



**Discussion and action
to approve updated
naming policy for
El Paso Museum of Art**

EPMA Naming Policy for Museum spaces

- Original policy yielded **\$3,144,000** pledged and/or paid for in galleries and other spaces including lobby and educational spaces
- Proposed updates to the naming policy provide the opportunity for EPMA to raise an additional **\$2,375,000** to support Museum exhibition, programs and scholarships



Provisions

- No name shall be put upon any space which would cause the City of El Paso to be viewed unfavorably
- MCAD Director may negotiate with potential interested donors in good faith for an amount that does not grossly deviate from the listed goal amount
- Final approval would come to Council



EPMA NAMING OPPORTUNITIES

| FIRST FLOOR | AMOUNT |
|--|--------------|
| Museum Connect Lab | \$ 150,000 |
| Art School (title wall) | \$ 500,000 |
| Studio A | \$ 150,000 |
| Studio B | \$ 150,000 |
| Studio C | \$ 200,000 |
| Low Sensory Room | \$ 50,000 |
| Events Space (C2 Gallery) | \$ 300,000 |
| Museum Entrance Vestibule | \$ 50,000 |
| SECOND FLOOR | |
| The Samuel H. Kress Collection Galleries (Title wall + 3 galleries), or; | \$ 800,000 |
| The Samuel H. Kress Collection Gallery 1 | \$ 250,000 |
| The Samuel H. Kress Collection Gallery 2 | \$ 250,000 |
| The Samuel H. Kress Collection Gallery 3 | \$ 250,000 |
| Museum Administration Offices | \$ 25,000 |
| TOTAL | \$ 2,375,000 |

QUESTIONS