

VALLEY OF THE MOON NATURAL HISTORY ASSOCIATION

REVENUE AND EXPENDITURES REPORT TO STATE OF CALIFORNIA

May 1, 2016– April 30, 2017

NARRATIVE

SUMMARY

Jack London State Historical Park (“the Park”) generated \$436,629 in park operational revenue.

Total operating costs for the Park were \$837,583 leaving a deficit of \$400,954 for the above mentioned time period.

The Valley of the Moon Natural History Association (“the Association”) offset nearly all of these losses with \$457,163 in fundraising activities and other income. This resulted in an excess of \$56,209 and Jack London Park Partners, therefor, has sufficient funds on hand to support the operation of the Park for the foreseeable future.

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 total of 14,787 volunteer hours. Since the State of California has established an hourly rate of \$28.46 for volunteer hours, the total value of the hours contributed by the Association's volunteers was an additional \$419,984

.

JACK LONDON STATE HISTORIC PARK	
AS OPERATED BY VALLEY OF THE MOON NATURAL HISTORY ASSOCIATION	
CONTRACT YEAR 1: MAY 1, 2016 - APRIL 30, 2017	
SUPPORT AND REVENUE FROM JLSHP OPERATIONS	
Park fees	
Entrance/parking	\$226,930
Venue rental	\$44,750
Tours (interpretive)	\$7,364
Concessions	\$7,970
Events income	\$113,972
Merchandise sales (net of cost of sales)	\$35,643
Total support and revenue from Operations	\$436,629
EXPENSES FOR JLSHP	
Personnel expense	\$560,707
Maintenance and materials	\$36,660
Staff and volunteer expenses	\$14,496
Grants to other nonprofits	\$0
Contract services / professional fees	\$71,451
Advertising and promotion	\$1,964
Bank and merchant fees	\$10,921
Dues and subscriptions	\$779
Events expense	\$72,632
Insurance	\$14,609
Office supplies	\$3,220
Postage	\$1,410
Printing and reproduction	\$10,150
Communications	\$12,754
Computers and software	\$7,024
Furnishings and equipment	\$28
Utilities	\$15,278
Other operating expenses	\$3,500
Total expenses	\$837,583
Net from JLSHP operations	(\$400,954)
FUNDS/SUPPORT RAISED FROM OUTSIDE ENTITIES	
Contributions	\$73,879
Memberships	\$89,924
Sponsorships	\$54,238
Grants	\$40,267
Fundraising events	\$181,498
Other income	\$17,357
	\$457,163
Net Gain/(Loss)	\$56,209