



# Sparks Museum & Cultural Center

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

## 2017 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 Fiscal Year 2017 (7/1/16 through 6/30/17). 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 40 volunteers (who, collectively, contributed over 6,405 hours of service in FY 2017), our gracious donors (See Appendix A) and the Board of Trustees (See Appendix B).

As illustrated in Appendix C, we are financially stable at the end of fiscal year 2017. There is an increase in admissions, gift shop sales, facility rentals and special events; all indicators of the progress of the museum. Expenses have been held in check. 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 operational expenses are subsidized and the endowment fund is improving.

A month-by-month list of the major activities that occurred at the museum during the past year is provided in Appendix D.

### Museum Visitors:

Fiscal Year 2017 brought visitors and tour groups to our facility. Admissions to just the Museum was 2,300, attendance at public Museum sponsored events held in the Cultural Center was 1,100, the number of attendees at private rental functions of the Cultural Center was 1,400. The museum sponsored free monthly educational lectures in the Cultural Center and provided art exhibit area for local artists, all free of charge, with donations encouraged.

The visitors to the Museum are approximately 1/3 from out of state, the statistics are gathered from a voluntary sign-in register which not every visitor signs.

### Train Visitors:

The Museum continues to staff the train for Saturday guided tours and if requested a tour is given by appointment for local school children and scout groups during the week. The Museum is not charging the public for the train tours. Volunteers of the Museum routinely clean the inside of the train and perform minor maintenance tasks. The cumulative total of train visitors for Fiscal Year 2017 is over 7,000 visitors. During special events, we have a spike in attendance: Hot August Nights (722), Rib Cook-off (1,235), Pumpkin Palooza (2,088), Christmas Parade (518) and 39North Marketplace (687).

### Arcadia book on Sparks:

The Museum contacted Joyce Cox, a retired research librarian, to write an Arcadia book on the history of Sparks in FY 2017. Joyce designated the Sparks Museum as the recipient for all profits from the sale of the book. The Museum provided photographs, documents, and time reviewing for historical accuracy. Sparks book was published in July 2017 and is available in our Gift Shop. We hope this book will attract community and tourists to Sparks and the Museum.

### Last Chance Joe Restoration:

The top two-thirds of Last Chance Joe has been restored and primer paint applied. The bottom one-third has not yet been restored. Will Durham, the person who has done all the restoration work to date had to stop during the winter months due to the weather. The Museum has gone into debt paying the bills for labor and material. There have been cost overruns the Museum did not anticipate. The Museum is currently in negotiations with two companies to make a proposal on the job with a budget and timeline. Dependent on fundraising the estimated time of completion is 2018.

### Art Exhibits in Cultural Center:

The Museum continues to attract local artists to the Cultural Center to exhibit their works of art in a professional setting. Museum holds free art receptions for the public to attend, meet the artists, and buy their art pieces. The Museum receives a small percentage of art sales for a revenue generator. In addition to art organizations using the facilities art students from middle school through college have also held exhibits at the Cultural Center. We consider this to be a major benefit to the City of Sparks, the Museum is the only venue in Sparks where local art is properly curated and open for public viewing all free of charge.

### Archival Research Library:

The Archival Library fund has reached a total of \$10,000. The new construction bid received was 50% higher than last year bid so we are looking for a different contractor. The goal is to have custom built locking glass door bookcases (built-in) along the east wall of the changing gallery and 2 built-in desks to allow public access to a unique collection of books.

### Endowment Fund:

Sparks fireman and a long-time Museum supporter, Mr. Charlie Steiner, has again generously pledged to match funds up to \$10,000 through the end of calendar year 2017. This Endowment Fund has been established through the Community Foundation of Western Nevada to support the Museum's long term operating needs.

2017/2018 Goals:

- Increase community awareness and develop educational activities
- Continue to enhance the Sparks Museum visitor experience
- Expand fundraising strategy to support operations, endowment fund, Last Chance Joe

We look forward to continuing 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 in the Truckee Meadows.

Appendices:

A – Donors

B – Board of Trustees

C – Profit & Loss

D – Major Activities for fiscal year 2017

Respectfully,

Barbara J. Young, MBA

President, Board of Trustees

Sparks Museum & Cultural Center



# Sparks Museum & Cultural Center

Appendix A

## 2017 Major Donors

Board Members - Time and Financial Donations

Charlie Steiner - Endowment Fund

City of Sparks - Tourmark & More

Kiwanis Club of Downtown Sparks - Coloring Book

Local Artists & Artist organizations

TransCanada Grant - Archival Library

Truckee Meadows Community College

Tribune - weekly advertising

39 North Marketplace



# Sparks Museum & Cultural Center

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## **FY 2017 Board of Trustees**

### **Executive Board**

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

### **Board**

Donald Abbott  
Scott Carey  
Larry Champagne  
Brian Davenport  
Angela Handler  
Lyle Haven  
Fred Horlacher  
Gregg Schugar  
Ron Smith  
Corina Weidinger

### **Executive Director**

Kelly Reis (Last date of employment July 7, 2017)

12:50 PM  
12/18/17  
Accrual Basis

Sparks Heritage Museum, Inc.  
**Profit & Loss**  
July 2016 through June 2017

APPENDIX C

	Jul '16 - Jun 17	Jul '15 - Jun 16
<b>Income</b>		
Art Sales	1,088.75	162.50
Seminars & Presentations	350.00	0.00
Bus Tours	10,505.00	10,520.05
Photo Sales	120.00	825.00
Temp. Restricted-Other	0.00	10,000.00
Restricted-Endowment	25,581.50	0.00
Unrealized Inv. Gain/Loss Endow	2,260.69	0.00
Admissions	4,546.00	6,116.25
Contributions and Support	8,449.52	4,692.54
Facility Rental	6,852.75	5,300.00
Gift Shop Sales	3,260.14	4,039.83
Membership Dues	8,534.61	10,518.24
Other Fundraiser	233.00	3,359.81
Western Heritage Festival	0.00	3,415.00
Hoover Note Interest	1,112.28	0.00
Investment Interest	13.32	19.85
In-Kind Contributions	2,277.74	3,519.26
Other Income	261.54	-305.95
<b>Total Income</b>	<b>75,446.84</b>	<b>62,182.38</b>
<b>Gross Profit</b>	<b>75,446.84</b>	<b>62,182.38</b>
<b>Expense</b>		
Bus Tour Expenses	8,849.02	3,549.80
Purchases (Gift Shop)	422.85	1,432.88
Preservation of Artifacts	3.08	854.46
Advertising	900.00	727.99
Bank Charges	528.74	287.50
Hoover Note Collection Fees	6,870.60	0.00
Cash Short/Over	10.08	59.28
Conventions and Meetings	1,078.65	462.75
Display Materials	805.32	1,162.00
Dues & Memberships	540.00	570.00
Equipment Rental and Maintenance	75.00	0.00
In-Kind Expenses	2,277.74	3,519.26
Insurance-D & O Coverage	1,299.00	1,225.00
Insurance - General Liability	2,697.00	2,404.50
Insurance-Worker's Comp.	1,623.00	1,153.50
Legal and Professional Fees	335.00	335.00
Office Supplies	680.44	619.76
Other Event Expenses	610.00	1,444.51
Payroll Taxes	2,543.52	2,041.53
Postage and Delivery	476.29	552.08
Printing and Reproduction	904.08	872.28
Repairs & Maintenance	945.28	516.23
Salaries and Wages	33,437.25	27,620.00
Security	529.17	1,264.00
Supplies and Materials	560.51	307.92
Taxes & Licenses	350.00	350.00

12:50 PM  
12/18/17  
Accrual Basis

**Sparks Heritage Museum, Inc.**  
**Profit & Loss**  
July 2016 through June 2017

	<u>Jul '16 - Jun 17</u>	<u>Jul '15 - Jun 16</u>
Fundraiser Event Expense	42.63	322.35
Telephone, Internet, Website	3,046.42	3,074.55
<b>Total Expense</b>	<u>72,440.67</u>	<u>56,729.13</u>
<b>Net Income</b>	<u><u>3,006.17</u></u>	<u><u>5,453.25</u></u>

12:50 PM  
12/18/17  
Accrual Basis

**Sparks Heritage Museum, Inc.**  
**Balance Sheet**  
As of June 30, 2017

	<u>Jun 30, 17</u>	<u>Jun 30, 16</u>
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
Wells Fargo Checking	28,468.56	15,027.51
Wells Fargo Savings	24,625.19	39,611.87
Total Checking/Savings	53,093.75	54,639.38
Other Current Assets		
Cash on Hand/To be Deposited	581.30	693.98
Total Other Current Assets	581.30	693.98
Total Current Assets	53,675.05	55,333.36
Fixed Assets		
Computer Equipment	13,278.44	13,278.44
Copier/Printer/Fax	1,775.00	1,775.00
Building Improvements (CCA)	84,308.16	84,308.16
Building, Furnishings & Equip.	65,648.89	65,648.89
Train Improvements	3,504.18	3,504.18
Note Receivable-Hoover	20,667.55	40,375.27
Total Fixed Assets	189,182.22	208,889.94
Other Assets		
Endowment Fund-CFVN	27,693.44	-1,555.00
Total Other Assets	27,693.44	-1,555.00
<b>TOTAL ASSETS</b>	<b><u>270,550.71</u></b>	<b><u>262,668.30</u></b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Credit Cards		
Lowe's	17.04	23.73
WELLS FARGO VISA	-380.00	-19.76
Total Credit Cards	-362.96	3.97
Other Current Liabilities		
Restricted Grant Balance	6,955.34	0.00
Unearned Facility Rental	550.00	1,300.00
Last Chance Joe Fund	-11,847.76	-11,071.36
Insurance Premiums Payable	-743.00	-743.00
Facility Rental Deposit Payable	0.00	200.00
FIT Withheld	300.00	300.00
FICA Withheld	246.11	234.36
Medicare Withheld	57.03	54.55
Total Other Current Liabilities	-4,482.28	-9,725.45
Total Current Liabilities	-4,845.24	-9,721.48
Total Liabilities	-4,845.24	-9,721.48
Equity		
Opening Balance Equity	236,165.00	236,165.00
Retained Earnings	36,224.78	30,771.53
Net Income	3,006.17	5,453.25
Total Equity	275,395.95	272,389.78
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>270,550.71</u></b>	<b><u>262,668.30</u></b>





## July 2016 - June 2017 Activities

### July 2016

- Exhibit: Geographical Divides Local Artists Exhibit
- Reception: Geographical Divides Reception
- Collaboration: Print Maker Workshop with TMCC
- Lecture: "Northern NV Railroads" by Dick Dreiling
- Lecture: "History of Trucking in NV" by NV Author Jerry Aaron

### August 2016

- Exhibit: Show your Colors Sierra Watercolor Society Local Artists Exhibit
- Lecture: "Victorians & Steampunk Undress" by Steampunk

### September 2016

- Reception: Show your Colors Sierra Watercolor Society
- Exhibit: Parks Past & Present Re-Photography
- Lecture: "Mark Twain's Revolver" by Christine Johnson
- Event: Music Program

### October 2016

- Reception: Parks Past & Present Re-Photography
- Event: Bus Tour Donner Party with Fred Horlacher
- Lecture: "History of Donner Party" by Fred Horlacher
- Lecture: "Wild West & Red Dog Saloon" by Dr. Engrid Barnett
- Lecture: "Sparks" by Dick Dreiling

### November 2016

- Lecture: "Sparks Now & Then" by Neal Cobb
- Project: Complete painting of galleries & office area on first floor
- Project: Entire exhibit galleries moved for carpeting

### December 2016

- Event: Christmas Parade Float – Best Float of 2016
- Event: Hot Chocolate at Christmas Parade



# Sparks Museum & Cultural Center

## July 2016 - June 2017 Activities

### January 2017

- Exhibit: Water Resources in Changing Gallery
- Lecture: "Horticulture in Nevada"
- Lecture: "Sparks History" by Scott Carey
- Lecture "TMWA"

### February 2017

- Exhibit: "Truckee Meadows Reflection" by Latimar Art Club
- Reception: Latimar Art Club

### March 2017

- Event: Living History Project & Digitizing Memories
- Lecture: "Lincoln Hwy 1919 Army Convoy" by Jim Bonar
- Lecture "Water & Wildlife" by Tricia Dutcher

### April 2017

- Exhibit: "Retrospective" by Valeriy Kagounkin
- Reception: Local Artist Valeriy Kagounkin
- Lecture: "Antarctica Voyage" by Richard Simmonds
- Lecture: by Adam Michalski

### May 2017

- Exhibit: Coral Academy Middle School Advanced Artists
- Reception: Coral Academy Artists
- Lecture: "Lincoln Highway" by Catherine Magee
- Event: Overnight bus trip to Eureka with Fred Horlacher

### June 2017

- Exhibit: "Mountain Picassos: Basque Arborglyphs of the Great Basin"
- Reception: Basque Dancers
- Lecture: "First Ladies" by Jan Loverin
- Event: Children's Day of Activities in Cultural Center