

# Sparks Museum & Cultural Center

814 Victorian Ave. • Sparks, NV 89431 • (775) 355-1144 • [www.SparksMuseum.org](http://www.SparksMuseum.org)

## 2016 Annual Report to Sparks City Council

### Museum Mission:

The Sparks Heritage Foundation and Museum, Inc. aims to preserve the historical heritage of Sparks and the Truckee Meadows for the education and enjoyment of present and future generations.

### Overview:

This is an Annual Report for the second half of our Fiscal Year 2016 (January 1 thru June 30). Dr. Simmonds made a presentation in March for the first half of our Fiscal Year. Future annual report will be for 12 months based on the previous fiscal year.

This year was a good year for the Sparks Museum & Cultural Center. We attribute our continued success to the support we receive from the City of Sparks, the Truckee Meadows community, our 300 museum members, our 50 volunteers (who, collectively, contributed over 5,857 hours of service in FY 2016), our gracious donors (See Appendix A) and the Board of Trustees (See Appendix B). We also want to take this opportunity to recognize the young adults from the Reno Chapter of Trinity Services, Inc., an extraordinary group of volunteers who clean the Bicentennial Train every week. The museum's partnership with Trinity keeps the train in good condition and helps fulfill Trinity's mission of "supporting people with disabilities to live more full and abundant lives."

As illustrated in Appendix C, we are financially stable at the end of fiscal year 2016 with a positive bank balance. There is an increase in admissions, gift shop sales and facility rentals; all indicators of the progress of the museum. Expenses have been held in check (other than salaries, which we intentionally increased). We are still working with a bare-bones budget with slim room for expenditures without identifying new sources of income. Through fundraising efforts and donations from the Board of Trustees the endowment fund is growing.

A month-by-month list of the major activities that the museum accomplished during the past 6 months is provided in Appendix D.

### Museum Visitors:

January through June 2016 visitors: Museum = 955, Cultural Center events = 622 for a total of 1,577. The events at the Cultural Center provide educational lectures, art exhibits and other entertainment for the community, all free of charge, with donations encouraged.

The visitors to the Museum came from these geographical areas: Sparks 33%, Reno 24%, California 19%, Other states 13%, Nevada Other 8%, Outside of United States 3%. The foreign countries include Brazil, Germany, Belgium, Russia, Canada and Australia.

### Bicentennial Train Visitors:

January through June 2016 visitors to the Train tallied at 677. Cumulative total of Train visitors for Fiscal Year July 1, 2015 to June 30, 2016 is 4,094 visitors of which 668 were scouts, students or children with adults. During special events we have a spike in attendance: Hot August Nights (300), Rib Cook-off (150), Pumpkin Palooza (1,400) and Christmas Parade (700). The second half of the fiscal year is more representative of normal visitors to the train.

### Arcadia book on Sparks:

The Museum contacted Joyce Cox, a retired research librarian, to write an Arcadia book on the history of Sparks. Joyce is designating the Sparks Museum as the recipient for all profits from the sale of the book. The Museum is providing photographs, documents, and time reviewing for historical accuracy. Joyce wrote the "Washoe County" Arcadia book. The Sparks book will be published in early 2017. We hope this book will attract community and tourists to Sparks and the Museum.

### Last Chance Joe Restoration:

Will Durham had to avoid very high temperature days by reporting to work before dawn and returning at dusk. The materials he is using have a temperature window of 60 to 80 degrees for the highest quality outcome. J Witt of Silverwing has generously provided the lift necessary for Will to work on the top half of Joe. Estimated time of completion is late Summer or early Fall 2016.

### Permanent Gallery Revitalization:

An intensive project painting the museum galleries has provided the opportunity to clean and reevaluate how we present artifacts to the public. The result is more focused displays, and a cleaner atmosphere. The project is ongoing, and updating exhibit interpretation as well as continuing to improve the museum narrative will be addressed in the coming months. The City has generously offered to replace the Museum carpet this fall, which will further clean and brighten the Museum in order to present a more professional look to the public.

### Archival Research Library:

The Archival Library fund has received another \$5,000 grant from TransCanada reaching a total of \$10,000. Phase 1 construction begins before January 2017. Phase 1 is building locking glass door bookcases (built-in) along the east wall of the changing gallery and 2 built-in desks.

### Endowment Fund:

As reported in March, a Nevada born citizen, Sparks fireman and a long-time Museum supporter, Mr. Charlie Steiner, provided \$10,000 to seed the fund. Charlie's grandfather was instrumental in starting the Sparks Fire Department. He is willing to match funds up to another \$10,000 through the end of 2016. This Endowment Fund has been established through the Community Foundation of Western Nevada to support the Museum's long term operating needs. The Museum is planning on a gala as a major fundraising event near the end of the year. A local artist, Veronica Chapman, created a 16x20 art rendition of Steam Engine No.8; the artwork will be auctioned at the gala.

2016/2017 Goals:

- Rebrand the museum to refocus on our mission
- Improve outreach programs to increase community awareness and develop educational activities
- Continue to enhance the Sparks Museum visitor experience
- Refine a financial strategy to sustain the museum
- Expand fundraising strategy to support operations and endowment fund

We look forward to continue serving the community by offering enriching cultural programming and enhanced museum activities, not only to preserve the values on which Sparks was founded, but to continue providing education and enjoyment for the present and future generations.

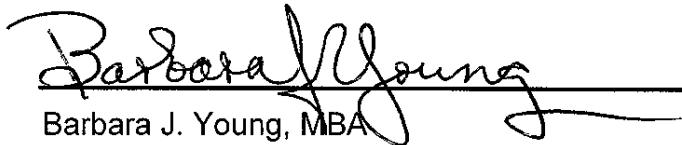
Appendices:

A – Donors

B – Board of Trustees

C – Profit & Loss

D – Major Activities for January thru June 2016



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Barbara J. Young, MBA  
President, Board of Trustees



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## 2016 Major Donors

TransCanada Grant for Archival Library

Silverwing Development funds for Last Chance Joe Restoration

Kiwanis Club of Downtown Sparks for Coloring Book

Granite Construction for Transportation of Dr Buggy

Truckee Meadows Community College

Tribune for weekly free advertising

Board Members for time and financial donations

Local Artists for creating exhibits and receptions



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## Current Board of Trustees

### Executive Board

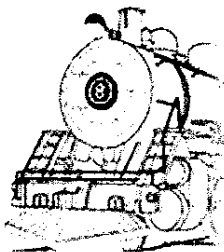
Barbara Young – President  
Richard Simmonds – 1<sup>st</sup> Vice President  
Eric Moody – 2<sup>nd</sup> Vice President  
Dick Dreiling – Secretary  
Frank Lawrence – Treasurer

### Board

Donald Abbott  
Scott Carey  
Larry Champagne  
Candace Nicol Garlock  
Barb Giacomini  
Angela Handler  
Lyle Haven  
Fred Horlacher  
Ron Smith  
JoAnne Waters

### Executive Director

Kelly Reis



# Sparks Museum & Cultural Center

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08/07/16

Accrual Basis

## Sparks Heritage Museum, Inc.

### Profit & Loss

July 2015 through June 2016

	Jul '15 - Jun 16	Jul '14 - Jun 15
<b>Income</b>		
Art Sales	162.50	0.00
Seminars & Presentations	0.00	237.00
Bus Tours	10,520.05	150.00
Photo Sales	825.00	635.00
Temp. Restricted-Other	10,000.00	3,500.00
Admissions	6,116.25	5,501.95
Contributions and Support	4,692.54	4,495.55
Facility Rental	5,300.00	3,639.90
Gift Shop Sales	4,039.83	2,964.47
Membership Dues	10,518.24	10,509.95
Other Fundraiser	3,359.81	473.00
Western Heritage Festival	3,415.00	13,915.00
Investment Interest	19.85	19.80
In-Kind Contributions	3,519.26	1,450.59
Other Income	-305.95	455.70
<b>Total Income</b>	<b>62,182.38</b>	<b>47,947.91</b>
<b>Gross Profit</b>	<b>62,182.38</b>	<b>47,947.91</b>
<b>Expense</b>		
Bus Tour Expenses	3,549.80	0.00
Purchases (Gift Shop)	1,432.88	331.13
Preservation of Artifacts	854.46	196.74
Advertising	727.99	1,163.99
Bank Service Charges	287.50	187.66
Cash Short/Over	59.28	11.51
Conventions and Meetings	462.75	0.00
Display Materials	1,162.00	110.80
Dues & Memberships	570.00	575.00
In-Kind Expenses	3,519.26	1,450.59
Insurance-D & O Coverage	1,225.00	1,225.32
Insurance - General Liability	2,404.50	3,028.00
Insurance-Worker's Comp.	1,153.50	925.68
Legal and Professional Fees	335.00	325.00
Consulting-Building	0.00	15.00
Consulting-Fundraising	0.00	1,072.88
Consulting-General	0.00	176.44
Office Supplies	619.76	1,276.01
Other Event Expenses	1,444.51	554.00
Payroll Taxes	2,041.53	465.55
Postage and Delivery	552.08	484.69
Printing and Reproduction	872.28	257.35
Repairs & Maintenance	516.23	789.30
Salaries and Wages	27,620.00	10,896.50
Security	1,264.00	1,496.32
Supplies and Materials	307.92	300.02
Taxes & Licenses	350.00	325.00
Fundraiser Event Expense	322.35	0.00
Telephone, Internet, Website	3,074.55	3,131.05
Western Heritage Festival Exp.	0.00	12,389.97
<b>Total Expense</b>	<b>56,729.13</b>	<b>43,161.50</b>
<b>Net Income</b>	<b>5,453.25</b>	<b>4,786.41</b>



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## January – June 2016 Activities

### January 2016

- Exhibit: Great Basin Native Artists
- Lecture: “Nevada and the National Register of Historic Places” by Jim Bertoini

### February 2016

- Exhibit: Hidden in Plain Sight: The Basques
- Reception: Great Basin Native Artists
- Collaboration: Doctor’s buggy loaned to Nevada Museum of Art for “The Horse” exhibit

### March 2016

- Exhibit: Latimer Art Club
- Lecture: “Bombing of Gernika” by Dr. Xabier Irujo
- Collaboration: Sister City, Longford Ireland research project with City of Sparks

### April 2016

- Lecture: “Creating a Basque American Identity” by Dr. Sandra Ott
- Lecture: “Welcoming Shepherders: Senator Patrick McCarran of Nevada and the Recruitment of Basque Immigrant Labor during the Second World War” by Dr. Iker Saitua
- Reception: Latimer Art Club
- Event: Performance by Reno Zazpiak Bat Basque Dancers

### May 2016

- Lecture: “On the Trail of Henry Joy” by Julia Berg
- Event: Walking Tour of Downtown Sparks
- Exhibit: “From Steam to Steampunk” with Great Basin Costume Society
- Project: Started Sparks history book research for Arcadia publication

### June 2016

- Event: “Frolicking with Fremont & Farmers” Historic Bus Tour
- Lecture: “Rocketdyne Nevada Field Laboratory” by Richard Dreiling
- Exhibit: “Geographical Divides: Finding Common Ground”
- Event: Annual Membership Meeting & Potluck
- Fundraiser: “Building Steam” T-shirt screen printing endowment fundraiser