

# Rahr-West Art Museum

## MEMORANDUM

**TO:** Finance Committee

**FROM:** Greg Vadney

**DATE:** 5/1/2024

**SUBJECT:** Request to Launch East Lawn Legacy Paver Fundraising Program

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Over the past five years, the Rahr-West Art Museum has undertaken an exterior renovation to transform the museum's exterior, making it more functional, useable and beautiful. The resulting East Lawn, with enhanced signage, improved landscaping and sculpture beautification improvements has been recognized by the public as a gem on North Eighth Street, drawing both local visitors and tourists.

The museum is seeking private support for the upkeep of this enhanced exterior and requests approval to launch a new *East Lawn Legacy Paver* campaign. For the first time since the Rahr-West Art Museum's East Lawn transformation began, members of the public will have an opportunity to show their support and leave a lasting mark on Manitowoc's artistic gem.

The permanent, oversized pavers will be made available for a donation of \$1,200, with all net proceeds assisting in the care and maintenance of our beautiful, revitalized East Lawn. Donors receive 6 lines of text with up to 18 characters on each line AND optional engraving of company or organization logo. Pavers could be donated in recognition of corporate support, to memorialize individuals, or simply to show your love of the Rahr-West Art Museum.

Engraved stones will be placed from the south side of the Rahr-West Art Museum's newly renovated East Lawn at the Elizabeth Donchek Memorial Arbor eastward to the museum's newest addition: the Deborah Butterfield sculpture Makili. Each 14" x 21" Bristol Valley Bavarian Blend paver is a permanent connecting point between its donor and our museum.

Funds from the paver program will be collected and used for direct maintenance of the exterior, conservation of the outdoor sculptures on the museum property, and further enhancements such as seating and lighting. The *East Lawn Legacy Paver* program allows members of the public who have enjoyed the transformative undertakings of the past four years to make their own lasting mark.

The museum seeks to begin soliciting donations for the *Legacy Paver Program* immediately upon approval.