



City Council Report

Date: March 3, 2025
To: City Council
Through: Candace Cannistraro, Deputy City Manager
From: Jarrad Bittner, idea Museum Administrator
Subject: idea Museum and Dr. Ralph & Marilyn Wilson Naming Right Agreement

Purpose and Recommendation

Approve resolution to authorize the City Manager or his designee to enter into an agreement to accept a contribution from Dr. Ralph & Marilyn Wilson through the idea Museum Foundation with naming rights within the idea Museum's expanded art studio (idea Studio).

Background

Dr. Ralph and Marilyn Wilson have been pillars of the Mesa community for decades, generously supporting arts, education, and community wellness. Dr. Wilson, a respected orthopedic surgeon, and Marilyn, a former teacher and avid volunteer, have long been dedicated to fostering cultural and educational growth in Mesa. Their civic engagement is evident through their support to various organizations across the city, as well as their active participation in various organizations, such as the Mesa Arts Center Foundation, Mesa Rotary, and Mesa Public Schools.

In a demonstration of their commitment to the arts, early childhood education, and family engagement, Dr. and Mrs. Wilson have made a significant gift to the idea Museum Foundation. While they prefer the amount to remain private for this presentation, their contribution to the idea Museum Foundation surpasses the threshold for naming rights, underscoring their belief in the museum's mission to inspire young minds and strengthen community vitality.

In recognition of their generosity, and pending council approval, Dr. Ralph and Marilyn Wilson will receive naming rights within the idea Museum. With approval, the art studio, which will be expanded in the next phase of renovation, will be honored as the "Dr. Ralph V. & Marilyn T. Wilson Family idea Studio" serving as a lasting testament to the Wilson family's enduring legacy of engagement and service to Mesa.

Discussion

Staff recommends Council approve the resolution to direct the City Manager to enter into the agreement in order to accept the gift and award the proposed naming rights.

Alternatives

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 idea Museum Foundation has pledged \$2,500,000 to support the of renovation at the idea Museum. Dr. Ralph and Marilyn Wilson's donation will go towards fulfilling the Foundation's commitment to this project.

Coordinated With

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