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Oakland Museum of California raised more than \$86M in five-year campaign

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The Oakland Museum of California (OMCA) exceeded its \$85 million target in the capital campaign that concluded on June 30, the museum announced Tuesday.

The campaign, titled "All In! The Campaign for OMCA," generated \$86 million. The funds will help provide greater support for public programs and museum operations, grow its endowment and investment fund and make capital improvements on the site's seven-acre campus.

"With our newly reimagined gardens and campus, and re-opening to the public after 15 months of sheltering-in-place due to COVID-19, it's incredibly gratifying to see our community enjoy the amenities that this campaign helped to support," said CEO Lori Fogarty in the Aug. 17 press release. "We are so grateful for the tremendous level of support from so many in our community, and



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Oakland Museum

look forward to expanding our focus on engagement by physically opening up our campus to the surrounding neighborhoods, creating new spaces for people to convene and connect.”

Notable campaign contributions include donations in undisclosed amounts from Kaiser Permanente and the Wayne and Gladys Valley Foundation and a \$2 million grant from the Bernard Osher Foundation specifically to provide free museum admission to children 12 and under.

In addition to programmatic funding, the campaign also allocated money for improving parts of the museum's campus.

Architects Walter Hood of Hood Design Studio and Mark Cavagnero of Mark Cavagnero Associates, project manager and financing consultant Equity Community Builders and general contractor Cahill Contractors will design and undertake various improvements to the outdoor spaces surrounding the museum. These include updates to the landscape to make the outdoor spaces more enticing for visitors and creating a new museum entrance on 12th Street scheduled to open this year to take advantage of the high foot traffic.

Additional changes have granted greater access to the museum's event space and to its new cafe, Town Fare by Tanya Holland — all with the goal toward having more pedestrian access to make the museum an agora, a community gather place. According to the release, just over \$15 million of the "All In!" campaign funds have been designated to support both the campus and garden renovations.

Diana K. Murphy

Special Projects Editor
San Francisco Business Times



