



Oakland Measure DD Community Coalition

November 11, 2019

Grant Reviewer
Museums for America
Institute of Museums and Library Services
955 L'Enfant Plaza North, SW, Suite 4000
Washington, D.C. 20024-2135

RE: Oakland Museum of California request to Museums for America program

To Whom it May Concern:

On behalf of the Measure DD Coalition, we are pleased to provide this letter of support for the Oakland Museum of California's Community Anchors project. The Museum's Executive Director Lori Fogarty, and the project's architect and landscape architect recently presented the project to the Coalition. We were delighted to see how beautifully the project enhances the Measure DD-funded improvements at the south end of Lake Merritt. We fully support the Museum's efforts to serve as a welcoming, accessible and relevant educational resource, cultural destination, and gathering place for Oakland. The OMCA project promises to advance the IMLS's objective to strengthen communities by advancing local economic, physical, and/or social outcomes.

The Measure DD Coalition is an informal organization of those who worked for the passage of a City of Oakland \$198 million bond measure in 2002 that has made significant improvements to the parkland around Lake Merritt and its water quality. The Coalition has met regularly since then with the Measure DD Program Manager to learn the status of projects, and has advocated for matching funds. As the Coalition's Agenda Committee, we are pleased by the Museum's plan to create a vital Community Anchors in the heart of Oakland, in partnership with other neighboring organizations. The proposed transformation of the museum campus will open up and connect it to Lake Merritt, a long wished-for development. The resulting ease of access from the lake to the museum's grounds, gardens, exhibits, café and store promises enhanced enjoyment of visitors to the lake, which draws thousands every week year around. This project will make a very positive contribution to the shifting cultural landscape of the Bay Area. In our capacity as the Agenda Committee of the Measure DD Coalition, we look forward to this project and its positive impact on the City of Oakland.

We urge your support of the Oakland Museum of California's project through the Museums for America grant program and thank you for your consideration.

Sincerely,

Nancy Sherman, Naomi Schiff and Sandy Threlfall
Measure DD Coalition Agenda Committee

Cc: Lori Fogarty, Executive Director, Oakland Museum of California