

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 2018



Presenter:

Dr. Richard C. Simmonds
President, Board of Trustees

Sparks Heritage Museum, Inc.

PROFIT & LOSS

FY JULY 2017 THROUGH JUNE 2018

(Accrual Basis)

Income	
License Plate Commission	2,445.00
Art Sales	1,077.58
Seminars & Presentations	74.16
Temp. Restricted-Other	500.00
Restricted-Endowment	4,241.00
Admissions	4,561.62
Contributions and Support	9,791.78
Facility Rental	3,705.00
Gift Shop Sales	5,695.57
Membership Dues	7,517.25
Other Fundraiser	22.00
Hoover Note Interest	1,232.66
Investment Interest	12.31
In-Kind Contributions	2,843.25
Unrealized Gain/Loss Endowment	1,365.04
Other Income	39.62
Total Income	<u>45,123.84</u>
Gross Profit	45,123.84
Expense	
Bus Tour Expenses	-478.80
Purchases (Gift Shop)	695.19
Advertising	240.00
Bank Charges	190.48
Hoover Note Collection Fees	3,564.00
Cash Short/Over	17.70
Display Materials	274.47
Dues & Memberships	540.00
Grant and Contract Expense	500.00
In-Kind Expenses	2,843.25
Insurance-D & O Coverage	1,430.00
Insurance - General Liability	2,984.00
Insurance-Worker's Comp.	1,520.00
License Plate Program	300.00
Legal and Professional Fees	335.00
Other Event Expenses	500.00
Payroll Taxes	1,710.04
Postage and Delivery	1,293.89
Printing and Reproduction	1,858.77
Repairs & Maintenance	383.60
Salaries and Wages	21,123.00
Security	445.00
Supplies and Materials	203.94
Taxes & Licenses	50.00
Telephone, Internet, Website	2,703.64
Total Expense	<u>45,227.17</u>
Net Income	<u><u>-103.33</u></u>

Sparks Heritage Museum, Inc.

BUDGET

FY JULY 2018 THROUGH JUNE 2019

<u>Revenues</u>	
Operations	
Admissions	2018-19 Budget 5,000
Gift Shop	5,000
Facility Rental	5,000
Investment Interest (including Hoover)	2,500
Photo/Art Sales & Other Income	1,500
Total Operations	\$ 19,000
Membership & Support	
Membership Dues	8,000
Contributions, Memorials (Non-Restricted)	9,000
Other Member Support	500
Total Membership & Support	\$ 17,500
Fundraising & Special Events	
Seminars, Bus Tours & Presentations	5,000
Other-Fundraising	500
Grants & Other Support (Non-Restricted)	3,000
Total Fundraising & Special Events	\$ 8,500
Total Revenue	\$ 45,000
Expenditures	
Operations	
Gift Shop Purchases	600
Preservation of Artifacts	500
Display Materials	300
Seminars, Bus Tours & Presentations	2,500
Other-Fundraising	200
Total Expenses-Operations	\$ 4,100
General & Administrative	
Advertising & Marketing	300
Bank Service Charges, CC Processing Fees	250
Insurance (D&O)	1,600
Insurance (GL)	3,300
Insurance (WC)	1,300
Professional Fees	400
Office Supplies	200
Salaries & Payroll Taxes	25,000
Postage	1,300
Repairs & Maintenance	500
Security	500
Supplies & Materials	300
Conventions & Meetings	0
Dues & Memberships	600
Taxes & Licenses	350
Printing/Copier, Newsletter	2,000
Telephone & Internet	3,000
Total Expenses-General & Administrative	\$ 40,900
Total Expenses	\$ 45,000
Net Excess (Deficit)	\$ -

July 2017 – June 2018 at a glance (Pt 1)

July 2017

- Exhibit: Basque UNR loaned exhibit
- Event: Watercolor Workshops Every Thursday City Sponsored (16 volunteer hours)
- Event: Basque Dance City Sponsored (16 volunteer hours) > 52 attendees
- Event: NOKA book reading, City Sponsored (16 volunteer hours) >40 attendees
- Event: Basque Children's Sing Along, City Sponsored (16 volunteer hours)
- Event: Last Friday extended Hours at Train, Museum, and Schoolhouse, City Sponsored, 4 PM-7PM (15 Volunteer hours)
- Lecture: Lincoln Highway Talk by Lincoln Highway Association members
- Event: Arcadia "Sparks" book signing by author Joyce Cox

August 2017

- Exhibit: Sierra Watercolor Society
- Lecture: "Virginia Street Bridge," Chris Martinovich
- Lecture: Mtn Picasso by Jean & Phillip Earl
- Event: Kids Camp, City Sponsored (2

volunteer hours), >99 attendee

- Event: Last Friday, extended hours at Train, Museum, Schoolhouse, City sponsored, 4PM-7PM (15 volunteer hours)

September 2017

- Reception: Sierra Watercolor Society, 88 attendees
- National Smithsonian Free Museum Day, 35 attendees
- Lecture: Paul Villa
- Lecture: Navy in Nevada, Bruce Van V
- Event: Square Dancing Local Club
- Supper in the Street, 110 participants

October 2017

- Lecture: UNR Keck Museum, Garrett Barmore
- Exhibit: Student Artwork from TMCC
- Event: Creative Movement Workshop, Grant Funded
- Outreach: Pumpkin Palooza Train open all day (18 volunteer hours), 1,738 attendees

November 2017

- Lecture: Bank of Sparks, Scott Cary

- Exhibit: Lady Jill Art
- Reception: Lady Jill
- Collaboration: Museum outreach booth at Nuggett Craft Fair, 3 days (36 volunteer hours)

December 2017

- Reception: Lady Jill (second reception for her artwork)
- Event: Christmas Tree Lighting, Train open 4:30 PM to 6:15 PM (5.25 volunteer hours)
- Event: Christmas Parade - Museum, Train, and Schoolhouse open 10AM – 4PM (36 volunteer hours)

January 2018

- Lecture: 50 Best Strolls, walks, & Hikes, Around the Truckee Meadows, Mike White

February 2018

- Lecture: Inter Urban Train, Adam Michalski

March 2018

- Lecture: Lincoln Highway, Lincoln Highway Association Sponsored

July 2017 – June 2018 at a glance (Pt 2)

April 2018

- Exhibit: Latimer Art Club & Poetry Club
- Reception: Latimer Art Club & Poetry Club
- Event: Story Songs for Children
- Lecture: Harvesting Yeast from Wild Aspen Trees, Mary Arthur

May 2018

- Outreach: Senior Days in Sparks, free admission on Tuesdays
- Lecture: Chronicle of Nevada's Great Basin, Jerry Allen

June 2018

- Lecture: Lake Tahoe, Peter Mires
- Event: Children's Day of Activities in Cultural Center
- Lavender & Honey Festival, Train open, 283 attendees (3 volunteers)
- Event: Last Friday: extended hours for Train, Museum, & Schoolhouse; City Sponsored; 4PM - 7P

July 2017 – June 2018: Bringing Arts & Culture to Sparks

- NV Women's History Project – 3 Museum volunteers assisted 10 ladies in research efforts to find any and all information about Nevada women and their importance in the history of the Truckee Meadows
- Latimer Art Club
- Poetry Society Books
- Sierra Watercolor Society
- Lady Jill Art
- NOKA Book reading
- Creative Movement Workshop

July - September 2017

Collaboration with 39 North Market Place and City of Sparks Last Friday Events

- Museum volunteers – 2 at Train, 2 at Museum, 1 at Schoolhouse | Equivalent to 15 hours/event, times 7 events = 105 volunteer hours (about 300 Train Visitors)

Other Cultural Center Rentals

- Swing Dance Club monthly dance (average attendance per dance = 50)
- Bajai Celebration – 40 attendees
- Lifeline Screening – 92 participants
- Keller Realty Training Session – 100 attendees
- Arts Committee (city) several times

July 2017 – June 2018 at a glance (Pt 3)

TOUR GROUPS LED BY DOCENTS

Every tour requires approximately 2 hours of administrative time (communication with requester, scheduling volunteers, opening museum during off hours). Large groups require 1 docent at each location, whereas a dozen or so will only need 1 docent to take the attendees together to each location. School and Scout tours are free.

- Imagination Station, 34 children + 7 adults – Museum, Train, & Schoolhouse (3 docents)
- Red Hat Society, 13 adults – Train (1 docent)
- Beta Sigma Phi – Train
- Just Kidding Learning Center – 10 Children + 3 adults, 3rd grade - Museum, Train, & Schoolhouse (1 docent)
- Van Gorder School – 60 children, 11 adults, Museum, Train, Schoolhouse, (3 docents)
- Magic Tree House – 16 pre-school children + adults, Museum & train (1 docent)
- Model A Ford Club – Museum and Train – 30 attendees 60 Year olds (2 Docents)
- Scouts – 20 children + adults, Train & Museum (1 docent)
- Mountain Quail Facility – 26 attendees, Train & Museum (2 docents)
- Just Kidding Learning – 7 children + adults, Kindergarten thru 2nd grade –Museum, Train & Schoolhouse (1 docent)
- Peavine School 2nd grade – 60 children + adults – Museum, Train, & Schoolhouse (3 docents)
- Trinity Services – 11 attendees – Museum, Train, & Schoolhouse (1 docent)
- Five Star Senior Tour – Museum & Train (1 docent)
- Truckee Meadows Group – 24 attendees - Museum & Train (2 docents)

2018 Major Donors

Board Members – Time and Financial Donations

Charlie Steiner – Last Chance Joe & Endowment Fund

City of Sparks – Tourmark and More

Schaefer Partners (Dahl) – Last Chance Joe

Crown Painting – Last Chance Joe

Jack Claar – Last Chance Joe

Steve Lamberti – Last Chance Joe

Marnell Gaming – Last Chance Joe

Dennis & Rae Myers – Last Chance Joe

Kiwanis Club of Downtown Sparks – Coloring Book

Local Artists & Artist Organizations

Sparks Tribune – Weekly Advertisement

39 North Marketplace - Collaboration

Visitor Distribution*

- Reno & Sparks – 45 %
- Nevada (not Reno or Sparks) – 13 %
- Other U.S. States – 39 %
- International – 3 %

*These statistics based only on the visitors who sign the Visitors' Register in the Museum (not all visitors sign the register) and excludes visitors who visit the Train or Schoolhouse [as noted later in this presentation, over 4,500 visitors toured the Train exhibit during this period]

Volunteers



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

Minimum of 11,100
hours donated in 2017
– 2018

+++++

We currently have a
pressing need for
additional volunteers!

- The Bicentennial Train Exhibit

4,512 visitors in 2017 - 2018, of which 747 were on school or scouting tours, or were children with adults



Last Chance Joe

FUND BALANCE (as of 6/1/18)

Contributions (exclusive of “In-Kind” donations):

Silver Wings Development	\$11,000.00
Steiner Family	8,000.00
Max America Foundation	8,000.00
Senator Julia Ratti	6,000.00
J.A. Nugget Casino Resort	5,000.00
David Dahl	5,000.00
Bourbon Square Casino	5,000.00
Sandoval Campaign	5,000.00
Martini Family	3,500.00
All Other Donors	<u>26,513.04</u>
Total Contributions:	\$83,013.04

Expenses:

Will Durham (Restorations)	\$32,111.91
Q&D Construction (Relocation & Installation at the Museum)	31,000.00
Crown Painting (Restorations)	7,500.00
Hartman Structural Engineering (Support structure at the Museum)	5,300.00
All Other Expenses	<u>4,392.64</u>
Total Expenses	\$80,304.55

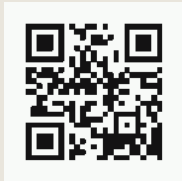
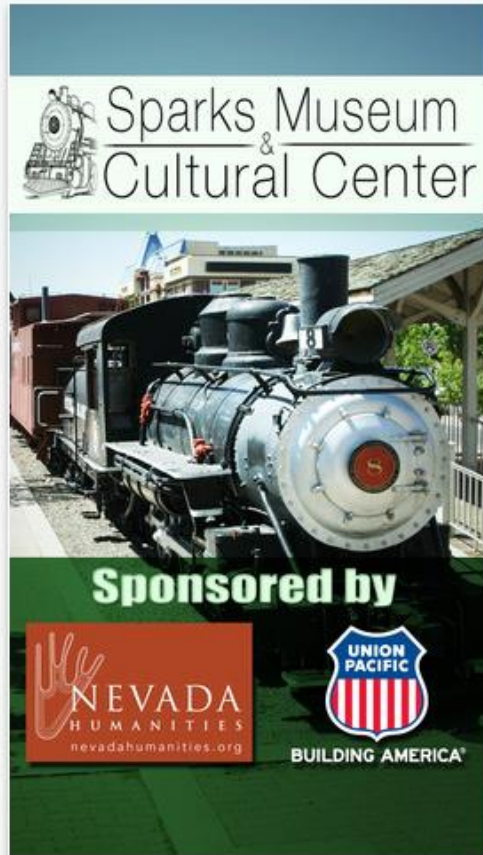
Net Balance in LCJ Fund: \$2,708.49



To date only 125 LCJ plates have been sold – we only have 3 months to reach the 1,000 plates needed for continuation of the plate’s availability

Sparks Historic Tours App

iPhone Screenshots



Moving Forward

- Increase frequency and expand topic breadth of programming
- Refine our financial strategies and identify new sources of funding to sustain the SHM
- Working with the City of Sparks to complete the renovations of the Library building
- Identify possible new approaches for soliciting additional volunteers



Questions?