Sparks Museum & Cultural Center

2012 Annual Report to

City of Sparks
It's Happening Here!

SPARKS HERITAGE MUSEUM

A Community Partnership
between the
State of Nevada, Washoe County and the
City of Sparks
that is **over 80 years old!**

Sparks Museum & Cultural Center

Overflowing with Sparks Pride

A GLIMPSE AT THE PAST YEAR

One Event after another …

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

February to May 2012
- Changing Gallery Exhibit – "Celtic Heritage Exhibit"

February 2012
- Celtic Book Signing Event
- Chamber Mixer
- "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
- Scottish 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
- Donner Party two part lecture with Fred Horlacher

June 2012
- Launched New Website
- 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 Largest Known Private Collection of 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

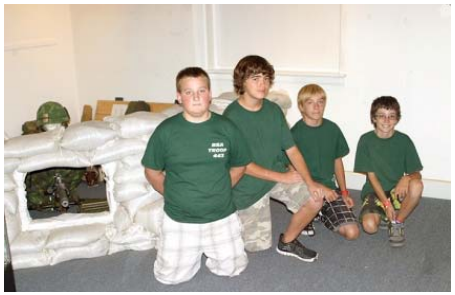
November 2012
- "Let the Wagons Roll" Bus Tour with Fred Horlacher
- Victorian Tea Party & Fundraiser
- Holiday Craft Faire with Indie Reno

Increased Youth Involvement

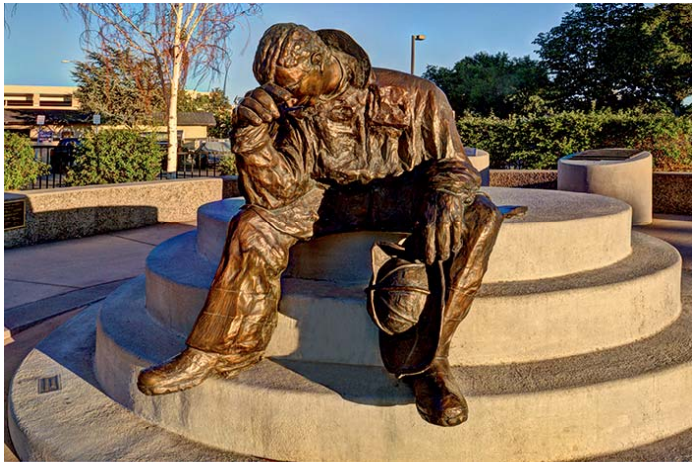
Partnership with

SILVER STATE YOUNG CHAUTAUQUA

Community Involvement



Military Appreciation



Cultural & Educational Programming

Research, Digitization & Archives

3,252 People visited the train in 2012

almost 2,000 of those were FREE

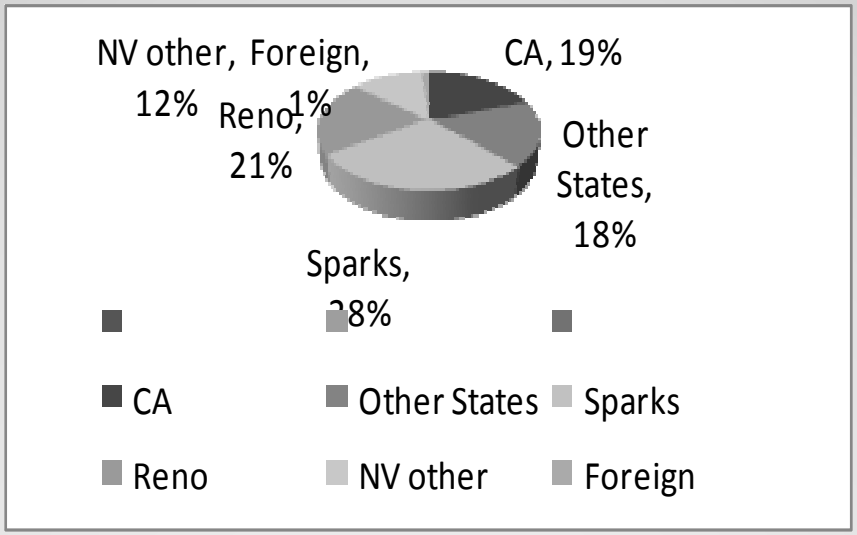
to the benefit of tourists & students alike

ATTRACTING MORE TOURISTS …

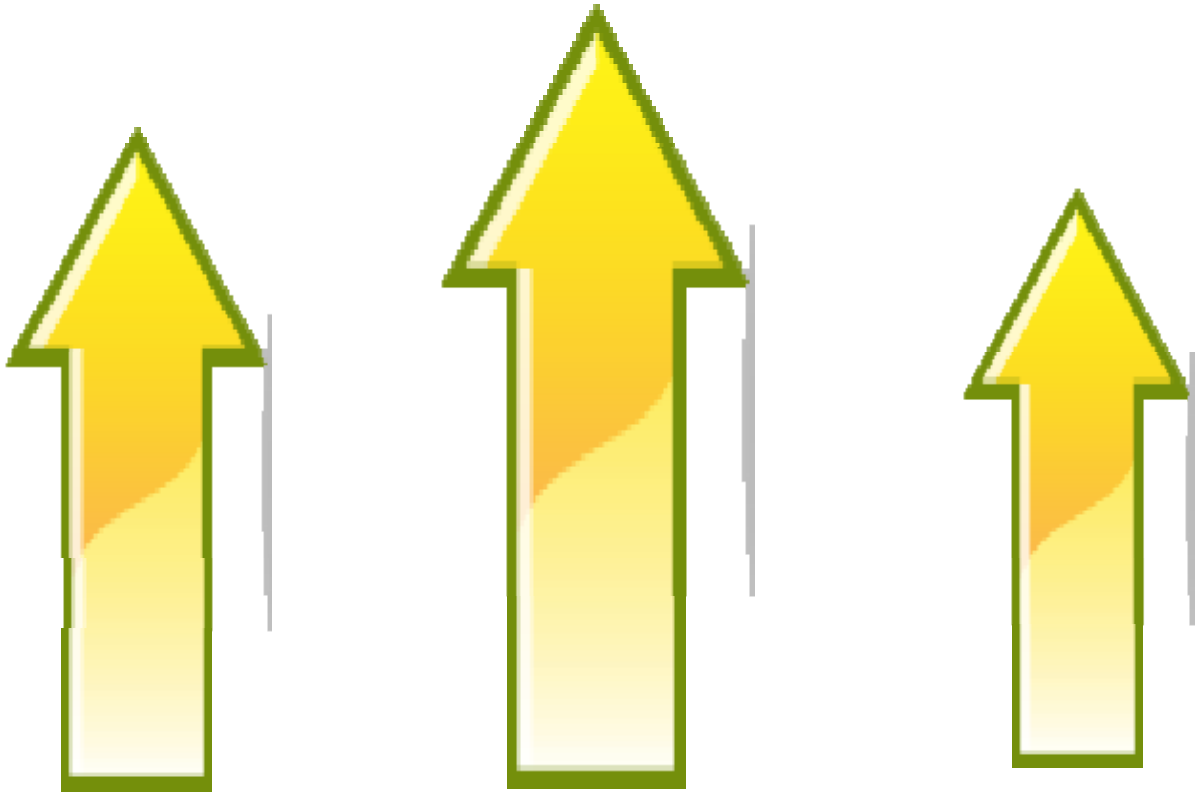
According to the Museum's Visitor Register

51% of the Museums Visitors were from outside the Reno/Sparks Area

Compared to 42% in 2011



Moving in the right direction…



MEMBERSHIP
REVENUE
UP 22%

ADMISSIONS
REVENUE
UP 52%

GIFT SHOP
REVENUE
UP 24%

2013 EVENTS PREVIEW

The Biggest Little Swing Dance Club DANCE - Monthly

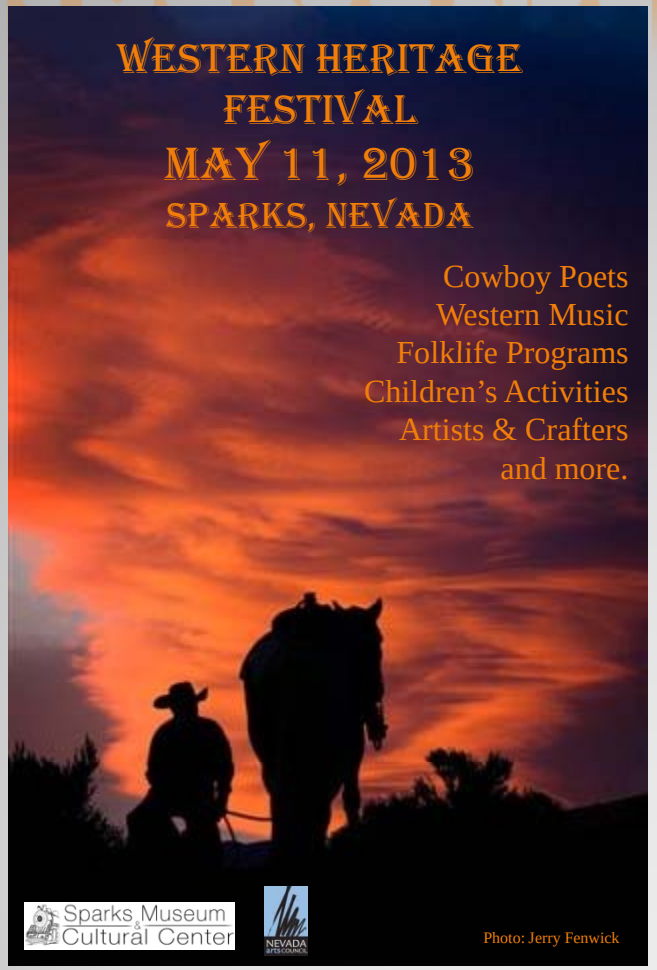
Silver State Young Chautauqua – Bi Monthly

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

TIMELESS TREASURES
A Celebration of Native American Culture
February 1, 2013 to May 26, 2013

TITANIC MYSTERY TEA FUNDRAISER
April 12th - 4:00 pm

2013 EVENTS PREVIEW



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"HONEST HORSES:
A Portrait of the Mustang in the Great Basin"
June 22, 2013 to September 3, 2013

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

Working together for the future of Sparks

Sparks Museum & Cultural Center

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