

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Matthew Fertal  
Dept.: City Manager  
Subject: FORMATION OF A VIETNAM WAR MUSEUM AD HOC EXPLORATORY COMMITTEE

From: Kimberly Huy  
Dept.: Community Services  
Date: January 26, 2010

OBJECTIVE

The purpose of this report is to transmit information to the City Council regarding the Vietnam War Museum concept and request that the City Council establish an Ad Hoc Exploratory Committee; and authorize funding not to exceed \$25,000 to be spent on a study to examine the feasibility of developing a Vietnam War Museum.

BACKGROUND/DISCUSSION

At the City Council meeting of December 8, 2009, the City Council authorized Council Member Broadwater and Council Member Nguyen to work with staff to examine the costs and parameters of a feasibility study to bring a Vietnam War Museum to Garden Grove; and return to the City Council with a recommendation.

Feasibility Study

Since that meeting, staff has met with several consultants to discuss the type of study that would be required to objectively consider the feasibility of the proposed Vietnam War Museum. Prior to conducting a detailed development and operation study that examines capital/facility planning, operation and design, it is recommended that a feasibility study be conducted.

A feasibility study would examine the scope of the development, including, but not limited to:

- Contextual/Market Analysis
- Site Analysis
- Concept/Experience
- Management, Facilities, Operations
- Operating Pro Formas

Additionally, the study would project attendance, revenues and the expenses associated with the establishment of a Museum. Following the feasibility study, results could suggest the need for further analysis. Preliminary estimates for a study of this nature are estimated to cost between \$20,000-\$25,000.

Exploratory Committee

The establishment of an exploratory committee would provide a level of independent investigation in defining the development of a Vietnam War Museum. Staff recommends that the committee consist of two Council Members and three others who have the expertise to assist in defining the scope of development for the feasibility study.

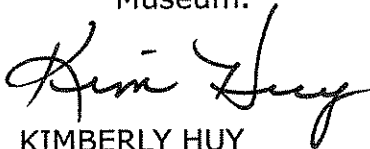
FISCAL IMPACT

The cost of the feasibility study would not exceed \$25,000. There are sufficient funds in the City Council Contingency Package to pay for such a study.

RECOMMENDATION


It is recommended that the City Council approve the following actions:

- Appoint members to an Ad Hoc Exploratory Committee; and,
- Authorize the City Manager to enter into a Consultant Agreement to conduct a feasibility study to project the attendance, revenue and expenses associated with the establishment of a Vietnam War Museum.



KIMBERLY HUY  
Director

Approved for Agenda Listing



Matthew Fertal  
City Manager

for