

VALLEY OF THE MOON NATURAL HISTORY ASSOCIATION

REVENUE AND EXPENDITURES REPORT TO STATE OF CALIFORNIA

May 1, 2015 – April 30, 2016

NARRATIVE

SUMMARY

Jack London State Historical Park (“the Park”) generated \$416,245 in park operational revenue. Total operating costs for the Park were \$838,505 leaving a deficit of \$309,016 for the above mentioned time period.

The Valley of the Moon Natural History Association (“the Association”) offset nearly all of these losses with \$252,727 in fundraising activities and other income. The remaining excess cash of \$64,956 (after the use of some temporarily restricted funds) is significantly better than the prior year.

BACKGROUND

Valley of the Moon Natural History Association, a 501-C3 nonprofit organization, entered into an Operating Agreement with the State of California, Department of Parks and Recreation to operate Jack London State Historic Park effective May 1, 2012. The Operating Agreement provides that an annual revenue and expenditure report will be provided to the State of California for the period May 1 through April 30. According to Public Resources Code 5080.42, the Association must use revenues derived from operation of the Park, including entrance fees, parking fees, interpretive tours, concessions and special events only for the operation, administration, care, improvement, and maintenance of the Park.

The Operating Agreement also states that the Association may additionally contribute in-kind services and funds raised from outside entities for the care, maintenance, operation, administration, improvement or development of the Park.

NOTES

Support and Revenue from Jack London State Historic Park Operations Revenue includes that derived from Park entrance fees, museum entrance fees, group and interpretive tours, venue rentals, Park special events, concessions (horseback riding) and merchandise sales (net of COGS).

Operating Expenses for Jack London State Historic Park Expenses include all of those incurred by the Association to operate the Park including personnel, administrative services and supplies, maintenance, events, interpretation activities and all other matters incident to the development, control, and operation of the Park.

Funds/Support Raised from Outside Entities:

Revenue derived from Park operations was supplemented by the Association’s contribution of funds raised from sources outside of Park operations including its membership drive, fundraising activities and grants from outside entities. In addition, the Association also contributed other revenue consisting of contracts with outside parties for volunteer coordination services, interest and investment income.

In-Kind Contributions:

The Association’s volunteers are vital to the operation of the Park. For the above mentioned time period, it should also be noted that local citizens have contributed a very significant total number of volunteer hours. Since the State of California has established an hourly rate of c. \$25 for volunteer hours, the total value of the 15,653 hours contributed by the Association’s volunteers was an additional \$391,325.

JACK LONDON STATE HISTORIC PARK		
AS OPERATED BY VALLEY OF THE MOON NATURAL HISTORY ASSOCIATION		
CONTRACT YEAR: MAY 1, 2015 - APRIL 30, 2016		
SUPPORT AND REVENUE FROM JLPP OPERATIONS		
Park fees		
Entrance/parking		\$235,339
Venue rental		38,375
Tours (interpretive)		5,744
Concessions		8,990
Events income		\$96,285
Release of temporarily restricted funds		\$113,244
Merchandise sales (net of cost of sales)		\$31,512
Total support and revenue from Operations		\$529,489
EXPENSES FOR JLSHP		
Personnel expense		\$466,445
Park maintenance and improvements		\$49,280
Staff and volunteer expenses		\$17,504
Grants to other nonprofits		\$0
Contract services / professional fees		\$204,039
Advertising and promotion		\$372
Bank and merchant fees		\$4,947
Dues and subscriptions		\$1,164
Events expense		\$30,753
Insurance		\$13,153
Office supplies		\$4,291
Postage		\$2,226
Printing and reproduction		\$12,766
Communications		\$7,836
Computers and software		\$2,870
Furnishings and equipment		\$351
Utilities		\$15,834
Other operating expenses		\$4,674
Total Operating Expenses		\$838,505
Temporarily Restricted Funds		\$121,245
Net JLPP Income		(\$187,771)
FUNDS/SUPPORT RAISED FROM OUTSIDE ENTITIES		
Contributions		\$65,298
Memberships		\$98,729
Sponsorships		\$37,272
Grants		\$37,500
Fundraising events - off site		\$0
Other income		\$13,928
		\$252,727
Net Gain/(Loss)		\$64,956