

SPARKS HERITAGE FOUNDATION & MUSEUM, INC.

Dear Friends,

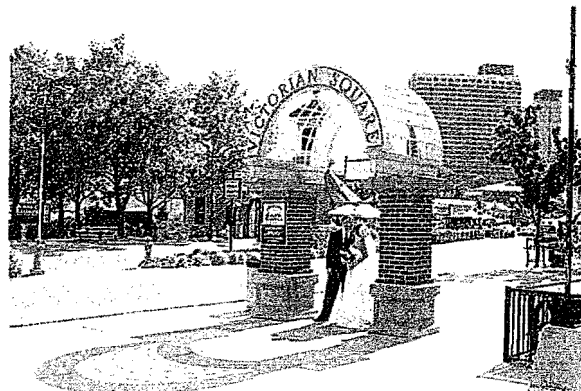
The commitment, dedication and enthusiasm of the Volunteers at the Museum never ceases to amaze me! After opening the upstairs Cultural Center in November 2011 we hit the ground running and have had one event after another. Although there has been substantially increased activity at the Museum the Volunteers haven't missed a stride. They just stepped up the pace and worked harder and longer to keep things rolling along smoothly.

To give you an example of the future potential of the Museum and the positive impact the Revitalization Project is having, this Spring the Museum used the Cultural Center to compliment a Celtic Heritage exhibit in their Changing Gallery with performances by Irish dancers and Scottish musicians. A special exhibit and dome program about the Titanic was complimented with an educational series about the music, dress and dance of the period. In April 2012 Museum attendance for the one month was approximately equivalent to 25% of the previous year's overall total.

The list of events and activities over the past year is lengthy and speaks for itself. Thank you Volunteers and Members for making this all possible! We are moving forward full steam ahead and the future looks promising.

Anthea Humphreys
Executive Director

December 2012 - Annual Report



A GLIMPSE AT THE PAST YEAR

November 2011

Cultural Center Opening

December 2011 – January 2012

Changing Gallery Exhibit – Holiday Exhibit - Family: Past, Present & Future

January 2012

Silver State Young Chautauqua's partner with the Museum & begin regular program

February to May 2012

Changing Gallery Exhibit – "Celtic Heritage Exhibit"

February 2012

Celtic Book Signing Event

Chamber Mixer - Wyatt Troxel Entertains

"Nevada Revisited" Three Part Lecture Series with Fred Horlacher

March 2012

First Children's Birthday Party at the Train

Day of SADOE Celebration & Irish Dance Performance

April 2012

Titanic 100th Anniversary Events

CLAN Event

Sierra Early Music Society Recorder Concert

RTC Community Meeting

May 2012

Fiddle and Banjo Workshop

Fiddle and Banjo Concert with Allan Jabour &

Ken Perlman

Participated in Living History Faire

The Donner Party two part lecture with Fred Horlacher

June 2012

Launched New Website designed by Inventive Design

Hosted State Historic Records Advisory Board

Unveiling of 36 Star Nevada Flag for Flag Day

Sparks High School Alumni Event

International Kiwanis Conference

July 2012

International Kiwanis Conference

First Wedding and Reception

Acquired Large Collection of Rare Railroad Books

Appeared on "Observations"

August 2012 to November 2012

Changing Gallery Exhibit – "A Salute to Our Military"

August 2012

North Nevada Black Cultural Awareness Society event

September 2012

Retired Public Employees of Nevada Annual Meeting

Ondra Berry Motivational Speaker - Workshop

Hosted State Historic Records Advisory Board

Sparks High Class of 1962 Reunion

October 2012

Military Appreciation Day

"Tales of Terror from Nevada's History" with Fred Horlacher

Historic Walking Tour with Scott Carey

Pumpkin Palooza includes Train and Schoolhouse

Rocketdyne Lecture presented to OLIE

November 2012

"Let the Wagons Roll" Bus Tour with Fred Horlacher

Victorian Tea Party & Fundraiser

Holiday Craft Faire with Indie Reno



Educational Programs

We are happy to report a dramatic increase in participation by young people at the Museum. This year the Museum partnered with the Silver State Young Chautauqua to offer an educational program promoting the study of history among youth. We also worked together with the Boy Scouts and Girl Scouts of America and the Challenger Learning Center to bring the community new exhibits. Our Free School Tour program and in excess of 500 students were once again introduced to local area history by our docents this year.



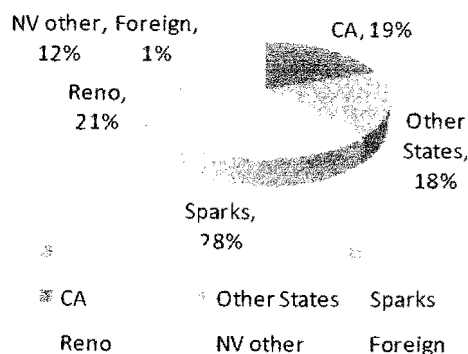
Library, Archives & Digital Projects

Our research materials grew significantly this year thanks to the Parigini family who have donated what is reported to be one of the largest known private collections of Railroad books in the U.S. We are working diligently to raise funds to further develop the infrastructure for our Research Library so that it is more readily accessible to the Public.

- A much needed donation came this year from Washoe County—eight newer computers and monitors. Thanks to a \$4000 grant from SHRAP the Museum was recently able to further their photo digitization project significantly and online exhibits will soon be a reality.
- A Historic Walking Tour downloadable App is currently being worked on thanks to a grant from Nevada Humanities.

Promoting Tourism

Although the core of the Sparks Museum's mission is the preservation of Sparks' and Truckee Meadows history, an auxiliary role the Museum plays in the community is providing a tourism attraction in our fine city. This year we once again saw another increase in out of area visitors.



According to the Museum's Visitor Register

51% of the Museums Visitors were from outside the Reno/Sparks Area Compared to 42% in 2011



EVERYONE LOVES THE TRAIN!

3252 People Visited the Train in 2012
Almost 2000 of those were FREE OF CHARGE as a community service to promote tourism and as part of our children's educational programs.

Financial Overview

Bearing in mind that our fiscal year runs from July to June, after which we have continued to see increases, it is encouraging to see that admissions revenue for fiscal year 2011/2012 increased by 52%. The spirit of the community is truly alive and growing with memberships dues increasing by 22%, sadly however outright donations, which includes bequeaths, donations of stock, etc. decreased 30%.

**ADMISSIONS
REVENUE
UP 52%**

**MEMBERSHIP
REVENUE
UP 22%**

**GIFT SHOP
REVENUE
UP 24%**

Although the Museum is moving forward in leaps and bounds and we are closing the gap on our operating deficit, we sadly are still running at a loss. It is expected that the upward trend in Admission will continue as the Museum expands their event offerings and that Facility Rentals of the Cultural Center will have a positive impact, however additional fundraising activities and donations are much needed. If you have marketing skills, would be willing to assist with a fundraiser or would like to discuss including the Museum in your estate planning please let us know. A goal for 2013 is the establishment of an Endowment Fund.





2013 EVENTS PREVIEW

January 12 - 5:30-10:30 pm - **The Biggest Little Swing Dance Club DANCE** - Details: www.BLSDC.org

January 17 - 6:00 pm - **Silver State Young Chautauqua** - Details: SSYoungChautauqua@gmail.com



Sourdough Slim Comes to Sparks Sunday, January 20, 2013 at 3:00 pm

Get ready for a hoot and hollering good time with the last Vaudeville Cowboy. This savvy performer with a gift for connecting with audiences transports us to a whimsical world where vaudevillian camp intermingles with cowboy lore, producing grins galore. Since 1988 he has gained national recognition performing across the country including: National Cowboy Gathering in Elko, Kennedy Center in Washington, DC and Carnegie Hall and The Lincoln Center in New York. His fast-paced stage show combines cowboy singing, award winning yodeling, timeless humor, accompaniment on accordion, guitar, ukulele and harmonica and a keen knowledge of the traditional Western repertoire. **TICKETS ON SALE IN ADVANCE - \$15**



TIMELESS TREASURES

A Celebration of Native American Culture

February 1, 2012 to May 26, 2012

This colorful exhibit captures the vibrant spirit of Native American culture. A unique assemblage of artifacts loaned by the local community, the exhibit is filled with variety and includes paintings, pottery, arrowheads, cradle boards, baskets, musical instruments and much more. A series of events including a basket making workshop, Native American dancers, musical performances, etc. are planned.

WESTERN HERITAGE FESTIVAL – *Outdoor Community Event* – May 11th

Cowboy poets, Western music, Folklife demonstrations, children's activities, artists and crafters and more.

“HONEST HORSES: *A Portrait of the Mustang in the Great Basin*”

June 22, 2013 to September 3, 2012



This unusual exhibit presents an uncommon view of the significance of the wild horse to the Great Basin. Curated by Paula Morin for the Nevada Arts Council, “*Honest Horses*” exhibit is part of Nevada Touring Initiative, supported by the National Endowment for the Arts. The exhibition contains 21 giclee prints made from Morin's original hand painted black and white photographs. A synergy of image and word portrays the intricate relationship of wild horses to the culture and landscape of the Great Basin -- from yesteryear to the present.

\$5 Admission. FREE for Museum Members

Paula Morin, © Natural Balance, 2000
Nevada Arts Council Collection

VISIT THE MUSEUM WEBSITE FOR NEW EVENT INFORMATION

www.SparksMuseum.org or call (775) 355 1144