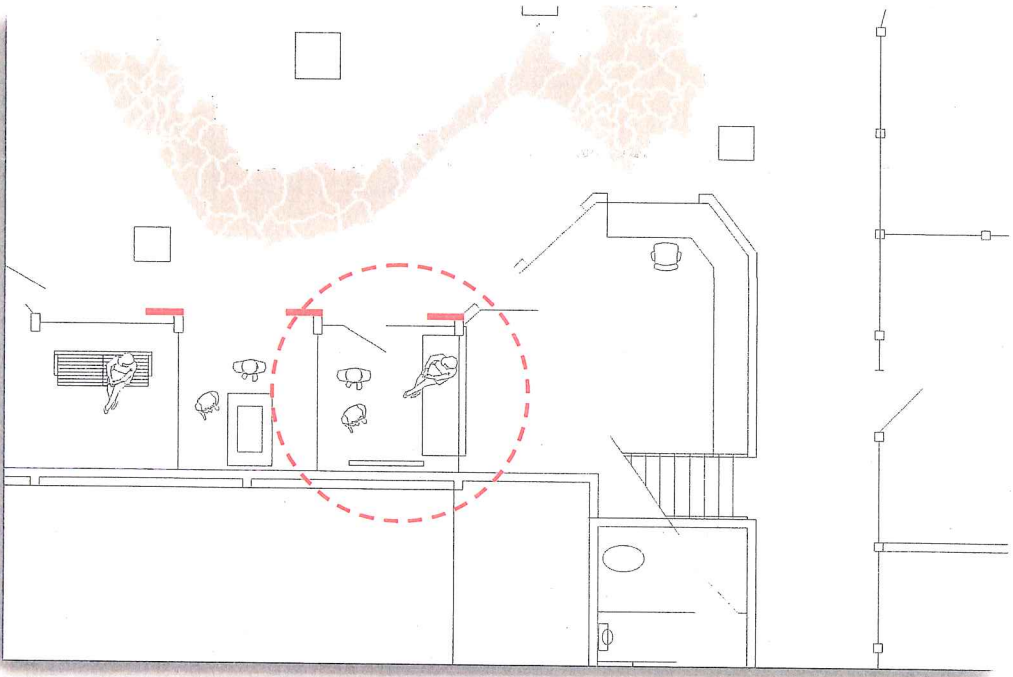


A large scale vinyl floor graphic will form an abstraction of the country of Vietnam and provide a loose walking path through the preview space.

THE FLOOR GRAPHIC



The small group video room tell the story of the war through vintage film, news reels and video.

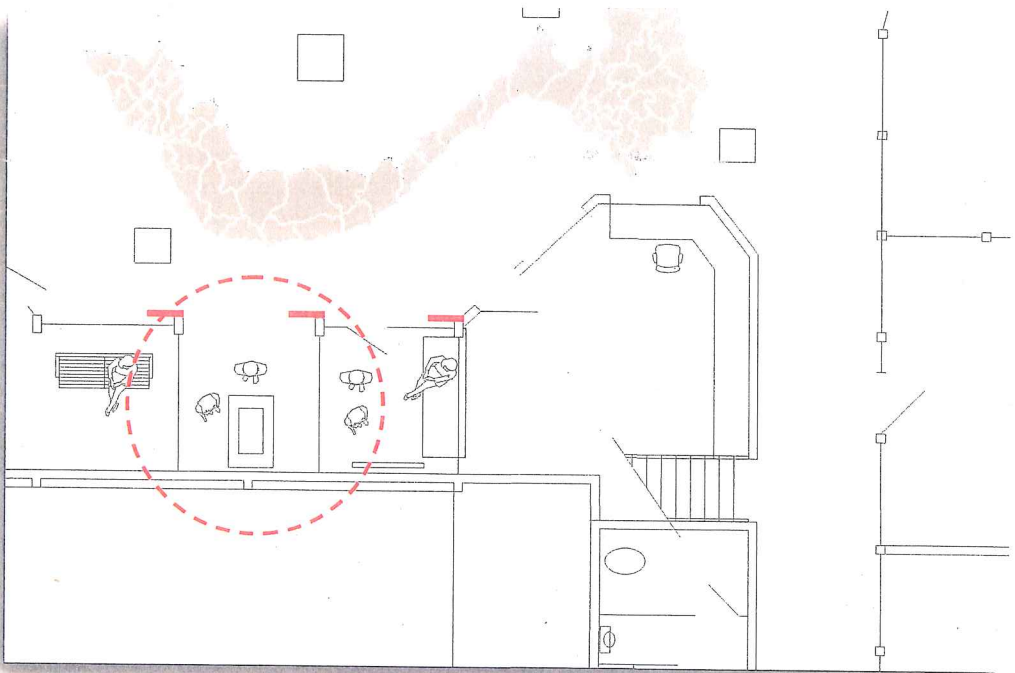


VIDEO ROOM

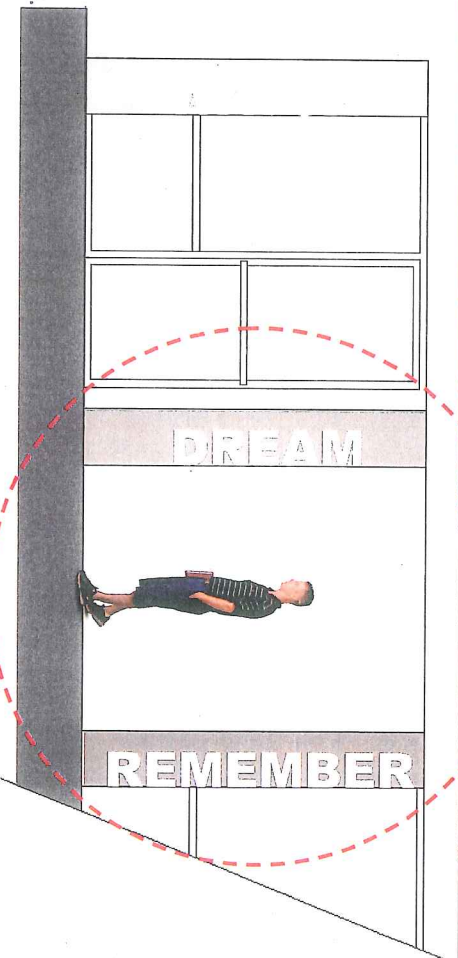
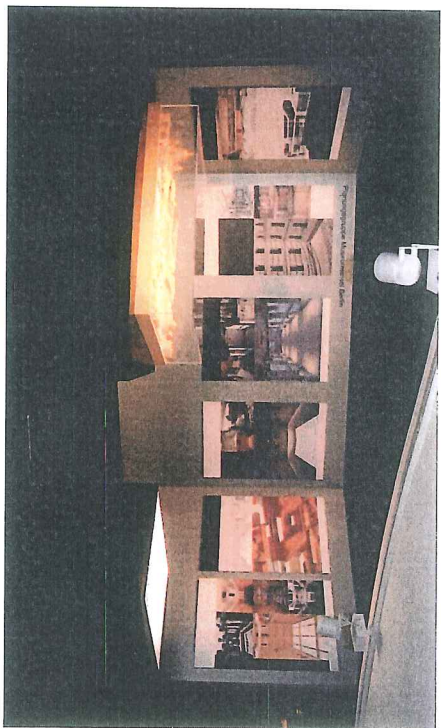
DREAM

REMEMBER



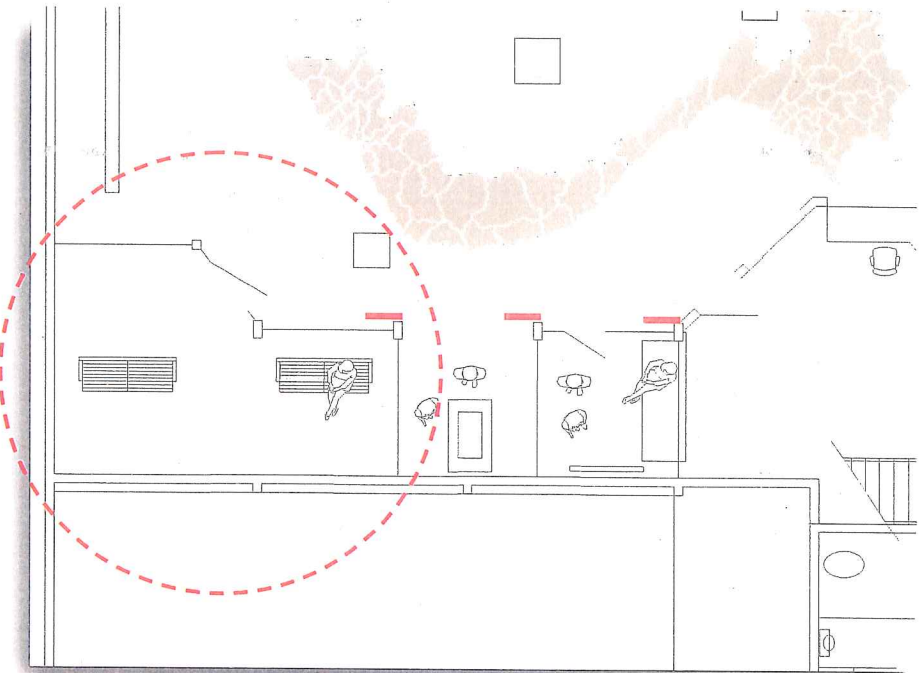


The Museum Vision Alcove will feature renderings, narratives and perhaps a scale model which outline the vision for the new museum.

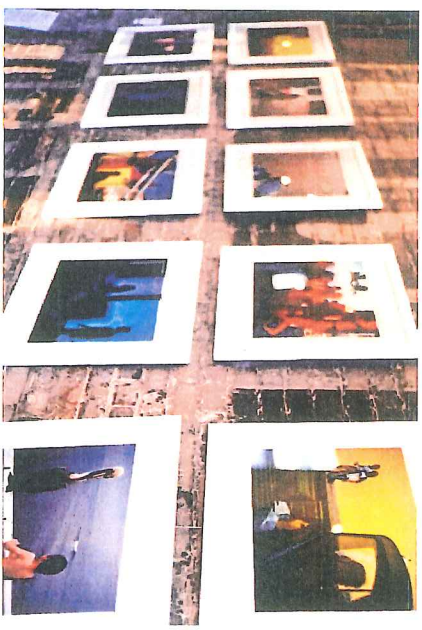
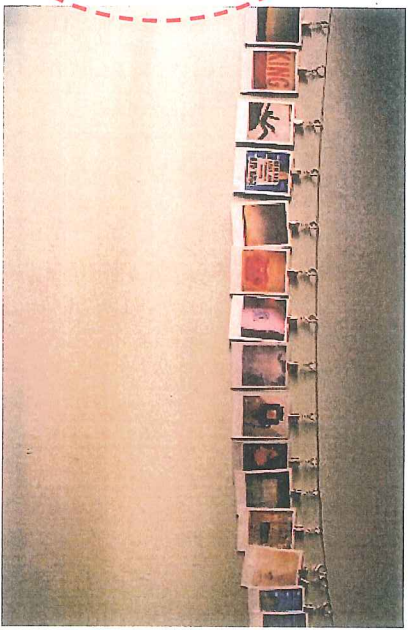
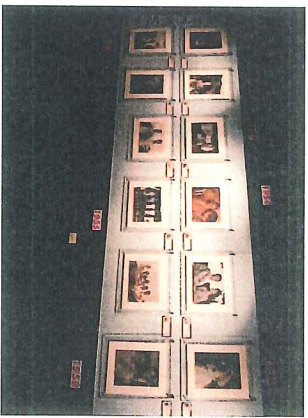
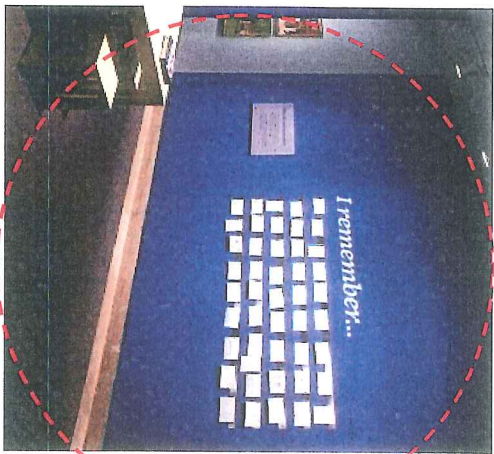


VISION ALCOVE

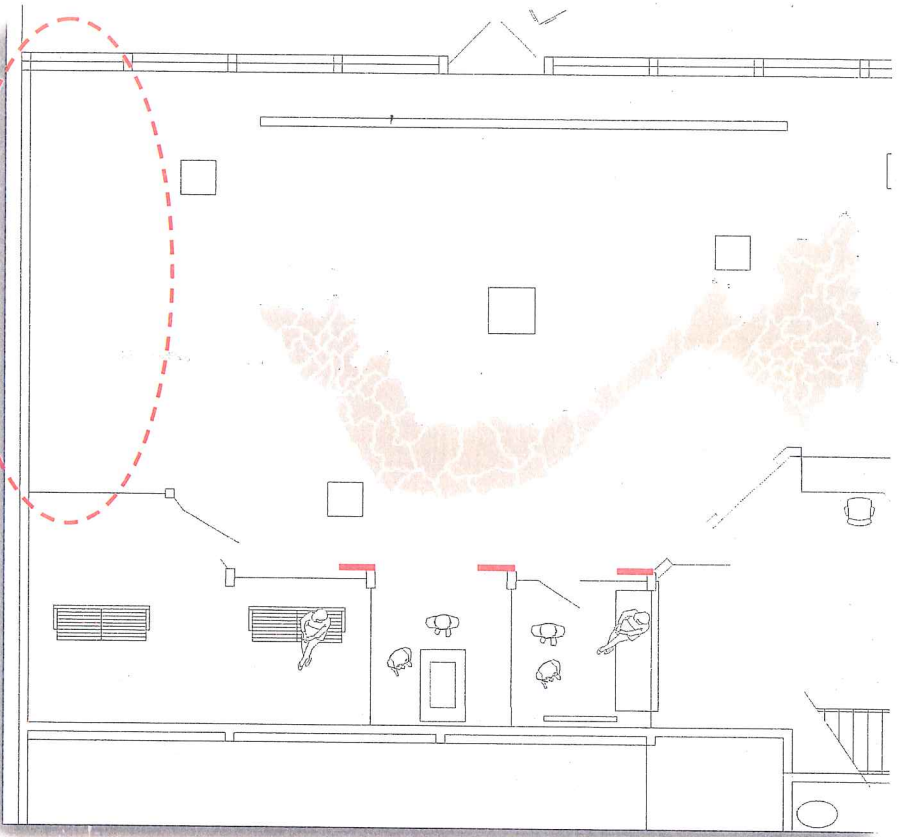
VICTIM



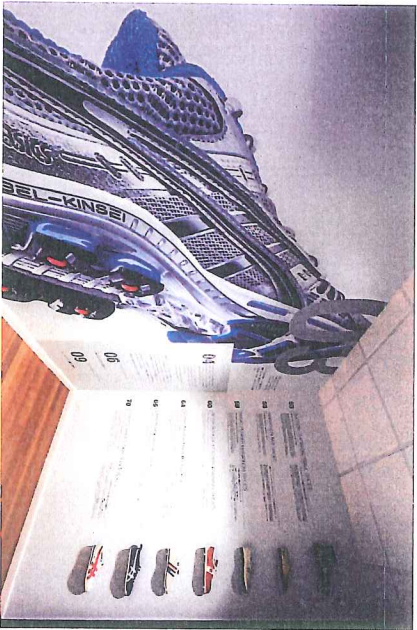
The photo room will feature photos and visuals of the Vietnam War. This space will contain bench seating for contemplation. This room could potentially feature a remembrance wall as well.

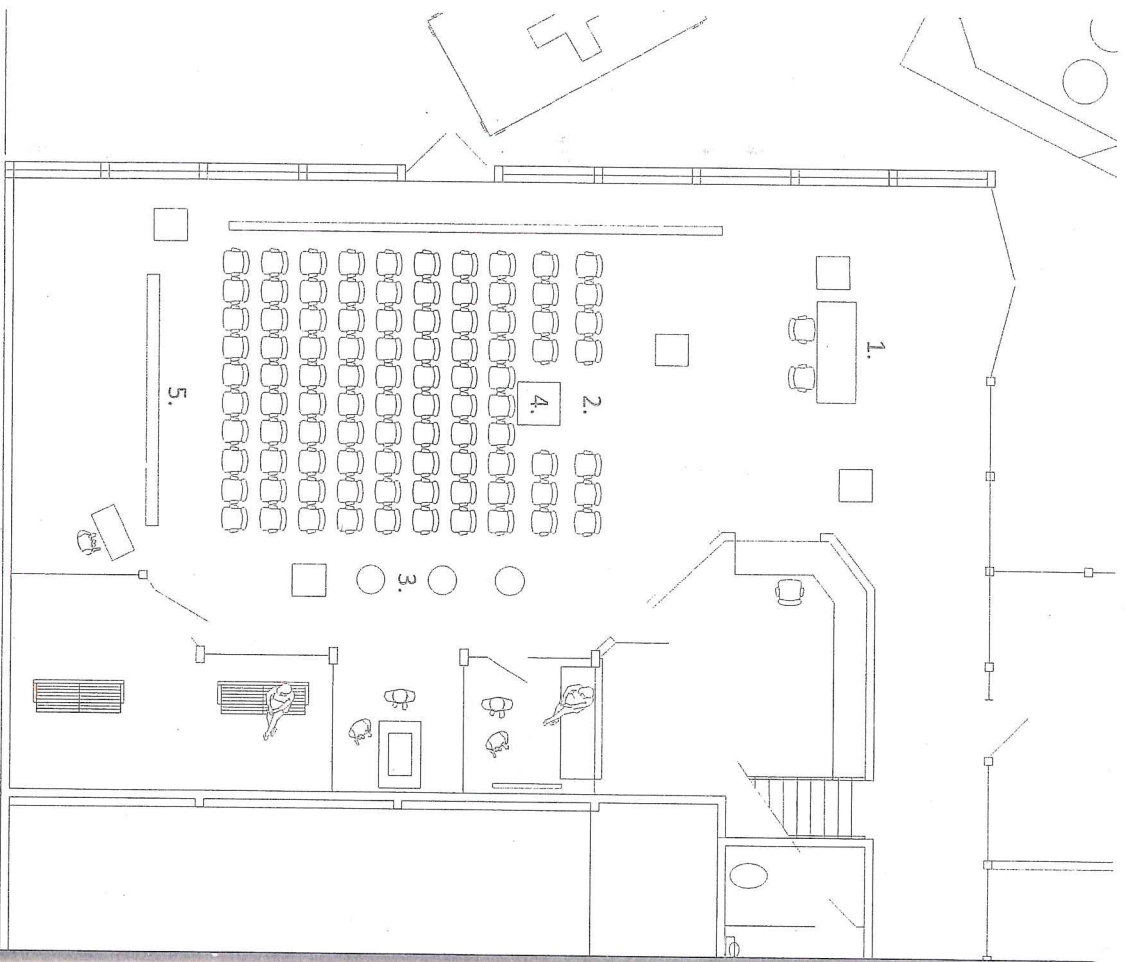




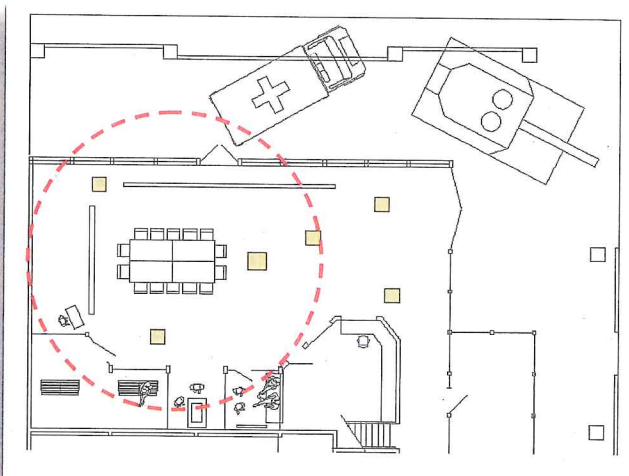


The timeline wall will feature a graphic display of the historical timeline which defined the Vietnam War. This wall could be accomplished through graphics, photos and text. This wall could also become an effective area for a Remembrance Wall where visitors can leave written notes and messages

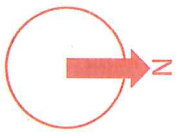


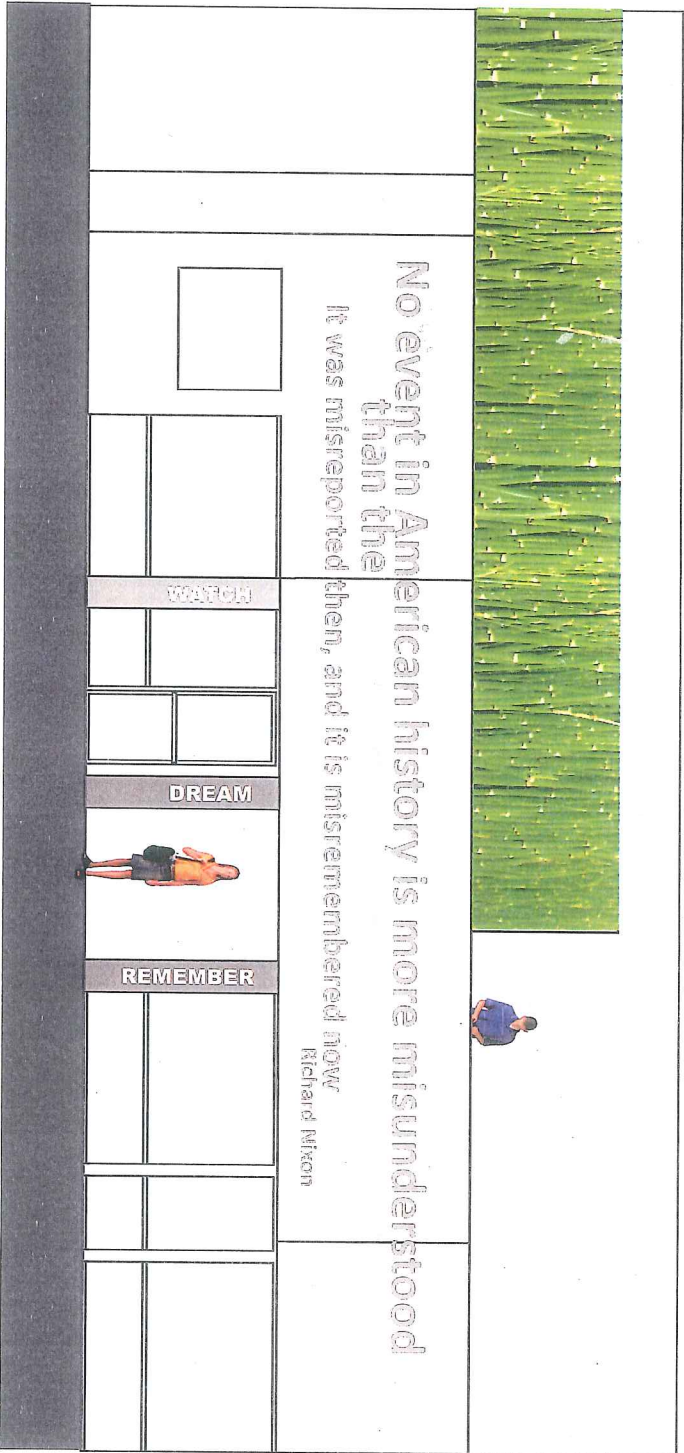


1. Check in Desk
2. Seating for 80 - 90
3. Cocktail Tables
4. Projection



Board/ Community Meetings





Large scale narrative text will explain the mission of the museum and the power behind the concept. A vinyl wall graphic at the mezzanine creates a specific indigenous atmosphere.

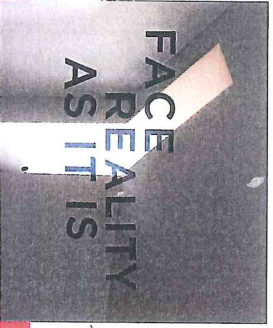
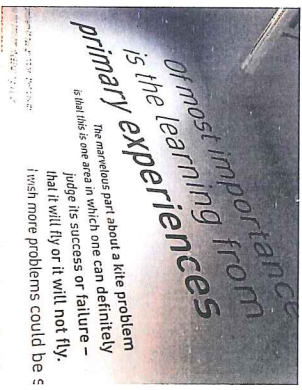
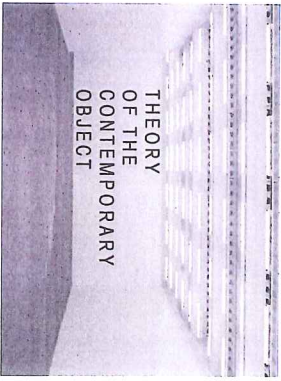
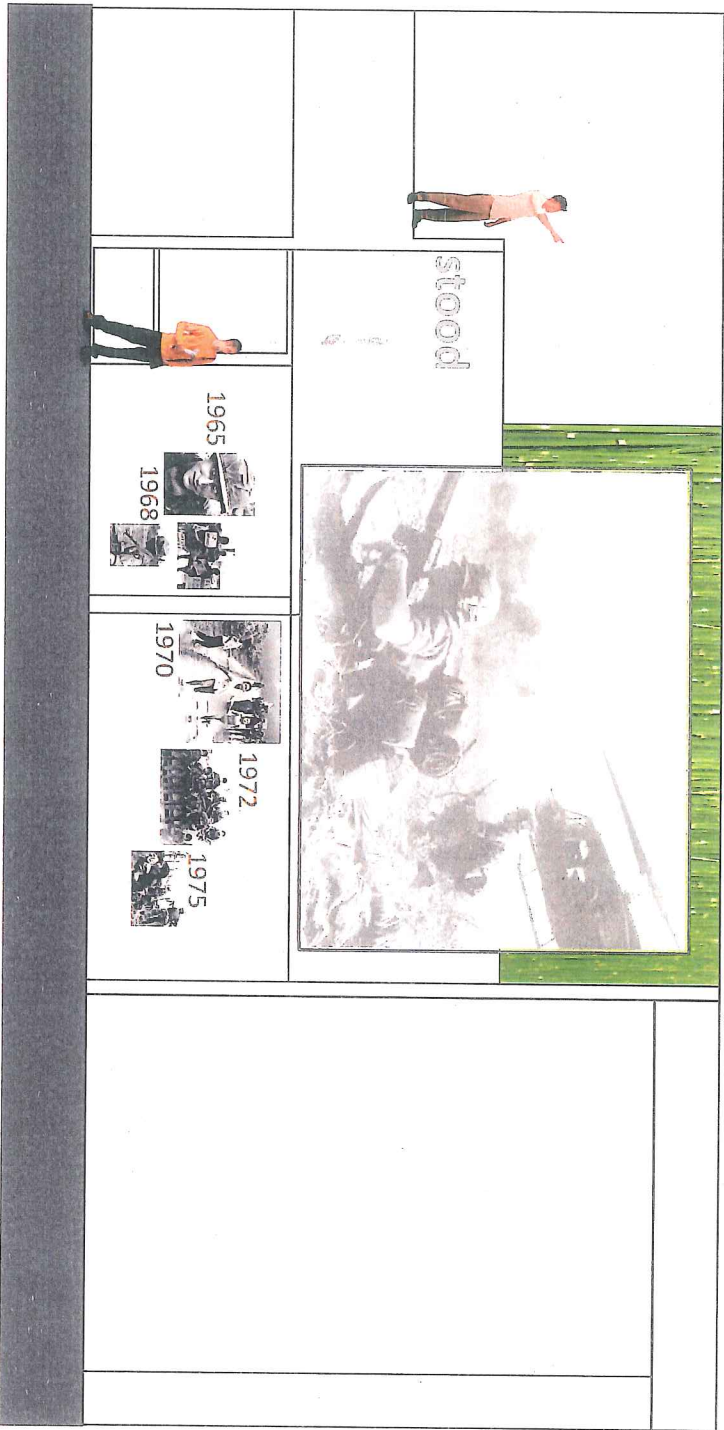


IMAGE SCREENS



VIETNAM



A large mesh projection screen will be utilized for special events and fundraising while showing Significant war photography on a daily basis.

A graphic timeline of the war's events will provide focus to the space.





Translucent layered photographic image screens will showcase photos as well as text which defines the museum. The mesh panels will also protect the interior from direct sunlight while reflecting interior light in the evenings.



## IMAGE SCREENS



- Meeting With AVC Graphics for Concept Pricing
- Develop Construction Strategy
- Gather Content
- Develop Schedule



**Timeline**

**2010**

- An exploratory committee studied the possibility of building a Vietnam War Museum
- Charrette w/Stakeholders
- Feasibility Study
- Study Session/ Expand Exploratory Committee

**2011**

- Established Vietnam War Museum of America Foundation as a non-profit 501(c)3
- City acquires property at 13650 Harbor Boulevard (\$2.4 million) for public, cultural, or entertainment purposes; at present, there is no agreement between the City and the Vietnam War Museum of America Foundation for the use of the Bldg.
- The Moving Wall™ @ Garden Grove Park; Educational Center; Fundraising Dinner

**2012**

- VWMAF holds a press conference at the Harbor property, announcing future museum location.
- Launch Speaker Series City to meet requirements of Articles of Incorporation
- Launch website and marketing materials
- Major vandalism in building (water damage, AC units destroyed, electrical removed - \$135,000 Insurance Settlement)

**2013**

- Continue Speaker Series
- Tour several Museums to gather ideas for Vietnam War Museum
- Hire LPA Architects to assist with design of Museum utilizing Harbor Blvd. building
- Hire Fundraising Consultant, Nora Jacobs to identify fundraising opportunities and resources for a capital campaign
- Hosted All-American Boys Choir (small fundraiser)
- Hosted Golf Tournament (1<sup>st</sup> major fundraiser)
- Board selects design (LPA) for reuse of Harbor Blvd. property

**2014**

- Continue Speaker Series
- Hire Stars and Stripes marketing
- Hire CCS to conduct Feasibility and Planning Study
- Continued touring other Museums
- Hosted 2<sup>nd</sup> Golf Tournament
- LPA designs plans for Preview Center (utilizing remaining Insurance Settlement money \$84,000)

Annual City Financial Assistance - \$25,000

Admin. Staff support; Staff support for events; Legal Counsel –Approx. \$75,000-\$100,000

Current VWMAF Funds: \$65,000