

Exhibit to Agenda Item #4

Discuss authorizing the Chief Executive Officer and General Manager to enter into a contract with **Powerhouse Science Center** to extend SMUD's naming rights of the **SMUD Museum of Science & Curiosity (MOSAC)** for an additional two-year term through December 2039, in an amount not-to-exceed \$700,000 (\$350,000 per year).

Board Finance & Audit Committee and Special SMUD Board of Directors Meeting
Tuesday, April 15, 2025, scheduled to begin at 6:00 p.m.

SMUD Headquarters Building, Auditorium

Background

- SMUD has been the naming rights sponsor of the SMUD Museum of Science & Curiosity (MOSAC) since it opened in 2021, building on a long-term and strong partnership with the Powerhouse Science Center.
- Benefits include exclusive naming rights, prominent signage, tailored exhibit content focused on education about climate change, technology and the electricity industry, outreach and education opportunities, as well as extensive promotional opportunities.
- MOSAC has become a cornerstone of Sacramento's cultural and economic landscape, engaging people of all ages to explore the wonders, possibilities and responsibilities of science.
- Support for MOSAC aligns with SMUD's strategic priorities, including science, technology, engineering and math (STEM) and clean energy education, workforce development and regional economic development.



Partnership highlights

- MOSAC is the #1 source of STEM free-choice learning in the Sacramento region.
- More than 580,000 guests have visited MOSAC, including more than 85,000 students on field trips.
- 13,500 guests who receive SNAP benefits have visited MOSAC for free since 2023 through the Museums for All program.
- In 2024, 4 Homeschool Days brought in 1,585 students and family members.
- SMUD's MOSAC school field trip program enhances accessibility for all community members, with a focus on the region's vulnerable youth.
- The SMUD exhibit provides hands-on learning about climate change and clean energy topics.
- SMUD holds educator workshops and training at MOSAC.



Contract highlights

- Naming rights contract puts SMUD's name on the exterior and interior of the building, as well as the first reference in all marketing and communications materials, including the website, printed materials, clothing and more. Other contractually specified benefits include:
 - SMUD recognized as the title sponsor of the MOSAC's STEM Energy Academy for Grades K-8.
 - Use of MOSAC's classrooms, with integrated laboratory stations and other campus areas, to host SMUD teacher professional development workshops.
 - Enhanced outreach through MOSAC's website to resources for SMUD's virtual field trips for K-12 teachers/students and SMUD's Home Online Energy Tools for residential customers.
 - Access to meeting, event and demonstration spaces.
 - Opportunities to co-host educational workshops in partnership with MOSAC experts.
 - Opportunities to review Science Academy curriculum.
 - Onsite tabling opportunities to promote SMUD programs and services.
- New contract would extend SMUD's benefits by two years, through December 2039, at current pricing in a not-to-exceed amount of \$700,000 (\$350,000 per year).



Requested action

Authorize the Chief Executive Officer and General Manager to enter into a contract with Powerhouse Science Center to extend SMUD's naming rights of the SMUD Museum of Science & Curiosity (MOSAC) for an additional two-year term through December 2039, in an amount not-to-exceed \$700,000 (\$350,000 per year).