

**Standish-Hickey State Recreation Area
Annual Report
July 2015-June 2016**

OPERATOR: Mendocino Area Parks Association (MAPA) and Team Standish

BACKGROUND

State Parks closed Standish Hickey SRA in February 2012. MAPA and Team Standish reopened the park on July 6, 2012 under the provisions of AB42. In the four years since, we have operated the park applying sound business practices. With the judicious use of a combination of grants, earned revenue and AB1478 Matching Funds we have completed a number of deferred maintenance projects required by our Operating Agreement and in general upgraded the facilities in the Standish-Hickey. These efforts have been reflected in our growth, both in park visitors and revenue each year.

	FY 2013	FY 2014	FY 2015	FY 2016
Attendance	10,144	13,199	16,783	17,846
Grants	\$97,500	\$55,000	\$35,000	\$0
Ops Revenue	\$98,812	\$149,565	\$201,529	\$226,498
State Parks High Revenue (2011)			\$167,827	

This Annual Report covers the State Parks Fiscal Year July 1, 2015 – June 30, 2016

PARK MANAGEMENT

MAPA's Mission Statement is: *"To inspire wonder, discovery, recreation and stewardship of our natural and cultural treasures in Mendocino County's State Parks."*

Our tagline is: *"Appreciation through Education promotes Preservation"*.

Our mission statement and our tagline serve as the foundation of our philosophy of how MAPA and Team Standish manage Standish-Hickey State Recreation Area.

In addition to the Operating Staff, below, overall management is exercised by the MAPA Board of Directors through a four member Standish-Hickey Management Team. The team is comprised of the MAPA Executive Director and three board members, one of whom, Jeff Hedin represents Team Standish.

It is the function of the Management Team to oversee the general operation of the park, maintain compliance with the Operating Agreement, provide general administrative support and operating

policies and, in general, serve as an interface to DPR staff. To accomplish this, members of the Management Team and Operating Staff have a regular meetings with State Parks Sector and District staff. In addition, Operating Staff have regular contact with their DPR counterparts on an ongoing basis as do Management Team members at a higher level.

STAFF

MAPA CORPORATE STAFF

- Park Operations Director (MAPA Executive Director)*
- Office Assistant (Shares with MAPA)*

OPERATING STAFF

Currently, during camping Peak Season, Standish-Hickey employs 11 part-time staff as follows:

- Park Manager
- Assistant Park Manager/Maintenance Chief
- Visitor Service Manager
- Three Visitor Service assistants
- Maintenance Lead
- Three maintenance workers
- Naturalist/Interpreter.
- In addition we have one camp host who is required to put in 25 hours per week of volunteer time consistent with State Parks policy.

All employees are paid in excess of the minimum wage, commensurate with their level of responsibility and are generally scheduled to work less than 32 hours/week. During "surge" periods, i.e., a holiday weekend or a special event, certain employees can work up to 40 hours/week. Employment is seasonal, dropping to minimum staffing in the off season.

Prior to employment all employees must pass a background check including LiveScan by a law enforcement agency.

* NOTE: MAPA is reimbursed for the Executive Director and Office Assistant payroll based on the percentage of time spent working on Standish-Hickey affairs.

CAMPING SEASONS

Our Peak Season is from May 15 - Sept 15 with the rest of the year being off-season. During the off season only the Rock Creek campground (35 campsites) is open year round. We open the Hickey campground (63 campsites) on May 1 - October 31 and the Redwood Campground (63 campsites) from July 1 - September 15. The Redwood campground opening date is heavily dependent on our ability to put a seasonal Bailey bridge across the South Fork of the Eel River, a Federal Wild and Scenic River. The start date of bridge installation is dictated by the presence of salmonids in the river and governed by both state and federal regulations.

FY2015-16 YEAR-IN-REVIEW

In FY2015-16 we have achieved the following results:

- Over the winter using earned revenue funds
 - Routine maintenance to restrooms, campsites and facilities.
 - Constructed and replaced a number of food lockers at various campsites
 - On a major deferred maintenance item, refurbished six small buildings to house seasonal camp staff and rehabilitated the bathrooms that serve those buildings.
 - Completely replaced the stairs and railing on the path to campsite 147 in the Redwood Loop.
- In July 2015 our Standish-Hickey management team met with incoming Parks and Recreation Director Lisa Mangat to review and update her on the operation of the park
- Completed the Redwood Loop-Swim Hole Trail Bridge: Replaced a missing 20' bridge for campers to cross when walking the trail between the Redwood Loop and the swim hole.
- In August 2015 met with four other park operating nonprofits in Sacramento to brief legislative and senior DPR staff reviewing our operations successes and challenges.
- Our 2015 summer interpretation program of more than 50 programs was attended by more than 630 visitors.
- As part of our continuing outreach we accommodated three church retreats and a nonprofit annual meeting which filled our amphitheater for four Saturdays with some 300 or more visitors.
- Throughout the year met with Assistance Center consultants sponsored by the California State Parks Foundation to improve MAPA and Standish-Hickey operations over a number of management areas.
- In October we removed the remaining half acre of Spanish Broom at the east end of the Day Use area adjacent to South Fork of the Eel River thereby opening up access to Rock Creek which had been closed since shortly after the 1964 floods.
- Due to restructuring ongoing at the DPR headquarters in Sacramento, in October our Operating Agreement was extended one year to October 31, 2016. Our goal remains to negotiate a five-year Operating Agreement for Standish-Hickey.
- On February 18th, a power pole across Highway 101 was struck by lightning and virtually destroyed the electrical circuits supporting the park water filtration system. This necessitated in closing the park through the month of March while repairs were made to the damaged equipment. As the water filtration system is the responsibility of State Parks our major monetary loss from this incident was approximately six weeks of camping revenue and some minimal equipment damage. Fortunately the December-March time frame is our low attendance period throughout the year.

- In April we signed an agreement with the Humboldt State University Department of Kinesiology and Recreation to provide a ten-week Summer Intern program, May to August, for up to four students. Two students applied and were accepted to this pilot program. Throughout the summer the interns were exposed to all aspects of campground operation, including Visitor Services, Maintenance, Interpretation, Administration, Management and Ranger Operations. While they were learning by doing, they also applied their own sets of skills and experience supporting various park activities. This program was very successful and will be repeated in 2017.
- In May, our Park Interpreter started a seasonal program for park visitors. The program involved campfire programs, interpretive walks, films, guest speakers on a variety of subjects. From mid-May through June 30 some 41 programs were attended by 413 park visitors. This successful program continued through the summer and has garnered favorable reviews and comments from program attendees.
- In June, contracted to install the seasonal Bailey bridge across the Eel River to open the Redwood Campground; repairing or replacing several pieces of wood decking.
- During the year our more than two dozen volunteers contributed more than 897 hours and drove some 4,308 miles supporting Standish-Hickey SRA.

ONGOING CHALLENGES

One of our biggest issues continues to be security. State Parks is unable to provide ranger staff due to chronic understaffing so we have had to rely on law enforcement response from the Mendocino County Sheriff and the Highway Patrol. Fortunately in four years of operation we have had very few incidents requiring law enforcement response. One possible solution would be to include in our operating agreement the ability for us to reimburse State Parks on a "per call" basis for ranger support as ranger staffing improves.

We are continually working on recruiting more Camp Hosts, one for each campground loop, to help us with the late night noise issues in addition to their other Camp Host duties

This past year we experienced some difficulty in recruiting staff for part-time positions in Visitor Services and Maintenance. Given the travel time and distance involved in recruiting from communities farther afield, we are working to find ways to attract members from the local community, and/or increase recruitment on the Humboldt State University campus and provide housing for seasonal student interns and seasonal employees in refurbished cabins.

In 2015 our Operating Agreement was extended for one year. With our Operating Agreement for Standish-Hickey due to expire on October 31st we have applied for an additional year extension pending renewal for a five year period. We are in the renewal process but due to the management and organizational transition going on in DPR Headquarters in Sacramento we are not sure whether the renewal will be completed by that date. We have a provision in our agreement that would allow State Parks to extend the contract for one year which should allow us to continue operating the park through the transition period. Experience of another AB42 nonprofit organization whose contract has expired indicates that State Parks would continue the

existing contract on a month-to-month basis. In any case, we also have a 180-day notification clause in our agreement if State Parks does not intend to renew our agreement. We have no reason to expect that our Operating Agreement will not be renewed.

DEFERRED MAINTENANCE

Many of the items listed in the Year-In-Review above fall under the category of “deferred maintenance” – those tasks that State Parks did not have the funds to properly maintain in a timely manner and thus were “deferred”. This past year our major project was refurbishing the six cabins used by seasonal park employees. This was completed in the April-May time frame in time for use by our summer student interns. As the cabins are over 50 years old we are awaiting historical review before converting them for public use as sheltered winter camping as recommended by the Parks Forward Commission. Routine maintenance should keep them in good shape in the years ahead and allow us to focus our attention of other deferred maintenance projects.

LOOKING AHEAD

With the anticipated renewal of our Operating Agreement we will be seeking grant funding to:

- **Upgrade 12 campsites to accommodate RV’s.** This project will be spread over three years upgrading six campsites each in both Rock Creek and Hickey Campgrounds (2 sites per year in each campground). In addition to complying with CEQA and NEPA regulations this will also require a significant upgrade to the park electrical system.
- **Buying or converting a small trailer to a mobile visitor center.** A visitor center would not only provide nature displays of Standish-Hickey flora and fauna, it would also distribute educational material for visitors to enjoy at home.

We are continuing to explore the possibility of promoting "off-season" events and activities that would draw people to the park to take advantage of winter holiday and vacations thereby increasing off-season revenue.

We will continue to expand camping, day use and other revenue generating opportunities so that we can start building a Reserve fund for park contingencies and improvements. Under our Operating Agreement, as a nonprofit operator, all of our "excess revenue" must be used in or remain with the park.

FINANCIALS

A financial statement is attached to this report. Although we have completed four successful years of operating Standish-Hickey SRA, in some respects we are still in a “start-up” mode subject to vagaries of weather, fluctuating attendance, forest fire smoke, lightning strikes, etc. that require us to make short term borrowing of funds to keep the park open. While our near to

middle term goal is to develop as reserve fund to accommodate such eventualities we are not quite there yet. Fortunately, during our four years of operation we have cultivated a number of financial resources that make short term loans available. The FY 2015-16 operating deficit was covered by preexisting bank balances and temporary internal loans from MAPA which have already been repaid.

SUMMARY

FY2015-16, our fourth year of operation, has been one of continued improvement of park facilities and amenities. This is reflected in the continually increasing number of campers, visitors and revenue. We have continued to apply "lessons learned" during our first three years of operation. We have successfully leveraged our nonprofit contacts to bring additional financial resources to improve park operations and a positive visitor experience. But none of this would have been possible without the fantastic support of Team Standish and the entire Leggett community in addition to the marvelous cooperation from the State Park staff from the Eel River Sector, the North Coast Redwoods District, the DPR Sacramento Office, and of course, our own very dedicated Operations staff. The past year has truly been a team effort with a lot of disparate players coming together to contribute to our success.

Kevin Williams, President
Mendocino Area Parks Association

Date

Standish-Hickey SRA
Balance Sheet
As of June 30, 2016

Jun 30, 16

ASSETS

Current Assets

Checking/Savings

10000 · CASH ON HAND

10010 · Savings Bank Checking -1990

10011 · Unrestricted Balance 29,396

10012 · Uncashed Payroll/Vendor Checks 812

10019 · SRL \$5k Grant #EDUG-2014-10 2,700

Total 10010 · Savings Bank Checking -1990 32,908

10020 · Savings Bank - Savings -5450

10021 · Unrestricted Savings Balance 256

10025 · Advance Deposits Balance 46,132

10020 · Savings Bank - Savings -5450 - Other 4

Total 10020 · Savings Bank - Savings -5450 46,392

10030 · Cash in Register 200

10040 · Petty Cash 200

Total 10000 · CASH ON HAND 79,700

Total Checking/Savings 79,700

Other Current Assets

14000 · Prepaid Insurance

14100 · Prepaid Liability Insurance 561

14200 · Prepaid D&O Insurance 448

14400 · Prepaid Vehicle Insurance 222

Total 14000 · Prepaid Insurance 1,231

Total Other Current Assets 1,231

Total Current Assets 80,931

Fixed Assets

15000 · Furniture and Equipment 14,205

15100 · Computers & Computer Equipment 3,664

15500 · Vehicles and Trailers 31,374

15600 · Bridge Permanent Components 4,533

16100 · Accum Deprec Fixed Operat Asset -1,153

Total Fixed Assets 52,623

TOTAL ASSETS 133,554

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable 54

Total Accounts Payable 54

Credit Cards

25001 · Savings Bank Visa -7245 -384

25002 · Savings Bank Visa -4927 7,640

Total Credit Cards 7,256

Other Current Liabilities

Standish-Hickey SRA
Balance Sheet
As of June 30, 2016

	<u>Jun 30, 16</u>
21100 · Advance Deposits	46,131
21200 · Uncashed Payroll/Vendor Checks	812
24000 · Payroll Liabilities	
24100 · Federal Payroll Liabilities	2,646
24200 · State Payroll Liabilities	1,634
24300 · Workers Compensation Payable	<u>4</u>
Total 24000 · Payroll Liabilities	4,284
25500 · Sales Tax Payable	130
27201 · MAPA Loans Payable	
27203 · Workers' Comp Payable to MAPA	10,059
27201 · MAPA Loans Payable - Other	<u>18,826</u>
Total 27201 · MAPA Loans Payable	28,885
27204 · Hickey Fest Overpayment	<u>240</u>
Total Other Current Liabilities	<u>80,482</u>
Total Current Liabilities	<u>87,792</u>
Total Liabilities	87,792
Equity	
31500 · Temp. Restricted Net Assets	91,540
32000 · Unrestricted Net Assets	0
Net Income	<u>-45,778</u>
Total Equity	<u>45,762</u>
TOTAL LIABILITIES & EQUITY	<u><u>133,554</u></u>

Standish-Hickey SRA
Profit and Loss
July 2015 through June 2016

	Jul '15 - Jun 16
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43450 · Individ, Business Contributions	1,000
Total 43400 · Direct Public Support	1,000
45000 · Investments	
45030 · Interest-Savings, Short-term CD	10
Total 45000 · Investments	10
46400 · Sales and Fee Income	
46600 · Park Concessions Income	
46604 · Campsite Fees	212,602
46606 · Shower Fee Income	8,167
46607 · Day Use Fees	360
Total 46600 · Park Concessions Income	221,129
Total 46400 · Sales and Fee Income	221,129
47200 · Program Income	
47240 · Program Service Fees	4,359
Total 47200 · Program Income	4,359
Total Income	226,498
Gross Profit	226,498
Expense	
60010 · Program Service Fees to MAPA	325
60020 · Advertising & Promo	396
60040 · Bank Charges	1,502
60045 · Interest Expense/Finance Charge	358
61000 · Program Expenses	1,500
62100 · Contract Services	
62110 · Accounting Fees	8,107
62160 · Interpretive Services	2,300
Total 62100 · Contract Services	10,407
62300 · Office Expenses	
62310 · Office Supplies	302
62320 · Kiosk/Office Equipment	66
62330 · Computer Services	905
62300 · Office Expenses - Other	35
Total 62300 · Office Expenses	1,308
62800 · Facilities and Equip Expense	
62840 · Equip Rental/Equip Maintenance	993
62845 · Rep. and Maint. Building & Prop	
62849 · Plumbing	8,352
62845 · Rep. and Maint. Building & Prop - Other	11,261
Total 62845 · Rep. and Maint. Building & Prop	19,613
62846 · Bridge Installation/Removal Exp	39,879
62880 · Utilities	
62881 · Electric	3,058

Standish-Hickey SRA
Profit and Loss
July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>
62882 · Garbage	21,653
62883 · Propane	3,120
Total 62880 · Utilities	27,831
62890 · Vehicle Expenses	
62891 · Repairs and Maintenance	64
62892 · Vehicle License/Fees/Reg.	131
62893 · Fuel/Gasoline	725
62894 · Insurance - Vehicle	1,253
Total 62890 · Vehicle Expenses	2,173
Total 62800 · Facilities and Equip Expense	90,489
65000 · Operations	
65020 · Postage, Mailing Service	266
65040 · Supplies	12,870
65050 · Telephone, Telecommunications	1,346
Total 65000 · Operations	14,482
65100 · Insurance Expense	
65120 · Insurance - Liability, D and O	7,085
Total 65100 · Insurance Expense	7,085
65370 · Meals - Program	76
66000 · Payroll Expenses	
66100 · Gross Salaries and Wages	118,638
66200 · Payroll Taxes	13,124
66300 · Workers Comp Insurance	9,817
66400 · Employee Benefits	65
66500 · Direct Deposit Service Charges	131
66000 · Payroll Expenses - Other	16
Total 66000 · Payroll Expenses	141,791
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	65
68320 · Lodging, Airfare, Car Rentals	82
68330 · Mileage	2,180
68340 · Meals - Travel	231
Total 68300 · Travel and Meetings	2,558
Total Expense	272,277
Net Ordinary Income	-45,779