



# Michael Jackson Museum Project© Co-Development Proposal

This project shall create a permanent, private museum, located in Beverly Hills, California and open to the public and millions of Michael Jackson supporters and fans.

■ *“This is a perfect solution for the problem of what to do with Michael Jackson’s collections and memorabilia and how best to make them available to the public, who want to see it conserved and in the most appropriate home.”* Michael Brittingham

My simple aim is to secure the most appropriate home in the world to house Michael's spirit and his collections, so that there is a feeling that he is just out of the country for a bit... and shall be returning shortly.

- I am determined to bring together a small number of financially qualified supporters of Michael's legacy into this great project, and to raise all of the necessary funds required to buy the most appropriate commercial property in Beverly Hills, California.
- And to secure the appropriate permissions necessary to move the collection into the museum, hire the best qualified museum curator and staff, and to personally oversee the entire affair myself.
- The total cost of the purchase, installation and annual administration is to be borne-out by a select group of approximately ten contributors to a private foundation, and shall be governed by a Board of Trustees, and the executors of the Michael Jackson Estate, serving with the co-developers of this project.
- I am asking you to both recommend, and to set-up the meetings with the most appropriate people who express a serious desire to form a strategic partnership with us, and to maximise the proposed museum's effectiveness, by then contributing to the foundations initial capital, and serving on our Museum Board Of Trustees.
- In this way, we shall be able to ensure that we have a good team, and we shall be able to ensure that we have the full cooperation of Mr. Branca as the proposed chairman of the board of trustees of the proposed foundation that buys and holds the property chosen as the museum home.



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- **Thorough Due Diligence**
- Our co/development partnership should carefully manage each element of the due diligence process to increase the likelihood of the successful acquisition of an existing property, or the development of a new property at an attractive price.
- **The due diligence process shall include:**
- Analysis of the supply and demand dynamics in the selected market
- Thorough review of the existing or proposed financial structure of the property
- Detailed review of building expense and analysis of potential operating cost savings
- Marketing research validation of marketing assumptions and identification of prospective new profit centers
- In-house management and coordination of environmental consultants, museum curator and support staff, legal counsel and tax experts and other professionals both within and outside of our organization.



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## Aims, Objectives, Targets & Strategy.

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- **An Important Strategy Point:**

- The aggregation of a contributor investor pool (A total of 10 people), who shall each contribute (\$5,000,000) to the non-profit MJ Museum Foundation holding the property and the museum, and who shall administer, as Trustees of the Board of Trustees collectively, a 50% equity stake in the real estate property.
- The remaining 50% of equity shall be given to and held by the Michael Jackson estate, and shall be administered by the Board of Trustees, to include the co-developer's, and shall be chaired by the executor's of the Michael Jackson Estate.
- The private foundation shall be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and shall be a private foundation within the meaning of section 509(a) of the Internal Revenue Code and donations made to the Foundation shall be tax deductible. Its primary activity is the operation of a museum open to the general public. The Museum Foundation shall depend on various fund raising activities and donations to carry out its goals and objectives.
- After selection of cohesive, financially qualified contributor/trustees and then forming the private museum foundation, the new foundation shall then engage and contract with the co-developers to:
- Secure the cooperation of the executors of the MJ Estate to conserve and house the Michael Jackson Collection.
- Engage the real estate broker to make a cash purchase offer for the property chosen in Beverly Hills, with a Letter of Interest (LOI), and a Proof of Funds (POF), and to close on the property.
- Project manage the construction and renovation, exhibition installation, interior, exterior and security design, property usage and conversion,
- and to oversee the staffing for the administration of this property and private museum enterprise open to the public.
- I think trying to do this in "*Sycamore Valley*" (The Neverland Ranch) is a non-starter, given the unwillingness of the neighbors to permit it and the necessary county infrastructure concerns.

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## Responsibilities and Accountability.

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### ■ Project management encompasses:

- Cataloging, moving, installing and preparing the total collection from its current warehoused location into the most appropriate commercial property in Beverly Hills, CA, to be the basis for the Michael Jackson Museum Collection.
- Working out an action plan, and the way to have regular exhibitions, analyzing potential marketing methods.
- Additionally raising money through the non-profit foundation for the potential purchase of the Beverly Hills, CA property, and implementing its ultimate adaptation as an exhibition space.
- Raising the capital allowing us to finance the future activities of the museum.
- Preparing all of the necessary legal and other contracts in accordance with all legal requirements.
- Getting all the necessary, legally-required permits allowing an entity to be a public institution and to be located in Beverly Hills, California.
- Finding an art historian, curator and appropriate support staffing to be responsible for the artistic activity, educational programs, aggregation of the collection, donor programs, and the managing and marketing of the museum.

# Michael Louis Brittingham / Project Developer Biography Summary

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- **Project Lead: Michael Brittingham;**
  - President/CEO: With over 30 years experience in all phases of business from start-ups through-to global corporations.
  - Mr. Brittingham has held ownership and executive positions in several multi-national companies including the Fountainhead Entertainment Group (Rochester, New York), the Online Gaming Club Group, the Play Free Games Club Ltd., management of The University Club (Rochester, New York, CITO Medical Center & Laboratories, David Men's Wear, Prima-Medi Medical Supply (Georgia), Studebaker's Nightclub in Singapore and Australia and the American Management Group.
  - Mr. Brittingham has defined business strategies, raised private investment finance, led executive teams, re-engineered businesses in turn-around situations, established relationships with key alliance partners, and has defined state-of-the-art business strategies.
  - Michael Brittingham will provide a high degree of managing director involvement in the planning and control of every phase of this project, each of which is subject to extensive quality control procedures set by the Board of Trustees.
  - Mr. Brittingham is the CEO and Founder of the American Business Club <http://www.americanbusinessclub.com/> and of the Online Private Membership Club <http://aclosedcircle.ning.com/> and as such, has an American/based and an International network of friends & C-Level associates that run into the thousands.
  - Brittingham's consulting specialties are in advising start-ups, developing business plans, procuring start-up capital, executive coaching, managing turn-arounds, business process re-engineering and functioning as an interim C-Level executive.
  - Mr. Brittingham has special expertise in the ownership and management of private social clubs, nightclubs and restaurants. Mr. Brittingham has owned seven in New York, North Carolina and Florida within the United States, one in Singapore, another in Bali and in Tbilisi, Georgia, and one in Australia during the 90's.
  - His experience include hands-on financial management to ensure the proper execution of the business strategies
- The Michael Jackson Museum Project Supporters  
<http://www.myspace.com/michaeljacksonmuseumclub>



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## Contact: Michael Brittingham

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