



City Council Report

Date: October 16, 2023

To: City Council

Through: Natalie Lewis, Deputy City Manager

From: Illya Riske, Acting Director, Department of Arts and Culture
Jarrad Bittner, i.d.e.a. Museum Administrator

Subject: i.d.e.a. Museum and Meta Naming Right Agreement

Purpose and Recommendation

Approve resolution to authorize the City Manager or his designee to enter into an agreement to accept a \$250,000 contribution from Meta in exchange for naming rights within the i.d.e.a. Museum at a new experience and space to be constructed. In addition, the resolution will allow the City to accept another \$50,000 from Meta that will be used to expand free admissions to underserved families in Mesa.

Background

Meta is in process of completing a data center with water-efficient systems in Mesa and the i.d.e.a. Museum will be completing phase one of a campus update in the fall of 2024, part of which will include a new STEAM-centered learning lab experience. Since coming to the City, Meta has been actively engaged in the City's educational initiatives, providing support in various ways, including actively serving on the City's Education and Workforce Roundtable. The initial discussions with Meta began almost a year ago and have been formally approved by Meta over the Summer. Meta has agreed to a contribution of \$300,000. \$250,000 is earmarked to support the update and \$50,000 to expand free admission events to increase accessibility to the museum for underserved individuals in our community. With this level of support, Meta will receive naming rights to the new space, which will be called the "i.d.e.a. Lab by Meta." Staff will return to City Council in early 2024 to share more information about the i.d.e.a. Museum's planned designs for the Phase 1 renovations.

Additionally, Meta has opened up additional funding grant opportunities for other City institutions, such as the Mesa Arts Center, the Arizona Museum of Natural History, and initiatives coming from the Education and Workforce Development Roundtable.

Alternatives

Staff recommends Council approve the resolution to direct the City Manager to enter into the agreement in order to complete the project.

Council may choose to request changes to the agreement, prior to the agreement's execution. Depending on the changes, the project schedule may be impacted.

Council may choose to deny the funding request. The result will be that the project could be delayed as additional funding will need to be secured.

Fiscal Impact

The total cost for this phase of renovation is between \$5,500,000 and \$6,500,000. \$5,000,000 is from the 2018 bond, \$500,000 from the i.d.e.a. Museum Foundation's fundraising initiatives (which includes Meta's donation), and up to \$1,000,000 from the general fund to address deferred maintenance items.

Coordinated With

This has been coordinated between the City of Mesa's Arts and Culture Department and the i.d.e.a. Museum Foundation. Both support this contribution.