



May 30, 2012

California Cultural and Historical Endowment (CCHE)
P.O. Box 942837
Sacramento, CA 94237-0001

Dear Stacy Aldrich, Board Chair, and members of the CCHE Board,

On behalf of the California Association of Museums (CAM) Board of Directors, I write to lend my enthusiastic support of the CCHE staff's recommendation to sponsor the Snoopy Specialized License Plate program, authorize CCHE staff to submit a 2013-14 Budget Change Proposal for all necessary expenses related to the creation of a new grant program, and to authorize the Executive Officer to enter into agreement with CAM regarding the plate program. CAM and CCHE share a common goal to build the capacity of California museums, which is the underlying intent of the Snoopy plate program.

The CAM Board of Directors met on Friday, May 25, 2012 and unanimously adopted a similar resolution accepting CCHE as CAM's official State sponsor of the Snoopy Specialized License Plate program and to authorize CAM's License Plate Committee to enter into an agreement with CCHE. Furthermore, the CAM Board approved over \$30,000 in funding to launch the marketing campaign to pre-sell 7,500 plates, which would allow CAM to produce a brochure, spearhead a mixed media campaign, and redesign www.snoopyplate.com to serve as a landing page to begin accepting pre-orders.

CAM, its funders, and business partners have invested significant time and resources over several years toward this public/private partnership and have a strong foundation from which to build upon. CAM launched a statewide promotional campaign in May 2010 and has collected the names and email addresses of 8,000 registered California drivers who want to support this program for museums by purchasing the plate.

I encourage you to seize this unprecedented opportunity to help build the capacity of California museums and enhance the artistic, historic, and cultural opportunities for California's citizens.

Sincerely,

Ed Prohaska
President, CAM Board of Directors