

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT:

AGENDA DATE:

PUBLIC HEARING DATE:

CONTACT PERSON NAME:

PHONE NUMBER:

DISTRICT(S) AFFECTED:

STRATEGIC GOAL:

SUBGOAL:

SUBJECT:

BACKGROUND / DISCUSSION:

COMMUNITY AND STAKEHOLDER OUTREACH:

PRIOR COUNCIL ACTION:

AMOUNT AND SOURCE OF FUNDING:

REPORTING OF CONTRIBUTION OR DONATION TO CITY COUNCIL:

NAME	AMOUNT (\$)

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:


(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City of El Paso adopts, as its policy for the naming of spaces at the Mexican American Cultural Center, the Naming Policy attached hereto as Exhibit A.

APPROVED this _____ day of _____ 2025.


CITY OF EL PASO:

Renard U. Johnson
Mayor

ATTEST:

Laura D. Prine
City Clerk

APPROVED AS TO FORM:



Jesus Quintanilla,
Assistant City Attorney

APPROVED AS TO CONTENT:



Ben Fyffe, Managing Director
Quality of Life

NAMING POLICY FOR
EL PASO MEXICAN AMERICAN CULTURAL CENTER

It shall be the policy of the City of El Paso to name spaces within the El Paso Mexican American Cultural Center, 201 W. Franklin, El Paso, Texas 79901, in accordance with this naming policy.

A space may be named for a donor provided that the gift meets or exceeds the goal for that space according to the list of Endowment Opportunities and Valuation Methods set out below, and falls within the Giving Guidelines set out below, and provided further, that the space has not been previously named.

Endowment Opportunities
Spaces Available for Naming
Goal:

GROUND FLOOR

Grand Lobby **\$500,000**

Entry and gathering point to the Museum for visitors and tour groups. Your name is the first name visitors will see.

Main Exhibit Gallery **\$500,000**

A flexible space that hosts local emerging and professional artists and special exhibitions traveling exhibitions of Mexican American arts and culture. Your name will be associated with every exhibit.

Auditorium **\$300,000**

A space for educational programs, arts and cultural performances and featured speakers with a 200-seat capacity.

Black Box Theatre **\$300,000**

Multi-media theatre for community theatre groups, performances and special events. An excellent space for hosting board meetings or small galas.

Hands on Art Classroom **\$250,000**

A multi-use space for fine arts, craft, cooking, and other hands-on classes serving as a learning laboratory for MACC workshops, summer camps, events and festivals.

Teaching Kitchen **\$250,000**

A multi-use space cooking, culinary tastings and other hands-on classes highlighting Mexican and Mexican American cuisine.

Second Floor

Permanent Exhibit Gallery II

Community Gallery	\$100,000
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A 1,000 sq. ft. temporary gallery featuring student and emerging artists and community members and organizations who have made a significant impact on the development of Mexican American arts and culture.

Artist in Residence Studio	\$150,000
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A multi-disciplinary artist studio that provides dedicated work space to Artist in Residence participants throughout the year.

Digital Media Class Room	\$150,000
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Dedicated for digital media classes and workshops.

Board Room	\$100,000
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A state-of-the-art meeting space within the administrative offices.

Dance Studio	\$100,000
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Contemporary dance studio designed for drop-in and scheduled dance classes. The studio will also be used as an Actor's Studio.

Recording Studio	\$100,000
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Contemporary Recording Studio equipped for recording live music, podcasts and oral histories.

Administrative Complex	\$100,000
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Ten fully outfitted offices.

Third Floor

Outdoor Terrace	\$250,000
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Outdoor terrace patio suitable for special culinary events and performances, education programs, and cultural events.

Valuation Methods

A gift shall be valued, for purposes of qualifying for an Endowment Opportunities goal, based on the valuation methods set out below.

1. Cash – Full value when received.

2. Marketable Securities
Average of high/low selling prices on date received.
3. Closely Held Stock
Fair Market Value (FMV) of shares as determined by an independent qualified appraiser or, if one is not used, by company's independent CPA.
4. Gifts of Real or Personal Property
If real property, FMV as determined by an independent qualified appraiser for charitable deduction purposes. If personal property other than shares of closely held stock, FMV as determined by an independent qualified appraiser for charitable deduction purposes or, if one is not used, by company's independent CPA.
5. Charitable Remainder Trusts and Pooled Income Funds Discounted present value as permitted by the IRS.
6. Charitable Gifts Annuities
Value as permitted by the IRS (generally being face value minus discounted present value of remainder).
7. Remainder Interest in Personal Residences
Discounted present value of remainder as permitted by the IRS as a deduction by the donor.
8. Charitable Lead Trusts
(I.e., Immediate gifts in trust) at discounted present value as permitted by the IRS.
9. Wholly Charitable Trusts
FMV of those assets that are going for the benefit of the Museum at discounted present value as permitted by the IRS.
10. Testamentary Pledge Commitments – No value.
11. Life Insurance
Museum must be owner and irrevocable beneficiary.
 - a. Paid Up Policies – Cash surrender value.
 - b. Policies Not Fully Paid Up – New or existing, value only at existing cash surrender value.

Example: A proposed gift of a fully paid up policy having a face value of \$500,000 with the Cultural Center being the owner and also being the irrevocable beneficiary and with a present cash value of \$100,000 would be valued as a gift worth \$100,000.

Any type of gift not addressed by this schedule shall be subject to consideration and subsequent approval by the El Paso City Council prior to a space being named for the donor.

Giving Guidelines

Each gift shall be owned and possessed by the City of El Paso or if applicable, a sponsoring foundation such as the El Paso Mexican American Cultural Center Fund, trust, or similar entity holding the gift in trust for the benefit of the El Paso Mexican American Cultural Center. Each gift, the proceeds therefrom, and the income and the principal balance from time to time on hand, shall be and remain payable solely for the benefit of the El Paso Mexican American Cultural Center. When collected, the proceeds of each gift shall be deposited in a segregated account which shall be identified in the donor's name for the benefit of the El Paso Mexican American Cultural Center.

No name shall be put upon any space which would cause the City of El Paso to be viewed unfavorably. The determination of which shall be in the sole judgment of the Museum and Cultural Affairs Director but may be vetoed by the City Manager.

The Director of the Mexican American Cultural Center may negotiate with potential interested donors in good faith for an amount that does not grossly deviate from the listed goal amount.

Upon receipt of the gift and confirmation that the gift conforms to this policy and that the gift and donor are acceptable to the City, the City Council shall vote on granting authority to the City Manager to enter into a written agreement with the donor and if applicable, any sponsoring foundation, trust or similar entity, memorializing the matters set out herein. Upon execution of such agreement or any additional related document by all parties, the City shall cause the particular space to be named and identified by the donor's name.

All references to a named space shall thereafter refer to it by the said name. Reasonable modifications and renovations, including expansions and contractions, may be made to any space from time to time.