

A community partnership between the City of Sparks, the Sparks Heritage Foundation, and local volunteers that is more than 30 years old.

Sparks Museum & Cultural Center

Annual Report 2015



Presenter:

Dr. Richard C. Simmonds
President, Board of Trustees

2015 at a glance

January-March 2015

- Kelly Reis hired as museum manager
- Changing Gallery: Garden Model Railroad exhibit

April-May 2015

- Conference: Participated in Rural Roundup in Minden, Nev.
- Event: Celebrated museum's 30th anniversary
- Exhibit: Remembering 1980s

June 2015

- Cultural Center: "Sparks Up: Paint" art exhibit *free*
- Cultural Center: "Sparks Up: Print" art exhibit *free*
- Cultural Center: "Sparks Up: AP Art" art exhibit *free*
- Fundraiser: Dining to Donation with Applebee's

July 2015

- Cultural Center: "Impressions of Nevada"

art exhibit *free*

- Reception: "Impressions of Nevada" *free*
- Changing Gallery: "Objects of Art and Utility" exhibit by Nevada Woodchucks
- Bus Tour: Historical tour of Pershing and Humboldt counties by Fred Horlacher

August 2015

- Kelly Reis promoted to Executive Director
- Event: Annual meeting and potluck
- Cultural Center: "Sparks Up: Polynesia" art exhibit *free*
- Fundraiser: Benefit with Yogurt Beach
- Fundraiser: Reno Aces

September 2015

- Conference: Participated in Nevada Museums Association conference in Tonopah, Nev.
- Reception: "Objects of Art and Utility" *free*

October 2015

- Lecture: Donner Party lecture by Fred Horlacher
- Bus Tour: Donner Party historic tour by Fred Horlacher
- Nonprofit license plate approved at Nevada Legislature's meeting of the Commission on Special License Plates

November 2015

- Cultural Center: Hometown Sparks Artists art exhibit *free*
- Fundraiser: Book Blast and Membership Drive
- Lecture: Jim Bonar on the Lincoln Highway *free*
- Event: Volunteer Appreciation luncheon

December 2015

- Event: Sparks Hometown Christmas Parade Reception *free*
- Reception: Hometown Sparks Artists *free*
- Changing Gallery: Christmas Village and Polar Express
- Award: Best Float in Sparks Hometown Christmas Parade

Volunteers



Minimum of
5,909 hours
donated in
2015

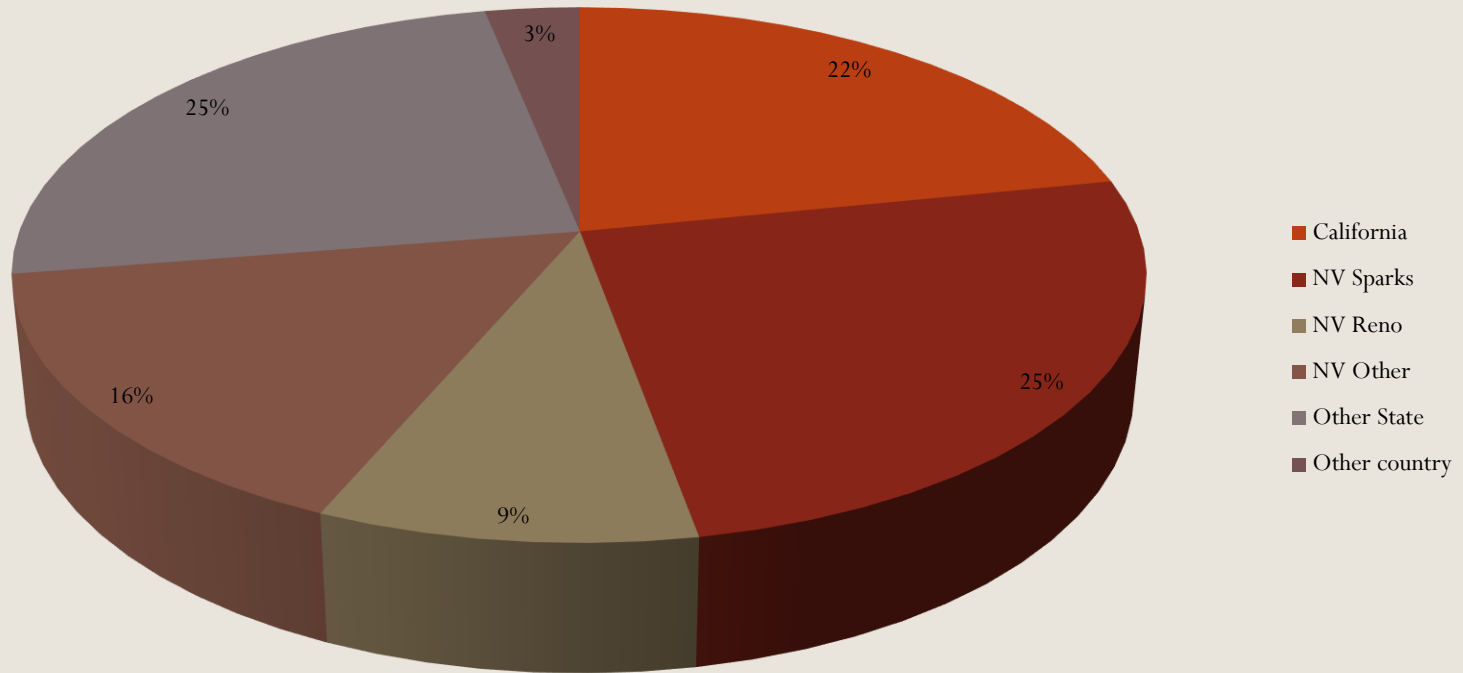
Museum Trustee Fred Horlacher, and
famed local History teacher leading
northern Nevada bus tour

- The Bicentennial Train Exhibit

4,196 visitors in 2015, of which 824 were on school or scouting tours, or were children with adults



50 percent of visitors from out of state*



*Based on visitor register sign in (not all visitors sign the register)

Total Visitors: More than 6,975

(Based on actual count recorded by desk receptionists)

School and community tours

- Marvin Moss Elementary
- Sparks High
- Van Gorder Elementary
- Teresita Fun Group
- Magic Treehouse
- Robert Mitchell Elementary
- Cascades of the Sierra
- Promenade on the River
- St. John's Children Center



Community tours are led by volunteer Museum docents and are conducted without charge

Bringing art & culture into Sparks



Community involvement



2015 Sparks Hometown
Christmas Parade Best Float



Aces Partnership Evening
August 2015

New life for Last Chance Joe



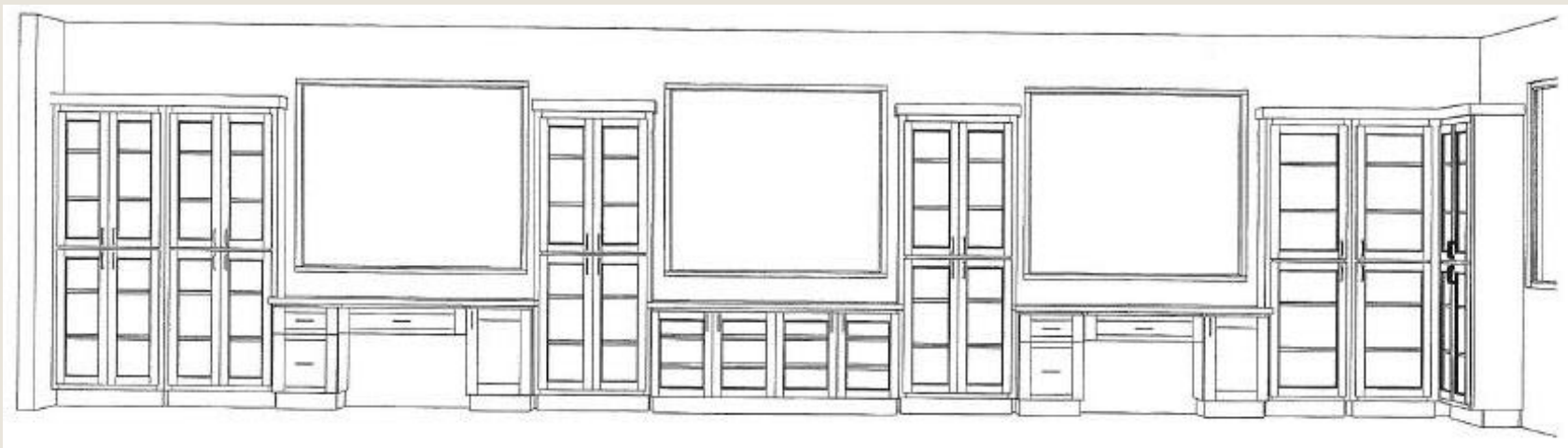
Mr. Will Durham at work



Reno-Tahoe International Airport
Exhibit
Entrance to C Concourse



Archival Research Library



Nonprofit License Plate



Moving Forward

- Increase frequency and expand topic breadth of programming
- Refine a financial strategy to sustain SHM
- Expand and improve facilities
- Initiate a fundraising strategy to support operations and expansion goals



Questions?