



**LETTER OF AGREEMENT BETWEEN
ADLER PLANETARIUM & ASTRONOMY MUSEUM
AND
MEXICAN FINE ARTS CENTER MUSEUM**

In a spirit of collaboration and cultural understanding, we the undersigned representatives of the Adler Planetarium & Astronomy Museum ("Adler") and the Mexican Fine Arts Center Museum ("MFACM"), undertake an unprecedented collaboration between our two great institutions ("Partners") to better advance our missions and serve the people of Chicago.

I. GOALS AND TIMEFRAME

Our goals in establishing this collaboration include:

- Expanding educational opportunities in Chicago;
- Expanding and enhancing membership communities at both institutions;
- Pursuing excellence in museum management as a national model;
- Promoting cross-cultural understanding in Chicago; and,
- Attracting new funding sources to the collaboration.

Time Period. The collaboration will endure for eighteen (18) months, from July 1, 2004, through December 31, 2005; however, the Partners acknowledge the right of the other to discontinue the collaboration at any point.

II. EXPAND AND ENHANCE MEMBERSHIP

The Partners reaffirm the importance of maintaining vital communities of engaged members whose financial support – now and in the future – ensures the institutions' long-term success.

1. Member Benefits. Focusing on expanding and better serving our respective membership communities, the Partners will provide reciprocal benefits to the members, trustees, staff and volunteers of the Adler and MFACM, including but not limited to:

- Discounts in museum gift shops;
- Discounts on classes;
- Invitations to select members-only events and openings; and,
- Select members' communications (newsletters, e-mail updates, etc.).

2. Special Opportunities at the Adler. In addition to the benefits mentioned above, the Adler will provide the following special opportunities to MFACM members, trustees, staff and volunteers:

- Free general admission;
- Free Sky Theater shows; and,
- Discounts on StarRider Theater shows.

3. Special Opportunities at MFACM. In addition to the benefits mentioned above, the MFACM will provide the following special opportunities to Adler members, trustees, staff and volunteers:

- Free or discounted admission to special exhibitions requiring ticket purchases;
- Discounts on Performing Arts Festival tickets; and,
- Reciprocal membership benefits at the Museum of Latin American Art (Long Beach, California).

III. PURSUE MUSEUM EXCELLENCE

During the period of the collaboration, the Adler and MFACM will pursue excellence in museum management through initiatives and exchanges, including but not limited to:

1. Trustee Reception. The Partners' respective governance boards will conduct at least one (1) joint retreat or reception program.
2. Management In-service. The Partners' respective staff leaders will conduct at least one (1) in-service retreat.

3. Education In-service. The Partners' respective education staffs will conduct at least one (1) retreat to explore common challenges and best practices.

4. Institutional Advancement Collaboration. The Partners' respective development and communications staffs will work together frequently to facilitate full expression of this Agreement.

5. Volunteer Management. The Partners' respective volunteer managers will conduct at least one (1) retreat to explore best practices and enhance volunteer experiences in each institution. Joint volunteer recognition events may be pursued.

IV. PROMOTE CROSS-CULTURAL UNDERSTANDING IN CHICAGO

In addition to in-service retreats (mentioned above), Adler and MFACM will actively promote cultural understanding in Chicago. Such an effort will center first on projects that leverage the Partners' unique expertise, including but not limited to the following initiatives in public learning:

- An exploration of the rich cultural astronomies of Central American communities;
- Joint education classes for members and the public, to be taught at either institution as appropriate;
- Renewed focus on science outreach programs in Chicago's Latino communities;
- A new Spanish-language version of the Adler's popular holiday show, *Star of Wonder*;
- Member and community travel opportunities; and,
- New Adler astronomy classes taught in Spanish, when possible.

V. INCREASE FUNDRAISING OPPORTUNITIES

The Adler and MFACM will identify and solicit funding jointly for the Partnership whenever appropriate and advantageous.

Signed this Twelfth day of May, 2004,

Donald C. Clark, Jr.
Chairman
Adler Planetarium & Astronomy Museum

Martin Sandoval
Treasurer
Mexican Fine Arts Center Museum

Paul H. Knappenberger Jr., PhD
President
Adler Planetarium & Astronomy Museum

Carlos Tortolero
Executive Director
Mexican Fine Arts Center Museum